

# PRIVATE SECTOR INNOVATIONS IMPROVING LIVES



## WE HELP MAKE CHANGE HAPPEN

Our insights, tools and hands-on support help businesses contribute to the Sustainable Development Goals.

## WHO WE ARE

We are a global inclusive business platform advancing core business solutions for development. Our 230+ member companies have pledged to provide access to financial services for 59 million people, improve access to healthcare for 617 million people, enhance access to energy for 80 million homes, and ensure decent work and economic growth by including low income communities in company value chains.

## OUR MEMBERSHIP IS DIVERSE, ACROSS COUNTRIES, SECTORS AND COMPANY SIZES:

**230+**

member companies

Members companies include:



**27%**

multinational companies



**13%**

national companies



**60%**

small and medium-

**70** countries

Our members have made commitments to include low income earners in their value chains in over 70 countries

Members are operating their inclusive businesses across a range of sectors, including:



Food, beverage and agriculture



Consumer products



Infrastructure, energy and utilities



Financial services



Healthcare



ICT

## ENGAGED POPULATIONS

Our member companies are improving the lives and livelihoods of

**200M+**

small holder farmers, providers, patients, consumers, entrepreneurs



## HOW BUSINESSES ENGAGE LOW INCOME COMMUNITIES IN THEIR VALUE CHAINS



## WHAT IS AN INCLUSIVE BUSINESS?



Inclusive business is defined as a commercially viable business model benefiting low-income communities<sup>1</sup> by including them in companies' value chains as clients, consumers, producers, entrepreneurs or employees.<sup>2</sup>



An inclusive business embraces shared-value principles by aligning **business values with social impact**.



Inclusive business adheres to responsible **environmental, social and governance standards**.

1 Defined as people with less than US\$10 per day in purchasing power in 2015 US dollars.  
2 UNDP. 2008. Creating Value for All: Strategies for Doing Business with the Poor. New York: UNDP.

## WHY JOIN?

Companies join BCtA free of charge with a commitment to improve the lives and livelihoods of low-income people in developing countries. Our members are market leaders with a track record developing innovative inclusive business models reaching low-income communities and contributing to global development. BCtA offers member companies:



### Access to a leading global inclusive business network:

- Connects leading companies through their IB initiatives + showcases innovative and impactful IB models.
- Provides a space for members to engage at leading IB events, as well as share practices, challenges and experiences in our reports, case studies and global media partnerships.
- Acts as a catalyst to build relationships with diverse stakeholders, including peer companies, investors, governments and development partners.



### Support to drive impact and scale inclusive business:

- We provide online and in-person workshops; guiding tools; and resources to grow + scale initiatives.
- We help members drive business value + development impact through our impact measurement and maturity assessment tools and technical expertise.
- Our members' local expertise helps us co-create tools and inspiring knowledge products to support other inclusive businesses.



### A voice to shape the future of inclusive business:

- We seek to understand, enable and inspire the development of more IB models globally.
- We invite members to voice their views to contribute and shape local and global policy dialogues for a more favourable inclusive business ecosystem.

## OUR IMPACT MEASUREMENT APPROACH

- 1 Assessing the right tools and methodologies for measuring impact
- 2 Planning for measuring impact and designing your impact framework
- 3 Monitoring impact through collecting data of your business and stakeholders
- 4 Analyzing and reporting your impact data



Helping our members to grow while achieving a positive social and environmental impact is what drives us. Increasingly, this means working closely with them to help them plan for and measure their impact.

To date, we have provided customized support to over 20 companies in agriculture, education, energy, health, and housing sectors. From social enterprises to multinationals, we helped our members collect data to enhance product and service development, improve marketing, increase operational efficiency and

improve their communication with external stakeholders.

Our new, online Impact Measurement Lab has been designed to support a greater number of companies to effectively measure and manage their impact through self-paced modules that guide companies from assessing impact measurement readiness; designing an impact framework; monitoring impact; to analysing data. BCtA will also provide hands-on support to our members that require customized solutions.

## BCtA MEMBER COMMITMENTS TO SDGS:

*Expected development impact by 2030*

The SDGs provide a crucial framework for planning and measuring social impact. Increased engagement with the SDGs also enables companies to better manage risks, anticipate market opportunities and consumer demand, differentiate themselves from competitors, anticipate/keep pace with key trends in new standards, policies and regulations, and strengthen and diversify supply chains.



## OUR PARTNERS

Hosted by UNDP, BCtA is a multilateral alliance between key donor governments including:



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