



SC Johnson Helps Create Stronger Communities at Base of Pyramid

What is the Base of the Pyramid Protocol™?

The Base of the Pyramid Protocol™ is a process for creating mutually beneficial businesses in base of the pyramid (BOP) communities where people live at the lowest economic level around the world – a per capita income of less than \$1500 a year.

How is SC Johnson helping to develop the Base of the Pyramid? Since 2003, SC Johnson has supported Cornell University and others in the development of the Base of the Pyramid Protocol™ and in 2004 became a key supporter of a formal program that launched in Kenya. The result was a step-by-step process that enables multinational corporations to identify and develop sustainable new products and businesses within the base of the pyramid community.

Why invest in the BOP?

- Helps SC Johnson gain a deeper understanding of our consumers around the world
- Helps to increase sales with small retailers who serve BOP consumers, who otherwise are not easily served by distributors
- Lowers the carbon footprint by using an environmental mode of distribution
- Creates locals jobs

As a result of the BOP partnerships over the past few years, more than 120 entrepreneurs have been trained in integrated pest management techniques, accounting and marketing, empowering them to succeed both professionally and personally.

How are we working within the BOP communities?

In July 2006, working with partners Carolina for Kibera and the Coalition of Youth Entrepreneurs, SC Johnson formally co-launched the “Community Cleaning Services” business venture in three neighborhoods of Nairobi: Kibera, Mitumba and Mathare. The service cleans shared community toilets to improve cleanliness while generating income for local entrepreneurs and jobs for others in the community.

Entrepreneurs offer cleaning services directly to homes using SC Johnson products such as **Pledge®** furniture care, **Glade®** air fresheners, **Toilet Duck** bathroom cleaner. Today, the business operates in Mathare and Dagoretti and continues to be a success.

Are there plans to expand our work in the BOP?

SC Johnson continues to work in base of the pyramid markets with efforts in Kenya and Nigeria, as well as the potential for new partnerships in Rwanda.