

# INCLUSIVE BUSINESS

## KNOWLEDGE SHARING TEMPLATE

*The aim of this template is to collect experiences, projects, policies or initiatives at local, country and regional level related to the promotion of Inclusive Business.*

### 1. General Information

#### 1.1. G20 Country

Australia

#### 1.2. Project / Initiative / Policy name/title:

Australia Awards Short Course: Women Trading Globally

#### 1.3. General objective

This is a two week intensive short course for women entrepreneurs and SME owners from developing countries. The objective is to provide them with the skills and capacity to engage in international trade, including training in business and market analysis, marketing, financing and business communication skills; and provide them with significant access to Australian businesses. **It will do this through:**

- Face-to-face training (with appropriate course content and expertise)
- Visits to appropriate organisations/facilities
- Discussions with Australian businesses
- Online coaching post-short course

#### 1.4. Expected results *(output-level: number of BoP engaged, jobs created, services delivered, etc.)*

Expand the number of women entrepreneurs and SME owners with:

- Increased knowledge of the processes of doing international business
- Increased awareness of the benefits of trade liberalisation and trade reform
- Better understanding of how to engage with governments
- New networks and connections (with other businesses in the region and Australia)
- Shared experiences among peers

#### 1.5. Intended impact *(outcome-level: income generated or increased, health/education/housing improved, etc.)*

Increased number of women-owned businesses growing through trade and improved longer term viability of these businesses.

### 2. Legal framework

2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?

No

### 3. Implementation

3.1. Implementation level

3.2. Implementing agency (including link)

Domestic

Support of developing and low-income countries (international cooperation)

Australian Department of Foreign Affairs and Trade

3.3. Direct target group (MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)

Women-owned SMEs from developing countries

3.4. Indirect target group (SMEs, women, youth, rural/urban communities, etc.)

3.5. Nº of countries involved (if project is Regional/Global)

3.5.1. Pacific: Cook Islands, Fiji, Marshall Islands, Nauru, Niue, Papua New Guinea, Samoa, Solomon Islands, Tuvalu, Vanuatu

3.5.2. South Asia: India, Sri Lanka, Pakistan, Nepal, Bangladesh, Bhutan, Maldives

3.6. Project status

3.7. Duration (mm/yyyy – mm/yyyy)

Under design

In progress

Completed

April 2018 – May 2021

3.8. Brief description of the link with the BoP

How does the project / initiative / policy include the BoP?  
How does it benefit the BoP? How does it define the BoP and its role?

3.9. Role of the BoP

BoP as customer

BoP as distributor

BoP as retailer

BoP as supplier

3.10. Sector (more than one answer possible)

Agriculture or Food

Retail, Manufacturing or Consumer Goods

- |  |  |
|--|--|
| <input type="checkbox"/> Energy                  | <input type="checkbox"/> Information Communications Technology (ICT) |
| <input checked="" type="checkbox"/> Health       | <input type="checkbox"/> Financial Services                          |
| <input type="checkbox"/> Education               | <input type="checkbox"/> Tourism                                     |
| <input type="checkbox"/> Water, Sanitation       | <input type="checkbox"/> Cross-sectoral                              |
| <input type="checkbox"/> Waste Management        | <input type="checkbox"/> Other: _____                                |
| <input type="checkbox"/> Housing or Construction |  |

### 3.11. Topic *(more than one answer possible)*

(\* See Annex for definitions)

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Inclusive business models and strategy | <input type="checkbox"/> Results measurement and impact |
| <input type="checkbox"/> Scale   | <input type="checkbox"/> "What is IB?"                  |
| <input type="checkbox"/> Policy and government                             | <input type="checkbox"/> Innovation                     |
| <input type="checkbox"/> Finance for inclusive business                    | <input type="checkbox"/> Digitalization                 |
| <input type="checkbox"/> Corporates in inclusive business                  | <input checked="" type="checkbox"/> Capacity building   |
| <input type="checkbox"/> Partnerships                                      | <input type="checkbox"/> Data                           |
| <input type="checkbox"/> Environmental impact                              | <input type="checkbox"/> Impact investing               |
| <input checked="" type="checkbox"/> Gender                                 | <input type="checkbox"/> Other: _____                   |

### 3.12. Main area of intervention / Type of support provided *(What is the project's/initiative's/policy's focus regarding the main challenges faced by inclusive businesses -more than one answer is possible-)*

- Financial resources
- Rules and regulations
- Information
- Capacity

## 4. Funding

### 4.1. Origin *(more than one answer possible)*

- Government / State-owned enterprise
- Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI)
- International Organisations (IOs)
- NGO / Foundation
- Private sector *(impact investment fund, private equity fund, venture capital fund, commercial bank, corporation, etc.)*
- Other: \_\_\_\_\_

### 4.2. Brief description of funding / contributions *(e.g. name of funding institution, type of financing instrument, etc.)*

Government of Australia – aid for trade

**4.3. Available funds** *(optional)*

AUD1,500,000

**4.4. Value of project**

AUD1,500,000

**4.5. Description of financing/procurement process**

Aid grant (to Export Council of Australia)

**5. Monitoring and Evaluation**

**5.1.1. Does the project / initiative / policy involve a monitoring process?**

Yes

No

**5.2.1. Does the project / initiative / policy involve an evaluation process?**

Yes

No

**5.1.2. Brief description**

Surveys, follow up coaching

**5.2.2. Brief description** *(specify type of evaluation - process, outcome, impact – and methodology)*

Establish baseline of knowledge and skills, measure changes against baseline. Determine changes through time in the situation of the businesses.

**5.1.3. Lessons learned and results** *(if applicable)*

None yet

**5.2.3. Lessons learned and results** *(if applicable)*

None yet

**6. Contact Information**

**6.1. Contact Information** *(if there is a website of the project/policy/initiative, please include it)*

<https://www.export.org.au/skills-development/australia-awards-women-trading-globally>

**7. Supporting material**

*Please provide links to or upload any further supporting materials, including: newspaper articles, case studies, toolkits, photographs, and any other relevant materials to help illustrate the project*

<http://www.solomonstarnews.com/index.php/features/women/item/19877-empowering-women-here>

---

## ANNEX

**BoP as customer:** business models that reach low-income consumers (products, services that target low-income consumers).

**BoP as distributor:** business models that reach low-income distributors (distribution, awareness, market building).

**BoP as supplier:** business models that engage source products from low-income workers and suppliers

**BoP as retailer:** business models that sell goods to the consumer, e.g. at the BoP

**Capacity building:** Lessons learned from capacity building programmes.

**Corporates in inclusive business:** corporate business models that engage the BoP.

**Digitalisation:** impact of digitalisation on business and society.

**Data:** Data and inclusive business. Data and the BoP.

**Environmental impact:** inclusive business models that mitigate or adapt to climate change.

**Finance for inclusive business:** finance for inclusive business, e.g. impact investing, accessing funding.

**Gender:** economic empowerment of women, gender issues.

**Impact investing:** publications from impact investors and about impact investing in general.

**Inclusive business:** Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the economic pyramid (BOP) making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers. In addition to these commercially inclusive activities, businesses may also pursue broader socially inclusive goals. Inclusive business should promote sustainable development in all its dimensions – economic, social and environmental.

**Inclusive business models and strategy:** business-planning tools, assessment of models.

**Innovation:** Innovative business models, importance of innovation and how to be innovative.

**Partnerships:** business-to-business, business to government, or business to NGO partnerships within inclusive business models.

**Policy and government:** policy issues and ecosystem for IB; resources from or for donors and policymakers; policy recommendations.

**Results measurement and impact:** approaches to measurement of results, findings on results of inclusive businesses.

**Scale:** strategies for scale.

---

**“What is IB?”** : introductory literature on IB, discourse papers that define IB.