

THE STATE OF INCLUSIVE BUSINESS



Key findings



Findings from a survey conducted by Business Call to Action and GlobeScan in November 2018 on the state of inclusive business. 193 inclusive business actors participated, including representatives from companies, government, multilateral organisations, NGOs, academics, think tanks and investors.

INCLUSIVE BUSINESS IS HELPING TO REDUCE POVERTY

68%

of respondents think that IB lifts people out of poverty and fights inequality

Sample size = 193



SDGS ARE INFLUENCING BUSINESS MODELS



76%

of respondents either strongly or moderately believe that the SDGs have influenced companies' decisions to engage in inclusive business initiatives

Sample size = 193

FINANCING IS THE MAIN BARRIER TO SUCCESS

62%

of those currently engaged in inclusive business initiatives say insufficient financing is the main barrier to inclusive business growth

Sample size = 91



MANY INCLUSIVE BUSINESSES ARE SCALING UP



47%

of inclusive businesses are scaling up, where they are focusing on extending or replicating successful initiatives

Sample size = 91

IN ORDER TO SCALE, MANY LOOK TO NEW MARKETS

48%

of companies would expand their existing inclusive business model into new markets or locations in order to scale up

Sample size = 91



MOST CONTRIBUTE TO SDG 1 & SDG 8



43%

of companies say their inclusive business contributes to SDG8 most

42%

of companies say their inclusive business contributes to SDG1 most

Sample size = 91

GOVERNMENT REGULATIONS POSE GREATEST RISK

82%

of companies say unfavourable government regulations pose a large or moderate risk to their inclusive business initiative

Sample size = 91



To find out more about the survey findings, join our webinar on December 13 at 10am EST/6pm IST (GMT+3)