# Inclusive Business Strategies From Knowledge to Action

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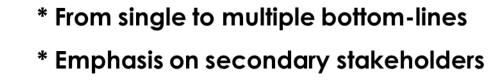
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Total value

Employees Customers Shareholders VC Partners Society /Planet

Inclusiveness

## What is Inclusive Business? Most common strategies

Product/service price and quality Innovating inclusive products Partnering with value chain actors Investing on employees Providing education and training Investing on value chain businesses Social investments Charity and sponsorships **Providing financial services** 





#### M-Pesa of Safaricom (Kenya)

Financial services for the unbanked using mobile phones



#### Sole Rebels (Ethiopia)

Fair trade certified, eco-friendly footwear handcrafted by local artisans

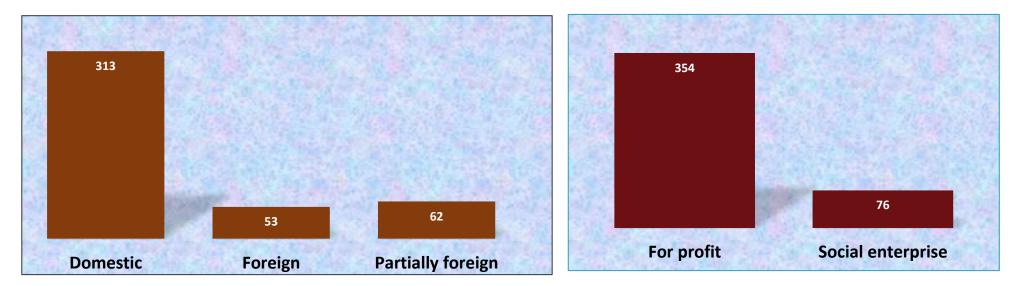


# In what ways is your organization inclusive?

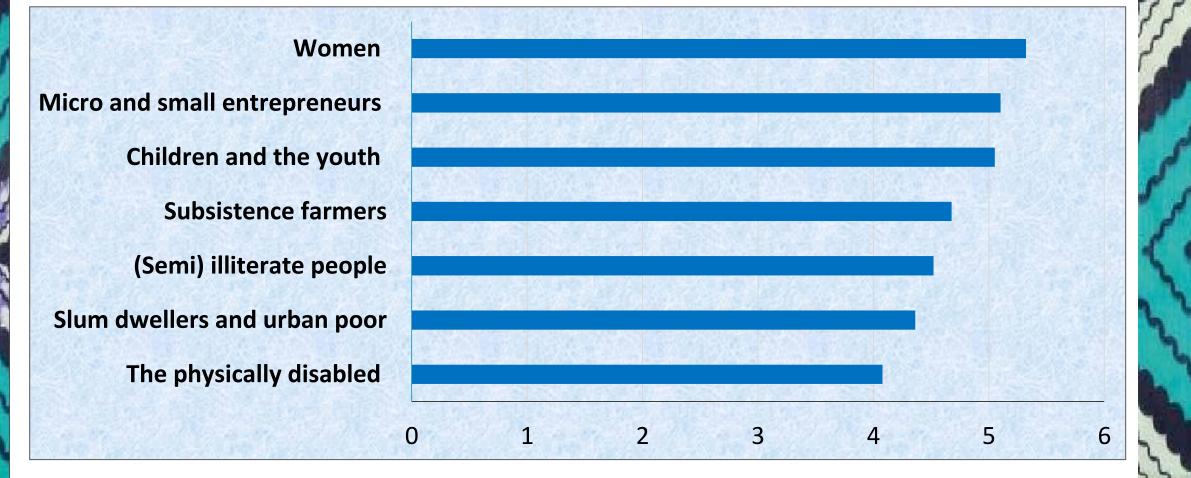
## **Panel Discussion**

#### **Sample description**



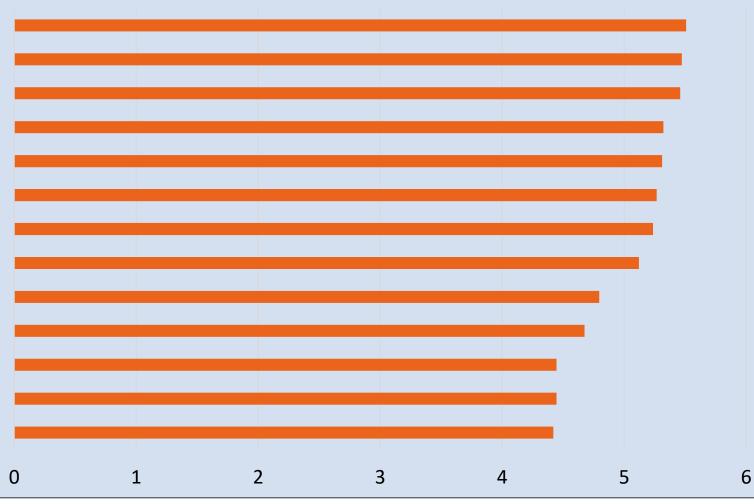


#### 1. Inclusiveness strategies: *Target groups*

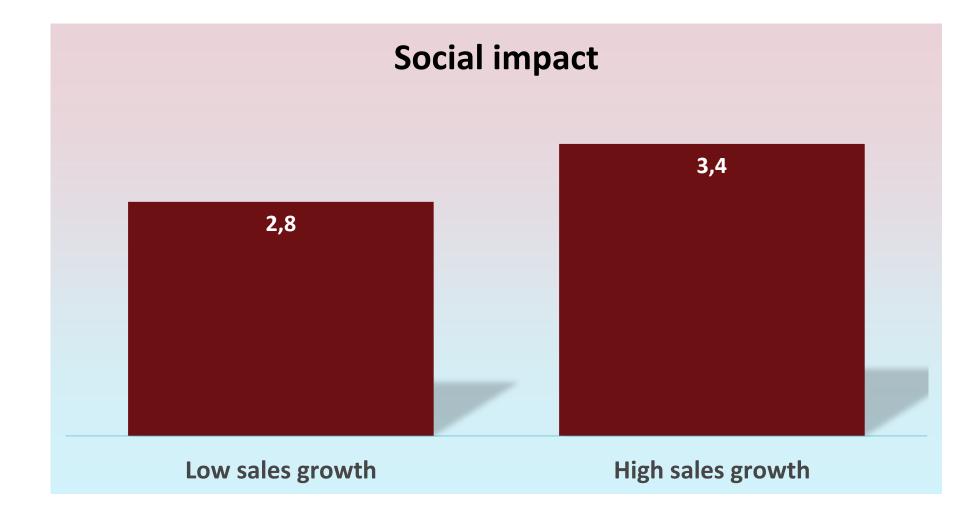


### 1. Inclusiveness strategies: <u>Support activities</u>

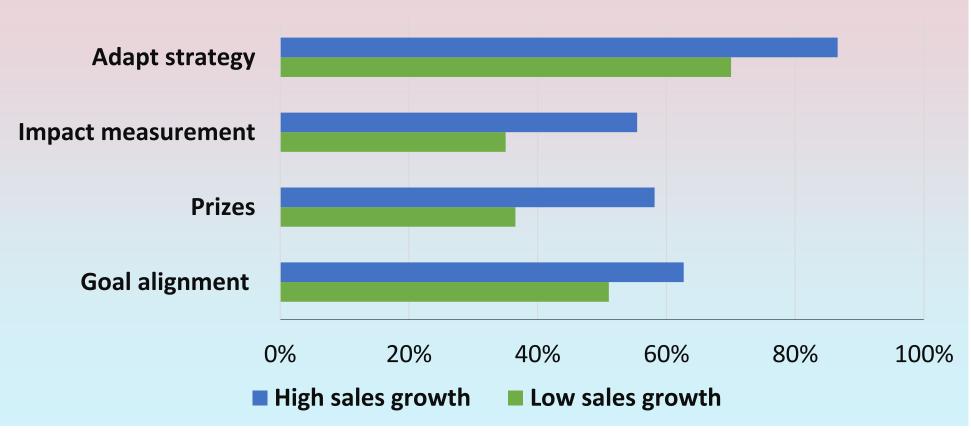
**Paying fair taxes Education and skills training** Job creation Increasing incomes **Developing SMEs Gender equality Environmental sustainability Developing microenterprises** Access to financial services Agricultural development Health and medical services Social amenities **Energy supply** 

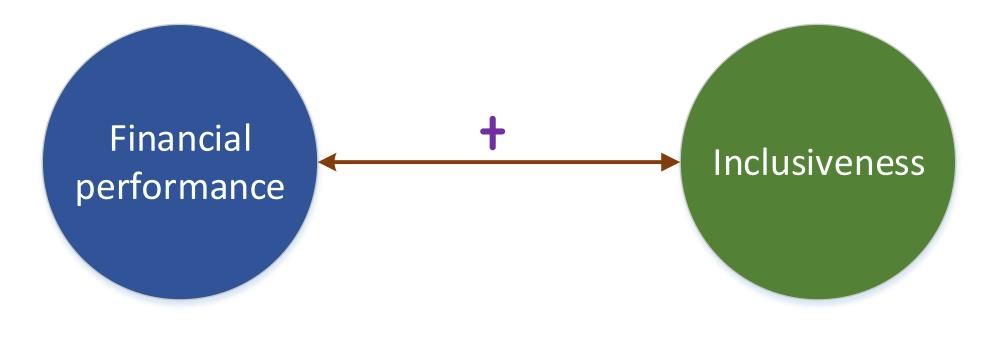


Pros	Cons
* Employee commitment	* Additional costs
* Image and reputation	* Returns cannot be monetized
* Innovation opportunities	* Slow returns
* Inclusive development	* Multiple priorities



Social Impact (% of firms)



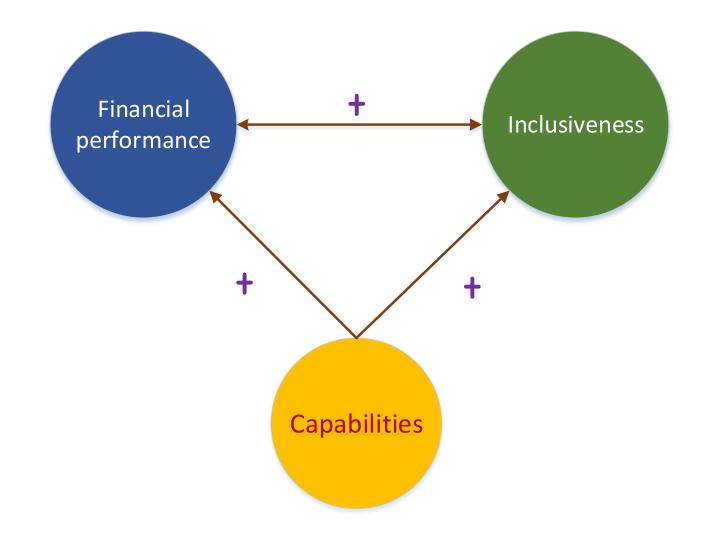


#### 3. Challenges faced by inclusive businesses

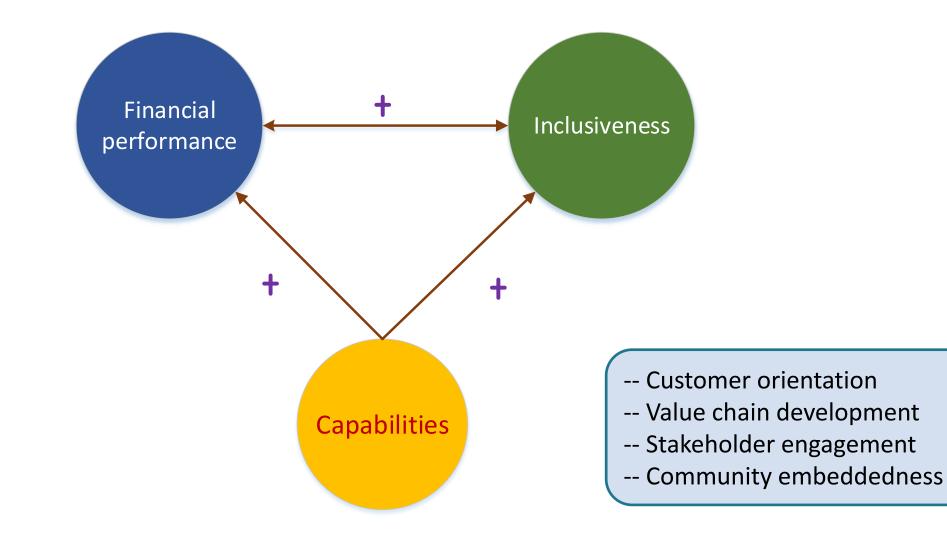
Lack of financial resources Low purchasing power of customers **Unpredictable regulation Restrictive government policies** Inadequate infrastructure Limited organizational capacity Shortage of skilled workers Low trust in government Limited access to new technologies Low trust in business Limited managerial knowhow Low trust in CSOs Lack of quality raw materials **Organizational bureaucracy** 



### 4. Capabilities for inclusive business



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#### **Discussion points**

- **1.** Inclusiveness and profitability: Can we achieve both at once?
- 2. Strategies: What is the best way for you to create 'social impact'?
- 3. Capabilities: How can you build your capability to create positive social impact?
- 4. Partners: Whom do you need as partner to create social impact?