

Inclusive Business Strategies

From Knowledge to Action

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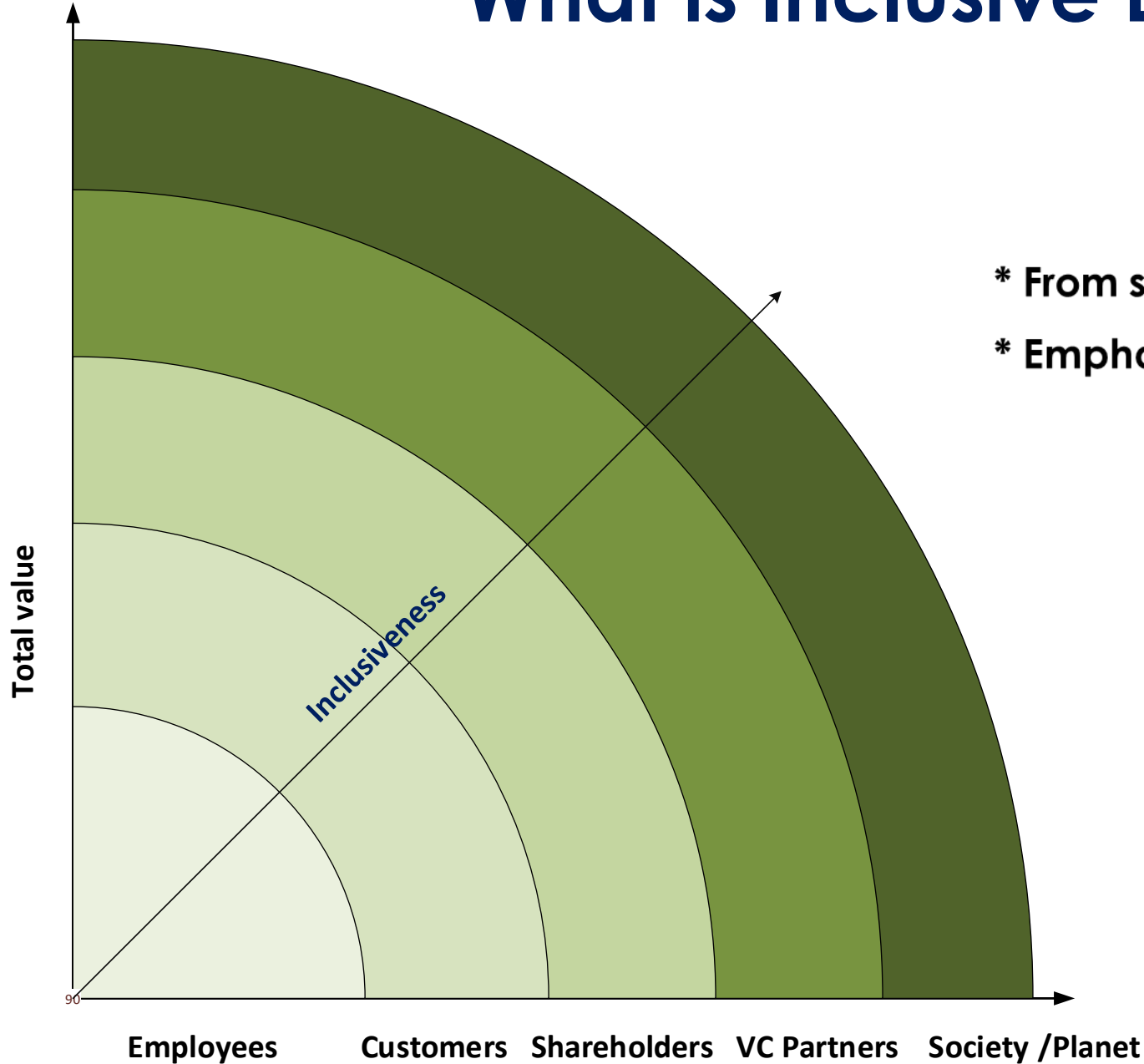
Nairobi, Kenya



What is Inclusive Business?



What is Inclusive Business?



- * From single to multiple bottom-lines
- * Emphasis on secondary stakeholders

What is Inclusive Business?

Most common strategies



What is Inclusive Business?



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

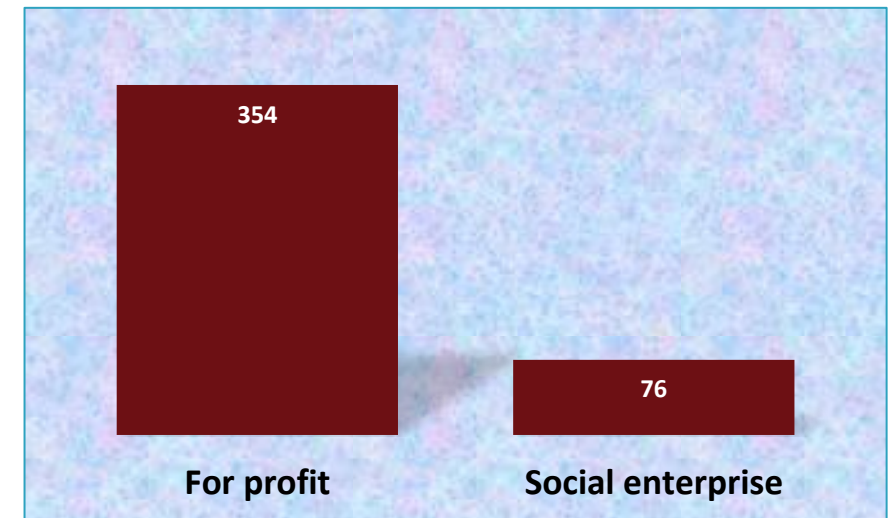
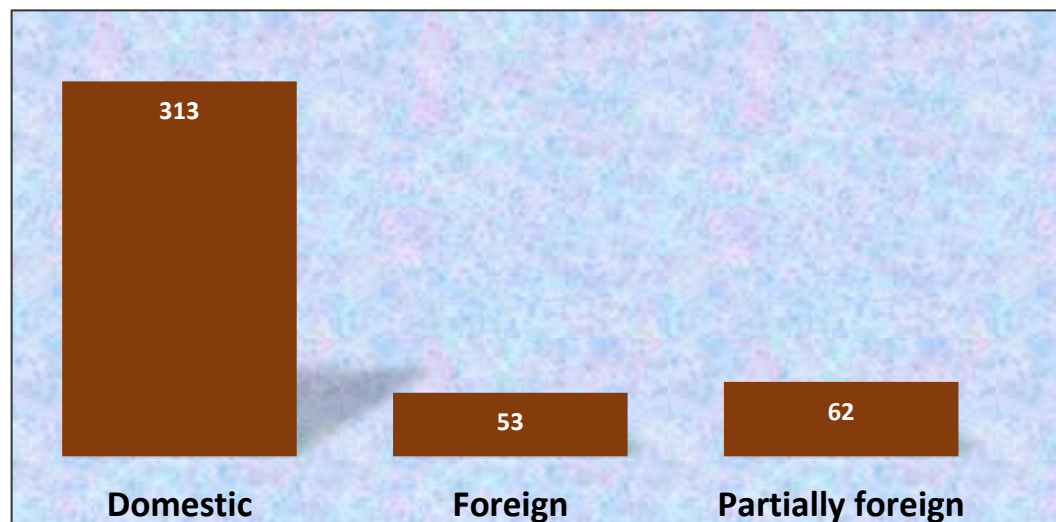
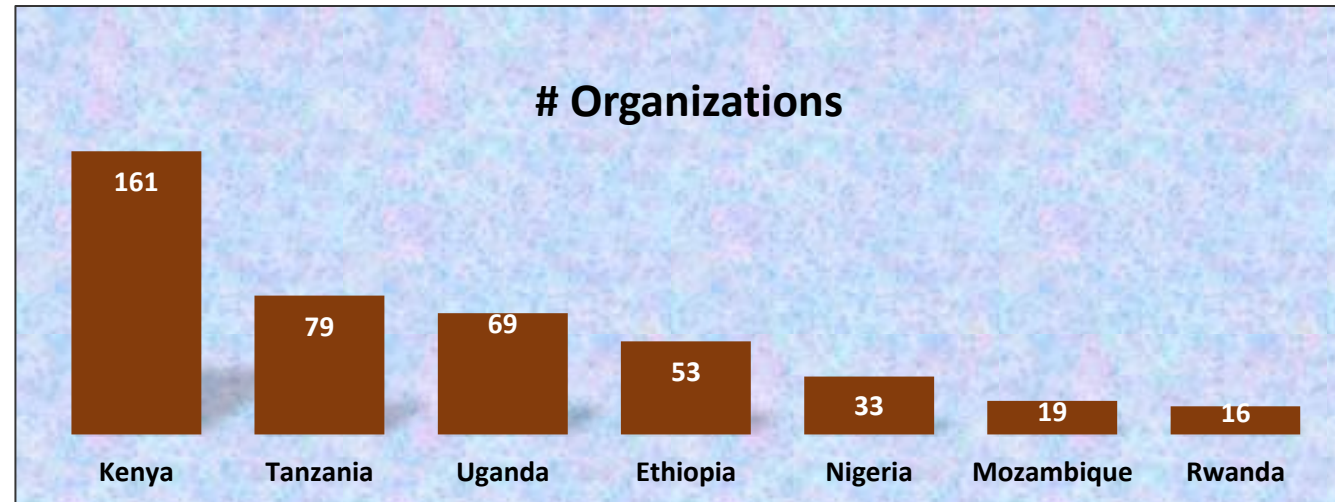
What is Inclusive Business?



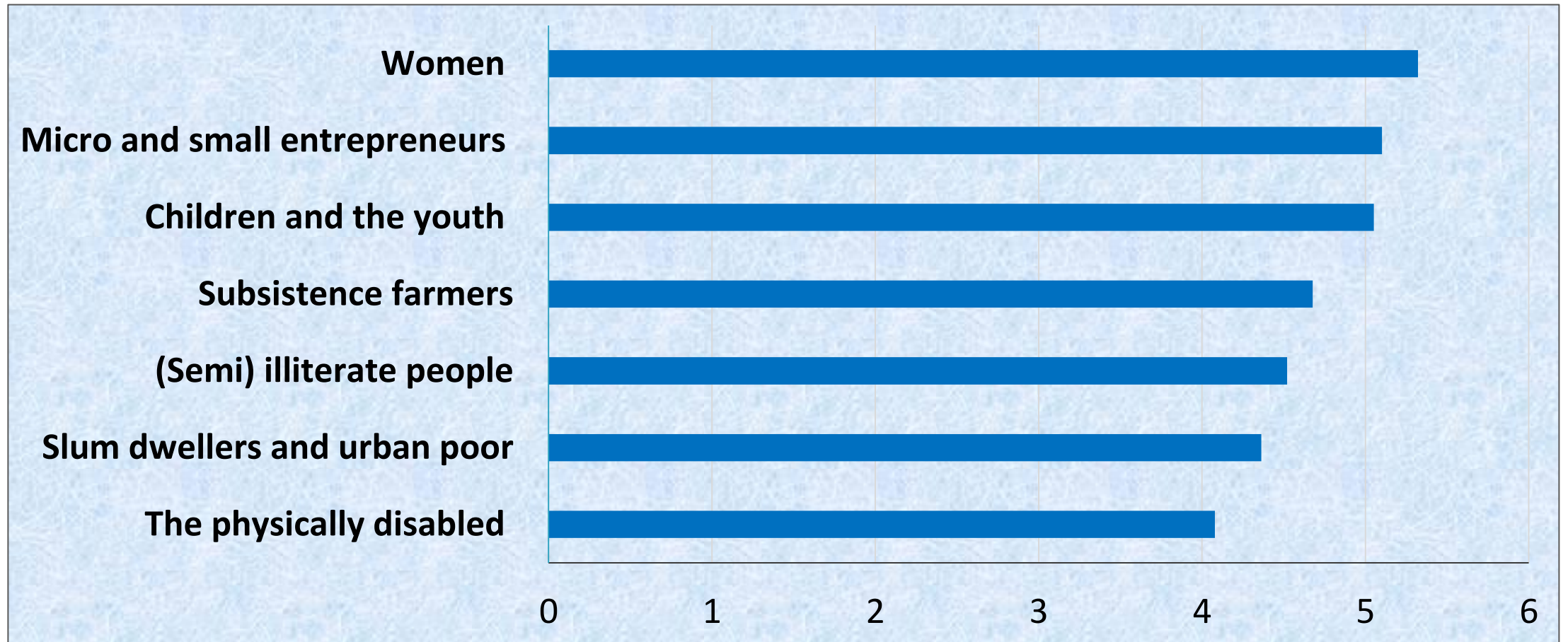
In what ways is your organization inclusive?

Panel Discussion

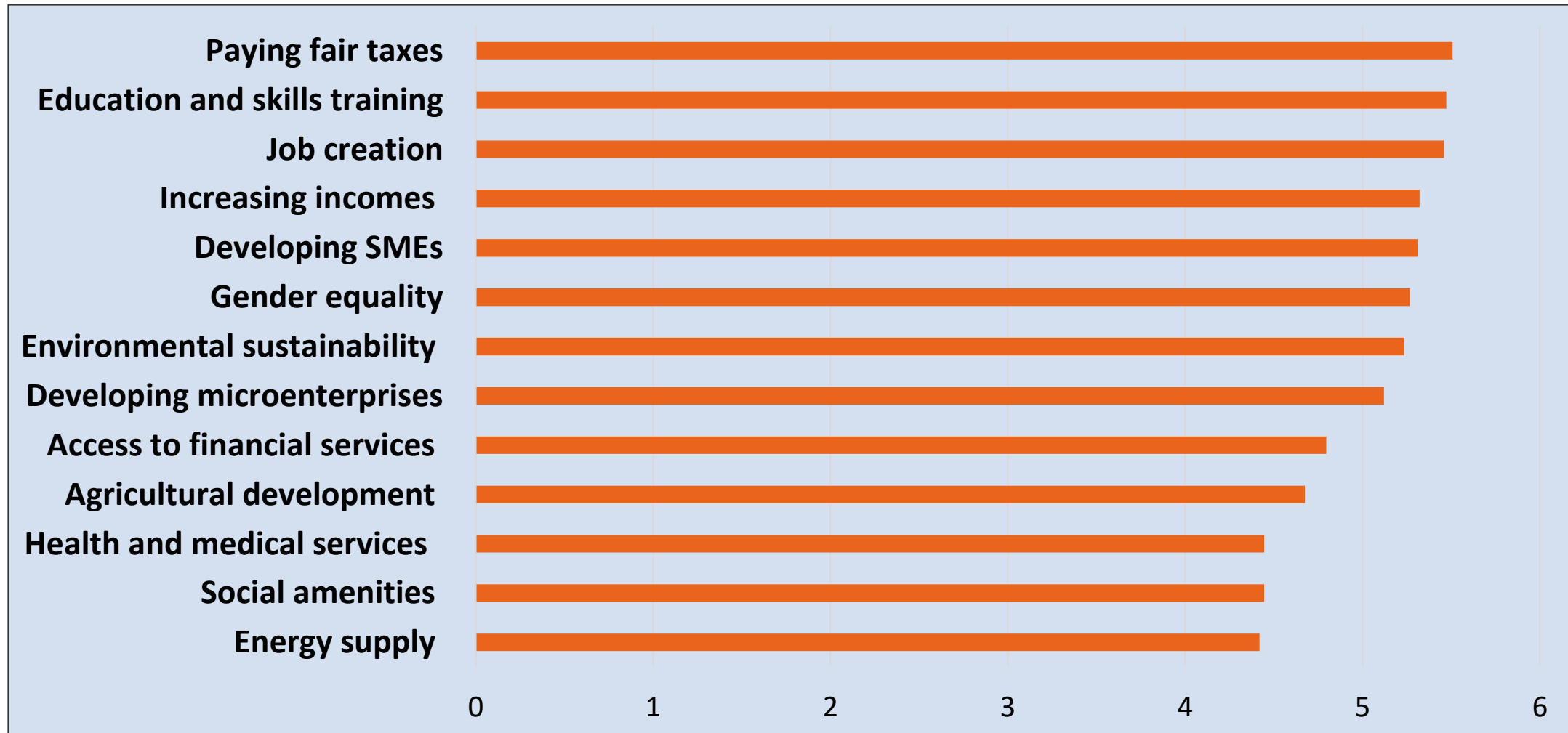
Sample description



1. Inclusiveness strategies: Target groups



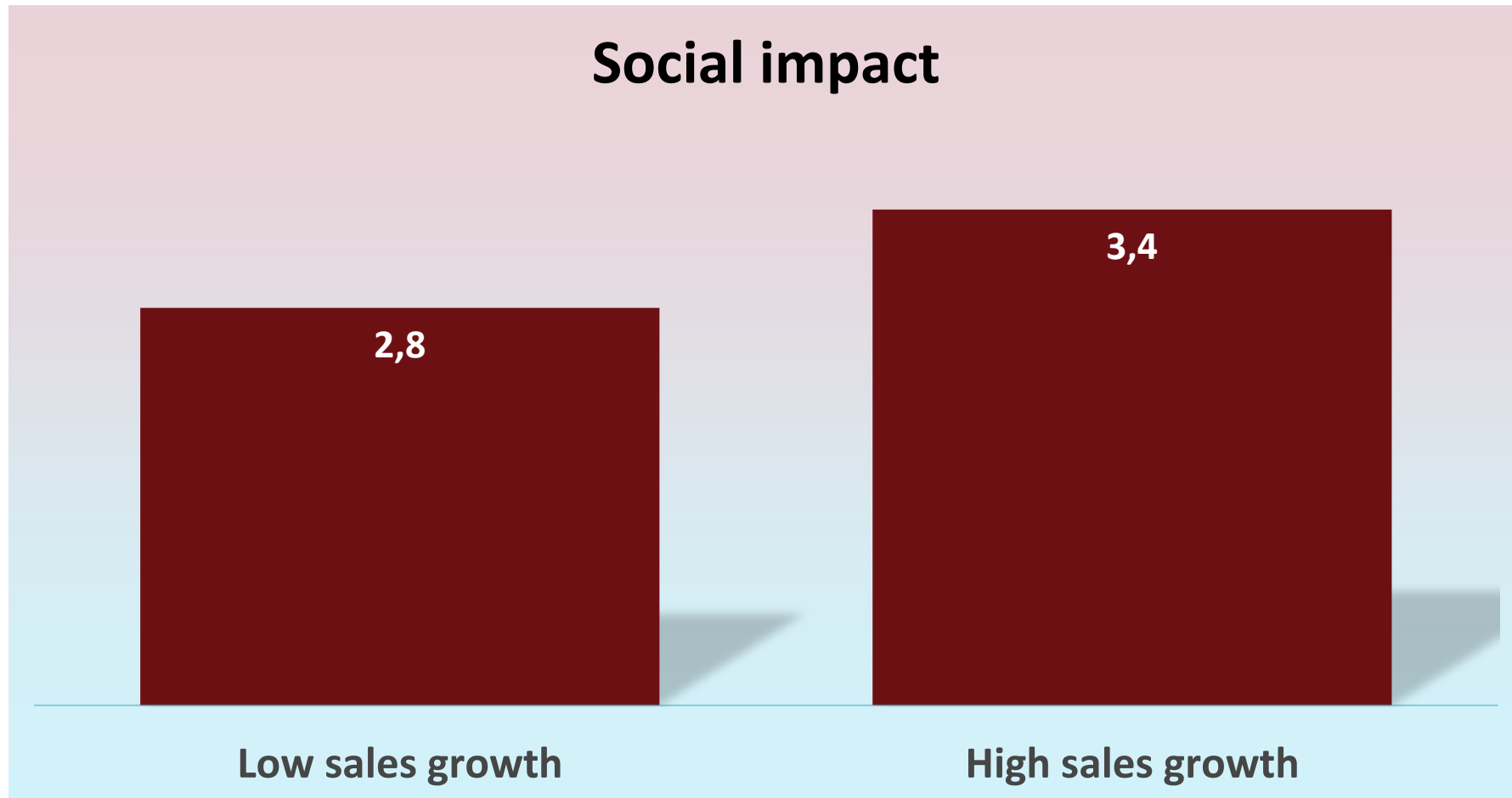
1. Inclusiveness strategies: Support activities



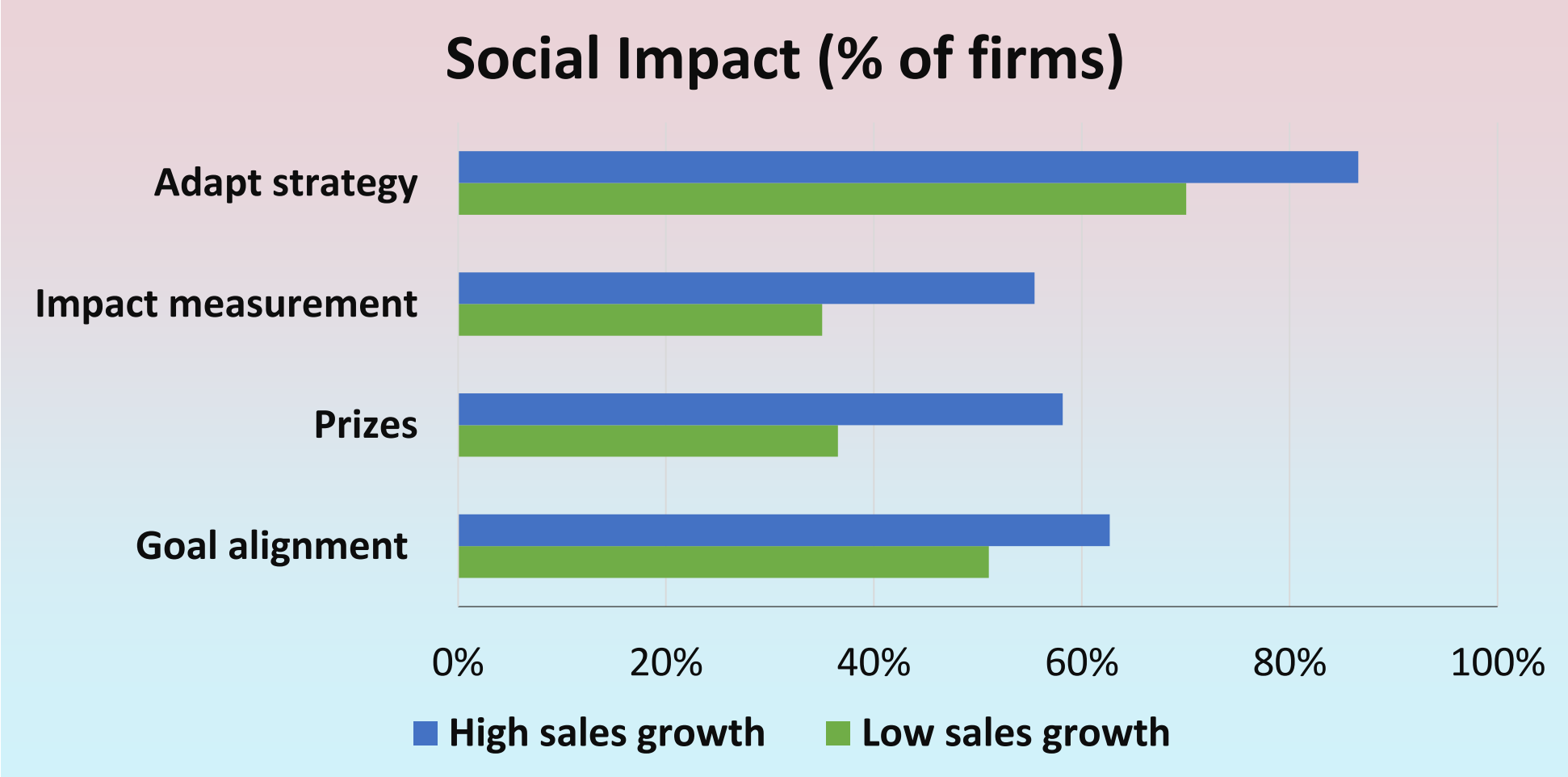
2. The relationships between *inclusiveness* and *profitability*

Pros	Cons
<ul style="list-style-type: none">* Employee commitment* Image and reputation* Innovation opportunities* Inclusive development	<ul style="list-style-type: none">* Additional costs* Returns cannot be monetized* Slow returns* Multiple priorities

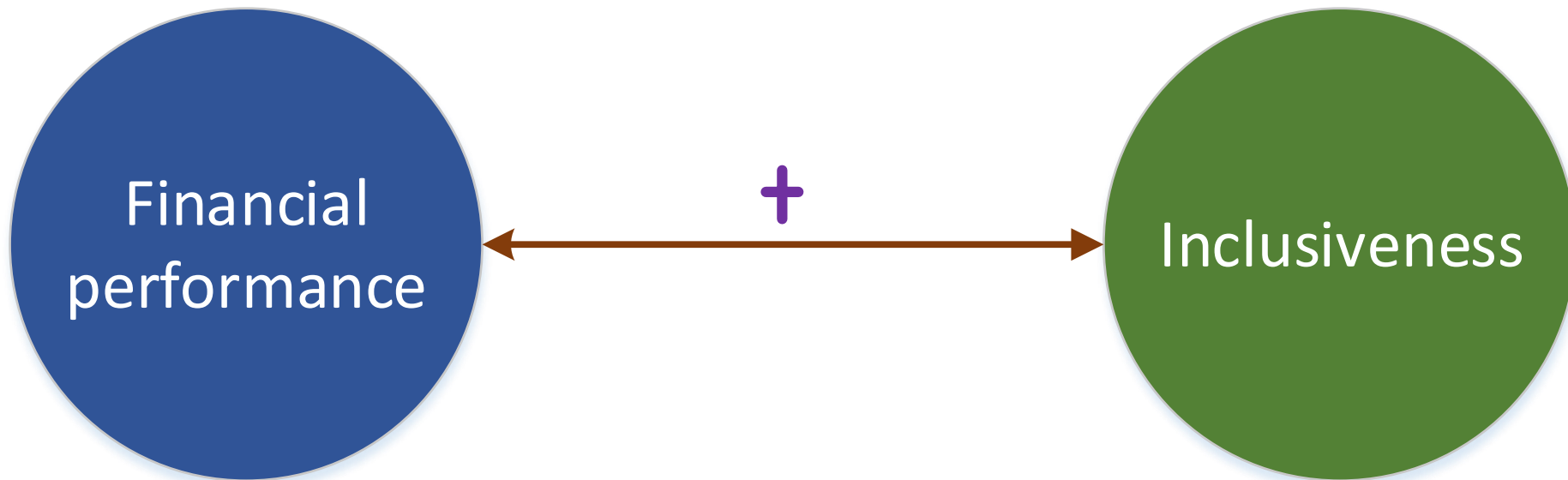
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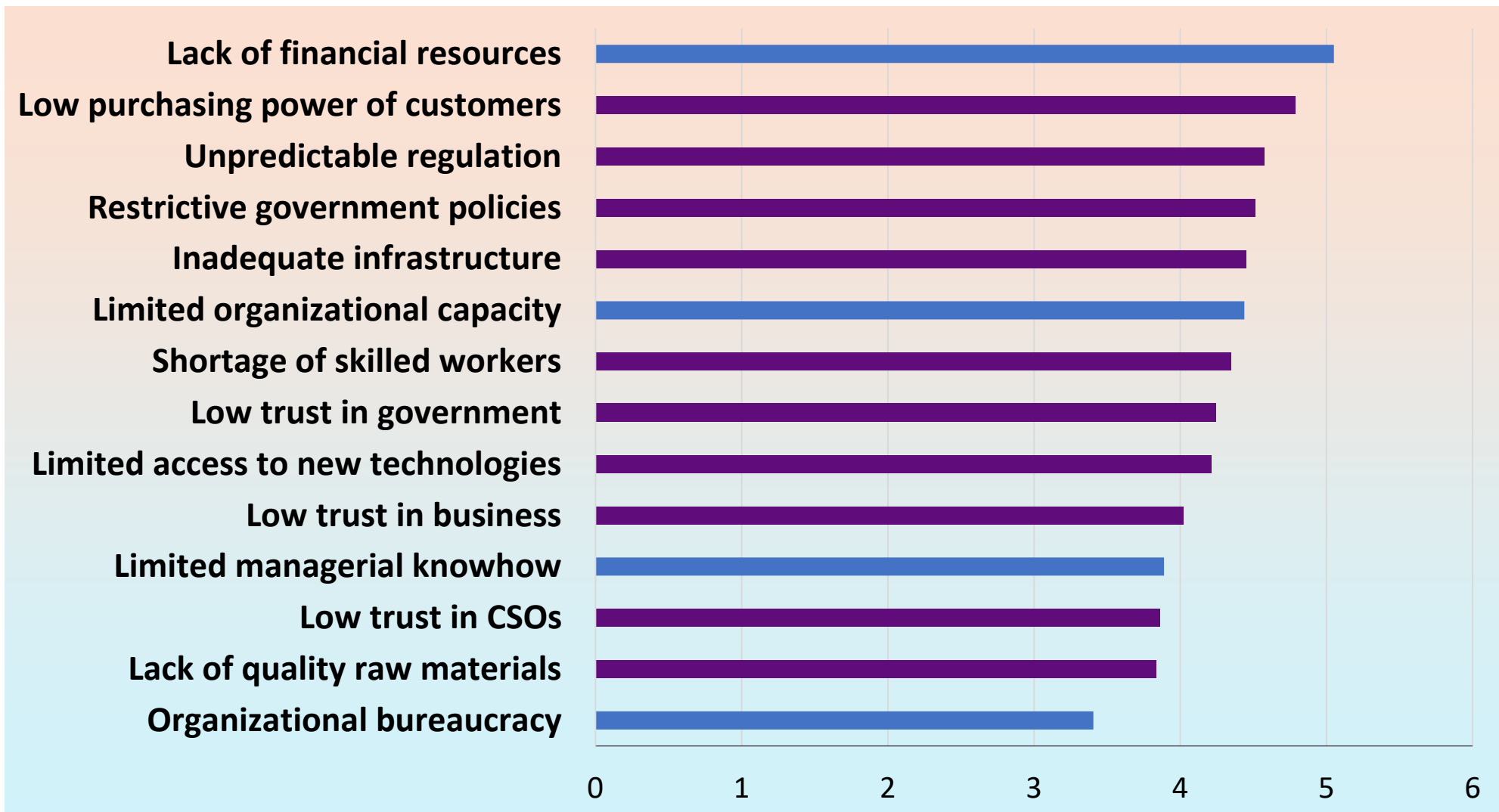
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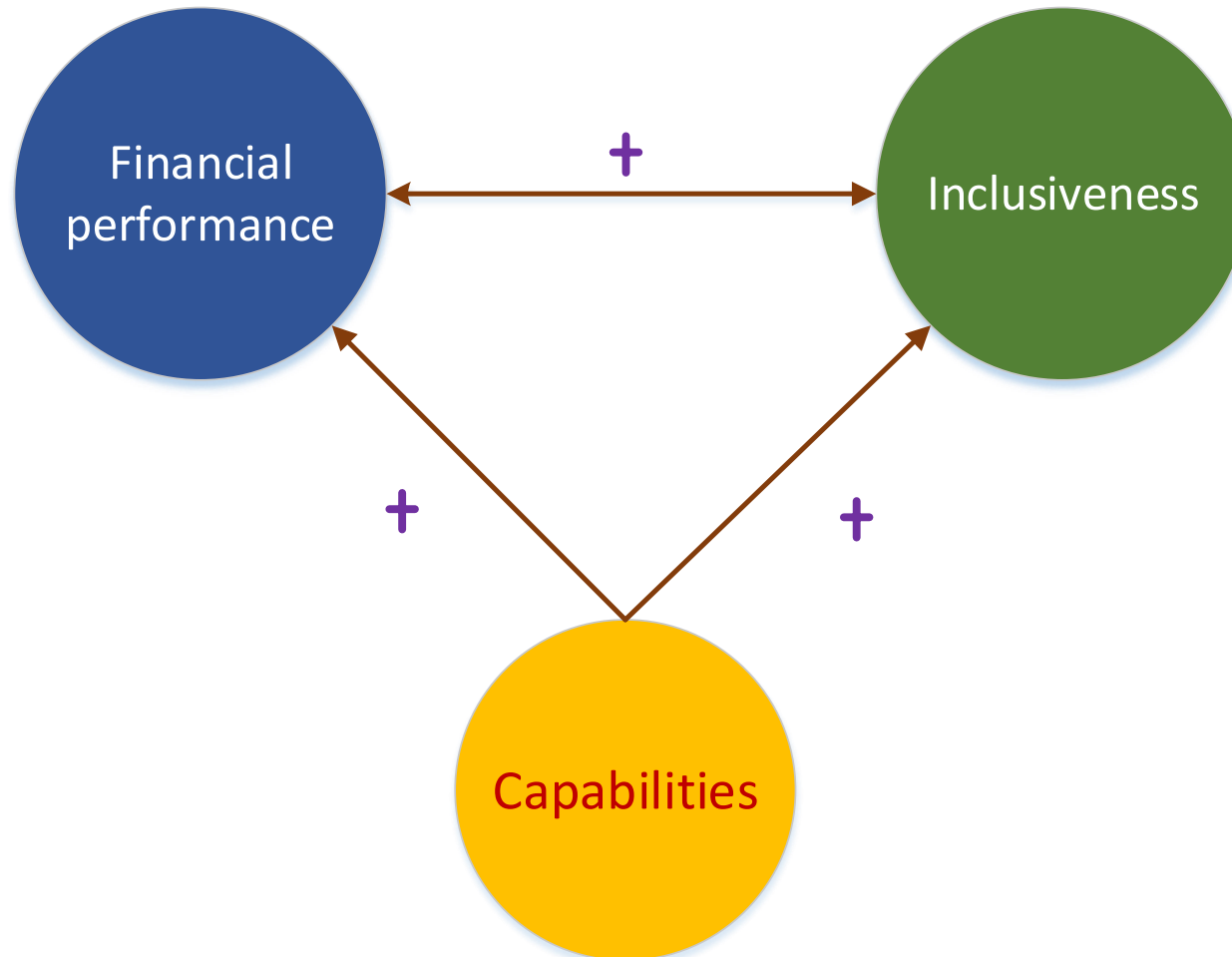
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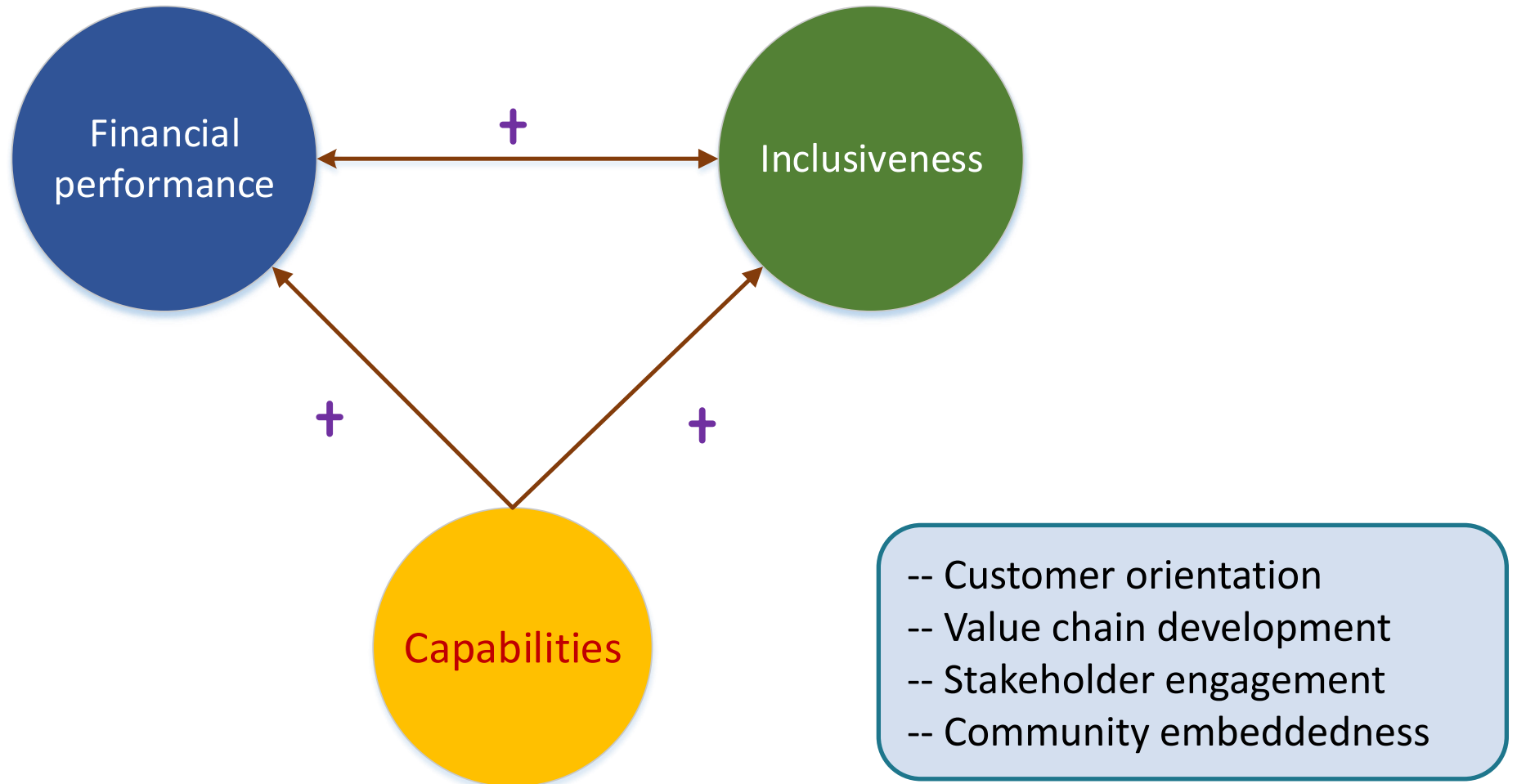
3. Challenges faced by inclusive businesses



4. Capabilities for inclusive business



4. Capabilities for inclusive business



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?