

BUSINESS AS MISSION AFRICA STRATEGY PAPER 2007

Preamble

Our context is that of emerging markets and global trends and opportunities, such as China and Sudan. We have the potential to put kingdom businesses in the best position to set the pace and industry standards, and as market leaders to command significant market share on at global level. Examples of emerging issues include the movement of human and intellectual capital, technology transfer and outsourcing to emerging markets. Opportunities further exist to respond to the global implications related to changes in access to and the use of essential natural resources such as water and energy and other renewable resources.

As Christians we are intentionally seeking to align business with kingdom of God purposes at the macro level. We aim to promote strategic thinking and equipping kingdom businesses so that they can competitively operate in a global market.

Opportunities for Business as Mission

A World in Need

About 50% of the world's population lives on less than US\$ 2 a day. That represents a staggering number of over 2.8 billion people. Of these, 1.2 billion live on US\$ 1 a day. Imagine a population twice the size of the USA, Canada, Mexico and Brazil combined, where each person exists on \$1 a day. In addition to poverty, there are the devastating effects of disease that plague the poorest nations. At the end of 2002, an estimated 42 million people around the world were living with HIV/AIDS. 30 million of these people live in Sub Saharan Africa. This is further aggravated by a disparity whereby the richest 20% of the world's population own approximately 80% of the world's wealth; whilst the poorest 20% own approximately 1%. There is a tragic correlation between poverty, disease and unemployment.

There is also a devastating link between lack of jobs and a variety of social ills. Human trafficking stands out as one of the most heinous. Trafficking is the term used for modern-day slavery and describes the act of the enslavement of a man, woman or child. Traffickers use force, fraud or coercion to hold their victims against their will. Women and children are often trafficked being forced into prostitution. A root cause of trafficking is unemployment. Christians in business can and must address this.

30 years ago, the South East Asian countries were economic nobodies. Their economies were based on low priced commodities. Japanese companies started setting up manufacturing plants and were welcomed with open arms by the Asian governments. Why? Because jobs and training were provided for the population and new technologies were shared that allowed these nations to compete at a global level.

Within a few years, enterprising Asians, trained by the Japanese, began starting their own plants. Today the largest chip manufacturers are in Taiwan, Singapore and Malaysia and are all locally owned. While Japanese companies did not have a social transformational agenda when they invested in Asia, nevertheless it demonstrates powerfully how enterprise can alleviate poverty.

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 – Business for the Glory of God, Crossway 2003

BUSINESS AS MISSION AFRICA

Background Information

Business As a Mission (BAM) is a movement of kingdom minded business people whose emphasis is on transforming communities through businesses with an intention to make Jesus known, encountered or followed. BAM recognises that daily work of doing and being in business is one way of engaging with society, bringing the kind of transformation desired by Christian faith. This approach implies a holistic mission in which there is a conscious evangelistic engagement with the business world as a place where the Lordship of Christ and the Kingdom of God is hoped for and worked out in the decisions, culture, structures and systems of commercial life. BAM recognises business is a calling, the business people are fulltime ministers – not just mere mission supporters, and the marketplace is a prime mission field.

BAM Vision

- Transformed African economies.

BAM 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*

Specific Objectives

- i. Set a model resource centre at CMS Nairobi Office
- ii. Develop a comprehensive business incubation and strategy implementation plan
- iii. Set one business indicator at CMS Nairobi
- iv. Facilitate business start-ups in Africa – work with selected beacon projects (on going)

- v. Facilitate cross-cultural business exchanges and partnerships within Africa (on going)
- vi. Link mature businesses with young businesses
- *Capacity Building*
 - Specific Objectives
 - i. Develop local BAM consultants in Africa – (on going)
 - ii. Develop contextualised BAM training tools – (on going)
 - iii. Expose and equip churches, organizations and businesses with BAM principles – (on going)
- *Networking and Resource Mobilisation*
 - Specific Objectives
 - i. Provide networking forums for BAM stakeholders
 - ii. Raise resources for BAM activities
 - iii. Connect entrepreneurs with resources