



Inclusive Business Strategies in Sub-Saharan Africa

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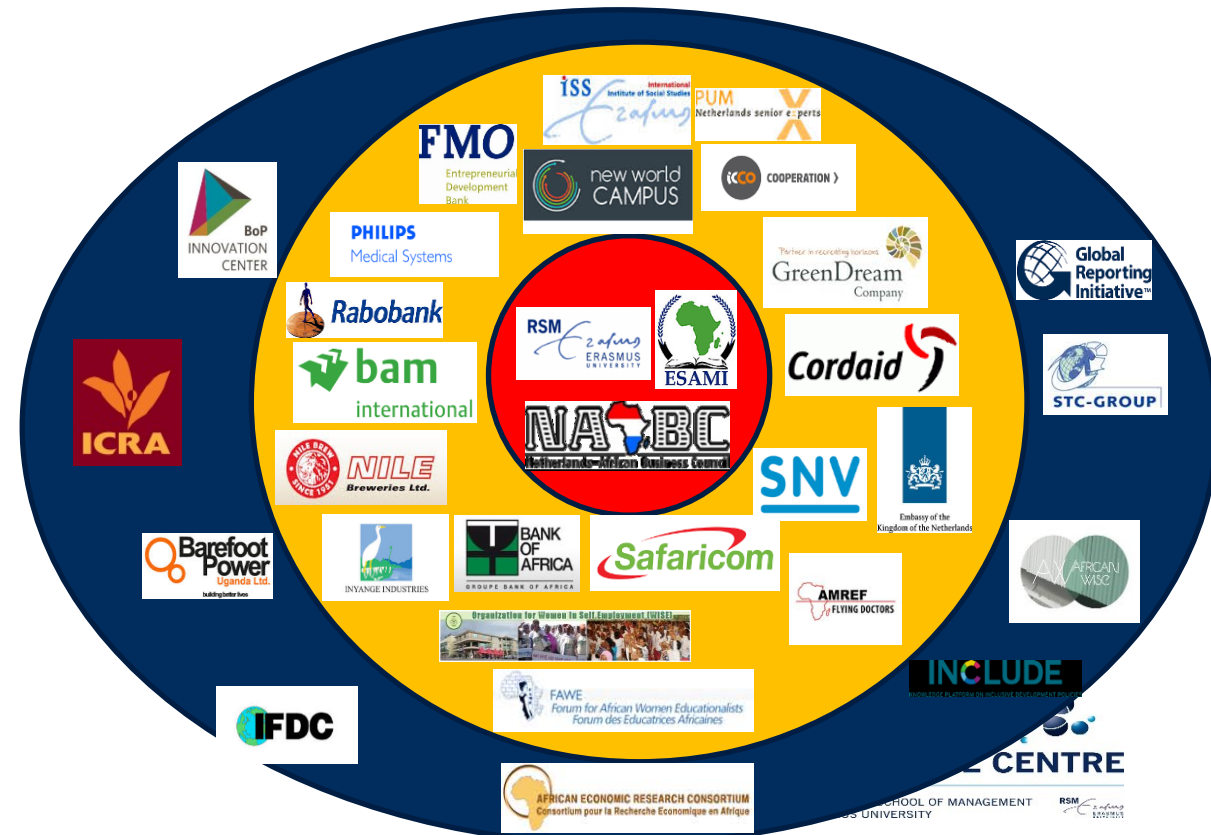
Steering committee

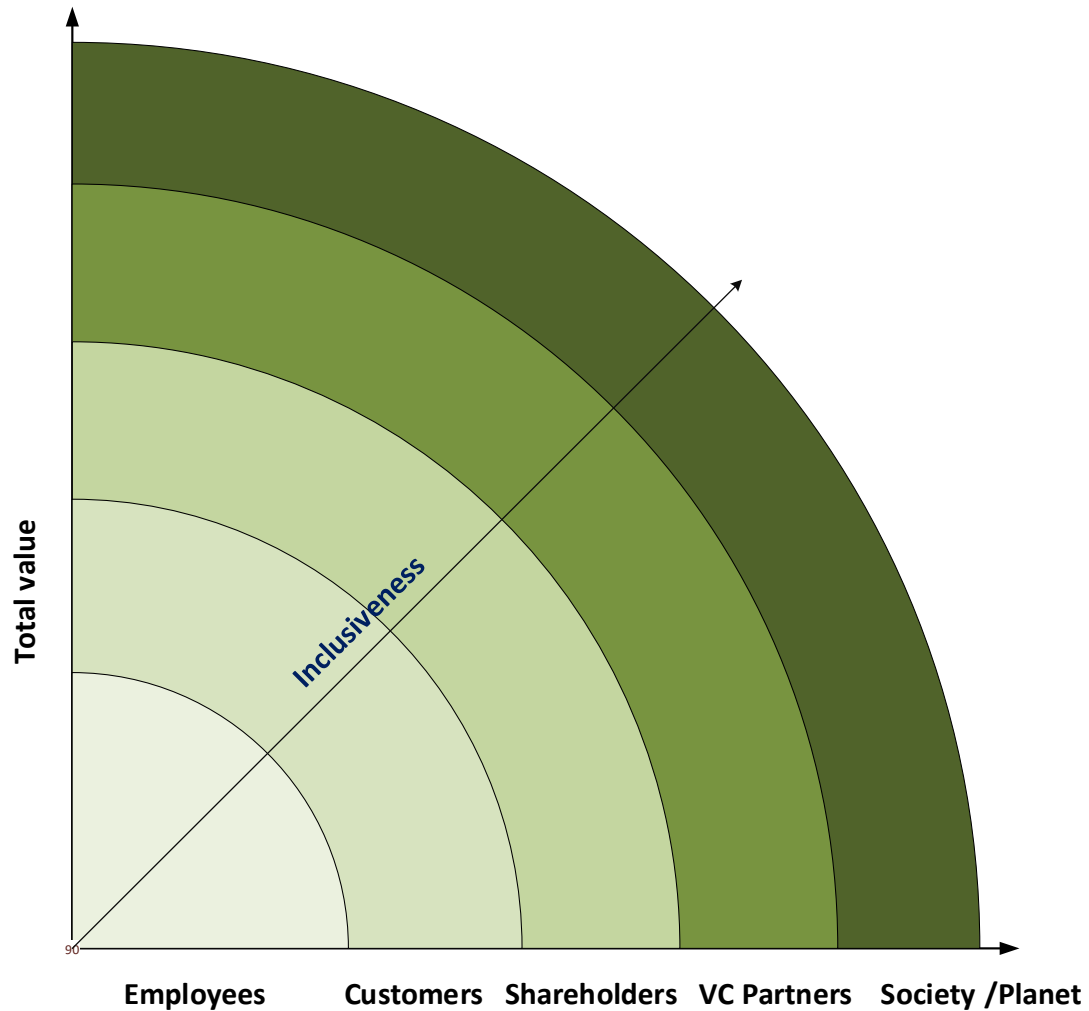
Partnerships Resource Centre (EUR),
Eastern and Southern Africa Management Institute (ESAMI)
Netherlands Africa Business Council (NABC)

30+ Consortium members

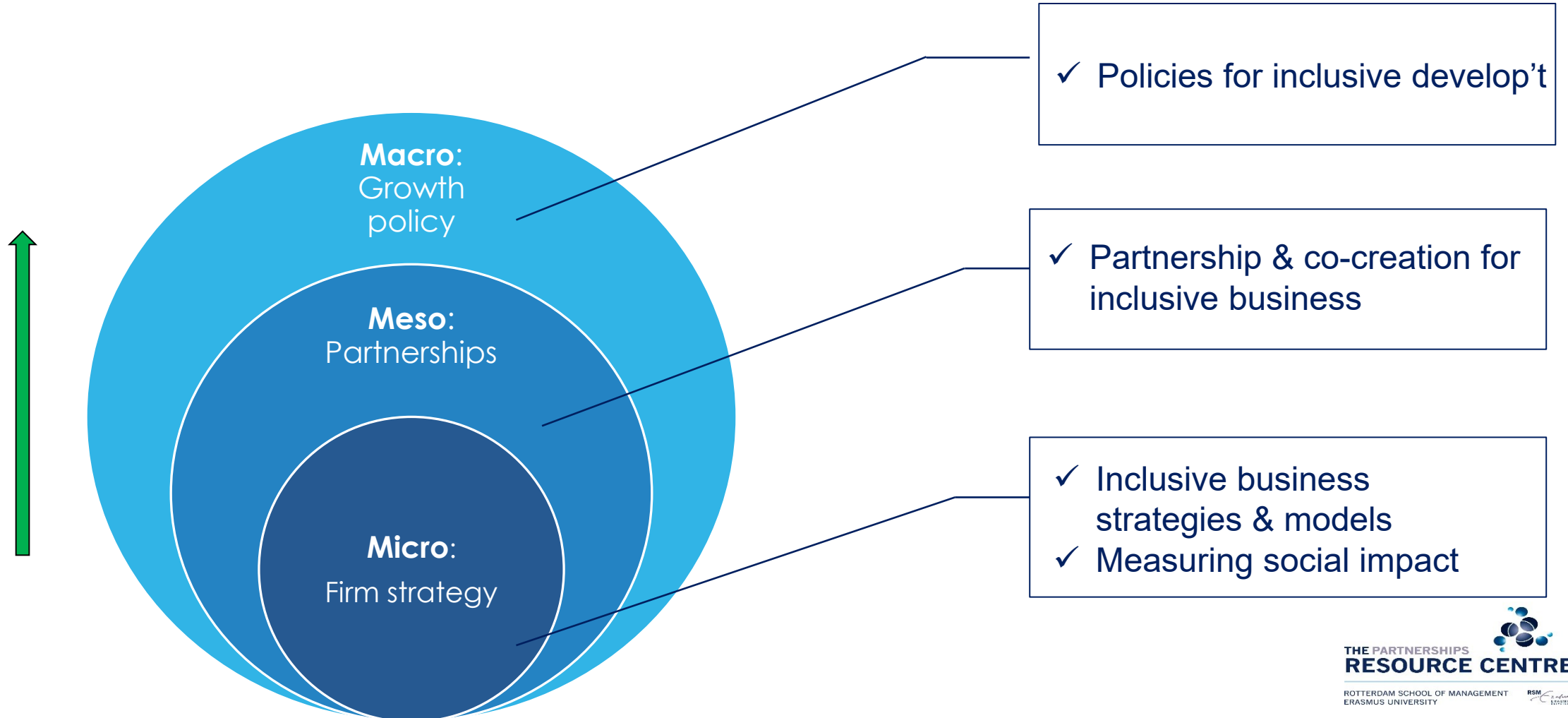
100+ participant stakeholders

Action research set up in six countries





- ▶ **Inclusive business** as a win-win approach for development (e.g. in the SDGs, BCtA, UN Global Compact, WBCSD)
 - ✓ **Businesses** improve their performance & get customer loyalty
 - ✓ **Society** benefits through self-financing, self-sustaining & effective market based innovations
- ▶ **Examples**
 - ✓ Social enterprises, microfinance
 - ✓ Social innovations such as M-Pesa





▶ Action research interventions

1. Introductory workshops (2X)
2. Executive trainings (2X)
3. Stakeholder dialogues (4X)
4. Closing conferences (2X)
5. Research news exchange & updates



▶ Action research agenda

1. **Motives:** Inform & Inspire
2. **Processes:** Identifying capabilities for inclusive business
3. **Learning loops:** Measuring impact & exchanging best practices



▶ Research inputs

1. Desk research on inclusive business models
2. Three surveys on inclusive business practices (500+ Organizations)
3. Two case studies (Safaricom & Philips)
4. Participatory stakeholder dialogues



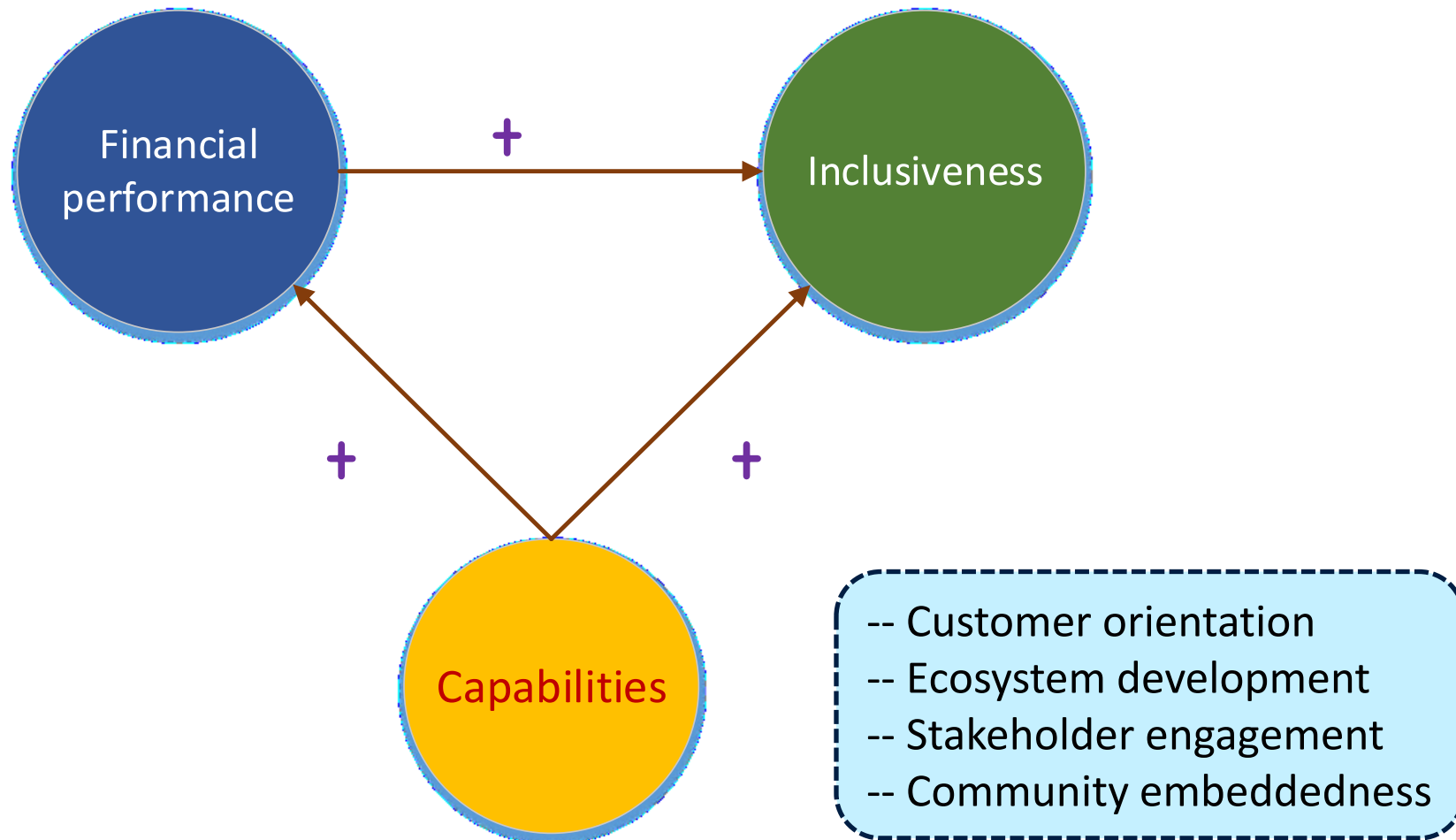
► Research insights

1. How do businesses try to become inclusive and what constraints do they face?



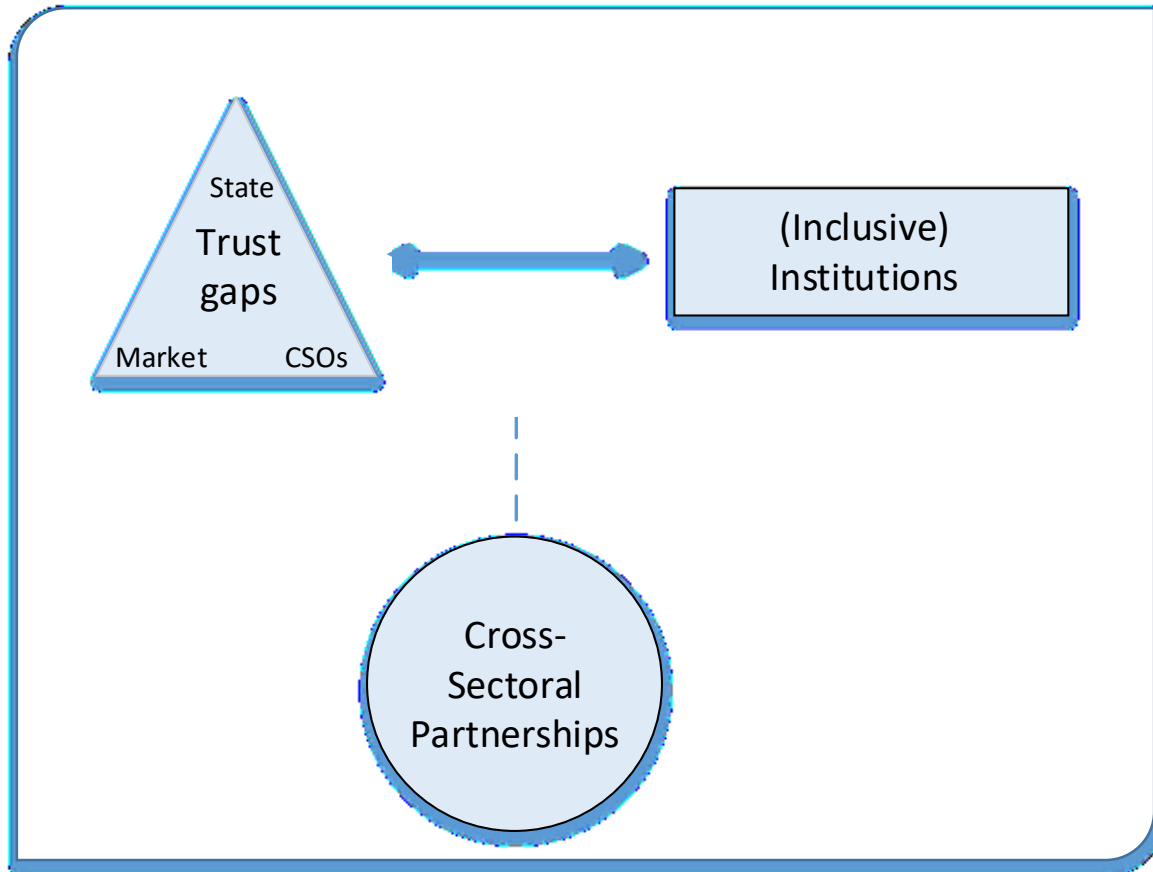


2. What capabilities do inclusive businesses need?





3. How can inclusive institutions emerge through partnerships?

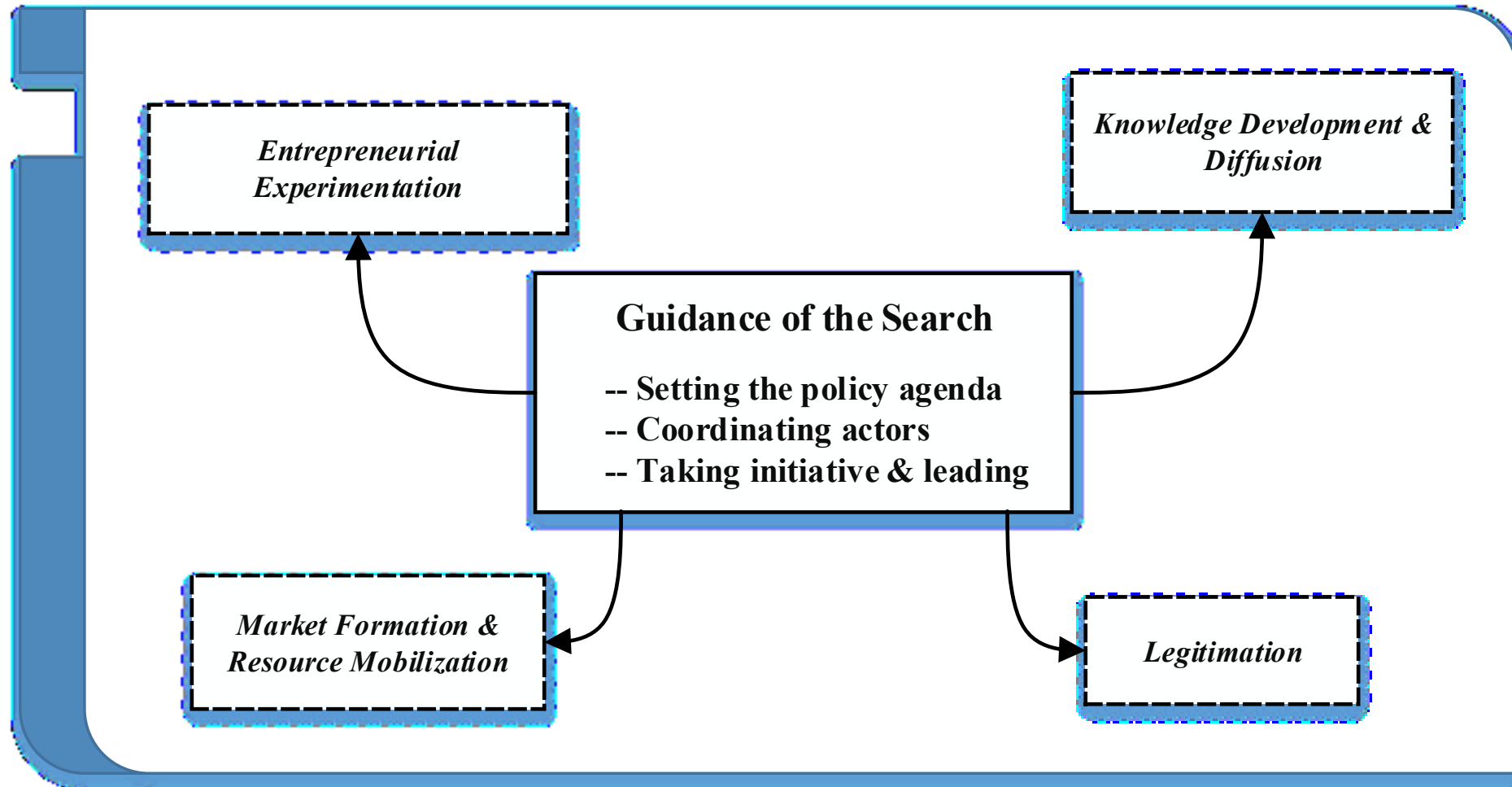


Financial inclusion through mobile banking in Kenya

- ✓ **Openness:**- Access to novel ideas, funds, technology
- ✓ **Competition:**- Pressure to innovate
- ✓ **Regulation:**- Not too harsh, nor lenient



4. Can the private sector act as an institutional entrepreneur?





Policy challenge: Making social development mainstream business issue

- ✓ Social impact funds
- ✓ (Social) entrepreneurship training
- ✓ Incubators and innovation hubs
- ✓ Relaxed investment law and/or tax benefits for impact funds



Examples of policy responses

Special legal status for social enterprises

- ✓ The Benefit Corporation in the US (Since 2010; adopted in 30 states)
- ✓ Community Interests Company in the UK (Since 2005)
- ✓ Benefit Corporation in Italy (Since December 2015)

Social investment banks

- ✓ Big Society Capital Limited of UK (Since 2008)



Thank you for your attention!!