

The Global Summit of Women

2009



Santiago, Chile



May 14-16

Presentation on “Is Social Responsibility
Separate from Entrepreneurship?”

By Nancy V. Gomez, Co-Founder and
President, Eve-olution Foundation (France)



***“Is Social Responsibility
Separate from
Entrepreneurship?”***

Nancy V. Gomez

Global Summit of Women 2009
May 15, 2009 Santiago, Chile
Pedro de Valdivia A -Sheraton



EVE-olution Foundation

Is an independent, international, not for profit organisation.

The Foundation will never engage in any political, partisan, national, ethnic, religious, activities or interests.

Mission

**Empowering women entrepreneurs in
developing & emerging countries**

Because

**"Women should be fully involved in decision-making and the
implementation of sustainable development activities"**

(Rio 92, Agenda 21, Chapter 24)



EVE-olution Foundation

**“ Women must have a say on issues related to
their children such as:**

the soil on which they play,

the air they breathe,

the water they drink,

the food they eat.”



Context



"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

(Rapport Brundtland) in 1987



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“Is Social Responsibility Separate from Entrepreneurship?”

Profit as a goal	The Profit from Principles Business	The Social Purpose Business
Profit as a means		The Missionary Business
	Social impact as a means	Social impact as a goal

Figure 2: Typology of CSR-driven innovation business ventures

Source: World Bank CSR report 2008



Our Method = Business Coaching

No donation

No credit

No teaching

Our Strategy = Bottom up

⇒ Export Fever®

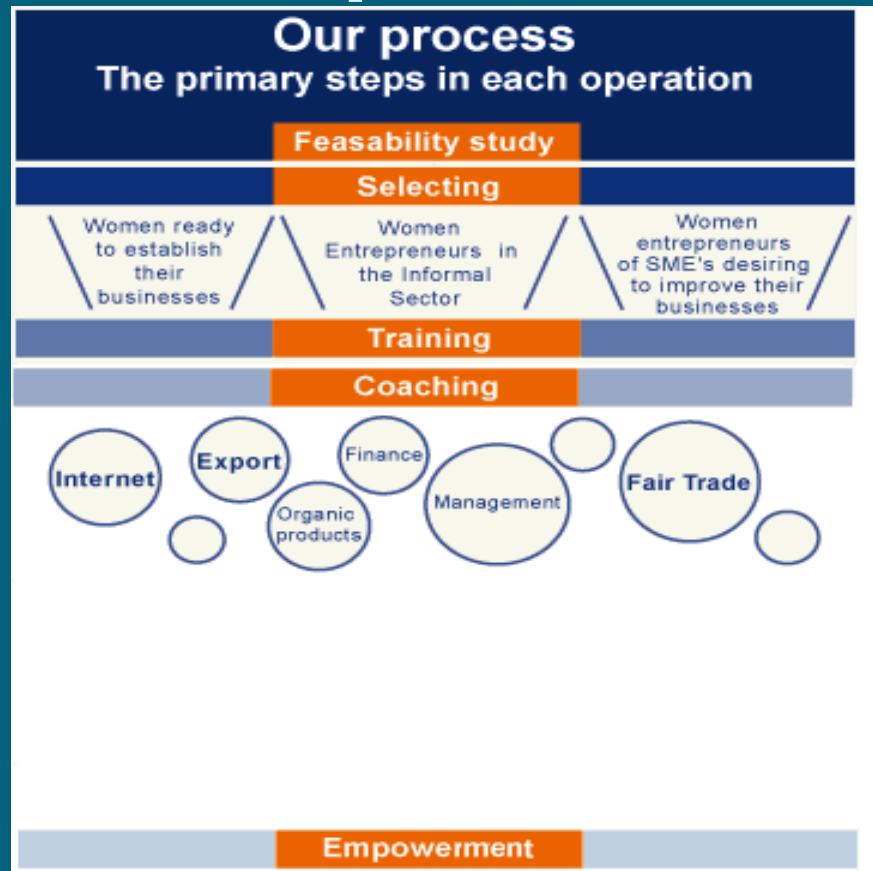
: Internet, Fair Trade, Organic, ...

⇒ EVE-products promotion

: Worldwide Women associations (free)



Our process



ROLE MODELS, INFLUENCERS



EVE-olution Foundation

Our objective is to prepare operations in 50 countries
Focus EXPORT specially in rural areas

- ① Contacting and visiting women entrepreneurs associations
- ② Preparing feasibility studies
- ③ Launching operations in site, coaching of group of women
- ④ Promoting the EVE-products at an International level



EVE-olution Foundation

OPERATION:

Belle Crin

① WEDO

② Presentation of Belle Crin



EVE-olution Foundation

OPERATION:

Belle Crin



www.bellecrin.com

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EVE-olution Foundation

OPERATION:

Belle Crin

- ① WEDO
- ② Presentation of Belle Crin
- ③ **Business Coaching: Angela + Gerard**
- ④ **Business Opportunities: Italy, France, Germany, USA**



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After the Business Coaching Period

Women entrepreneurs (who are also mothers) can better:

- ✓ adapt ,
- ✓ innovate,
- ✓ create jobs,
- ✓ become ROLE MODELS,
- ✓ become INFLUENCERS,...



**“ Role of women
entrepreneurs
in CSR ”**



EVE-olution Foundation

**Let's Build Business Bridges Between
Women Entrepreneurs Worldwide**

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THANK YOU !