

Quarterly Report

How can inclusive businesses contribute to inclusive development in Sub-Saharan Africa? November 2015

This quarterly update aims to inform you on the progress that has been made in the previous months. We will briefly summarize what we have done so far and, even more importantly, your role in our research. In addition, we try to provide you with an overview of the planned exercises and activities for the coming one year.

After a rocky start last year to kick start the project- bringing the consortium to its present form and designing a workable research program in such a short time frame deemed to be quite challenging- we have started the programme with a vast community including more than eighty organisations both from Africa and The Netherlands. The two successfully organised executive trainings in Kampala and in Rotterdam (please see the executive training report for a full description) underscore the fact that we are again back on track.

What have we done in 2014-2015?

We have finished the composition of the consortium. The consortium now includes around ten organisations in the African countries (Ethiopia, Kenya, Uganda, Rwanda, Tanzania and Mozambique) and twenty organisations from the Netherlands, including companies, civil society organisations, knowledge institutes and government representatives, active in different sectors. Moreover, the project now involves more than fifty additional 'resource' organizations from Africa that are participating in the research activities. For our partners we have organised an informative workshop in June in Rotterdam and two interactive executive trainings in both Uganda and the Netherlands.



From a research perspective, we have continued to work towards advancing our understanding on Inclusive Business Strategies in Africa. We have conducted a literature review- to be shared with you soon- on the relevance of innovative business models for creating shared value, and on the nature of institutional voids and other context issues in the six African countries covered by the project. Moreover, we have analysed the survey data you provided through

the questionnaires. The results have given us valuable insights on the level of inclusiveness of the different organisations, your issue prioritization, the indicators needed for measuring inclusiveness and the partnership portfolio of participating organizations. Parts of the results from our analysis have been shared during the trainings and the main report is being completed now and will be shared with you soon. Finally, we have developed two practical tools for analysing inclusive business strategies: the Inclusive Business Model Canvas and the Functional Management Area Framework that also have been shared with you during the executive trainings last month. In the coming year, we will further elaborate on these tools and share the results from the data we will collect through them.

What is the planning for 2016?

In the spring of 2016, we will send out a more detailed survey data. The results of this survey will be important input for the stakeholder dialogues that are scheduled to take place in the autumn of 2016. During these dialogues, discussions on how to overcome dilemmas to trigger tipping points to become more inclusive will be linked to your own personal business cases. The stakeholder dialogues will provide input on how to adjust your current business model to become more inclusive.

The planning

I. Data collection

- ✓ **Spring 2016:** Collecting data through online survey tool
- ✓ **Throughout 2016:** We will keep in touch with you individually to discuss and check-up on the issues you face: A) challenges to become more inclusive; and B) opportunities for this project.

II. Sharing data

- ✓ **December 2015:** A report will be sent on results of the survey data
- ✓ **Throughout 2016:** We will keep you posted on our research progress and share results through our LinkedIn page and via email.

III. Workshops

- ✓ **Autumn 2016:** Decentralized stakeholder dialogues per country. We will update you on time, location and goals of the events in due time.

Join the inclusive business community!



We will use our LinkedIn page as an online platform for sharing useful and interesting insights on inclusive business strategies in Africa. We will update you on the progress of our research and share new insights. You can also share your experience, post interesting articles and videos and exchange ideas on this page.

Join our online Inclusive Business-platform on [LinkedIn](#).