What is the Business Call to Action?

Launched in 2008, the Business Call to Action (BCtA) aims to accelerate progress towards the sustainable development goals 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.
T he end of 2014 and the movement into 2015 heralds a moment where private sector and development actors reflect on their progress so far and re-commit anew to sustainable (and pragmatic) development goals. For us at the Business Call to Action, it was also an opportune moment to reflect on our progress and understand what the future holds for us.

To that end, the BCtA Secretariat co-authored the report, *Breaking Through: Inclusive Business and the Business Call to Action Today*, looking back at five years of progress. (In 2014 alone, we were proud to welcome 19 new companies in 2014, bringing the total to 104 companies). BCtA company commitments now include creating 41.6 million new jobs for the under-employed; improving access to essential healthcare services for 4.9 million people; ensuring that 1.3 million people have access to energy and 1.2 million have access to clean water, among other commitments up until 2025. Over 60 percent of the 2014 members are headquartered in emerging markets, reflecting our attention to locally-led achievements and successes.

2014 also brought forward change for UNDP and the BCtA Secretariat as we were relocated from New York to Istanbul, reflecting UNDP’s commitment to increase collaboration with and awareness of where real action and innovation is happening; at the frontiers of developing markets.

So what does the future hold? We see three distinct trends, where the Business Call to Action can make a difference. One is in the post-2015 agenda, where private sector, development institutions and governments will seek to renew and re-define new development goals. In this, BCtA aims to share evidence and show proof that the private sector is indeed already contributing in tremendous ways to the achievement of poverty-related goals. The second is in the innovation space; as companies (especially those from developing countries) design new and effective products and processes, BCtA can act as a forum where developing country innovation can disrupt developed country tradition. The third of course is in advocating to governments (which we do at the country level in Kenya and the Philippines) that incentivizing the private sector to include the poor is good for business and for government.

Business is well on its way. Of course there is work to be done, but the work now requires intelligent reflection about the lessons of the past, and some risk-taking regarding the successes of the future. We at BCtA are here to challenge, support and ultimately propel the next wave of inclusive business and we look forward to working with all of you to achieve that.

Suba Sivakumaran
Programme Manager
Business Call to Action
BUSINESS CALL TO ACTION 2014 ANNUAL REVIEW

BCtA Member Snapshot

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 (34% of all members are national companies). The most prominent sectors include financial services (18%), food and beverages (15%), healthcare (14%) and energy (9%).

Introducing BCTA’s newest members

In 2014, 19 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, skills and entrepreneurship training, access to renewable energy, improved sanitation and financial inclusion (see Appendix for summaries of BCtA’s 2014 member initiatives, organized by development topic).

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 2025, these companies have collectively committed to:

- Create 41.6 million new jobs for the under-employed;
- Improve access to essential healthcare services for 4.9 million people;
- Ensure that 1.3 million people have access to energy and 1.2 million have access to clean water;
- Ensure that 706 thousand people achieve better agricultural yields;
- Provide access to banking services for more than 36.5 thousand people;
- Prevent 50 million tons of CO2 from entering the atmosphere;
- $68 million USD in investments made by BCtA members in their inclusive business initiatives

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.

61% of new member companies are headquartered in emerging markets, with increased emphasis on Kenya and the Philippines.
Highlights of new member initiatives

- **Changamka MicroHealth Ltd.** is a Medical Insurance Provider (MIP) that utilizes an electronic platform, accessible by mobile phones, to facilitate the financing of healthcare services for the working poor in Kenya. Their products include a health savings account, e-vouchers, and microinsurance scheme. The company commits to use mobile phone enabled micro-savings and micro-health insurance products to increase number of attendant births to 20,000 by 2016 and number of low-income households covered by health insurance to 40,000 by 2018.

- **H&M** commits to launch a Skill Development Centre of Excellence in Bangladesh, which offers skills and vocational development training to garment factory workers, thus improving their prospects for higher wages and long-term employability. By three years into the initiative, the program will directly benefit 4,900 individuals: 3,480 new entrants, 60 supervisors and 800 existing workers whose skills will be assessed and certified and thereby also increase their employability.

- **Naya Jeevan** seeks to ensure that more than 39,000 low-income workers in Pakistan have access to affordable, quality healthcare by 2015 through partnering with local employers to offer health insurance. By 2019, Naya Jeevan will have disbursed at least USD $14.8 million in health insurance claims to its Health Plan beneficiaries.

- In Philippines, **PHINMA Property Holdings Corporation** has partnered with the Quezon City government in the Philippines to design and construction of the city’s largest socialized housing project. It pledges to construct 10,000 affordable socialized housing units by 2017 in Metro Manila to thus help improve the way of living of Filipino informal settler families, and also provide livelihood training, values and spiritual formation, and improved economic well-being.

- **Sanergy** is an innovative sanitation company that is providing low-cost toilet units and waste management services through a franchise model throughout urban slums in Kenya, with plans to expand in East Africa. The company commits to significantly scale up its operations in Kenya and East Africa, establishing a network of over 2,000 sanitation workers, who run for-profit social enterprise toilets that offer safe, affordable sanitation services to over 300,000 people in Kenya’s urban slums by 2020.

- Japanese manufacturer of healthcare and hygiene products, **Saraya**, commits to combat bacterial infection rates for mothers and newborns in Ugandan hospitals through the sale and marketing of its locally manufactured hand sanitization product. It seeks to improve the hand hygiene compliance rate in piloted hospitals from 70% in 2013 to 80% by 2016.

These inspiring initiatives demonstrate how companies in emerging markets can reach even the poorest communities with products and services through business-model innovation.
During the Fifth BCtA Annual Forum in New York City, held in conjunction with the 69th Session of the United Nations General Assembly, leading multinationals joined emerging companies to reaffirm their commitments to inclusive business. With more than 250 attendees from the public and private sectors, this day-long event offered an opportunity to showcase innovative work, engage in peer-to-peer knowledge exchange, network and establish linkages with other leaders in the field.

The forum brought together senior executives from prominent Business Call to Action member companies as well as senior representatives from governments, bilateral donors, civil society and the United Nations. As inclusive business gains momentum and becomes embedded in company value chains, more companies are creating innovative business models in green technology, agriculture, financial services, health and sanitation. BCtA’s Annual Forum featured a range of perspectives on these innovative business models, demonstrating how companies are working to sustain the momentum in the post-2015 development landscape, amid the growing threats posed by climate change.

“There is a clear benefit to instituting multi-stakeholder initiatives like the Business Call to Action that challenges the private sector to transform their core business to impact the poor, while providing the knowledge, measurement capabilities and advocacy to others to understand the value of inclusive business.”

Lena Ingelstam
Director of Partnerships and Innovations, Swedish International Development Cooperation Agency (Sida)
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.

Working to help businesses become more inclusive and maximize positive social impact through their business operations, the BCtA is working to provide businesses a chance to come together and share lessons learned, best practices, as well as challenges in the area of inclusive business. In 2014, BCtA co-created 22 events and seven online virtual discussions with key partners across advocacy, knowledge, peer-to-peer learning and outreach. Of these, 15 events had a specific country or geographic focus, which enabled the BCtA to advocate for inclusive business and collective action.

**BCTA Advocacy: 2014 Highlights**

BCtA continued to support the private sector in a variety of efforts that encourage companies and generate awareness in inclusive business. As such, the BCtA has been successful in hosting and co-organizing a number of key awareness-raising, advocacy, knowledge exchange and targeted networking events throughout the year.

**2014 Advocacy Outcomes**

- **8** Knowledge/sectoral events on topics ranging from fostering intrapreneurship to empowering women entrepreneurs
- **9** Outreach events attended and co-branded
- **4** Online discussions: 2 Guardian Live Chats on BoP Markets and Innovation for the BoP, Investing in Women’s Economic Empowerment and a Design for the BoP
International Women’s Day Forum at the United Nations:

*Turning Inspiration into Action: Next Steps for the Private Sector to Empower Women Globally*

2014 brought a strong focus on women and gender empowerment issues, most notably the BCtA partnered with the U.S. Chamber of Commerce, Foundation Business Civic Leadership Center, and the United Nations Office for Partnerships to sponsor the International Women’s Day Forum at the UN headquarters in New York which included BCtA member companies H&M, Envirofit, Clickmedix and L’OCCITANE.

During the event, Sweden’s H&M has announced its commitment to the Business Call to Action as part of its goal to make continuous and lasting improvements for the garment industry in Bangladesh. The company will invest in skills training which will benefit an estimated 5,000 individuals by 2016.

In addition, the BCtA collaborated with ChangeCorp – a mobile learning content company focused on women to provide them with innovative tools to advance self-learning and empowerment and was able to profile the work of member company Dimagi as a featured panelist.

**Partnership Forum on Sustainable Development**

The BCtA in partnership with the Embassy of Sweden helped support the Partnership Forum on Sustainable Development that took place in June in Nairobi, Kenya. The event was held in cooperation with the Kenyan Ministry of Industrialization and Enterprise Development, Business Sweden, the East Africa Business Council and the Kenya Private Sector Alliance to facilitate new collaboration and harness ideas for future sustainable development initiatives. Numerous BCtA member companies participated, including Novartis, Ericsson and Sanergy.
Better Healthcare for Low Income Kenyans: Innovative Private Sector Approaches

As part of its country-level work, BCtA convened a forum in collaboration with the DFID-funded Private Sector Innovation Programme for Health (PSP4H). The forum focused on delivering better healthcare to low-income Kenyans and building a more inclusive ecosystem in health, through integrating the pharmaceutical supply chain as part of an enhanced delivery system. The event’s agenda included remarks by UNDP representative, head of DFID in Kenya and the MOH representative. This was followed by two plenary sessions, in which the Business Call to Action had commissioned an opportunity assessment on scaling up existing BCtA and other companies’ inclusive business activities in the health sector by focusing on building an inclusive business ecosystem to improve the awareness and availability of a life-saving combination medicine for childhood diarrhea – which is still the third leading cause for the deaths in Kenyan children. The event explored the work that the BCtA member company Phillips Healthcare Services Ltd. has undertaken in collaboration with USAID to provide promising interventions for children in the region.

Mindanao Membership Meeting (MaMM) and Inclusive Agribusiness Launch in the Philippines

During the Philippine Business for Social Progress (PBSP)’s Mindanao Membership Meeting (MaMM) and Inclusive Agribusiness Launch in September at the SMX Convention Center in Davao, the President of the Philippines urged businesses to invest more in Mindanao, citing the region’s great potential in agriculture. The goal of the program is to increase production, generate income and increase job opportunities, focusing on the region’s high value crops like coffee, cacao, palm oil, rubber, corn and seaweeds. At present, some companies are taking the lead in adopting Inclusive Business in Mindanao, with the help of PBSP, the country-level work supported by the Business Call to Action. Among the leading companies are Nestle Philippines, Bali Oil Palm Produce Corporation and Kennemer Foods International (Kennemer Foods has since joined BCtA).

<< Learn more about the event here >>
Country-Level Work: Kenya and the Philippines

In 2014, BCtA’s country level activities to drive new business commitments and advance inclusive business on the ground were continued in Kenya and the Philippines.

Kenya

In July 2014, BCtA kicked off a partnership with the UNDP Kenya office to develop the inclusive business ecosystem and activate national companies. The expected outcomes of this work include:

- Awareness, understanding and engagement in inclusive business has been increased amongst Kenyan private sector, public sector and organizations involved in inclusive business ecosystems;

- Public-private dialogue on challenges and opportunities regarding inclusive business has increased at the high-level, sector specific level and at the county level.

The Philippines

In the Philippines, BCtA has been working with the Philippine Business for Social Progress (PBSP), the largest corporate membership based organization in the Philippines working on sustainability with over 230 corporate members. Although the work was delayed in 2013 due to the impacts of the Typhoon Haiyan, PBSP has continued at pace in 2014.

Through the UNDP Philippines, BCtA offered is helping PBSP develop an inclusive business program in the Philippines that aims to increase the number of for-profit companies committed to help achieve the country’s development targets, which include among others targets on the sustainable development goals.

As part of the collaboration with BCtA, PBSP is working to support Philippine companies to make commitments to the Business Call to Action in the agricultural, social housing and health sectors. The collaboration has also seen the completion of one opportunity assessment, “Inclusive Business for in-city Socialized Housing.” In addition, as part of the collaboration with BCtA, two country-level convenings took place related to the agribusiness sector focusing on securing corporate commitments and greater policy support for inclusive business.

In addition, a nationwide advocacy platform, Inclusive Business Imperative, was launched to serve as a Knowledge Hub website with the goal to promote and adopt inclusive business practices nationwide.

Visit the Inclusive Business Imperative Hub at <<www.inclusivebusinessimperative.org>>
Despite the uptake of inclusive business practices by the companies around the world, most are still facing multiple challenges in expanding or replicating inclusive business models. In 2014, BCtA continued its advocacy and awareness raising activities in support of inclusive business through knowledge creation and dissemination, media partnerships and communications outreach.

**Knowledge and Advocacy**

In 2014, BCtA’s media advocacy for inclusive approaches to business reached millions of people worldwide. Through extensive media outreach, news of new BCtA commitments were featured over 150 times in over 100 publications in print and online globally. This has proved our value additionality to companies that rely on awareness to gain linkages and resources to scale their impact.

A key focus for 2014 has been on promoting what has been a successful launch of the Business Call to Action partnership with the Guardian Sustainable Business. The site continues to generate a great deal of new traffic and opportunities to showcase the activities of member companies as well as their leadership. In fact, the site launched in February has featured more than 60 articles that highlight BCtA companies, donors, development agencies, thought leaders and other stakeholders via targeted thought articles, op-eds, videos, and interviews. BCtA’s online traffic now amounts to the average monthly page views of 22,906, with over 130,000 unique visitors in 11 months since the launch.

*Visit the BCtA Guardian Sustainable Business Partnership Zone>*

*Visit the BCtA Supported Roles of Business in Development Hub>*

**Webinars and Online Advocacy**

Through a more innovative approach toward knowledge generation, peer-to-peer learning and knowledge sharing in 2014, BCtA was able to reach larger audiences and not only of the practitioners in the field, but also the growing audience in markets previously unfamiliar with the concept. For example, the outcomes of the Guardian Live Chat, *BOP Markets: Learning From Successes and Failures*, has reached over 1,000 page views and attracted 850 unique visitors.
In March, the Business Call to Action hosted a closed-door webinar, *Farmer and finance: The Widening Gap*, in partnership with Dalberg Global Advisers and Smallholder Finance, Global Development Incubator, Inc. The discussion focused on the challenges and opportunities smallholder farmers face in accessing finance in order to improve productivity and strengthen livelihoods and supply chains. As the outcome of the discussion, BCtA produced a report that examines challenges and opportunities for companies working with smallholders.

<< [Download Is Finance the Primary Binding Constraint for Smallholder Farmers? Report] >>

In December, the Business Call to Action, in partnership with the *Business Fights Poverty*, hosted a webinar discussion addressing the question, *How Do You Create a Transformative Business Model?* featuring Paul Polak, Founder and CEO of Windhorse International and iDE, author of *The Business Solution to Poverty*, Erik Simanis, Head of Emerging and Frontier Markets Initiatives at Cornell University, and Nitin Sharma, Senior Project Manager, BoP South Asia, BASF.

The webinar addressed the topic of building a successful inclusive business model through selecting and adapting the right tactics. The panel of expert speakers shared insights on the process of learning and experimentation as companies explore new operating environments and market segments.

<< [Learn more about the webinar and access speaker presentations] >>

<< [Listen to the recording of How Do You Create a Transformative Business Model? Webinar] >>

**Knowledge Products**

As part of its mission to create and disseminate robust inclusive evidence base, BCtA produced a series of knowledge products in 2014.

### 2014 KNOWLEDGE PRESENCE

**Company Case Studies:**
Ajinomoto, Dimagi, CEMEX PiAC, CEMEX PH, Waste Capital Partners, TTNET, Taze Kuru, Juhidi Kilimo, FirstRand Bank, Itau Unibanco, Mahindra, Natura, Sambazon, Santander Brazil, Barclays, Standard Chartered, Ericsson

**Sector Specific Reports:**
- Is Finance the Primary Binding Constraint for Smallholder Farmers?
- Building an Inclusive Business Ecosystem in Health: Tackling Child in Kenya

**Flagship Report:**
- The Breaking Through: Inclusive Business and the Business Call to Action Today

**Know-How and Other IB Resources:**
- Inclusive Business Primer to be used by the UN Global Compact members

<< [Access BCtA Publications and Case Studies] >>
Member Impact

One of the major milestones for BCtA in 2014, is the flagship report, “Breaking Through: Inclusive Business and the Business Call to Action Today – Mapping Challenges, Progress and the Way Ahead,” which presented a close examination of what companies face on their journeys to scale. Drawing on the rich data provided by BCtA’s membership base, the findings from this research, broken down by sector, geography and types of company were very promising. BCtA initiatives are reaching 40 million households and 200 million people globally through a variety of methods. Surprisingly, what was once classified as small and medium enterprises are driving much of that impact, and are growing at an encouraging pace.

In addition, the Secretariat has captured results of the BCtA members in 2014 to understand the progress of their initiatives. For last year’s results reporting, 85 initiatives that have pledged to BCtA as of January 1, 2014 form the original sample size. Out of 59 initiatives identified for results reporting in 2014, 38 (64%) have reported their results as part of the research process for the flagship report. Furthermore, 24 (41%) have submitted separate end-of-year results reporting to the Secretariat.

| NUMBER OF BENEFICIARIES REACHED PER BCtA MEMBER INITIATIVE, BY COMPANY TYPE |
|-------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
| Large and established companies                  | Hundreds or a few thousand | Up to 100,000 | Up to 500,000 | Around a million | Several million |
| Emerging and maturing companies                   | 4               | 3              | 3              | 4              | 2              |
|                                                   | 8               | 6              | 5              | 3              | 9              |

PROGRESS OF BCtA MEMBER INITIATIVES (SELF-REPORTED)

N=49

- 18% Flourishing
- 31% On track
- 51% Progressing slowly
34 out of 49 initiatives (69%) surveyed reported that their initiatives are at least on track in terms of making progress.

19 out of 49 initiatives (39%) surveyed reported that they have at least reached the break-even point, indicating that their incomes are greater than costs, which can be used as a proxy for ‘growth.’

BCtA Impact Measurement Services (BIMS)

Business Call to Action has launched its new BCtA Impact Measurement Services (BIMS), which aims to support a select number of BCtA members with measurement of social and operational impact of their inclusive business initiatives. This new service will provide both survey design expertise and a mobile-enabled technical platform to allow the field forces of participating member companies to collect and analyze real time data of their customers and employees using mobile-enabled surveys for up to 2 years. Well above its initial target, 10 companies have been selected in 2014 to start using BCtA’s mobile-based impact measurement tool to refine their initiative.
“Our association with the Business Call to Action reaffirms our commitment to improving inclusion and our goal of providing home opportunities to customers in the Philippines. We will continue to build a sustainable business while benefiting society and providing reasonably priced housing.”

Willie Uy
President and CEO
PHINMA Property Holdings Corporation

“We are committed to expanding our operations throughout Kenya, which will go a long way towards better health outcomes for families in the community and improved day-to-day conditions that lead to healthy and more resilient communities.”

David Auerbach
Co-Founder
Sanergy

“Being part of Business Call to Action strengthens our commitment to a better world in the educational field. We strive to inspire the knowledge and skills required in manufacturing required to gain meaningful employment.”

Leopoldo Cedillo Villarreal
Chief Executive Officer
Metalsa

“We are committed to expanding our operations throughout Kenya, which will go a long way towards better health outcomes for families in the community and improved day-to-day conditions that lead to healthy and more resilient communities.”

David Auerbach
Co-Founder
Sanergy
“We are pleased to announce our partnership with the International Labour Organization (ILO) and Swedish Development Agency (Sida) at the BCTA platform as another step in our commitment to support long-term social development in Bangladesh.”

Helena Helmersson
Global Head of Sustainability
H&M

“Our model works to help the double bottom line of companies and entities that employ large numbers of low-income workers by institutionalizing a system, whereby value chains are incented or rewarded for their market performance.”

Dr. Asher Hasan
Founder and CEO
Naya Jeevan

“Our commitment to the Business Call to Action underscores our interest in promoting greater information for the agricultural sector and providing more reliable services and technology to meet the needs of rural farmers, most of whom are women.”

Alloysius Attah
CEO
Farmerline
Spotlight on new member company initiatives

**Agricultural Development and Food Security**
Projected results: 835 thousand people experiencing better agricultural yields

BASF seeks to train 300 thousand smallholder soybean farmers in India on farming best practices, with the dual objective of growing their crop yields and the company’s customer base.

By 2019, FarmerLine will empower 500 thousand small-scale farmers in Ghana to become more prosperous by offering access to essential information in their local language via a mobile platform, thus assisting them to improve their harvest and income over time.

By 2020, Kennemer Foods International commits to integrate an additional 35 thousand smallholder farmers in the Philippines into its value chain -- training them and increasing their incomes by 3 to 4 times.

**Access to Healthcare & Nutrition**
Projected results: Improved access to essential healthcare services for 4.9 million people

Medical insurance company Changamka Microhealth commits to use mobile phone enabled micro-savings and micro-health insurance products to increase number of attendant births in Kenya to 20,000 by 2016 and the number of low income households covered by health insurance to 40,000 by 2018.

By 2015, Luxottica will contribute to the establishment of eight OneSight Vision Centers to provide sustainable access to affordable vision care in The Gambia. Glasses sold through these vision centers will be 100% locally manufactured and retailed.

MUrgency is a startup mobile phone application, which aims to provide emergency first aid services to users around the world, with the aspiration to offer access to emergency response services to 500,000 people at the BoP by the end of 2015.

Naya Jeevan seeks to ensure that more than 39,000 low-income workers in Pakistan have access to affordable, quality healthcare by 2015 through partnering with local employers to offer health insurance.

By 2018, Phillips Healthcare Services Limited aims to provide 150,000 children aged 6-59 months with Micronutrient Powder (MNP) to improve health outcomes in Kenya.

Saraya commits to combat bacterial infection rates for mothers and newborns in Ugandan hospitals through the sale and marketing of its locally manufactured hand sanitization product, improving the hand hygiene compliance rate in piloted hospitals from 70% in 2013 to 80% by 2016.

In India, Vaatsalya commits to scale its low cost model of affordable, accessible and appropriate primary and secondary healthcare services to reach 2 million people in underserved areas in five years.

**Housing**
Projected results: 10,000 gain access to affordable housing

PHINMA Property Holdings Corporation has partnered with the Quezon City government in the Philippines to design and construction of the city’s largest socialized housing project. It pledges to construct 10,000 affordable socialized housing units by 2017 in Metro Manila to thus help improve the way of living of Filipino informal settler families.
Education & Vocational Training
Projected results: 4.6 million people benefiting from training and capacity building and 6 million women with increased productivity/revenue generating activities

By 2017, DataWind has a target to distribute five million internet-enabled tablets in India, 80% of which will reach individuals who live at the base of the pyramid, thus improving their access to quality education and internet access.

H&M commits to launch a Skill Development Centre of Excellence in Bangladesh, which offers skills and vocational development training to garment factory workers, thus improving their prospects for higher wages and long-term employability.

Livelihood
Projected results: Create 41.6 million new jobs for the under-employed

Metalsa seeks to employ more engineers from local communities. Through engaging students with the SPARK educational program, the company plans to train and employ highly qualified employees in Mexico and Argentina.

Telefónica will scale up M-Inclusion program, in which the open sourced mobile application development platform is sustainably funded by users, and in which it will identify and scale up mobile applications that enhance the social development of the poor and excluded in Latin America through inclusion.

Water & Sanitation
Projected results: 1.2 million have access to clean water and sanitation

Sanergy commits to significantly scale up its low-cost toilet units and waste management services in Kenya and East Africa, establishing a network of over 2,000 sanitation workers, who run for-profit social enterprise toilets that offer safe, affordable sanitation services to over 300,000 people in Kenya’s urban slums by 2020.

Spring Health commits to provide safe drinking water to 2 million customers by 2017, through expanding its decentralized delivery system for radically affordable, clean water throughout East India.

Access to Energy
Projected results: 1.3 million people have access to energy and prevent 50 million tons of CO₂ from entering the atmosphere

NOTS Impact Enterprises is establishing sustainable energy solutions—clean cooking charcoal and solar lanterns—across Mali and Rwanda. By 2016, NOTS will sell an additional 200 thousand solar lamps and 1,500 blue charcoal packages in both countries, contributing to improved and safer energy access.

Panasonic will improve the quality of life of people in Africa and Asia who are living in un-electrified areas, by providing over 1.2 million LED solar lanterns by 2018, starting in Kenya.
This report can be downloaded from [www.businesscalltoaction.org/resources/publications](http://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

Contact the Business Call to Action
E: secretariat@businesscalltoaction.org

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Back cover photos: Datawind, Panasonic