



VERSIONS

Arabic, Chinese, English,
French, German, Persian,
Portuguese, Russian, Turkish
(18 x 05-08 min.)

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Social Entrepreneurs

More than 90 percent of all German companies are family-owned. They are the backbone of the German economy. Many have been in the same family for several generations. Most family businesses have overcome the challenges of globalization, without losing sight of their roots and traditions. But what makes them so special? How have they succeeded in asserting themselves on global markets? In four-to-six-minute portraits we outline key players, corporate strategies and the special relationship between the owners and their employees. We show how familial solidarity and commitment to their home regions create a unique entrepreneurial spirit. This enables family businesses to achieve a synthesis of both traditional and forward-looking approaches.

01 Devi Shetty: India's Famous Heart Surgeon

He is one of India's most famous heart surgeons and built the country's biggest private heart clinic with donations. Devi Shetty wants skillful management and mixed financing to reduce the price of the care, so that even poor people can afford treatment.

02 Nick Moon: Development Entrepreneur in Kenya

He founded the company Kickstart, which conducts development aid on a free-market basis. Kickstart produces water pumps and oil presses, creating jobs in the process. Farmers receive them only if they contractually agree to pay for them in the long run. And most do. Using the pumps, the farmers can plant three or four crops a year.

03 Marcela Benitez: Activist against Migration in Argentina

More than 90 percent of Argentinians live in cities. The non-governmental organization "Responde" is trying to halt the flight from the countryside.

04 Björn Czinczoll: A Kindergarten Founder from Germany

He creates modern kindergartens that stay open 12 hours a day. And he chooses sites that are close to many workplaces.

05 Laila Iskandar: Consultant from Egypt

For over 20 years Laila Iskandar has been trying to help disenfranchised people to organize their livelihoods according to a business plan. And in the case of Cairo's rubbish collectors it has worked.

06 Eugenio Scannavino Neto: A Doctor from Brazil

He could have been a chief surgeon, earning lots of money in a big hospital. But he started out as a doctor in the Amazon basin.

07 Kyle Zimmer: First Book President from the USA

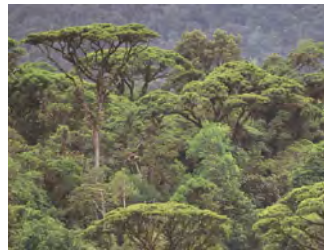
Volunteering at a children's centre, she found that the children had no books for their age group and were poor readers. Kyle founded First Book and contacted children and youth centers all over the country. First Book supplies 7 million books a year and is now to be introduced to Canada and India.

08 Vikram Akula: Microfinancier from India

When he founded a credit institute specializing in loans for impoverished women, SKS Microfinance became one of the world's fastest-growing financial services.

09 Andrea Muccioli: Activist against Drug Addicts in Italy

In the village of San Patrignano drug addicts turn their lives around. Today, 1,800 addicts live here, training and working in 55 different businesses. It's now Europe's biggest drug rehabilitation centre.



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10 Mel Young: Football for the Homeless

Football promotes enthusiasm and a feeling of community. So Mel Young and some associates formed a plan: they would stage a football world championship for the homeless and the Homeless World Cup has become a phenomenal success.

11 Mechai Viravaidya: Fighting against AIDS in Thailand

He's led one of the world's most successful campaigns against HIV infection. Thanks to his work, the rate of new infections in Thailand has dropped by 90 percent.

12 Mustafa Sari: Turkish Fishery Manager

He has managed to stop overfishing in Lake Van in eastern Turkey. Using scientific studies, he developed a quota system for that doesn't strain the lake's natural resources, but allows local fishermen to increase their catches.

13 Javier Gonzales: A Game against Illiteracy in Colombia

Teacher Javier Gonzales from Colombia has made it his role in life to help the illiterate. And he does it through play. Everything began in 1960, with a game of dominoes. The parents of his pupils at the time unflinchingly beat him at dominoes – even though they couldn't read or write. Inspired by this he invented the "abcd-español", a game that has so far helped over a million Latin Americans to read and write.

14 Harish Hande: Lights On in the Indian Countryside

More than half the people in India have no regular electricity, and many would be unable to afford it were it available. To improve the situation, Harish Hande has set up a company called Selco in Bangalore. He now supplies some 80,000 people with solar power. In Karnataka and Kerala, Selco has made it possible for many children to study for school by lamplight and enables small independent businesses to keep working even after nightfall.

15 Rose Volz-Schmidt: Hands-on Help for New Mothers in Germany

Traditionally, grandma was there to help when a baby was born. But today, new mothers often have no one to turn to. Rose Volz-Schmidt addresses the problem by providing families with volunteers to help them manage everyday life with newborns. She set up the "Welcome" network in 2002 and today oversees 50 teams supporting some 1,000 families.

16 Albina Ruiz: A Cleaner Peruvian City

Albina Ruiz is in charge of the environmental organisation "Ciudad Saludable" – "Healthy City". Many of Peru's cities are choking in garbage and it is always the very poorest who suffer. But garbage is also a valuable resource. Many hunt for recyclable items and sell plastic bottles, paper and rags. Ciudad Saludable helps the garbage collectors organize themselves into professional recycling firms. People previously scorned by society now fulfil an important role and receive recognition – they are the new environmental experts.

17 Taffy Adler: Safe Affordable Housing in South Africa

Taffy Adler is head of an unusual nonprofit housing company. His home city of Johannesburg has a high level of criminal activity. Businesses and residents who can afford to have left the centre and moved to suburbs. Downtown Johannesburg continues to decay and even the police seems to have abandoned it. Taffy Adler has not. His Johannesburg Housing Company owns 24 buildings, which are home to around 8,500 tenants. The housing complexes offer socially deprived families affordable and safe homes, where staff even see to their welfare needs.

18 Alvaro Dávila: Fighting Poverty in Colombia

Microbanking is emerging all over the world as a means to fight poverty. In Columbia, it has been around for 100 years. The Fundación Social is the umbrella organization of a group of banks and insurance companies with three and a half million customers in the lowest income class. It offers small loans, but also courses on business management and marketing.