



Harvard Business Review

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SPOTLIGHT: CAN ENTREPRENEURS SAVE THE WORLD?

*Working together,
corporations and social
entrepreneurs can reshape
industries and solve the
world's toughest problems.*

A New Alliance for Global Change

by Bill Drayton and Valeria Budinich

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A New Alliance for Global Change

Idea in Brief

The time is ripe for collaboration between for-profit businesses and mission-driven individuals and organizations.

By forming “hybrid value chains” the for-profit and citizen sectors can together remake global economies and create lasting social change. Businesses offer scale, expertise in operations, and financing. Social entrepreneurs offer lower costs, strong social networks, and a deeper understanding of customers and communities.

Example: Local citizen groups helped to persuade Amanco, a maker of water-conveyance products, that small farmers in Mexico represented a significant market opportunity. They partnered with the company to organize farmers into loan groups, promote irrigation technologies, and even install systems. The social entrepreneurs are helping the farmers get financing so that they can afford Amanco’s products. This newly created drip irrigation market is worth about \$56 million a year—and farmers are enjoying higher yields.