

# SISTEMA B CHILE



435

rural entrepreneurs from underprivileged communities will connect and jointly work with business leaders and higher education students, therefore creating bridges between them.

> 1800

people of all parts of society participate in activities of 'Building Bridges for the Future'.

## Connecting local entrepreneurs and business leaders

'Building Bridges for the Future' is a programme co-created by Sistema B and its partner organisation Balloon Latam. It seeks to combat inequality in Chile by linking rural entrepreneurs from underprivileged communities with employees from private enterprises and universities through instances that allow bonding, networking and the learning of new aspects for their businesses. Sistema B aims to redefine success in the economy and in businesses. It believes in a systemic change where business leaders, academics, investors, policy makers and civil society leaders rethink the meaning of success in order to help a new business DNA flourish: the B Corps. Sistema B is based in most of Latin America, leading a community of over 370 B Corps in the region. Balloon Latam is a social enterprise that promotes sustainable sociocultural development in order to improve resilient communities across Latin

America by strengthening their human, cultural, socio-environmental and economic value through social innovation programmes.

During a three-year period, the Julius Baer Foundation along with Sistema B and Balloon Latam will jointly work towards building bridges for a better future. Together they will link vulnerable rural communities along with businessmen, academics, executives, higher education students, social entrepreneurs, public authorities and other relevant actors, promoting sensitisation and the development of meaningful bonds on a personal and business level among them. Action is set to take place over summits and meet up spaces in addition to on-field innovation and entrepreneurship focused programmes and activities, with the intent of opening up possible markets, commercialisation channels, partnership and investing opportunities, while also tapping into relevant local and international on- and offline marketplaces →

### Julius Baer Foundation

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### How you can contribute

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and value chain linkage for all participants. Over the course of all activities, 'Building Bridges for the Future' intends to link over 1800 participants and over 120 ventures among one another, generating key conversations, links and bonds surrounding the regional social entrepreneurship and innovation, triple bottom line and purpose driven organisation landscape. The programme thereby makes a significant contribution to combating wealth inequality in the long term.

### Creating bridges between different parts of society

Through Sistema B and Balloon Latam more than 200 participating agents from 18 different countries have worked with more than 2000 rural entrepreneurs impacting 67 communities in Chile, Mexico and Argentina. From this experience, the research department has uncovered that:

- The rural entrepreneurs are more satisfied with the community they live in and feel that the programme has a positive impact on the community.
- After the intervention the impact on their businesses is reported more intensely in a better definition of their customer segment, a boosted value proposition and a clear financial stand.
- This leads to an increased satisfaction with the work they do every day, and with their current socioeconomic status.
- There is also an increased perception of voice and stake, measured by the rural entrepreneur's perception of their ability of being able to speak up and make a difference.

### Facts and figures: Chile

Chile has made tremendous progress over the last decade in terms of improving the

quality of life of its citizens. Since the 1990s, the country has seen a track record of robust growth and poverty reduction. However, there is still a long way to go in terms of that progress's distribution. Chile is one of the most unequal countries in the OECD, with 28% of its rural population living below national poverty line. According to the UNDP, the marked disparities in the country are not only a part of its history, but a structural feature that everyone is now used to. Moreover, the socioeconomic inequality threatens the development and stability of the country with huge potential.

- According to the UNDP report, the richest 1% in Chile captures one third of the income that the whole country produces.
- Another marked inequality lies in the low salary that a great percentage of workers earn. This situation is even more marked for women.
- A third symptom of the underlying problem lies in social interactions. Today, 41% of the population declare having experienced some sort of mistreatment in the past year, most of them because of their social status, or for being a woman.
- These daily expressions of inequality perpetuate the perception of them over time and lead to a feeling of unfairness of the rules of the game.
- According to the Gallup World Poll only 15% of Chile's population believes most people can be trusted, a symptom of a country that needs to start building bridges from within.

For more information about Sistema B and Balloon Latam please visit:  
[www.sistemab.org](http://www.sistemab.org) | [www.balloonlatam.co](http://www.balloonlatam.co)

“Zero is the only acceptable percentage of extreme poverty.”

Alicia Bárcena Ibarra, Executive Secretary United Nations Economic Commission for Latin America and the Caribbean