



SDG 1

End poverty in all its forms everywhere

Targets

1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters

1.A Ensure significant mobilisation of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions

1.B Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions

Opportunities for business transformation with SDG 1

Each and every SDG provides business opportunities. Businesses have a chance to contribute to society and their own bottom line by pursuing the SDGs.

- **Innovate and create new product range** for the low-income populations that helps them to improve their savings and income.
- **Use tiered pricing structures** to offer goods and services at lower price rates to low-income and least developed countries.
- **Increase the resilience of supply chain and value chain with the ministries** in low- and middle-income countries to lessen their exposure to and vulnerability to extreme weather events connected to climate-related and other economic, social, and environmental shocks and disasters.
- **Promote inclusive direct employment, indirect employment** through supplier training, and local sourcing to aid in the eradication of poverty.





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BBC Case Study

Background



Easing **rural poverty** has been challenging for the Sarawak, Malaysia, government. With increased exposure to climate-related risks for crop production, rural populations and farmers face more critical challenges in alleviating poverty. The farmers and food producers in Sarawak need a self-sufficient and sustainable solution to help them have a sufficient and consistent income.

Challenges



The farmers and food producers in Sarawak were struggling to **earn higher and stable income due to food wastage and unhygienic drying method**. The yields were wasted due to unprecedented weather. Secondly, conventional sun drying methods were susceptible to unexpected downpours of rain and contamination.

Solutions



Through our client, a Sarawak government unit, BBC helped farmers and food producers in the development of the **Greenhouse Solar Dryer (GHSD)**. GHSD is the BBC's effective drying solution that helps transform farmers' and food producers' products into higher-value ones. We also provided training to the client, the farmers, and the food producers on how to use GHSD.

Impact



The farmers had more **stable incomes** with a diverted source of income from the overproduction of crops. Besides, some food producers **increased their revenue** by producing higher-value and quality products that comply with food hygiene and safety standards.