Creating Shared Value and Impact Financing for Sustainable Development

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Jinsol Hwang founded The Bridge International in 2013 in Seoul, South Korea. With a new business model that he developed, “impact donation,” The Bridge supports and empowers local entrepreneurs in developing countries with the mission of co-existence and inclusive growth. By blending values from financial investment and donation through “impact donation,” The Bridge connects investors or donors from developed countries with local entrepreneurs. The Bridge mainly provides seed money, business consulting, CSR/CSV designing and impact evaluation to support the local social businesses. The Bridge has more than 80 local partners in developing countries with local branches in Ghana, Cambodia, and Washington, DC in the United States.

The Bridge Website: https://www.thebridgetogether.com/

For sustainable development and mutual prosperity on earth, we need to trust the potential and hidden values of people in developing countries. The "Inclusive business model" of the United Nations is an example in support of this agenda. However, most funding for developing countries is for vulnerable people, not potential entrepreneurs. By illustrating specific cases of collaboration in regard to CSV(Creating Shared Value) models between corporations in developed and developing countries, I would like to explain how we can achieve sustainable development. Also, I will introduce a new funding model, "Impact Donation", which has the potential to solve the issues of limited funding for entrepreneurs who have the passion and capability to be self-reliant in developing countries.