



In a nutshell: 'Human Development through the market'

HDtM is an approach that covers market-based environmentally and socially responsible activities that empower the poor to meet their basic needs.

HDtM stresses that commercial activities involving environmental activities like sustainable production, sustainable procurement, or sustainable product design are not only good for the environment, but they might service wider goals. First, they are good for the economy (saving costs, developing domestic and export markets) and second they can support social progress (helping to spread good labour conditions, and to create decent jobs).

HDtM is based on profitable business models, and not on philanthropy or official development assistance.

3 Key Principles

Create social and environmental value

HDtM projects shall lead to change that is sustainable and long-term oriented to preserve and enhance options for future development.

Function collectively through the market

HDtM projects rely on market mechanisms to mobilise resources, and aim to be financially self-sustaining in the medium to long term.

Create opportunities for the poor

HDtM projects shall create development opportunities for people living in poor communities – include higher incomes of the poor, access to new markets and satisfaction of basic needs.

HDtM in practice

The concepts behind Human Development through the Market are already implemented and test in real life. Cases from concrete applications in different sectors – Energy, Food and Agriculture, Tourism and Waste - show how HDtM can work in practice:

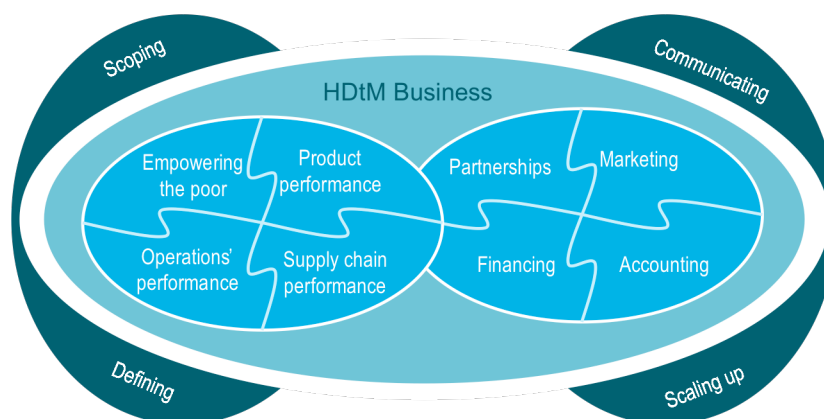
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| Energy | Drying fruit using Solar Power - USISS (Mali) | USISS seeks to generate income and create jobs for the local community through a commercial application of solar energy to meet local and national needs for dried meat, fruit and vegetables. |
| | Providing Energy to the Poor - Eskom (South Africa) | Eskom is the largest energy provider in South Africa. Its activities include demand side energy management aimed at increasing energy efficiency among its private and corporate clients, as well as investing into renewable energy. |
| Food & Agriculture | Growing organic cotton - LOCP (Uganda) | The Lango Organic Cotton Project (LOCP) has promoted organic cotton production techniques in Uganda and provided monitoring and documentation systems required for certification. |
| | Marketing the Açai berry - Sambazon (Brazil) | Sambazon cultivates, harvests and processes the Açai fruit in a sustainable manner that is mutually beneficial to local communities, the Amazon Rainforest, retailers and wholesalers. |
| Tourism | Vacation, wine and local communities – Spier (South Africa) | Spier aims to provide a luxurious vacation experience designed to recreate the atmosphere of a small village while preserving and nurturing the precious natural environment and strengthening the socio-economic development of its neighbours. |
| | Eco-tourism to African wilderness – CC Africa (throughout Africa) | As one of the continent's largest eco-tourism companies, CC Africa provides world-class holiday experiences for discerning travellers, and invests in sustainable conservation development and community empowerment. |



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| Waste | Converting e-waste into income – Desco (South Africa) | Desco Electronic Recyclers provides services to the ever-growing electronic industry for the disposing of its scrap, obsolete and redundant equipment from which Desco recovers precious and semi precious metals. |
| | Decentralised composting – Waste Concern (Bangladesh) | Waste Concern from Dhaka successfully applies a public-private partnership and decentralized composting models to promote community-based efforts for primary collection of waste and composting to reduce the quantity of final waste disposal. |

Putting HDtM into action: A toolbox for HDtM

CSCP has developed a 'toolbox for HDtM' that outlines issues that can help to start, run and scale up an HDtM business. The toolbox links to information sources and tools already available – and thus enables intermediaries to provide full support to new HDtM businesses.



Looking inside the modules:

| Module | Sample Questions | Sample tool |
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| Designing products and services | Is your product or service accessible for a broad user group? Does it take into account the state of infrastructure in the target markets? Does it minimise environmental damage and/or energy and resource consumption? | Design4Sustainability Manuals, case studies and hands-on worksheets www.d4s-de.org |
| Accounting | Can novel uses for by-products generate additional revenues? Do you use local labour and purchase local products and services? Have you eliminated inefficient use of resources and energy? | SME Toolkit Toolkit to support SMEs www.smetoolkit.org |

Contact and more information

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