

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	
China	
1.2. Project / Initiative / Policy name/title:	
Netease Kaola global factory	
1.3. General objective	
Enable factories to build their own brands and establish effective marketing channels, in order to produce and sell cost-effective goods to ordinary consumers.	
1.4. Expected results <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>	
Enable more than 1000 factories to build their own brands in three years.	
1.5. Intended impact <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>	
Help factories increase profits, create more jobs and help workers increase their income.	
2. Legal framework	
<i>2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?</i>	
E-commerce law	
3. Implementation	
3.1. Implementation level	3.2. Implementing agency <i>(including link)</i>
<input type="checkbox"/> Domestic <input checked="" type="checkbox"/> Support of developing and low-income countries (international cooperation)	Netease Kaola

3.3. Direct target group (MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)	
Medium or large international or domestic company, SMEs	
3.4. Indirect target group (SMEs, women, youth, rural/urban communities, etc.)	
Rural/urban communities	
3.5. Nº of countries involved (if project is Regional/Global)	
3.5.1. City, Country, Region 1: Jiaxing, China, Asia 3.5.2. City, Country, Region 2: Suzhou, China, Asia 3.5.3. City, Country, Region 3: Pattani, Thailand, Asia 3.5.4. City, Country, Region 4: New south wales , Astralia, Oceania 3.5.5. City, Country, Region 5:	
3.6. Project status	3.7. Duration (mm/yyyy – mm/yyyy)
<input type="checkbox"/> Under design <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	09/2017-present
3.8. Brief description of the link with the BoP <i>How does the project / initiative / policy include the BoP? Hos does it benefit the BoP? How does it define the BoP and its role?</i>	3.9. Role of the BoP
The project enables factories which earn a small profit by OEM to build their own brands and establish effective marketing channels, in order to produce and sell cost-effective goods to ordinary people. In addition, it helps factories make more profits and ordinary consumers buy better quality goods with less money.	<input checked="" type="checkbox"/> BoP as customer <input type="checkbox"/> BoP as distributor <input type="checkbox"/> BoP as retailer <input checked="" type="checkbox"/> BoP as supplier
3.10. Sector (more than one answer possible)	
<input type="checkbox"/> Agriculture or Food <input type="checkbox"/> Energy <input type="checkbox"/> Health <input type="checkbox"/> Education <input type="checkbox"/> Water, Sanitation <input type="checkbox"/> Waste Management <input type="checkbox"/> Housing or Construction	<input checked="" type="checkbox"/> Retail, Manufacturing or Consumer Goods <input type="checkbox"/> Information Communications Technology (ICT) <input type="checkbox"/> Financial Services <input type="checkbox"/> Tourism <input type="checkbox"/> Cross-sectoral <input type="checkbox"/> Other: _____

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

() See Annex for definitions*

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

<input type="checkbox"/> Financial resources <input type="checkbox"/> Rules and regulations <input type="checkbox"/> Information <input checked="" type="checkbox"/> Capacity
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4. Funding

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

<input type="checkbox"/> Government / State-owned enterprise <input type="checkbox"/> Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI) <input type="checkbox"/> International Organisations (IOs) <input type="checkbox"/> NGO / Foundation <input checked="" type="checkbox"/> Private sector <i>(impact investment fund, private equity fund, venture capital fund, commercial bank, corporation, etc.)</i> <input type="checkbox"/> Other: _____

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

Netease (Nasdaq-listed company)

4.3. Available funds *(optional)*

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4.4. Value of project

The project helps traditional factories expand market share for online consumers. More importantly, it provides the factory with a full

range of maintenance services, including strict quality inspection, design scheme, production management, logistics distribution, marketing, packaging and copywriting, so that the factory only needs to focus on the production process that it is best at.

4.5. Description of financing/procurement process

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

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

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

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

6. Contact Information

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

pages.kaola.com

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

<https://baijiahao.baidu.com/s?id=1587997537337662209&wfr=spider&for=pc>

<https://news.smzdm.com/p/34152/>

<https://baike.baidu.com/item/网易考拉全球工厂店/22604414?fr=aladdin>

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.