



SUSTAINABLE BUSINESS

IFC helps companies adopt environmental, social, and governance practices and technologies that create a competitive edge. We seek the broad adoption of these practices to transform markets and improve people's lives. We help advance women in business, strengthen small-scale farmers and small firms, and engage the private sector in climate-change solutions. At the end of FY12, we had an active portfolio of 173 sustainable-business projects in 59 countries, valued at \$265.8 million. In FY12, our advisory program expenditures totaled \$48 million, of which 59 percent was in IDA countries, and 10 percent was in fragile and conflict-affected areas.



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Project Expenditures by Product



Sustainable Business Advisory Business Line

Product	Development Results for Projects Active During CY11
Clean Energy	<p>Trained over 62,000 people, including over 47,000 in Kenya and Ghana</p> <p>Over 118,000 MWh/year of renewable energy expected to be produced, including over 85,000 in Sri Lanka</p> <p>1.6 million people received access to improved services</p> <p>Facilitated over \$39 million in financing for clients</p>
Corporate Governance	<p>Over 1,200 entities and 7,500 people reached directly, with an additional 15,000 reached through partners</p> <p>Fifteen Corporate Governance-related regulations enacted</p> <p>\$365 million in financing facilitated for clients, including \$171 million in Serbia and \$25 million in Central Asia</p>
Environmental, Social and Trade Standards	<p>Trained over 21,000 people on improving environmental, social, and trade standards</p> <p>5,800 clients obtained certification</p> <p>Enabled businesses to increase their annual sales by approximately \$69 million, of which \$24 million was in Ukraine around food safety standards</p> <p>Over 2,700 entities reported improved performance as a result of Advisory Services received, including 1,300 in India</p> <p>Facilitated \$31 million in financing for clients</p>
Farmer and SME Training	<p>Trained over 133,000 people and 85,000 entities directly, and an additional 1.7 million through partners, driven by SME Toolkit programs</p> <p>Enabled farmers and SMEs to increase their annual sales by approximately \$53 million</p>

Sustainable Business Advisory Business Line

Product	Development Results for Projects Active During CY11
Resource Efficiency	<p>Reached more than 450 entities through cleaner production audits and broader workshops</p> <p>Facilitated over \$22 million in financing, of which \$19 million was in Russia</p> <p>More than 1.1 million cubic meters of water per year are expected to be saved by clients, and over 80,000 MWh/year of energy use</p>
Strategic Community Investment	<p>Reached over 4,500 individuals (including at least 1,400 women) and more than 3,300 entities</p> <p>Facilitated over \$27 million in financing for clients</p> <p>Enabled \$2.7 million in new contracts for SMEs in Guinea</p>
Sustainable and Inclusive Investing	Trained 2,000 people and distributed over 14,000 copies of publications on sustainable investing



IFC PARTNERS WITH BBC TO IMPROVE COMPETITIVENESS OF SMALL BUSINESSES IN AFGHANISTAN

Can a radio show aired in Afghanistan get a farmer to adopt more sustainable and productive crop-processing practices?

Can it inspire a young woman to start cultivating onions in a greenhouse and build her own sustainable farm? Can it empower people to become successful entrepreneurs?

Thanks to a partnership between IFC and the BBC, the answer is yes.

Over the last two years, we have jointly produced a new program called “Gold in the Dust.” Focused entirely on inspiring entrepreneurship, it integrated practical business advice and information in over 300 episodes. This initiative potentially reached 11 million Afghans—the largest rural listenership of any media program in the country—and set a new standard for the use of mass media to educate communities constrained by illiteracy and trapped in conflict.

The partnership combined BBC’s Media Action Afghan Education Project, which aims to improve health and education through popular radio broadcasts, and IFC’s Business Edge program in Afghanistan, which is designed to enhance the performance and the competitive edge of local SMEs by developing their business skills and managerial capacities.

Since its launch in 2008, IFC’s Business Edge program in Afghanistan has trained more than 2,000 Afghans, including 600 women, and through its partnership with BBC, has reached millions of listeners. This highlights IFC’s role in fragile and conflict-affected countries, where private sector development can stimulate growth and improve people’s lives.