

Quarterly Report - April 2016

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

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 research activities and events for the coming one year.

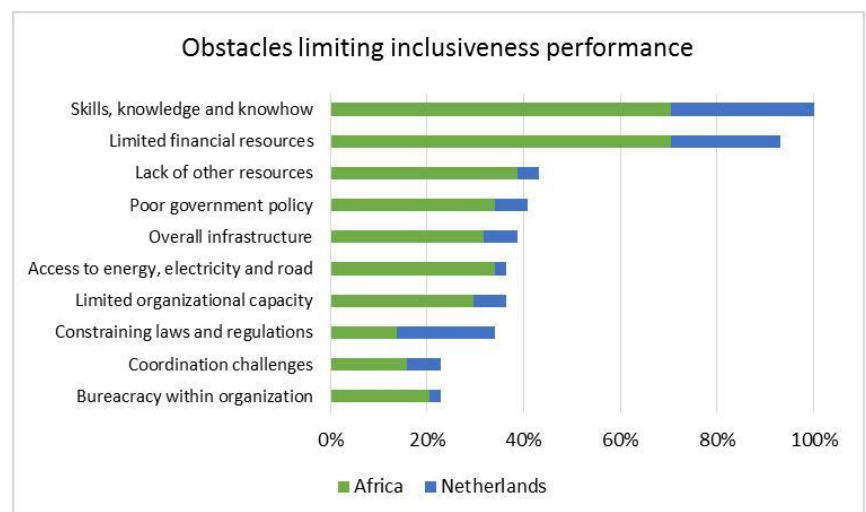
During the last months of 2015 and early 2016, the research team finalized the first survey, of which you can find a summary in this report. The survey was conducted to foster a better understanding of inclusiveness issues, themes and challenges as encountered by practitioners. On the basis of the results of the survey, the research team is currently preparing a second survey to further sharpen its understanding of inclusive business and the related motivations of, and barriers faced by, companies doing business in Africa. In the fall of this year the research group will organize stakeholder dialogues to discuss the results of the second survey and determine relevant strategies for inclusive businesses to contribute to inclusive growth in Sub-Saharan Africa.

You can find an article on the survey and all other research updates on the INCLUDE Platform: [click here](#).

Results 1st survey

The results of the survey show that organizations define and frame inclusiveness in many different ways. However, inclusiveness is generally understood as economically empowering disadvantaged groups of people, especially women, small-scale entrepreneurs and the poor, but also to some extent rural people, illiterate people and owners of medium-sized enterprises. The focus is mostly on improving the income and productivity of these people through employment creation, improving access to finance, capacity building, and providing access to information and education.

Noteworthy are the most important obstacles that organizations say that they face in becoming more inclusive (see figure). Shortages of skilled workers and limited financial resources are the two most important limiting factors. In addition, a number of organizational factors, such as lack of capacity and bureaucracy, as well as external factors, such as poor infrastructure, low levels of access to energy and roads, and prohibitive laws and regulations, were identified as critical obstacles. These insights are useful for shaping and sharpening the future research direction of the project.



Announcement 2nd Survey

This second survey is intended to measure current inclusiveness approaches among businesses in Africa in a quantitative framework. The survey contains the following four major components: (1) Organizational profile; (2) Inclusive business model components; (3) Social and financial performance and; (4) Motivations. The data collected from this survey will be used to conduct a quantitative exploration of the relationships between inclusive business model typologies, social and financial performance and organizational motives.

This questionnaire will be refined and used for additional data collection at different stages in our project. Hopefully, this should result in a large database over an extended period of years, allowing us to track inclusiveness performance by conducting longitudinal analysis of transitioning processes.

Planning 2016

In the table below you can find the key milestones for 2016:

Action/Activity	Description	Date
2nd survey	The research team will send the on-line survey. Results of this survey will be important input for the stakeholder dialogues that are scheduled to take place in the autumn of 2016.	June 2016
Stakeholders dialogues Africa	As part of the action-orient research. The stakeholder dialogues will be held in Africa. During these dialogues, discussions on how to overcome dilemmas and 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.	September 2016
Max Havelaar Lecture	The Max Havelaar lecture, is a yearly conference organised by RSM. This year, the main focus will be on Inclusive Business and how to stimulate inclusive development and innovation. All consortium members are invited to be a part of this seminar.	2 November 2016
Stakeholder dialogues Netherlands	The Dutch stakeholder dialogues, will be held at the Rotterdam University. The meeting, open to all Dutch consortium members and partners is the key platform for sharing all the experiences and outcomes of the Research.	3 November 2016