

## VISION

iBAN enables change by empowering those who can make a difference. By ensuring that champions of change have access to the latest knowledge and insights on inclusive business, iBAN helps turn great ideas into practical outcomes.

## MISSION

iBAN engages established inclusive businesses and policymakers in emerging and developing markets to increase knowledge and develop new approaches and policies that address shared constraints to scale and replicate inclusive business models.

# iBAN

enabling change

## VALUES



### 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.



### 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.



### GROUNDING

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.



### 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

**W**ith its focus on promoting the upscaling and replication 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 opportunities for the poor.

**i**BAN pursues an integrated strategic approach by collaborating with inclusive business companies and policymakers. Supporting stakeholders in transferring IB policy principles from an Asian to an African context, it actively promotes South South exchange. In addition to going deep with this focused policy and capacity development programme (iBAN weave), iBAN goes wide in reach with the largest global online knowledge platform (iBAN blue) on inclusive business.

## iBAN<sup>blue</sup>

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

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.inclusivebusiness.net/publication/search](http://www.inclusivebusiness.net/publication/search)) that contains more than 2,000 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 (CLUED-IN) 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 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 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. Particularly inspiring examples of inclusive businesses are being featured in audio-visual storytelling formats, such as short videos and podcasts.

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 the online knowledge platform and receive the online magazine here: [www.inclusivebusiness.net](http://www.inclusivebusiness.net)

## iBAN<sup>weave</sup>

*iBAN weave provides capacity development for established companies and policy development support for governments. It also ensures their interaction at public-private dialogues. Both workstreams lead to more inclusive businesses and job creation.*

iBAN supports:

- Established companies in scaling their inclusive business models through investment; and
- Policymakers in establishing enabling framework conditions for inclusive business models.

iBAN strengthens the capacities of companies through:

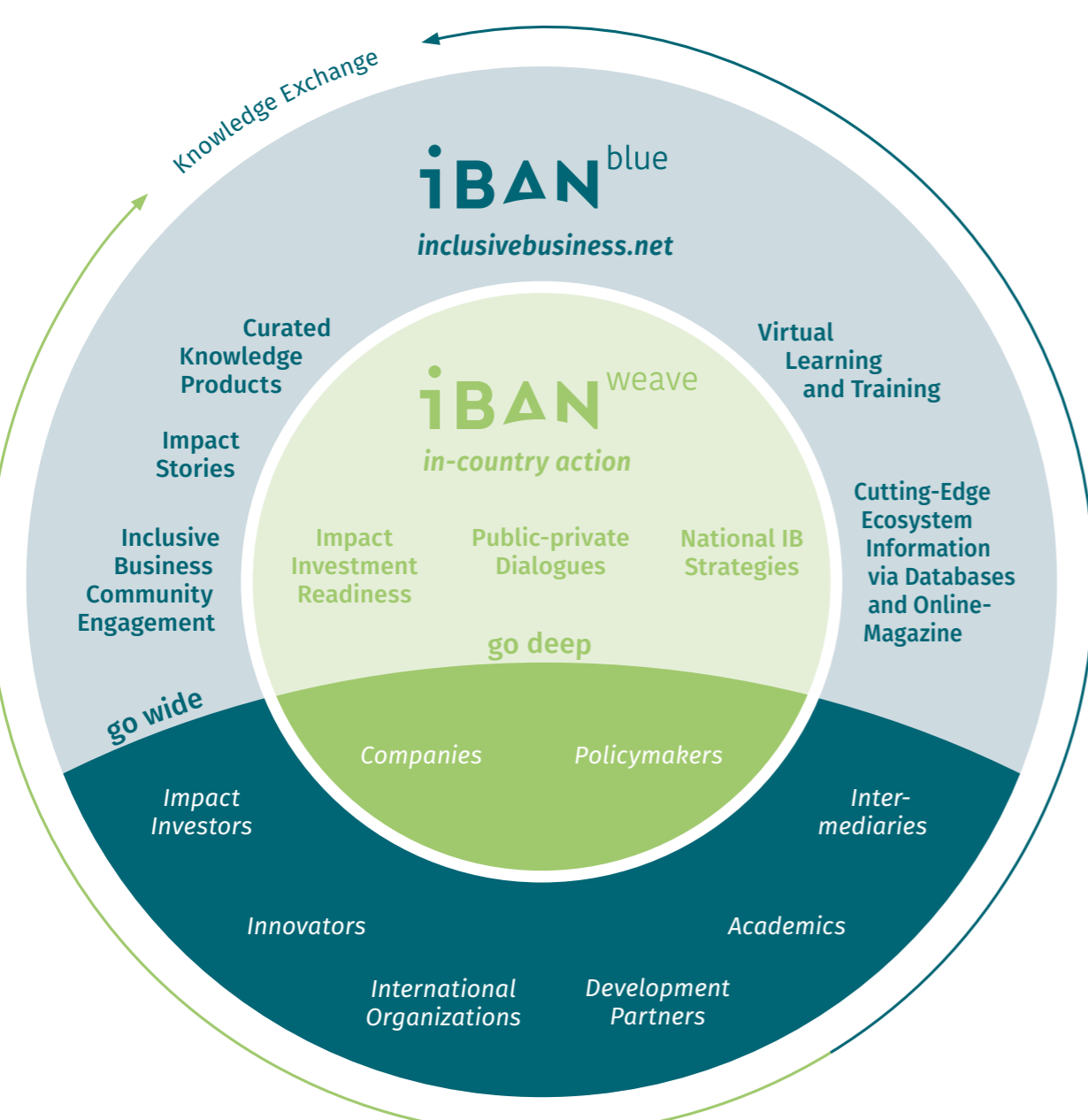
- Investment readiness training programmes (online and on-site);
- Matchmaking with impact investors.

iBAN's multi-stakeholder IB Policy Development Programme enables governments to drive the development of national and regional IB strategies through engagement, dialogue, and partnerships with the private sector in a structured format consisting of:

- Scoping, landscaping and strategy development;
- Consultation, awareness building, and promotion;
- Steering, technical assistance and interventions;
- Capacity Development.

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

iBAN focuses its in-country actions in sub-Saharan Africa and South East Asia.



## CAPACITY DEVELOPMENT FOR INCLUSIVE BUSINESSES

iBAN's capacity development programme for companies targets inclusive businesses in developing and emerging countries to support the improvement and scaling up of their inclusive business models. The trainings encompass diverse online courses, customised face-to-face trainings and innovative blended learning formats for company groups. iBAN collaborates with a wide range of skilled trainers and community managers, as well as international business experts and consultants tasked with conducting and supporting the different training formats. Information about upcoming trainings (online and on-site) and webinars can be found on the platform [www.inclusivebusiness.net](http://www.inclusivebusiness.net)

**“ I look at IB as one of the most viable options towards the development of key sectors like agriculture and tourism, which directly and indirectly engage a large portion of the Philippine's poor.**

*Felicitas Agoncillo-Reyes, Assistant Secretary for Investments Promotion at the Board of Investments*

### Training offer for companies:

iBAN is offering a modularised self-learning online training as an introduction to inclusive business. This unique course gives the participant a first insight into what inclusive business is, how it works and how it creates impact.

Further, the inclusive business online platform, [www.inclusivebusiness.net](http://www.inclusivebusiness.net), provides a curated collection of innovative, practical and up-to-date learnings. These trainings, webinars, online courses and tools from varying thought leaders and service providers in the field address the most pressing challenges inclusive businesses face today.

iBAN supports customised face-to-face or online trainings and matchmaking formats supporting businesses in scaling inclusive business models through attracting investment. The trainings enable participants to ready themselves for investment by strengthening their governance, transparency, investment planning, impact strategy or communication capacities. Together with fellow practitioners, participants learn about and implement company-specific strategies and action plans.

iBAN currently provides this format for companies with the potential to scale in the Nigerian and Zambian markets.



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

Inclusive businesses are the pioneers of socially responsible companies. They tap into the economic potential of 4.5 billion people at the base of the pyramid. Inclusive business ventures improve the living conditions of these people 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.



### WHAT IS THE 'BASE OF THE PYRAMID'?

The term 'base of the pyramid' is used as shorthand to describe people who live on less than US \$8 per capita per day in purchasing power parity (PPP). This is equivalent to the lowest and low segment in The World Bank's Global Consumption Database and Hans Rosling's level 1 and 2. They often lack access to relevant and affordable products and services as well as livelihood opportunities. Furthermore, they experience economic and social exclusion, and represent vulnerable and marginalised groups.



### 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.

efforts to promote inclusive business at the ASEAN and national levels, the majority of ASEAN Member States are engaging actively in inclusive business policy development. In 2020, the "Guidelines for the Promotion of Inclusive Business in ASEAN" were endorsed by the ASEAN Economic Ministers as the reference document for further IB support.

A framework of twelve IB policy instruments has emerged from the ASEAN IB Policy Development Programme, including: establishing an IB accreditation and registration scheme, incentivizing impactful IBs through fiscal and nonfinancial benefits, prioritising IBs in public procurement, and strengthening policy implementation by creating technical assistance facilities.

**“ 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 Finance Sector Hub (UNDP)*

# VOICES



**“ 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 Ohonhwo Mwoneli, Founder and Director LEAP Africa; Partner Sahel Capital; Director AACE Foods Nigeria, Editorial Committee of iBAN*



**“ Business solutions are an integral part of achieving a world in which ultimately by 2050, even beyond 2030, more than 9 billion people can live well within the limits of what the planet can sustain.”**

*Filippa Veglio, Managing Director of People & Senior Management Team at the World Business Council for Sustainable Development (2019)*

**Started in 2014, the Inclusive Business Action Network (iBAN) is a global initiative that enables change in inclusive business for the poor and low-income people – the base of the pyramid.**

### GOVERNANCE

iBAN is funded by the German Federal Ministry for Economic Cooperation and Development. It is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. An earlier phase of this project (01/2017 – 12/2021) was supported by the European Union. iBAN collaborates with thought leaders in the inclusive business ecosystem and works with an established network of strategic partners.

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