



This series of Research Group Fact sheets shows ongoing research projects related to INCLUDE, the Knowledge Platform on Inclusive Development Policies

Identifying success factors for inclusive business strategies in Africa

NGOs and governments in developing countries are interested in finding out how inclusive businesses can be used to promote inclusive development. Dutch multinationals and policy makers are also showing increasing interest on how inclusive businesses can become successful. The research project 'How Inclusive Business Strategies Can Contribute to Inclusive Development in Sub-Saharan Africa' is an action research programme that aspires to find concrete results on success factors for inclusive businesses. The project will assess how Dutch multinationals can achieve inclusiveness with the involvement of non-market actors such as NGOs, national governments and local stakeholders.

Main question	How can inclusive business strategies contribute to inclusive development in Sub-Saharan Africa?
Consortium led by	Prof. Rob van Tulder, Rotterdam School of Management, Erasmus University, the Netherlands
Consortium	<ul style="list-style-type: none"> • African Wise, the Netherlands • AMREF Flying Doctors, the Netherlands • BAM International, the Netherlands • Bank of Africa, Uganda • Bank of Kigali, Rwanda • Barefoot Power, Uganda • Centre for Frugal Innovation, ISS, the Netherlands • Cordaid, the Netherlands • Dijkstaal, the Netherlands • ESAMI Tanzania (Headquarters), Kenya, Uganda, Mozambique, Rwanda, Ethiopia • FMO, the Netherlands • Forum for African Women Educationalists (FAWE), Mozambique • Friesland Campina, the Netherlands • Green Dream Company, the Netherlands • ICCO, the Netherlands • Inyanga Industries, Rwanda • Netherlands-African Business Council (NABC), the Netherlands • New World Campus, the Netherlands • Nile Breweries, Uganda • Philips Medical Systems, the Netherlands • PUM Netherlands Senior Experts, the Netherlands • Rabobank Development, the Netherlands • Rafiki Microfinance, Kenya • Roskar Travel Limited, Kenya • Rotterdam School of Management, Erasmus University, the Netherlands • Safaricom, Kenya • SDV, the Netherlands • Sister's Self Help Association, Ethiopia • SNV, the Netherlands • WISE Organization for Women in Self-Employment, Ethiopia

Country focus

- Ethiopia
- Kenya
- Mozambique
- Rwanda
- Uganda
- Tanzania

Planned activities

- Generate more comprehensive indicators of inclusive business development at all functional levels in a multinational company.
- Validate these indicators through action research, sharing business dilemmas during executive training modules and an overview of barriers to and triggers for change in the organization of value chains.
- Develop confidential company and NGO profiles to help track the implementation of the strategies and to analyze employee perceptions.
- Identify best practices and critical success factors.
- Share knowledge by executive training and through Dutch and local employer organizations.
- Link with the still-to-be-created knowledge platform on PPPs in water, food and private-sector development
- Create policy briefs and mid-term and final events that will be open to a wide audience.