

DEVELOPING INNOVATIONS
FROM THE BASE OF THE PYRAMID:
TWO CONTRASTING ILLUSTRATIVE CASES¹

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Abstract

Two challenging imperatives we face today are the amelioration of global poverty and the reduction of the impacts of global climate change. This article describes two projects that are being developed in the 'base of the pyramid', each addressing both of these challenges.

¹ May 2008: Paper presented at ASAC. Halifax, NS.