Started in 2014, the inclusive Business Action Network (iBAN) is a global initiative that enables change in inclusive business for the benefit of the poor—people living at the so-called ‘base of the pyramid’.
TOGETHER
We achieve more when our efforts are combined. By constantly seeking to develop and nurture effective relationships, we positively contribute to an ecosystem that thrives on collaboration and participation.

GROUNDED
We have a sensible and realistic approach. The confidence others have in our efforts is based on our ability to separate and prioritise what is practical and important from what is not. By consistently pursuing a measured and logical point of view, we make certain our impact is solid and reliable.

CURIOUS
The potential of people and their ideas to create a better world drives us. We have our finger on the pulse and are aware of the latest developments and of the learnings of the past.

DETERMINED
Our success comes from our total commitment to the purpose we share. Achieving the best results for those we strive to serve and support not only requires excellence in delivery but also in spirit.
OUR APPROACH TO HELP ACHIEVE THE SUSTAINABLE DEVELOPMENT GOALS

With its focus on promoting the upscale of inclusive business models and consequently improving the lives of the poor, iBAN is actively contributing to the achievement of the United Nations Sustainable Development Goals (SDGs). Inclusive business models provide an optimal business case for the SDGs. For example, inclusive businesses support SDG 1 and SDG 2 by increasing access to basic services and creating employment for the poor. An overview of ways in which inclusive businesses can help deliver on the SDGs can be found in the report Delivering on the Sustainable Development Goals: The inclusive business approach by the World Business Council for Sustainable Development, one of iBAN’s strategic partners.

iBAN pursues an integrated strategic approach going wide in reach with the largest global online knowledge platform (iBAN blue) on inclusive business, and going deep with its focused Capacity Development Programme (iBAN weave) for selected companies and policy makers in developing and emerging countries. iBAN blue and iBAN weave are strongly interconnected to ensure synergies among both are generated in the most effective way.
**WHAT IS THE ‘BASE OF THE PYRAMID’?**

The term ‘base of the pyramid’ is used as shorthand to describe men and women who are low-income or who lack access to basic goods and services. They often experience economic and social exclusion, and represent a range of vulnerable groups. A low-income person is commonly considered to be someone earning up to US $8 per day in purchasing power parity terms (PPP). The PPP US $8 threshold was established in 2005.

**WHAT IS AN INCLUSIVE BUSINESS?**

Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the pyramid making them part of the value chain of companies as suppliers, distributors, retailers, or customers.

**WHAT IS THE SOCIO-ECONOMIC BENEFIT OF INCLUSIVE BUSINESS?**

Inclusive businesses are the pioneers of socially and environmentally responsible companies. They tap into the economic potential of the base of the pyramid either by including them into their value chains and thereby providing income opportunities or by providing relevant and affordable goods and services to them. Both impact paths provide tremendous business opportunities as the global base of the pyramid consumer market reaches US $5 trillion. In targeting the poor and low-income market segments, inclusive businesses also spur innovation, strengthen value chains, build operations that are more effective, uncover new sources of profitability, and enhance long-term competitiveness.
**iBAN blue**

*iBAN blue provides a platform for anyone interested in inclusive business to explore, share knowledge, share experiences and access best practice thinking.*

iBAN blue addresses the ecosystem via the largest online knowledge platform on inclusive business. It provides access to curated expert knowledge and inspiring practical examples in an innovative and user-friendly way. The platform integrates the only global inclusive business database ([www.searchinclusivebusiness.org](http://www.searchinclusivebusiness.org)) that contains about 1,600 publications developed over the past decade.

iBAN blue develops core content jointly with a group of selected strategic partner organizations. Every two months an online magazine (*The Theme*) is published that covers current trends in inclusive business. A high-level editorial committee of inclusive business thought leaders from a wide range of fields – including the private sector, donor organizations, and academia – sets the editorial agenda of the online magazine.

iBAN blue provides registered users with hands-on information that is pre-selected according to their inclusive business interests. All users are encouraged to share their inspiring inclusive business experiences on the iBAN blue platform, especially by contributing to an ongoing blog series.

The result is a thriving community that can demonstrate through ‘real life’ stories the positive impact inclusive business has on a world greatly in need of long-term, sustainable business solutions.

*Join iBAN blue and receive the online magazine here:* [www.inclusivebusiness.net](http://www.inclusivebusiness.net)

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**iBAN weave**

*iBAN weave provides capacity development for selected companies and policy makers. It also ensures their interaction at public-private dialogues. Both lead to scaled up models and enabling environments for inclusive business.*

iBAN weave supports:

- Selected companies in scaling their inclusive business models; and
- Policy makers in establishing enabling framework conditions for inclusive business models.

iBAN weave strengthens the capacities of companies and policy makers through:

- Training programmes;
- Working groups; and
- Public-private dialogues.

iBAN weave offers personal exchange formats, as well as access to a global inclusive business learning community that is integrated into iBAN blue’s digital offering.

In 2018 and 2019, iBAN weave focuses on conducting capacity development programmes for companies and policy makers mainly in Africa, South Asia, and South East Asia.
This capacity development programme targets inclusive businesses in developing and emerging countries with potential to scale. Experienced trainers and community managers, as well as international inclusive business specialists, provide the trainings combining face-to-face seminars with virtual learning modules (blended learning). In selected cases a mentoring programme is offered additionally. Each course takes several months, including the implementation phase. The trainings enable participants to develop skills on innovative business modelling practices, specific themes, and partnering for scale. Together with fellow practitioners, participants design and implement company-specific strategies and action plans. The training programme initially focuses on Information and Communications Technology (ICT) solutions in the value chains of inclusive businesses in the agriculture sector as described below in more detail.

**ICT for the base of the pyramid: digital solutions to scale inclusive business in the agricultural value chain**

This seven-months-long blended learning training course will enable companies to develop and apply competences to leverage digital technologies for inclusive businesses. Among others, participants will:

- Learn about technological trends that enhance inclusive business models in the agricultural value chain
- Understand opportunities and risks of digital technologies
- Learn about key players and potential partners
- Discuss with peers the lessons learned from their own experiences and from case studies around the world
- Develop a strategy for leveraging digital technologies in their company
- Acquire the leadership skills needed as an ‘intrapreneur’
- Implement their individual action plans at the company-level
- Bring about real change for more social impact

*Entrepreneurs have to join formal and informal networks and associations with other entrepreneurs engaged in building scalable, inclusive businesses, where they can obtain support and encouragement on this difficult journey.*

Ndidi Okonkwo Nwuneli, Founder and Director LEAP Africa; Partner Sahel Capital; Director AACE Foods Nigeria
This capacity development programme engages policy makers from emerging and developing countries who are champions for inclusive business policy development. It aims to support:

- The development of policy recommendations addressing systemic barriers to inclusive business;
- The development of national inclusive business actions plans; and
- The articulation of those action plans in international forums.

The iBAN weave inclusive business policy programme is based on a blended learning approach developed in close coordination with experienced policy makers and established partner organizations. The course is based on curated learning materials and delivered through in-person and online forums. Companies from the iBAN weave company engagement and business associations will be involved to present the private sector perspective through company visits and public private dialogues.

The first training course is scheduled to start in South East Asia in June 2018.

“Governments have a vested interest in creating an enabling environment for inclusive business and in encouraging companies to apply inclusive business models.”

Marcos Neto, Director of the United Nations Development Program Istanbul International Center for Private Sector in Development (IICPSD)
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