

Making Markets work for Sustainable Development



We envision a world where all communities thrive and the adverse impacts of business operations are non-existent... Where all markets work towards sustainable development.

Our Mission is to strengthen the purpose, positioning, and profits of businesses to drive positive impacts on the development of local and global communities.

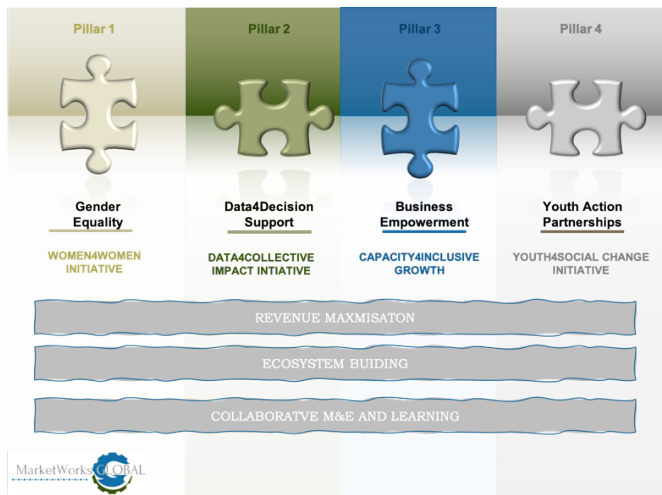
Our Purpose: is to help raise awareness and actively increase businesses' innovation and leadership in local and global communities by maximising the impacts of their operations and profits on the achievement of the global SDGs.



MWG's concept has emerged as a result of its founder's and advisors' passion for business innovation, combined with over 120 years of combined expertise in international development impact and spending 18-months testing the concept. Since rolling-out our pilot strategy we have continued to successfully support small, medium and growing businesses through a one-to-one 4-phase model:



In addition, we support our clients in design and implementing actions and operations that increase their local or global social impacts. We operate across four Development Pillars:



All pillars are underpinned by our crossing-cutting ecosystem and partnerships coordination strategies, evaluation and learning, and a focus on commercial revenue maximisation by releasing cash flow needed for sustaining purposeful investments. We advise and hold hands with our clients - NGOs, SMEs, social

enterprises and corporates - to increase their reach and impacts on the UN Global Sustainable

Development Goals (SDGs) as we deliver services including; business model and strategy refinement and roll-out, social impact marketing, CSR ecosystem partnership building, revenue assessment and maximization, and design and implementation of development programmes around our 4 pillars, to create the social business innovation necessary for businesses to meet the needs of identified beneficiaries. We bring the following value-added capabilities:

(1) We Manage Programmes and tackling social, health & economic inequalities and access issues from an international development lens through our sister organization – *Associates for international development and their international development partners*

(2) We Build on, and translate successes from elsewhere, across sectors, industries and countries

(3) We use our experiences and expertise in scaling-up and growing businesses alongside their development programme impact: We do this by strategically restructuring the operations of commercially focused businesses that have *under-tapped social motivations*, to identify & strengthen their strategic resources, capabilities and potential, to maximise their impacts on the SDGs and to participate effectively in resource-sharing ecosystem partnerships within underserved communities and countries.

(4) Globally networked resources and specialist skills that lie within our profitable yet socially motivated businesses to deliver on the goals of donor-funded international development programmes. We do this by bringing such businesses together to create sustainable solutions that fit with each of their social mission and mandates and are delivered seamlessly through their business operations, skills and Know-how *to create functional and highly effective entrepreneurial growth ecosystems in target countries*. When businesses join together in this way, *as a force for good*, we seamlessly leave behind positive far-reaching outcomes, relationships and networks that are sustainable well beyond the project period.

(5) We Ensure that our actions are data-informed and harmonised with our donor partners, for sustained business growth and job creation in underserved communities, in ways so that economic benefits are felt downstream as well as upstream by communities, investors and governments.

(6) We Build successful fundraising collaborations with investment partners.

Our added strength arises from our operational agility and ability to adequately tailor and adapt approaches and inputs and respond to evolving needs of demand-driven projects by bringing the best minds and experts to the table at all strategic and pivotal points in the process. Through the ecosystems and networks that we leave behind, as well as resource-sharing CSR partnerships, we provide hands-off support mechanisms through which our beneficiaries can call on our partners, for updated inputs or advice beyond our intensive start-up or scale-up phase.

Contact us at:

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