

## Business As Mission: What is it?

### Presentation by Dennis Tongoi

#### Learn From History

Term may be new, concept and various applications are not

*"In the earliest history of the Christian mission the saving news of Christ was often carried to new places by those who were seeking to do business."*

Harry Goodhew, Retired Anglican Archbishop of Sydney, Australia

#### KAIROS MOMENT

Business as Mission 1995 – 2005:

We see God at work in a new way, all over the world, both in the business world and in the Church.

Different terms – same concept

- **Business as Mission**
- **Kingdom business**
- **Great Commission Companies**
- **Transformational Business**
- **Etc,...**

#### Term & Concept

- The term *Business as Mission* seems to catch on and become the most widely used
- The concept clarified especially through the Lausanne BAM Group

#### Lausanne BAM

1. More than 70 people from all continents, mainly business people but also church and mission leaders, educators, theologians, lawyers and researchers
2. Worked for a over a year
3. God's purposes for work and business, the role of business people in church and missions, the needs of the world and the potential response of business
4. The collaboration process included 60 papers, 25 cases studies, several national and regional Business as Mission consultations and email-based discussions, culminating in a week of face to face dialogue and work.

- The business of **business as mission** is to reveal Christ through business. When this is done effectively, the outcome is transformational.
- **Business** is a mission, a calling, a **ministry** in its own right. Human activity reflects our divine origin, having been created to be creative, to create good things by good processes, for us to enjoy – with others.
- The business of business is business. And the business of **business as mission** is business with a kingdom of God purpose and perspective.

### Lausanne BAM: Some Outcomes

1. BAM Report
2. BAM Manifesto
3. Catalyzed & strengthened BAM processes around the world:
  - *National Networks & Consultations*
  - *Regional Networks & Consultations*
  - *Churches & Agencies embracing BAM*

### Samples of Consultations & Networks

- Central Asia
- Turkey East Africa
- Latin America
- China
- Iran
- USA
- Arab world
- Southern Africa
- West Africa

### Samples of Agencies Embracing BAM

- CMS
- Interserve
- Operation Mobilisation
- Youth with a Mission
- World Evangelical Alliance
- Christian Reformed World Relief Committee

### **'Quadruple Bottom line'**

- Henry Ford once said: "A business that only makes money is a poor kind of business". Most businesses exist solely to make a profit for their shareholders – that is the financial bottom line.
- Business as Mission looks beyond that to the '**Quadruple Bottom line**' – FINANCIAL, SOCIAL, SPIRITUAL and ENVIRONMENTAL returns.
- *I believe the only long-term solution to world poverty is business. That is because businesses produce goods, and businesses produce jobs. And businesses continue producing goods year after year, and continue providing jobs and paying wages year after year. Therefore if we are ever going to see long-term solutions to world poverty, I believe it will come through starting and maintaining productive, profitable business.*

Wayne Grudem – How Business in Itself Can Glorify God, in Yamamori and Eldred, 2003

### Discipling Nations

- "When I asked local Indonesian believers how it came to pass that Islam captured most of the population while European missionaries had so little effect, they answered that the Europeans came as missionaries, acted like missionaries, and only left the mission compound to do evangelistic "raids" into the countryside. The Muslims, in stark contrast, were not missionaries but rather traders and business people who lived among the nationals, held commerce with them, and in the course of their enterprise shared the "truth" of Islam." ( Lausanne BAM publications)

### **BAM Africa Vision**

Transformed African economies

### **BAM Africa Mission**

To catalyse the transformation of African economies through Kingdom practices, principles, businesses and networking.

### **Core Values**

- Transformational
- Excellence
- Integrity
- Justice
- Innovation

## STRATEGIC GOALS FOR 2007

- Catalyse the setting up of business incubators
- Capacity Building
- Networking and Resource Mobilization

### Progress so far: What we have done?

In 2005/2006, a BAM consultative meeting was held in Kenya that brought together business people from across Africa. The BAM concept was exposed, partnerships were created and an Africa-wide movement was born. This was followed by the launch of the Kenya BAM Chapter in March, 2006. A lot of relationships have been created and networks born out of these discussions

Training and

Mobilizing of entrepreneurs

- The Navigators
- Crown ministries
- Graduate Mobilization Program( GMP- Africa)
- BAM
- Chalmers Institute for Economic Development
- Five talents
- Swiss Contract

Capital Mobilization

- Baraka Africa Ltd
- Zara investments Ltd
- Faulu
- 5 talents
- Genesis
- Window trust.

Pilot projects

- Local
- National
- Regional
- International

## Beacon projects-

### Local

- Scaling up of a Yoghourt manufacturing project- in Gachie

## Beacon Projects

### International

An agricultural project seeking to process the *Aloe Vera* plant has been born. The plant is viable in the arid and semi-arid areas of Kenya both nutritional and pharmaceutical products. The purpose of this project is to address poverty through sustainable solutions that express the BAM Quadruple Bottom-line namely seeking Financial, Environmental, Spiritual and Social impact.

## Beacon projects

### National

We have also partnered with a housing company that seeks to reduce the cost of constructing residential units by 30%. Currently in Kenya, the cost of owning a house is prohibitive, and almost completely unjust. *Infineon Holdings* has come up with an innovative way of construction houses in a cost-effective way that reduces more than 80% of the time of constructing a house. BAM has facilitated the launch of this company's project by helping it access some capital.

## Growing Networks

- Local Church Chapter
  - Karura Community Chapel
  - Karen Community Chapel
- National Chapters
  - Kenya Network
  - Uganda Network
- Regional networks
  - CRWRC- Partners worldwide

The objective of the meeting is fourfold:

- Promote the concept and practice of BAM
- Provide a platform for information sharing such as: emerging business opportunities and BAM success stories
- Connect practitioners with potential practitioners
- Connect young businesses with mature and established businesses