

MNEDEVELOP: Multinational Enterprises *for* Sustainable Development

MNEDEVELOP is a major research project funded by the British ESRC-UKRI - Research and Innovation Fund and FAPESP from Brazil. It is led by three academics: Professor Pervez Ghauri from the University of Birmingham (U.K.), Professor Axele Giroud from the Alliance Manchester Business School (U.K.), Dr Jorge Carneiro from FGV Sao Paulo (Brazil), with the collaboration of Professor Maria Alejandra Gonzalez Perez (Colombia). The project aims to explore how multinationals from advanced markets can contribute to the achievement of United Nations' Sustainable Development Goals (SDGs) by creatively serving disadvantaged population in Latin American markets, whilst they create competitive advantage at the same time. We wish to uncover how Multinational Enterprises (MNEs) engage with poorer communities and develop initiatives with multiple stakeholders to create value for poorer communities, thereby helping to reduce inequalities. By taking part, MNEs will support the Sustainable Development Goals agenda and will benefit from guidelines for good practices. Participating MNEs will be invited to multi-stakeholder knowledge dissemination workshops with policy makers and local communities. For further details, please visit: <http://www.mnedevlop.com>

Key questions addressed

- How do multinational firms interact with disadvantaged communities in Latin America?
- How do multinationals work with key stakeholders (such as, policy makers, civil society, NGOs) to incorporate / work with people from poorer background?
- What are the challenges and constraints to include disadvantaged communities into company's core or peripheral business activities?
- To what extent do communities benefit from interactions with multinational firms?

Research design

Primary data was collected with Multinationals' headquarters and their subsidiaries in Brazil and Colombia, and with multiple relevant stakeholders (including community members and community leaders, local businesses and organisations, NGOs, local government representatives). Upon completion of data collection, the research team hosted two multi-stakeholder workshops, developed reports and articles, and presented preliminary findings at academic conferences to gather feedback and disseminate information.

Funding bodies

- ESRC-UKRI** The Economic and Social Research Council (ESRC) is the UK's largest organisation for funding research on economic and social issues. The ESRC support independent, high quality research which has an impact on business, the public sector and civil society. The ESRC is part of UK Research and Innovation (UKRI), an organisation that brings together the UK's nine research councils.
- FAPESP** São Paulo Research Foundation is a public foundation located in São Paulo, Brazil, with a mission to provide grants, funds and programs to support research projects in higher education and research institutions across all fields of study

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Birmingham Business School is a triple-accredited business school, and is a member of the prestigious Russell Group of universities in the U.K. The school has a vision to promote curiosity and thought leadership for responsible business across education and research frameworks.



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Alliance Manchester Business School is a triple-accredited business school, and is a member of the prestigious Russell Group of universities in the U.K. The school has a vision to be a world-renowned business school, to advance education, knowledge and wisdom for the good of society.



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FGV EAESP São Paulo is a triple-accredited business school, internationally recognized for its excellence. The school's vision is to be recognized as an innovative institution that is committed to Brazil's development, the formation of an academic elite, and the generation of public goods in social and related areas, guaranteeing our financial sustainability.



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EAFIT School of Management has joint accreditation from the Association of MBAs (AMBA) and the Business Graduates Association (BGA). EAFIT's vision is to develop individuals to participate in the economic and social development of society, within a framework of academic excellence.



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