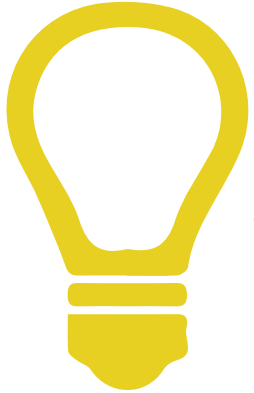


## BUSINESS IS GOD'S IDEA



Business has God-given power to do good in society by creating jobs, multiplying resources, driving innovation and catalyzing human flourishing.

## BUSINESS + THE CHURCH



If business is a God-given calling, then it is a necessary component of the church to reach the world for Christ.

## CALLS TO ACTION

### AFFIRM

We call upon the Church to affirm business as a God-given calling, and positively engage with leaders in church, business, missions and academia to influence attitudes towards business.

### RECEIVE

We call upon business people globally to receive this affirmation and to consider how their gifts might be used to help meet the world's spiritual and physical needs.

### PRAY

We call upon the global Church to pray for professionals to exercise their gifts effectively among all peoples and to the ends of the earth.



Lausanne  
Business as Mission Network

[www.lausanne.org/bam](http://www.lausanne.org/bam)

## GOD CALLS BUSINESS PEOPLE FOR CREATIVE SOLUTIONS

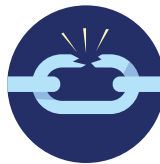


### BUSINESS FIGHTS POVERTY

One billion people were lifted out of poverty in the 20 years between 1990 and 2010; two thirds of that lift is attributed to capitalism and free trade rather than governments and NGOs.

### BUSINESS CREATES JOBS + FIGHTS UNEMPLOYMENT

Small and Medium Enterprises (SMEs) provide two-thirds of all formal jobs in developing countries in Africa, Asia and Latin America, and 80 % of jobs in low income countries.



### BUSINESS FIGHTS HUMAN TRAFFICKING

The International Labor Organization estimates that forced labor and human trafficking is a \$150 billion industry worldwide. Economic vulnerability and a lack of dignified jobs is a leading cause of human trafficking.

### BUSINESS REACHES THE UNREACHED

There are still 7000+ unreached people groups in the world. The majority of the unreached live where traditional missionaries can't go. Yet the world is open to business people who are able to have a long-term influential role in their communities.



### BUSINESS BUILDS RELATIONSHIPS

The average person will spend 90,000 hours at work over a lifetime. People spend much of their waking lives in the workplace. The workplace is a key environment where we interact with others, build long-lasting relationships and are able to be a daily witness to the gospel.

## REDISCOVER BIBLICAL THINKING ABOUT BUSINESS

Business is a God-given calling! Business people are able to use their gifts for God's glory and the common good, especially among the world's poorest and least-reached peoples.