Launched in 2008, the Business Call to Action (BCtA) aims to accelerate progress towards the Millennium Development Goals (MDGs) by challenging companies to develop inclusive business models that offer the potential for both commercial success and development impact.

Companies worldwide have responded to the BCtA by making commitments to improve the lives and livelihoods of millions through commercially-viable business ventures that engage low-income people as consumers, producers, suppliers, and distributors of goods and services. Participating companies benefit from the BCtA’s ability to provide:

- A global leadership platform and opportunities to share expertise, knowledge, and best practices for market-based approaches to development;
- Initiative development advice and assistance; and
- Linkages with companies, donors, and other key stakeholders.
Reflections on 2013...

We are now at a milestone in the development of inclusive business: as it gains momentum, inclusive models are being embedded within companies across many sectors and geographies. Mounting evidence of success is providing an inspiration for others to tap into the huge potential of inclusive business to deliver even more, and generate greater impacts with the ultimate goal of poverty reduction. Emerging-market corporations from Brazil, India, the Philippines and Turkey now stand alongside corporations from Sweden, the United Kingdom, the Netherlands and the United States in joining the Business Call to Action (BCtA) leadership platform. These corporations are united in their pursuit of corporate and social impact, and BCtA is at the forefront of change.

We were proud to welcome 22 new companies in 2013, bringing the total to 89, with an increasing number of fast-growth firms from developing countries. BCtA company commitments now include providing 1.8 million jobs, vocational training for 3 million people, and improving nutrition for 1.2 million people.

In 2013, BCtA’s media advocacy for inclusive approaches to business reached millions of people worldwide. BCtA’s ‘first-to-market’ announcement of Turkish Internet giant TTNET’s commitment in Turkey reached over 1 million people in print and online circulation, exposing local businesses to the value of inclusive business approaches for the first time, and encouraging further inclusive initiatives from this emerging economy.

BCtA hosted a series of successful awareness-raising, advocacy, knowledge-exchange and networking events throughout 2013, bringing together business, civil society, government, donors and other stakeholders to discuss critical challenges and innovative solutions in inclusive business.

For the first time, BCtA conducted policy advocacy activities with member companies and other stakeholders at the country level, including a focus on successful public-private partnerships in Kenya’s health sector and the contribution of foreign multinationals (in this case, Swedish and Sweden-supported companies) to the inclusive business agenda in light of the 2% corporate social responsibility law in India. Given the increasing demand by BCtA member companies for business-to-business linkages, the first business-to-business workshop of its kind was organized in collaboration with the G20, bringing together BCtA member companies with winners of the G20 Challenge on Inclusive Business Innovation.

In 2014, the BCtA will produce an in-depth results report in order to share the progress of BCtA initiatives. This will coincide with the planned roll-out of an impact assessment service to assist member companies with regular reporting.

Finally, over the course of 2013, BCtA enhanced its advocacy and awareness-raising activities through knowledge products and partnerships. BCtA forged a new partnership with Guardian Sustainable Business, which enhances its ability to reach news audiences while encouraging stakeholders to adopt inclusive business models and helping them to expand by understanding what works and what does not.

As always, we would like to thank our donors: the Australian Department of Foreign Affairs and Trade, the Dutch Ministry of Foreign Affairs, the Swedish International Development Cooperation Agency, the United Kingdom Department for International Development, the United States Agency for International Development, and our host, the United Nations Development Programme, for their support and guidance on the evolution of the BCtA over the past year.

Sincerely,

Sahba Sobhani
Acting Programme Manager
Business Call to Action
Companies participating in BCtA’s leadership platform hail from six continents and a range of industries, representing global businesses’ growing interest in engaging with poor people throughout their value chains. The diversity of BCtA’s members reflects the value of inclusive approaches for businesses seeking to enter emerging markets or already operating there.

The majority of these members are large multinational companies, but a growing number of small and medium-sized enterprises as well as large national companies are joining the platform each year (38% of all members are national companies, up from 30% in 2012). The most prominent sectors include financial services (19%), food and beverages (15%), healthcare (14%) and energy (10%).

Introducing BCtA’s newest members

In 2013, 22 new companies responded to the BCtA with significant commitments to development. This year’s new members come from Brazil, France, India, Japan, the Netherlands, the Philippines, Mexico, South Africa, Sweden, Turkey and the United States. The BCtA recruited the first companies headquartered in France, the Netherlands and Turkey by offering an opportunity to expose these markets to BCtA’s advocacy and peer-to-peer learning exchange.

New members have presented inclusive business models designed to overcome major development challenges, contributing to agricultural development, healthcare and nutrition, education and vocational training, and financial inclusion (see Appendix 1 for summaries of BCtA’s 2013 member initiatives).

The diversity of BCtA’s members reflects the value of inclusive approaches for businesses seeking to enter emerging markets or already operating there.
New members’ committed impact

By 2022, new member companies have committed to collectively:

- create 1.8 million new jobs for underemployed communities;
- ensure that 40,000 people achieve better agricultural yields;
- improve access to essential healthcare services for 9 million people;
- ensure that 1 million people benefit from improved nutrition;
- offer training and capacity building opportunities for 3 million people;
- ensure that 6 million women increase their productivity and engage in revenue-generating activities;
- provide access to banking services for more than 3 million people;
- prevent 2.4 million tons of CO2 from entering the atmosphere; and
- provide 150,000 people with safe and affordable housing.

New members demonstrate BCtA’s global outreach

BCtA’s outreach has continued to emphasize the recruitment of local corporate leaders in emerging markets, which serve as role models for their peers. Of all new recruits, 64% are headquartered in emerging markets such as Latin America and South Asia.
Based in Mexico, CEMEX, one of the world’s largest building materials suppliers and cement producers was the first company to join the BCtA with two separate initiatives, both focused on providing access to safe and affordable housing for poor people in Mexico. CEMEX is successfully employing learning from one inclusive programme – Patrimonio Hoy – in other areas of its business to reach even more low-income consumers. The Assisted Self-Construction Integrated Program builds upon the lessons learned from Patrimonio Hoy. The company is acting as a role model for other BCtA companies in integrating the achievements of inclusive business programmes into other aspects of its core business.

FirstRand Bank joined the BCtA with a commitment to open new branches in Mumbai, India, where it aims to provide 1 million people with access to financial services by 2016. This is a unique example of the international expansion of a successful South-South inclusive business model from Africa to India.

Japanese lifestyle brand MUJI has committed to source products from local artisans in three low-income economies, demonstrating the commitment of this multinational company to the economic and social development of emerging economies. MUJI has established an eco-friendly, natural dyeing plant for textiles in Cambodia, which will employ more than 300 local people by 2015. MUJI also plans to dramatically scale up its sourcing from artisan communities in Kenya and Kyrgyzstan.

TTNET, the largest Internet service provider in Turkey, joined the BCtA with an effort to improve Internet access and digital literacy in low-income Turkish communities. By 2014, TTNET will offer 30,000 households with access to an online education platform called Vitamin, which targets educational content towards primary and secondary schoolchildren. TTNET is the first Turkish company to join the BCtA leadership platform.

The BCtA had particular success in India in 2013, where eight companies responded to the call by addressing a range of development challenges. BCtA members are now providing access to quality pre-school education, vocational training, emergency care and drip irrigation products. New members include Ziqitza Healthcare Limited, Drishtee Skill Development Center, EMPOWER Pragati Vocational & Staffing, FINO PayTech, FirstRand Bank, Babajob Services, Hippocampus Learning Center and Global Easy Water Products.

These inspiring initiatives demonstrate how companies in emerging markets can reach even the poorest communities with products and services through business-model innovation.
The BCtA offers unique resources and services to its members, including technical assistance in the development of initiatives and facilitating linkages between businesses, knowledge partners, funders and other stakeholders to scale up and improve effectiveness.

Examples of BCtA’s contributions to the work of member companies

**Technical Assistance**

L’Occitane is an international retailer of body, face, and home products based in Manosque, France. One of the firm’s signature ingredients is shea butter, which is sourced from Burkina Faso. L’Occitaine joined the BCtA with a commitment to work with female shea nut picking and processing cooperatives in Burkina Faso. By 2016, L’Occitane plans to achieve 100% organic production of shea butter, and to establish a saponification factory that allows women to develop and refine their own processed products, providing the women with additional income. In support of L’Occitane’s efforts to advance its inclusive business initiative, BCtA offered the company the opportunity to work with a qualified consultant, who worked with the company for three months on the possibility for L’Occitane to reduce its environmental impact; the consultant’s findings have been incorporated into the proposed initiative.

**Facilitating Linkages**

Mahindra Rural Housing Finance (MRHFL) provides loans in rural and semi-urban areas of India for the purchase, repair and construction of homes. MRHFL joined the BCtA with a commitment to scale up its operations to provide loans to at least 500,000 customers during the financial year 2015, up from 90,000 in 2012. Emphasizing the potential for collaboration, the Secretariat introduced MRHFL to the local office of India’s Department for International Development, which has launched a new program to assist poor urban families in financing housing.

The BCtA is seeking to expand its services in 2014 with a focus on facilitating linkages among members, building on these successes to maximize the impact of all members’ involvement.
Advocating for Inclusive Business

The BCtA hosts a series of awareness-raising, advocacy, knowledge-exchange and networking events throughout the year, bringing together the private sector, civil society, governments, donor agencies and other stakeholders to discuss critical challenges and innovative solutions in inclusive business. In 2013, BCtA held 21 events and six webinars with leading inclusive business stakeholders. Of these, seven events had a specific country or geographic focus, which enabled the BCtA to advocate for inclusive business and collective action.

In addition, the BCtA held three sector-specific events, continuing the development of its healthcare and nutrition sectors, and exploring the housing sector, which is an important area for business in Latin America.

All of the BCtA’s events garnered praise from member companies, governments, UN agencies and other stakeholders for the breadth and diversity of the issues presented, for the caliber of the participants and for the new insights into critical issues in inclusive business.

Highlights of major events in 2013

Business Call to Action Symposium in Tokyo

In partnership with UNDP & Japan Business Federation (Keidanren)

In November 2013, the BCTA hosted its first event in Japan to encourage the Japanese private sector’s participation in innovative business approaches that impact development.

This event – the first of its kind in Japan – provided a unique platform for companies to exchange knowledge and best practices in developing inclusive business models. In her keynote speech, UNDP Administrator Helen Clark called on the private sector to engage more in sustainable development. Key messages from the symposium reiterated the need for reinvigorating global partnerships to tackle sustainable development.

Speaking in support of the private sector’s role in development, Helen Clark highlighted the important steps these companies are taking in support of sustainable agriculture, job creation through the local manufacture of essential commodities, the empowerment of women, the development of local artisans’ capacity and nutritional improvements. She also called upon other Japanese companies to explore engagement with the BCtA.

The BCtA forum in Tokyo featured a number of innovative business practices, showcasing how companies can overcome market challenges to benefit poor communities and improve the economies of developing countries. The event also highlighted the work that UNDP and the BCtA have initiated to promote public-private partnerships.

With participants from more than 70 private companies as well as donor governments, academia and NGOs, the Tokyo event featured presentations by four recent Japanese members of the BCtA: Ajinomoto Co., ITOCHU Corporation, Ryohin Keikaku (MUJI) and Unicharm Corporation.
G20 Inclusive Business Workshop/ Sankalp Unconvention Summit

In partnership with Sankalp Forum/Intellecap

In April, the BCtA co-hosted a high-level reception during the G20 Inclusive Business Workshop in Mumbai, India. The event coincided with the Sankalp Unconvention Summit, one of the largest social enterprise gatherings in the world. The Governments of Germany and Saudi Arabia co-facilitated the G20 Pillar on Private Investment and Job Creation, and extended a special invitation for BCtA members to attend the G20 Inclusive Business Workshop. The workshop on ‘Scaling Impact through Innovation’ brought together the G20 Challenge winners as well as key business leaders and experts to discuss best practices for scaling up inclusive business models.

The BCtA was pleased that member companies Shree Kamdhenu Electronics, Mahindra Rural Housing Finance, Jaipur Rugs and Novartis were able to participate in the program. This critical G20 workshop introduced participants to successful inclusive business models and provided support in meeting the challenges of bringing these models to scale. The outputs of this workshop will be shared with the G20 Development Working Group and will inform future policy recommendations on fostering inclusive business models.

The Swedish-Indian Inclusive Business Frontier

In partnership with SIDA, the Swedish Chamber of Commerce and UNDP

Leading Swedish and Indian companies including Ericsson, IKEA, Waste Ventures and TetraPak came together during the Sweden-India Nobel Memorial Week to showcase business innovations and the private sector’s role in development. The event, co-hosted by the BCtA and UNDP together with the Swedish International Development Cooperation Agency (SIDA) and the Swedish Chamber of Commerce, welcomed Swedish and Indian companies working to build more inclusive business models. The forum featured remarks by Daniel Wolvén, Minister-Counsellor and Deputy Head of Mission from the Embassy of Sweden in Delhi, and Lise Grand, Resident Coordinator and Resident Representative of UNDP India.
G20 Inclusive Business Workshop/
Building Health Supply Chains in Kenya

*In partnership with the Center for Health Market Innovation, the Kenya Private Sector Alliance (KEPSA) and UNDP*

November, the BCtA co-sponsored the G20 Inclusive Business Workshop series in Nairobi in collaboration with United Arab Emirates and the Siemens Stiftung Foundation. The focus of this G20 workshop was on bringing together businesses to collaborate in order to broaden the scale of their inclusive businesses. The event brought together G20 Challenge Winners and more than 150 representatives from the private sector, governments, development partners and the inclusive business community. Participating BCtA member companies included Novartis, Barefoot Power, Honeycare, Juhudi Kilimo, Envirofit and Sproxil, whose CEO, Dr. Ashifi Gogo, provided the opening keynote address.

During the workshop, the BCtA also convened a small group of local stakeholders to discuss the role of inclusive business in development and barriers to successful inclusive businesses in Kenya. In order to ensure a targeted discussion, the issue of access to oral rehydration therapy and zinc for the treatment of pediatric diarrhea was addressed. Participants included the Clinton Health Access Initiative, Population Services International (PSI), Novartis, Phillips Pharma, Envirofit and the Center for Health Market Innovation’s Regional AIDS Training Network.

The participants discussed the critical success factors for public-private collaboration on the design of inclusive business models. The BCtA will continue to highlight these best practices and aims to disseminate this knowledge across other sectors.

BCTA Business Leaders Roundtable
on Myanmar & Inclusive Business Design Workshop (Singapore)

*In partnership with AusAID, Business for Millennium Development (B4MD) and Singapore Compact*

The BCtA has expanded its reach in the Asia-Pacific region in collaboration with Business for Millennium Development (B4MD) and the Singapore Compact through the Business Leaders Roundtable series. The latest event, held in Singapore in November 2013, brought together over 50 brand marketing strategists, product managers, entrepreneurs and executives to explore how inclusive business can be an engine for business growth and brand value, especially in developing markets. The program also offered a unique discussion of opportunities within the emerging economy of Myanmar.

A key feature of the program was the design workshop, which focused on the process for devising innovative business models. The workshop and roundtable sessions focused on practical ways to assist companies in applying inclusive business principles to real-world scenarios and designing profitable business ventures that address poverty.

The program focused on the food and agriculture sectors, which are important for income generation in developing Asia-Pacific nations. The event also gave participants a chance to share best practices and highlighted innovations in processing and sourcing raw ingredients through supply chains.
BUSINESS CALL TO ACTION ANNUAL REVIEW

Business Call to Action Annual Forum: Inclusive Business Comes of Age

BCtA’s Annual Forum was held on September 19 in New York City, in conjunction with the United Nations Global Compact Leaders Summit, and in advance of the 68th Session of the United Nations General Assembly. The Event convened close to 150 people – including representatives from BCtA member companies, other private-sector stakeholders, development and civil society partners – to celebrate the growth of inclusive businesses around the world. While creating a space for learning and sharing best practices, the event also showcased the BCtA’s work in strengthening the enabling environment for inclusive business through public-private collaboration and dialogue with governments and business stakeholders.

This year’s event presented a unique opportunity to celebrate accomplishments of BCtA members that collectively demonstrate ways in which companies are finding innovative means to create new, sustainable revenue streams by engaging low-income people as consumers, producers, suppliers, and distributors in their core business operations. Inclusive business is no longer a phenomenon on the periphery, but front and center in multinationals, SMEs and public agencies in developed countries, emerging markets and in the least developed countries.

“Standard Chartered’s SME training and education programme was piloted in 2008 in response to the BCtA. Since launch, we’ve trained over 400 SMEs in five countries. Having now expanded to Asia and Africa, we’re reaching a further four new countries this year alone. We believe that through SME training, we can help create sustainable growth, contributing to social and economic development in the markets where we operate.”

Mark Devadason
Group Head of Sustainability and Regions
Standard Chartered
Knowledge and Advocacy

The concept of inclusive business has been gaining traction in recent years and many more companies are embedding pro-poor practices into their core business strategies. However, companies are facing multiple challenges in expanding or replicating inclusive business models. One of the major factors preventing inclusive business from reaching its full potential is a lack of understanding of pro-poor business models.

Tackling these challenges and creating a more enabling environment for inclusive business involves advocacy, knowledge sharing, research, dissemination of the social and commercial benefits of these models, and fostering public policy dialogue in support of inclusive business. These, in turn, require information on existing models to reach new audiences. Over the course of 2013, the BCtA enhanced its advocacy and awareness-raising activities through knowledge products and partnerships.

Knowledge Products

BCtA produced a series of knowledge products last year, including 13 case studies, two sector reports on BCtA member companies and three newsletters.

Knowledge Partnerships

In 2013, BCtA engaged in new partnerships with the Business Innovation Facility (BIF) and Innovations Against Poverty (IAP) on the Practitioner Hub for Inclusive Business. Through these partnerships, the BCtA shared knowledge, research and technical insights with its members and other inclusive business practitioners.

In addition, the BCtA began a new partnership with Guardian Sustainable Business to enhance its ability to reach news audiences. By extending its reach, the BCtA aims to convince more stakeholders to adopt inclusibusi-
ness models and assist them in expanding through understanding what works and what does not.

The Guardian is considered to be the global voice for cutting-edge dialogue on sustainability. The Guardian Sustainable Business website alone reaches more than 300,000 readers monthly, with over 70 million unique browsers each year. We are excited to launch this platform in early 2014.

Webinars

Over the past year, the BCtA has hosted six webinars focusing on topics of interest to inclusive business practitioners. The webinars achieved great success and the BCtA has seen a significant increase in the number of participants from the previous year, as well as concrete follow-up activities from members and other stakeholders.

Media Outreach

Media outreach is instrumental in raising awareness of the BCtA’s goals and objectives, particularly with companies that are unfamiliar with inclusive business, with governments and with civil society leaders who are unaware of how to work successfully with the private sector. In 2013, the BCtA’s media advocacy for inclusive approaches to business reached millions of people worldwide.

The BCtA continued to promote new member commitments in 2013 through national and global media outreach. The ‘first-to-market’ announcement of TTNET’s commitment in Turkey reached over 1 million people through print and online circulation – a practice the BCtA plans to replicate in other emerging markets.

**2013 BCtA MEDIA OUTREACH HIGHLIGHTS**

- **130+** Number of times BCtA and company initiatives were mentioned in print and online media, nearly tripling the press coverage since 2012
  
  Including interview with Helen Clark by TV Tokyo on the work of BCtA, in-depth coverage by Nikkei Business on promotion of inclusive business models among Japanese private sector, and interview with Sigrid Kaag, all of which drew significant attention from the private sector and political arena in Japan and Asia.

- **100+** Number of publications in which BCtA and company initiatives were mentioned in 2013
  
  Including coverage from leading national publications, such as:
  - Leading Japanese publications: Nikkei Business, MSN Japan
  - Leading Turkish newspapers: Zaman, Hürriyet, Sabah, Milliyet, Türkiye, Star

- **1m+** Size of audience reached through “first to market” announcement of TTNET in Turkey, a practice to be employed in other emerging markets
  
  Other successful national media coverage includes numerous articles for Japanese companies, starting from Unicharm, Itochu/kurkku in 2012, continued by MUJI in 2013.
Online Presence

In today’s interconnected marketplace, an organization’s online presence is critical to its success. Subscriptions to the BCtA newsletter have been steadily increasing to over 3,000 subscribers in 2013. Visitor traffic to the BCtA website also significantly increased in 2013 to over 7,000 page views per month, with 70% of visitors discovering the BCtA website for the first time.

In addition, BCtA’s social media base grew continuously throughout 2013. An example of this is the BCtA’s Twitter following, which increased by 65% in 2013 to over 1,250 followers.

**2013 ONLINE PRESENCE**

- BCtA’s website visitor traffic has increased to 7,019 pageviews per month. The newsletter mailing list has grown to over 4,000 subscribers.
- BCtA’s Twitter following has increased by 65% in 2013 to over 1,250 followers.
- The total number of times BCtA videos were viewed online is 16,976 amounting to 13,784 estimated minutes watched (~230 hours).
- BCtA social media fan base has increased by 50% to over 2,000 followers.
Member Impact

As more companies recognize the value of inclusive business practices and begin integrating those principles into their core business strategies, it has become increasingly important to measure progress. Companies that measure results are better able to communicate their value additionally to key stakeholders, refine their businesses and benchmark themselves against their peers. It is important that reported results include measurable contributions to both social and commercial goals in order to establish the value of inclusive business practices to both business and development.

BCtA member companies are required to report on the progress of their initiatives on an annual basis. This allows them to track their progress and highlight achievements while identifying areas for improvement.

In 2013, 51% of member companies voluntarily self-reported on their initiatives and the progress of their work. Members’ annual reports from last year reveal that successful inclusive businesses approach challenges as opportunities to innovate, opening prospects for new partnerships, products, customers and revenue streams.

Some member companies reported challenges in measuring their impact. Reasons cited included a lack of data, difficulty verifying reported data, a lack of understanding about applying methodologies to collect standardized data, confusion over reporting frameworks and — most often — limited resources for rigorous measurement of data.

The BCtA undertook a preliminary survey of impact measurement in 2013 to understand what services, resources and tools can allow members to better measure their progress on the indicators that are most relevant to each company. By discussing these questions with companies and leading organizations in the field, the BCtA identified a new results-measurement service for its members. This service not only permits companies to evaluate results at a certain point in time, but allows them to gather data on an ongoing basis and measure results continually.

In 2014, BCtA will begin rolling out this tool to companies who are willing to commit staff time to learn and pilot it.

Reports on progress submitted by BCtA members, 2012-2013*

- **Income**: 79 thousand full-time jobs have been created since 2008 by 13 companies
- **Access to clean energy**: 7.8 million people have gained access to affordable solar energy lighting and battery products, as a result of 3 initiatives
- **Capacity Building**: 449 thousand people have benefitted from training and capacity building from 7 initiatives
- **Healthcare**: 166 thousand people have improved access to healthcare services due to the success of 2 initiatives
- **Business Growth**: 14 companies report that their initiatives scaled up more rapidly than expected, exceeding their projections for revenue and social impact

*49 companies required to report as of November 2013. Companies are responsible for their own reporting.
“MUJI is very honored to join the unique group of BCtA members in its commitment to use simple, high quality and eco-friendly technologies to develop products that will support local producers in developing counties, more sustainable life for our customers, and doing good to the society.”

Kei Suzuki
Director and General Manager, Household Division
MUJI

“We are pleased to expand our commitment and our programs to build the capacity of India’s vulnerable population, who have traditionally not had the opportunity to be a part of India’s growth. Our goal is two million by 2020.”

Rajiv Sharma
CEO and founder
Empower Pragati

“PUPA has a unique network of community partners and franchises, and we believe that as we grow, our vast network and approach to education can be expanded to other communities and caregivers, we look forward to sharing our knowledge and expanding this model.”

Mary Anne de Amorim Ribeiro
CEO
PUPA
“Contributing to nutrition improvement in the world is one of the core missions of Ajinomoto Group. We expect that participating in BCtA and creating broader partnership will further accelerate our contribution and commitment,”

Masatoshi Ito  
President and CEO  
Ajinomoto

“We see KeBAL as a fantastic opportunity to reach young children of low-income households with nutritious meals and snacks. Balanced food providing all vitamins and minerals is crucial for the physical and mental development of children.”

Stephan Tanda  
Member of the Managing Board  
Royal DSM

“After 20 years of a co-development partnership with the women of Burkina Faso, who produce shea butter, L'ORCITANE wants to go further in sustainability and its local involvement with the implementation of a 3-year environmental and social program to preserve the precious ancestral savoir-faire, while offering high-added-value opportunities. The company is very proud to be part of the BCtA platform to support this ambitious program and maximize international scope.”

Maud Reboul  
Sustainable Ingredients Manager  
L'ORCITANE
Spotlight on new member company initiatives

New members have made significant commitments to social and economic development through inclusive initiatives

**Agricultural Development and Food Security**
Projected results: 40.5K people experiencing better agricultural yields

- **Global Easy Water Products** seeks to provide 300,000 small holder farmers in India with its low cost drip irrigation technology by 2018, thus increasing agricultural yields and farmer incomes.

- **L’Occitane** will work with over 40 female shea nut picker and processor cooperative groups in Burkina Faso to improve their capacity to process shea butter for export, while reducing manual labor requirements and environmental impact.

- **IKEA** is providing technical assistance and training to thousands of farmers in Pakistan to help them to produce and sell sustainable cotton, in line with the Better Cotton Initiative. These projects contribute to IKEA’s goal to source 100% Better Cotton by 2015.

- **taze&Kuru** seeks to employ 100 low-income farmers in Turkey by 2018, in the production of healthy dried fruit snacks for school-aged children. The fruit is dried through an environmentally friendly geothermal drying technology.

**Access to Healthcare & Nutrition**
Projected Results: 10 million people with improved health outcomes

- **Ajinomoto** seeks to improve the nutritional status of 200,000 children ages 6-24 months in Ghana by 2017, through sale of a nutritional supplement. The company will also serve nutritional products to pregnant and lactating mothers and school-aged children.

- By 2020, **ClickMedix** will improve health outcomes of 1,000,000 patients across 13 countries, through health providers trained to use ClickMedix care coordination and telemedicine tools.

- **DSM** will scale up “My Child’s Café,” a healthy street food business in Indonesia, thus providing nutritious, high-quality food options to children under five in low-income neighborhoods of Jakarta.

- **Hapinoy** has launched the Health Hub initiative to distribute a range of over-the-counter healthcare products across its sari sari store network in 200 low income neighborhoods in the Philippines.

- **PharmaSecure** has committed to enhance healthcare in India through protecting consumers from consuming counterfeit drugs, and connecting 200,000 patients to information about their medications through their mobile phones, by 2015.

- **Ziqita Health Care Ltd** plans to increase the number of ambulances it operates to over 20,000 by 2020 across India, Africa and Latin America, reaching an additional 12 million people with critical healthcare services.

**Clean Energy and Reduction of Carbon Emissions**
Projected Results: 2.4 million tons of CO2 avoided

- **Envirofit** International will work with a local partner to sell 50,000 clean cookstoves across in Kenya by 2015, contributing to a reduction in green house gasses and improvements in users’ health.
**Education, Vocational Training & Capacity Building**
Projected Results: 3 million people benefiting from training and capacity building

- **Babajob Services** will connect over 15 million low-income job seekers in India with better job opportunities through its online portal by 2016, thus aiding in increasing workers’ income and quality of life.
- **Empower Pragati** will serve 2 million people by 2020 through a scalable, impactful and affordable vocational and skills training programs that seeks to lead to sustainable livelihoods for the urban and rural poor.
- **Drishtee** commits to provide 750,000 rural youth with skills development and vocational training opportunities by 2022, along with job placement and support for entrepreneurs, allowing them to achieve a sustainable livelihood.
- **Hippocampus Learning Centres** aims to provide affordable early education services to over 350,000 children per year and to employ 11,000 women as teachers in rural India, by 2018.
- **PUPA Empreendimentos Educacionais** aims to provide 500,000 low-income Brazilian children aged 0-6 with quality early childhood education, and to train 1,800 women entrepreneurs in the sale of educational products by 2018.
- **Royohin Keikaku Co.**, popularly known by its brand name **MUJI**, commits to source eco-friendly artisanal products from three least developed countries: Cambodia, Kenya, and Kyrgyzstan.
- **TTNET** will increase internet access and digital literacy for low-income communities in Turkey. By 2014, the company will provide Internet literacy trainings for 12,000 people, and access to educational content to 30,000 people.

**Financial Inclusion**
Projected Results: 3 million people with increased access to financial services

- **FINO PayTech** commits to provide 100 previously under banked customers with its innovative line of mobile banking services by 2015, and to expand local level of employment in villages by increasing its banking agent workforce.
- **FirstRand Bank** will offer underbanked citizens of Mumbai with Easy Banking services, to be made available through business correspondents and branch banking.
- **PagPop** seeks to enable 30,000 low-income MSME owners in Brazil to accept credit and debit card payments, thus increasing their revenue potential as they access new clients.
- **Banco Santander Brasil** commits to scale-up its microcredit offerings and financial education services for micro-entrepreneurs. By 2015, Santander seeks to attain 200,000 microfinance clients and to disburse up to 600 million Reais in microcredit.

**Livelihoods & Housing**
Projected Results: 815k people experiencing improved living conditions

- **CEMEX** has made two commitments to improve housing opportunities for over 15,000 low-income families in Mexico, Colombia, Guatemala, and Nicaragua by 2016, thus creating new lines of business while improving the lives of the poor.
This report can be downloaded from www.businesscalltoaction.org/resources/publications

You are encouraged to share the report and use it to encourage the adoption and implementation of inclusive business. Copyright rests with the BCtA.

Please send feedback to the Business Call to Action Secretariat at Secretariat@businesscalltoaction.org

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