

Grameen Gazette

Will you take up the challenge from Nobel Laureate Professor Yunus to create a socially and financially inclusive world?



Nobel Peace Laureate Professor Muhammad Yunus' visit to Australia in late March to launch his new book *A World of Three Zeroes – Zero Poverty, Zero Unemployment, Zero Net Carbon Emissions* was a 'tour de force'

Professor Yunus called on us all to take notice of the growing inequality around us. He warned that social and financial exclusion is a ticking timebomb.

3.7 billion people across the globe are being left behind as the top 1% hold more than 50% of the world's wealth. In Australia more than 3 million adults (17%) are severely or fully financially excluded. In SE Asia 264 million adults are 'unbanked'.

Social Business is a powerful tool to close this gap as it drives social change through financial inclusion. It uses business as the engine to solve social issues – making it viable and sustainable. And it provides the perfect avenue for people to unlock their creativity – job seeking defines and limits human opportunity but entrepreneurship unlocks the inherent potential in each and every one of us.

Professor Yunus was joined by thousands of people from politicians to entrepreneurs, business leaders, philanthropists, NGOs, intellectuals, students and passionate and engaged Australians. He asked us to remove our single lens capitalist moneymaking glasses and replace them with bifocals – one that recognises and respects the value of moneymaking but pairs this with one that sees how business can rebuild a fair, equitable society.

Our mission is to build a socially and economically inclusive *'World of Three Zeroes'* where all humans lead dignified, meaningful lives

Grameen Australia is using Professor Yunus' remaking of business as a social impact driver to build a socially and economically inclusive *'World of Three Zeroes'* - zero poverty, zero unemployment, zero net carbon emissions - where all humans lead dignified, meaningful lives.

TOUR HIGHLIGHTS



At the **Women in Focus Breakfast** Prof Yunus asked the audience to rethink capitalism and the place of women in economic activity. Women around the world are entrepreneurs as they are building businesses through Microfinance - these women should inspire us to build female economic inclusion to drive social change.



Symposium Z at the CBA Innovation Lab in Sydney asked if social business was a crazy idea and you have to be crazy to do it? 6 debaters, 2 sides and all in furious agreement: Social Business is the crazy idea to upend capitalism so we can all live in a better world of zero poverty, zero unemployment and zero net carbon emissions.



At the **UNSW Centre for Ideas** with David Gonski our Chair Peter Hunt AM asked why one of the world's wealthiest countries can't fix our social problems? We have outsourced to government and NGOs, but the government is process driven and NGOs are resource constrained. It is business that is really good at solving issues - social business uses a business engine to solve social problems.

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At the **Rotary Presidential Peace Conference** Prof Yunus reminded hundreds of delegates that humanity is a healthy seed but when it is planted in a flowerpot it can only become a bonsai as it is denied enough soil to grow. The current system is the flowerpot as it denies access to wealth for the bottom 50% and holds it for the top 1% who own 50% of the world's wealth. All seeds are good as they just need the chance to grow, or wealth concentration will become a ticking timebomb for all of society.



At **EG Funds Management** Prof Yunus argued that Government-funded welfare should be turned on its head so that recipients are encouraged and incentivised to break the welfare cycle. He asked major funds to ask their investors to give 1% of their investment to a social business to solve a social cause.



At **Symposium Z** at Deloitte in Melbourne, Prof Yunus reiterated his passion for human creativity, as all human beings are entrepreneurs. The capitalist system needs jobs seekers so redirects human energy to be 'job ready' not 'life ready'. But humans are packed with unlimited capacity - capitalism wants us to fit into a slot but social business helps release our infinite creative energy.

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At **Monash** Prof Yunus refuted the belief that Microfinance can only work in the developing world.

Grameen America was established 10 years ago and has proven that the damage of capitalism can be repaired, as its 100,000 entrepreneurs are repaying loans at a nearly 100% repayment rate due to the success of their businesses.



At the **Australasian Social Business Forum** in Adelaide hosted by STEMSEL, University of Adelaide, the Don Dunstan Foundation and the Wyatt Trust, Adelaide launched its Yunus Social Business Centre to drive development of social business as an innovative and powerful tool to overcome endemic social problems in Adelaide.



With enthusiasm, determination and joy we can use the power of Social Business to usher in ***A World of Three Zeros*** – Zero Poverty, Zero Unemployment, Zero Net Carbon Emissions.
Join us to create a new socially and financially inclusive world.

**WE NEED YOUR SUPPORT TO CREATE
'A WORLD OF THREE ZEROES'**



Social Business Hub, Manila

Philippines: Microfinance, education and mentoring to excluded communities

Current Impact: Exceeded 2017 target by 20% to release 6,000 loans to ensure economic inclusion

2020 Target: More than 40,000 families and 200,000 lives transformed



Phnom dei KJ Livestock Training Centre, Siem Reap

Cambodia: Livestock rearing training and apprenticeships for dumpsite scavengers and impoverished local families

Current Impact: 30 families with secure income ensuring financial and social inclusion

2020 Target: Village rearing coop model rolled out to 30 communities, providing secure income for at least 360 families



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Social Business Hub, Australia: Focal point for development of Grameen Social Business and Microfinance in Australia
Current Impact: Analyse the potential for a viable Grameen microfinance social business in Australia
2020 Target: Grameen Social Business mainstream in Australia

OR ... use your talents to usher in a World of Three Zeroes



Pro Bono Support/Volunteering - you have professional skills and interests that can help us play a significant role in building a World of Three Zeroes through Social Business.
Email us at mail@grameen.org.au to work with us on our cutting edge projects

Grameen Australia is an Australian not-for-profit organisation with Public Benevolent Institution and DGR 1 status, so donations are fully tax deductible to donors in Australia.

Visit our website at www.grameen.org.au for all the news and information on our activities including Current Projects and Case Studies.