

# **Unlocking Social Value at the BOP: Building a Knowledge Transfer Platform for Nigerian Apiculturists**

## **ABSTRACT**

Few studies examine the prospects for businesses within BOP markets to deliver social value. In the context of Nigerian apiculture, which has the potential to provide employment and alleviate poverty for BOP farmers, this paper explores the knowledge transfer mechanisms used by beekeepers in Nigeria, with a view to improving productivity and unlocking social value. Drawing on responses from thirty-one Nigerian beekeepers, this research shows that beekeepers in Nigeria largely continue to use traditional production and harvesting methods. The findings also further highlight the willingness of the beekeepers to adopt mobile apps in sourcing/sharing information about beekeeping, of which a ready platform exists given the rapid penetration of mobile phone ownership among social entrepreneurs at the BOP. Consequently, to help unlock social value via the operationalization of small-scale apiculture, greater integration and social cooperation with upstream partners are called for. Moreover, improved communication reporting around the social impact of the sector is crucial to secure a sustainable apiculture industry.

**KEYWORDS:** Social value; knowledge transfer; apiculture; bottom of the pyramid.