

HL IB Geography



Your notes

5.1 Development Opportunities

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5.1.1 Measuring Development

Sustainable Development Goals (SDGs)

- **Development** is the process of growth, or changing from one condition to another (hopefully for the better)
- Human development is multi-faceted and made of many interconnected strands
- Since the 1980s, countries across the world made progress in health, family size and life expectancy
- However, there remained inequality between countries and
- With the advent of the 21st century, **eight Millennium Development Goals (MDGs)** were agreed on by world leaders at a UN summit in 2000
- In 2015, they reached their expiration date, and the UN created the **Sustainable Development Goals (SDGs)** to focus their attention for the next 15 years
- **Sustainable development** is regarded as meeting the needs of today without compromising the needs of future generations
- Sustainable development is divided into three categories
 - **Economic sustainability**
 - **Environmental sustainability**
 - **Social sustainability**
- The **SDGs** challenge world leaders to continue combating poverty, reducing inequality and tackling environmental degradation, including climate change
- The goals are not legally binding but governments are expected to develop systems to achieve the **17 goals** and 169 targets
- The United Nations Development Programme (**UNDP**) provides support to governments to integrate the SDGs into their national development plans and policies
- Whilst the SDGs are a global strategy, their application exists at a regional and local level to be effective
- However, the UN noted that the Covid-19 pandemic had wiped out four years of progress towards meeting the goals and the world would meet just 12% of the SDG targets, placing the “Leave no one behind” principle at significant risk

Criticisms of SDGs



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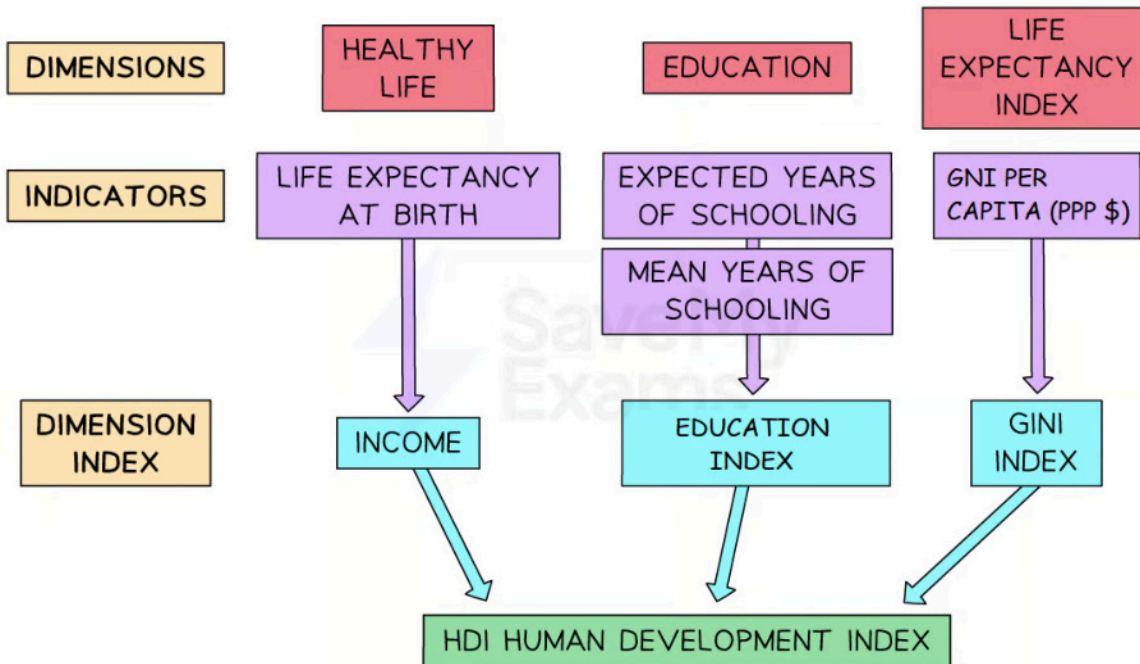
- The positives of the SDGs are that they forge development priorities and indicators across **all** regions, nations and localities, not just those labelled as developing
- An agreement was reached over all 17 goals but there are disputes over the meanings of the goals, over who should benefit and who is responsible for achieving them
- Some countries, including Japan and the UK, believe that there should be **fewer goals**, allowing policymakers to focus on health, education, food and energy security and reducing poverty
- There is no accountability mechanism in place to hold individual countries responsible for failure to integrate goals in their policies
- The goals are underfunded, placing pressure on developing countries to find extra funds to meet the demands or prioritise one goal over another, thereby inadvertently increasing inequality
- The lack of progress makes it difficult to sustain public and government interests and countries are failing in their commitments

Human Development Index (HDI)

- The **Human Development Index (HDI)** was developed by the UN in 1990 and is a measure of the disparities between countries
- The index takes into account four indicators of development:
 - Life expectancy at birth
 - Mean years of schooling for adults aged 25 years
 - Expected years of schooling for children at school entering the age
 - **Gross National Income (GNI)** per capita (PPP \$)



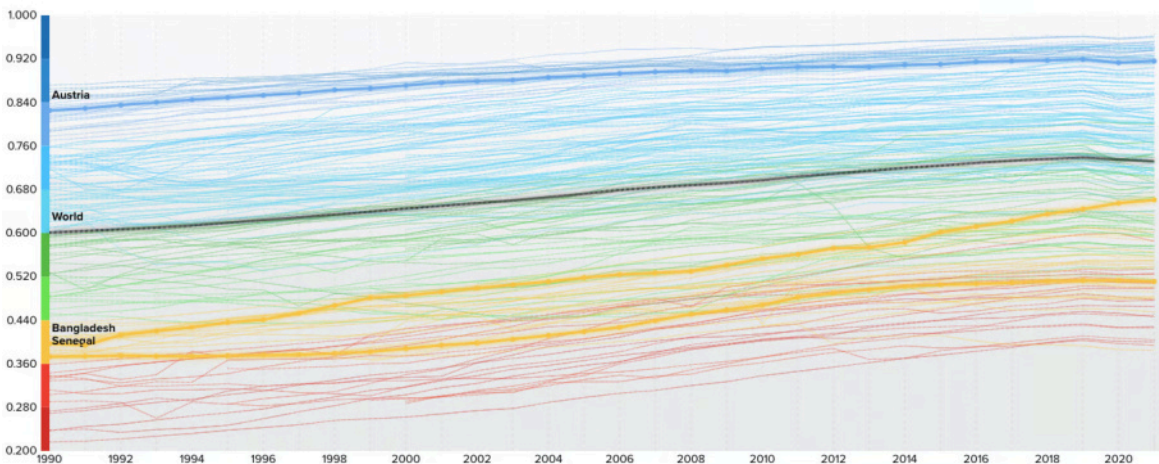
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The components of the Human Development Index

- Each indicator is given **equal weighting** in the index
- The index ranks countries on a score between 0 & 1
 - The closer to 1, the **higher the level of economic development** & the better the **standard of living**

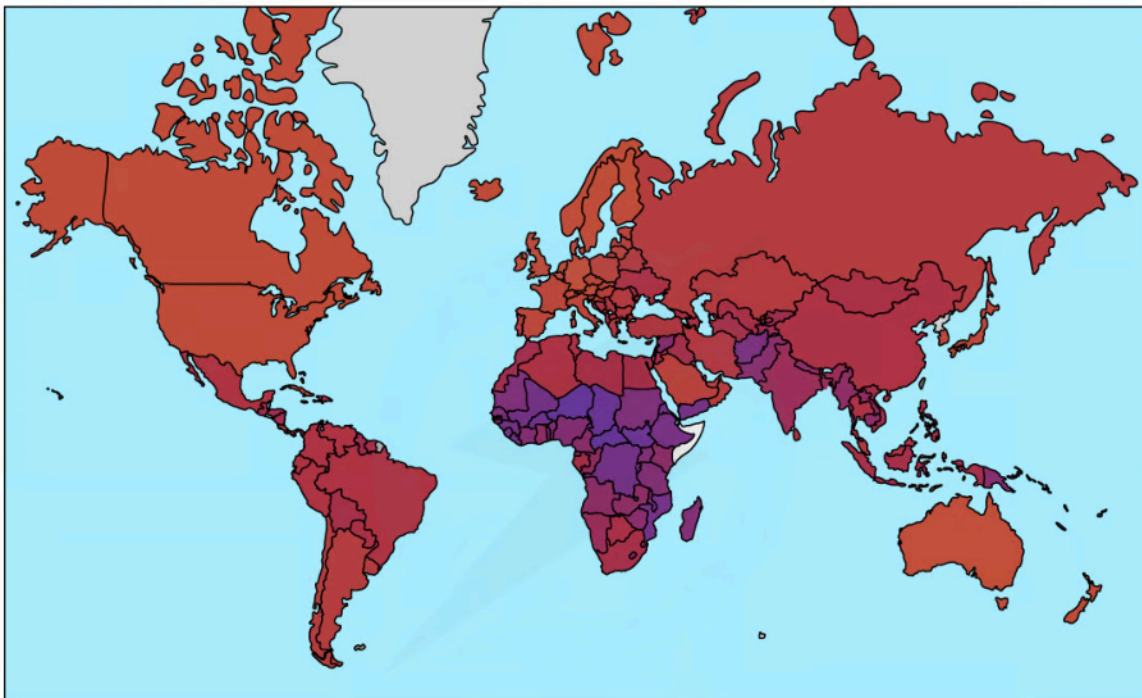


The Human Development Index scores from 1990 to 2021 (Source: UNDP Data Centre)



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- Countries can be divided into four groups using HDI
 - **Very High Human Development (VHHD)**
 - **High Human Development (HHD)**
 - **Medium Human Development (MHD)**
 - **Low Human Development (LHD)**
- HDI is scored from 0 to 1
- The higher the HDI, the higher the level of development and quality of life
- Norway has the highest HDI at 0.957
- Niger has the lowest HDI at 0.394



HUMAN DEVELOPING INDEX



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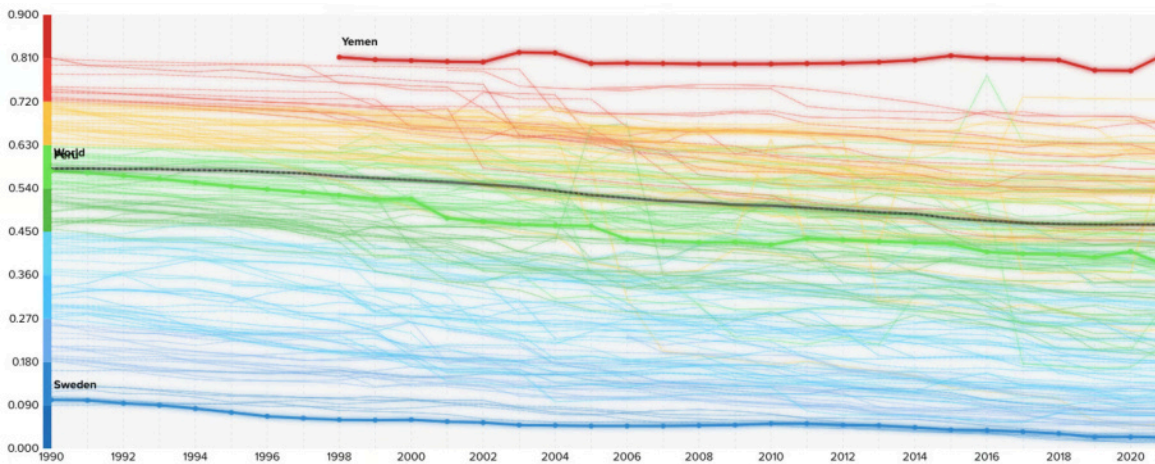
Human Development Index (HDI)

Gender Inequality Index



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- The **Gender Inequality Index (GII)** measures gender inequality using three dimensions:
 - **Reproductive health:** maternal mortality ratio and adolescent fertility rates reflect healthcare infrastructure, education and societal norms relating to women's health
 - **Empowerment** is measured by looking at the share of parliamentary seats held by men and women and the ratio of women and men aged 25 and over who have achieved a secondary or higher education
 - **The labour market** is measured by women's participation in the workforce
- The **GII** varies between 0 (when women and men are equal) and 1 (when men and women are unequal)



*Sweden, Peru and Yemen all score vastly differently on the **GII** index, with Sweden the most equal and Yemen the least equal (Source: UNDP Data Centre)*



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5.1.2 Empowerment

Empowering Women

- The World Bank defines **empowerment** as

the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes **”**

- Throughout history, people have been marginalised in one form or another
- Women form half of the global population, yet have faced and still face barriers to opportunities that give them the same benefits as men
- Empowering women not only closes the gender gap but also improves:
 - A country's economic productivity
 - The next generation's development outcomes
 - Institutions and policies are more representative of society
- Even as countries develop, gender disparities remain
 - Women and girls are more likely to die compared to men and boys
 - Women earn less and are less economically productive than men
 - Women have less chance to shape their lives and make decisions within the family
- Globally, primary and secondary school enrolment gaps are closing (90% male, 89% female)
- In almost one-third of developing countries, girls now outnumber boys in secondary schools
- In universities, data shows that there are more young women than men studying higher education

Benefits of removing barriers for women

- **Working women:** targeting the skills and talents of women in the workforce increases productivity and output by 25% in some countries
- **Women and households:** women who have control over their incomes reinvest in their families and communities, boosting future economic development
- **Women and children:** empowered women have fewer children who tend to be healthier and better educated

- **Women and politics:** policy choices and institutions become more representative of a wider range of people and change current mindsets such as paid parental leave, affordable child care and flexible work arrangements



Women's Empowerment Principles (WEP)

- UN Women and UN Global Compact developed a set of guiding principles for businesses to achieve gender equality and empower women in the workplace, marketplace and community

WEP's 7 Principles

<p>Principle 1</p> <p>Establish corporate leadership for gender equality</p>	<p>Improves corporate sustainability strategy, day-to-day operations and organisational culture</p>
<p>Principle 2</p> <p>Treat all women and men fairly at work without discrimination</p>	<p>Links to international human rights principles, higher employee retention and satisfaction, increased productivity and better decision-making</p>
<p>Principle 3</p> <p>Ensure the health, safety and well-being of all workers</p>	<p>Prevent all forms of harassment and abuse at work, allow equal access to health insurance, respect time off for medical care and provide safe working conditions</p>
<p>Principle 4</p> <p>Promote education, training and professional development for career advancement</p>	<p>Effective programmes to support women's professional advancement</p>
<p>Principle 5</p> <p>Enterprise development, supply chain and marketing practices</p>	<p>Advertising to change perceptions and impact social norms</p>
<p>Principle 6</p> <p>Promote equality through community initiatives</p>	<p>Respond to consumer preferences to buy from companies with gender-responsive business practices and who are actively supporting community initiatives</p>



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Principle 7

Measure and report on progress to achieve gender equality

Transparency and accountability allow companies to show their commitments to gender equality in the workplace, marketplace and community

CASE STUDY**Women empowered in Colombia**

- Colombia, Latin America, has had one of the longest armed conflicts since the late 1950s
- Colombia is one of the most unequal countries in the world, despite its large natural wealth
- Poverty is high and concentrated in rural areas; 45.5 % are considered poor and 16.4 % live under the extreme poverty line
- In November 2016, former President Juan Santos signed a peace agreement with Colombia's main paramilitary force, the FARC
- The conflict was, according to The Economist, "the longest-running domestic conflict in the western hemisphere, killing over 200 000 people and displacing approximately 5.5 million people, 80% of who are women and children"
- As of 2024, the conflict is still ongoing, although there has been significant progress towards total peace

Colombian women and conflict

- The conflict mobilised women to push for equal rights and against gender-based violence and discrimination
- As a result, Colombia has improved its policies to encourage gender equality over the last 25 years
- Achievements include:
 - In 2011, 32% of the government were women, compared with 12% in 1998
 - The quota law of 2000 stated that women must occupy at least 30% of appointed positions in the executive, legislative and judicial branches and at all levels of government
 - Girls' enrolment in secondary and tertiary education outperforms boys'
 - In 1990, just 29.9% of the work force were women; by 2012, this had risen to 42.7% and now stands at 51.4% (2023)
 - Adult literacy in women (95.9%) and men (95.4%) as of 2020
 - 90.6% of girls and 81% of boys complete secondary school in Colombia as of 2021
 - 26.6% of women now own a property, which was impossible in the past
 - Maternal mortality rates and fertility rates have declined
- Overall, Colombia has made serious progress in moving towards gender equality and demonstrates that improving the role of women and girls is key to successful development

Empowering Indigenous & Minority Groups



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- There are more than 5 000 different Indigenous Peoples around the world, comprising 476 million people—around 6.2% of the global population
- They speak more than 4 000 languages across more than 90 countries
- Indigenous People and minority groups are marginalised, isolated and routinely violated by state authorities
- Their life expectancy is up to 20 years lower and they are less able to participate in economic and political process than other groups
- They mostly live in extreme poverty and poor health in rural areas and depend on agriculture and related activities for their livelihoods
- They frequently face eviction from their ancestral lands and suffer higher rates of landlessness, as well as restricted access to education, health care and housing

The UN now uses the capitalised '**Indigenous Peoples**' in response to demands from Indigenous representatives. It acts as a recognition of their status as peoples in their own right within international law and their right to self-determination

CASE STUDY

Sustainable rural development project for the Ngöbe–Buglé Territory, Panama

- The **UN International Fund for Agricultural Development (IFAD)** supports projects to help agricultural development in LICs and eliminate rural poverty
- Indigenous Peoples in the area are mainly subsistence farmers suffering historic land exploitation by non-indigenous farmers and settlers
- Production and productivity are low due to environmental and soil degradation and a lack of support services
- To restore land rights to indigenous communities, it provided financial and technical support to the communities
- Helped the community negotiate a set of laws that established the borders of the territory
- Improved local leaders' planning and administrative skills
- Supported natural resource management based on traditional practices to stimulate intercultural relations and access to markets

EXAMINER TIP

The examples used in 'empowering women' can also be used to explain 'gender inequality' and vice versa. This will cut down on the number of case studies that you have to try and recall for the exam.

Always look for links between modules and think about whether the examples can cover multiple concepts.



Your notes



Your notes

5.1.3 Social Entrepreneur Approaches

Microfinance

- **Social entrepreneurs** are interested in starting a business for the greater social good and not just for profit
- There are 4 types of social entrepreneurship
 - **Community**, where the entrepreneur works within a specific community
 - **Non-profit** is where the profits of the business is reinvested back into the business
 - **Transformational** is when an entrepreneur forms an organisation to address issues or needs that the government does not
 - **Global** is where the non-profit or transformational organisation expands globally
- The number of adults without access to a bank account has steadily declined, from 2.5 billion in 2011 to 1.7 billion in 2017 to 1.4 billion in 2021
- As of 2021, 76% of the world's adult population had an account
- That leaves 24% of the population with no access to financial services
- Around 700 million people live on less than \$2.15 per day, the extreme poverty line and have no bank account
- In 1974, **microfinance lending schemes** began to provide finance to help reduce poverty, address social issues, including gender discrimination, and enable small businesses to access markets
- 1983 saw the the formation of the **Grameen Bank** in Bangladesh by Dr. Muhammad Yunus
- Since then, microfinance has grown and participating banks provide microloans as small as \$50 to under \$50,000
 - In 2006, the Nobel Peace Prize was awarded to both Dr. Yunus and the Grameen Bank for their efforts in developing the microfinance system
- The majority of microfinancing operations occur in rural areas of developing countries, such as Bangladesh, Cambodia, India, Afghanistan, Democratic Republic of Congo, Indonesia, and Ecuador, among others
- The global microfinance market was valued at an estimated \$187 billion in 2022, and is expected to exceed \$488 billion by 2030
- The lack of access to banks has forced many people to use loan sharks who charge large interest rates, making it virtually impossible for people to pay back the loan

- Microfinance schemes often focus on women, who, in some societies, are unable to own land or borrow money
- Repayment of the loans is more likely as members are usually part of the community and it is the community that lends out the money

The Advantages and Disadvantages of Microfinance

Advantages	Disadvantages
Small but meaningful loans can be made to poor households to help them start a business	Some loans are not repaid or used to pay off other loans rather than for business purposes
Security and capital are not needed to get a loan	Some microfinance organisations raise money from private donors and have been criticised for charging high management fees and salaries
The loans can be targeted at women	Schemes have been accused of having interest rates higher than commercial banks
Running a business improves human capital and also raises income	Loans have been used to pay for food or healthcare rather than to start or improve businesses
Loan repayment helps to build self-esteem	Not all people are natural entrepreneurs and the money is wasted
Microfinance has given communities loans and services, which has improved their livelihood	



Your notes

Fair Trade Enterprise

- Fair trade**, fair trading or fairly traded is a general term that refers to the attempt to address the shortcomings of the global trading system
- Fair Trade** is a **global movement** made up of producers, companies, consumers and organisations working towards social and environmental sustainability
- The **World Fair Trade Organisation (WFTO)** is a global membership organisation that advocates and verifies fair trading standards

The WFTO shares a vision of a world in which justice, equity and sustainable development are at the heart of trade structures and practices so that everyone, through their work, can maintain a decent

and dignified livelihood and develop their full human potential

- **Fairtrade** (one word) refers to primary products, including tea and coffee, where farmer organisations have undergone certification and labelling of products
- The **Fair Trade system** allows consumers to identify products (now Fairtrade goods) that have met internationally-agreed standards
- Approximately 5 million people benefit from Fair Trade
- The **Fair Trade** system works with over 2 million farmers in over 100 countries
- In 2020, £169 million was paid in Fairtrade premiums
- There are over 6 000 Fairtrade items now available, ranging from coffee to gold to footballs
- It does have disadvantages that impact sustainability, including:
 - Fairtrade is usually for goods which have a limited value
 - It relies on people being prepared to pay higher prices for Fairtrade-certified goods
 - Communities, rather than regions or countries, benefit from the system
 - There is a limited range of Fairtrade products



Your notes

Principles of Fair Trade

- Fair Trade sets social, economic and environmental standards that anyone involved in the supply chain must follow

10 Guiding Principles of Fair Trade

Principle	Explanation
Create opportunities for economically disadvantaged producers	Supports marginalised, small producers to move towards a secure income, self-sufficiency and ownership



Your notes

<p>Transparency and accountability</p>	<p>To have open communication at all levels of the supply chain and management</p> <p>Transparency with commercial relations</p> <p>Accountable to all stakeholders</p> <p>Involve employees, members and producers in the decision-making processes</p>
<p>Fair trading practices</p>	<p>Trade with concern for social, economic and environmental well-being of marginalised small producers</p> <p>No maximising profits at their expense</p> <p>Conduct trade in a fair and transparent way</p> <p>Protect cultural identity and traditional skills</p>
<p>Payment of a fair price</p>	<p>Through discussion and participation, all parties mutually agree on a fair price</p> <p>Pay the producers fairly so the market can support them</p>
<p>Ensuring there is no child labour or forced labour</p>	<p>Adhere to the UN Convention on the Rights of the Child and national and local laws on the employment of children</p> <p>Ensure there is no forced labour in its workforce, including home workers</p>
<p>Commitment to non-discrimination, gender equality, and freedom of association</p>	<p>No discrimination in hiring, remuneration, access to training, promotion, termination or retirement based on race, caste, national origin, religion, disability, gender, sexual orientation, union membership, political affiliation, HIV/AIDS status or age</p> <p>Gender equality is promoted</p> <p>All employees' rights are respected, including the right to form and join trade unions of their choice</p>
<p>Ensuring good working conditions</p>	<p>Providing safe and healthy working conditions for all, working hours and conditions that comply with national, local and international conventions</p> <p>Raise awareness of health and safety issues to improve practices</p>



Your notes

Providing capacity building	<p>Increase positive impacts for small, marginalised producers through fair trading</p> <p>Develop skills and capabilities of its employees or members</p>
Promoting Fair Trade	<p>Raise awareness of the aim of Fair Trade and the need for greater justice in world trade</p>
Respect for the environment	<p>Maximise the use of raw materials from sustainably managed sources and buy locally where possible</p> <p>Reduce energy consumption</p> <p>Use renewable energy when possible</p> <p>Use organic or low-pesticide production methods wherever possible</p> <p>Use recycled or easily biodegradable materials for packing</p> <p>Goods dispatched by sea, wherever possible</p>

EXAMINER TIP

There is a difference between Fair Trade, Fairtrade and fair trade.

Fair Trade refers to the **movement and organisations** that **produce** goods **under** the 10 Principles of Fair Trade.

Fairtrade refers to **products** that have been produced by certified Fair Trade enterprises.

Fair trade is a **general term**. Think of it as a way of trading goods fairly (buying and selling products so that everyone benefits equally).

Corporate Social Responsibility (CSR)

- **Corporate Social Responsibility (CSR)** refers to the concept that businesses have a responsibility to consider and positively impact society **beyond their economic interests**
- It is a framework through which companies **voluntarily integrate social and environmental concerns** into their business operations and interactions with stakeholders



Corporate social responsibility goals can be focused on a range of different stakeholders

- CSR involves taking into account the **impact of business activities on various stakeholders**, including employees, customers, communities, the environment, and society at large
- CSR **goes beyond legal compliance** and strives for companies to actively contribute to sustainable development and societal well-being

Examples of Socially Responsible Activities

Socially Responsible Activity	Example
<p>Sustainable sourcing of raw materials and components</p>	<p>High street retailer <i>H&M</i> has a goal of using only recycled or sustainably sourced materials by 2030</p> <p>It also publishes a list of the majority of their supplier’s information, which is updated regularly, allowing stakeholders to verify and hold the company responsible for their suppliers’ conduct</p>
<p>Responsible marketing</p>	<p><i>Marks and Spencer</i> ensures that it never actively directs any marketing communications to children under the age of 12 and does not directly advertise any products high in fat, sugar or salt to children under the age of eighteen</p>



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Protecting the environment	Café chain <i>Prêt à Manger</i> offers discounts to customers who bring their own coffee cup , reducing the number of single-use plastic containers it dispenses
Responsible customer service	<i>John Lewis</i> 's famous 'Never Knowingly Undersold' slogan refers to the company's commitment to checking competitor prices regularly to ensure that the price its customers pay is the lowest available in the local area at that time

The Benefits of CSR

- CSR can:
 - **Enhance** the business's image and reputation
 - Is attractive to many **stakeholders**
 - Be very profitable, as it **adds value** for many stakeholders
 - Improve **employee motivation** and productivity
 - Help **recruit strong candidates** for jobs advertised
 - Help to solve social problems, e.g. resource depletion

Greenwashing

- **Greenwashing** is when businesses make claims that they are environmentally friendly when they are not
- Greenwashing includes making broad sustainability claims without evidence
- Businesses overstate positive environmental impacts in their advertising, such as:
 - Marketing products as eco-friendly while sourcing raw materials from unsustainable suppliers