

# 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.*

<b>1. General Information</b>
<b>1.1. G20 Country</b>
EU
<b>1.2. Project / Initiative / Policy name/title:</b>
EU Contribution to the Consultative Group to Assist the Poor (CGAP, Multidonor TrustFund housed by the WB)
<b>1.3. General objective</b>
Promote global transformative solutions for inclusive markets for all through the enhancement of existing global multi-stakeholder platforms that foster private sector engagement.
<b>1.4. Expected results</b> <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>
<p>*Digital finance plus initiative (DF+, basic services through digital finance). It will demonstrate how digital finance can benefit broader development goals such as sustainable energy and agriculture, water, education and health, and will motivate private sector actors to adopt digital platforms to extend these basic services.</p> <p>*Inclusive payments ecosystems initiative (build digital payments ecosystems). It will emphasize working in specific country markets to build large national digital payments ecosystems that reach poor people.</p> <p>*Digital Finance frontier (expanding financial services through digital finance). It aims at expanding the digital financial services: credit, savings and insurance, delivered over large scale payment platforms.</p> <p>*Gender. Gender gap in financial services is especially acute in low-income countries. Additional funding will enable CGAP to build understanding and identify market barriers that are limiting the ability of stakeholders to correctly address these obstacles.</p>
<b>1.5. Intended impact</b> <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>
<p><b>Result 1.</b> Improved access and generation of open knowledge, open data information, and practical insight of public good nature in the field of inclusive markets.</p> <p><b>Result 2.</b> Foster private and public sector partnership and experimentation that demonstrate and scale-up successful business model innovations in the promotion of inclusive markets.</p>

2. Legal framework	
2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?	
Advice to global setting bodies	
3. Implementation	
3.1. Implementation level	3.2. Implementing agency (including link)
<input type="checkbox"/> Domestic <input type="checkbox"/> Support of developing and low-income countries (international cooperation)	CGAP housed by the World Bank, is a global partnership of 34 leading organizations that seek to advance financial inclusion.
3.3. Direct target group (MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)	
Financial Institutions, Mobile Operators, Fintechs, Regulatory Agencies, Standard Setting Bodies (SSBs)	
3.4. Indirect target group (SMEs, women, youth, rural/urban communities, etc.)	
Population with limited financial inclusion, MSMEs (small holder agriculture, small trade etc), increasing segmentation with focus on youth, women, refuge population.	
3.5. Nº of countries involved (if project is Regional/Global)	
3.5.1. City, Country, Region 1: ASIA (India, Bangladesh, Pakistan, Myanmar,...) 3.5.2. City, Country, Region 2: AFRICA (Ghana, Uganda, Nigeria, Kenya, Zambia, Ivory Coast, Mozambique, Zimbabwe, Senegal, Tanzania...) 3.5.3. City, Country, Region 3: MIDDLE EAST (Jordan, Lebanon) 3.5.4. City, Country, Region 4: LATIN AMERICA (Colombia, Peru) 3.5.5. City, Country, Region 5: <a href="http://www.cgap.org/regions">http://www.cgap.org/regions</a>	
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	CGAP V (06/2014-06/2018)
3.8. Brief description of the link with the BoP	3.9. Role of 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?	

<p>CGAP pursues a global solutions agenda through a portfolio of high-impact initiatives that evolve over time to adapt to changing market developments. CGAP is guided by five-year strategic frameworks, its current framework, “Advancing Financial Inclusion to Improve the Lives of the Poor”, defines the strategic directions from 2014 to 2018. It adopts a model that consist on identifying emerging challenges and opportunities, proofing of concept and generating success cases, synthesizing and sharing insights and, working with relevant actors to scale-up the model. CGAP’s work on frontier issues crowds-in private, social, and public sector entities and reflects the two central purposes of subsidized catalytic capital in the promotion of inclusive market development.</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> BoP as customer</li> <li><input checked="" type="checkbox"/> BoP as distributor</li> <li><input checked="" type="checkbox"/> BoP as retailer</li> <li><input checked="" type="checkbox"/> BoP as supplier</li> </ul>
<p><b>3.10. Sector</b> <i>(more than one answer possible)</i></p>	
<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Agriculture or Food</li> <li><input checked="" type="checkbox"/> Energy</li> <li><input type="checkbox"/> Health</li> <li><input checked="" type="checkbox"/> Education</li> <li><input checked="" type="checkbox"/> Water, Sanitation</li> <li><input type="checkbox"/> Waste Management</li> <li><input type="checkbox"/> Housing or Construction</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Retail, Manufacturing or Consumer Goods</li> <li><input checked="" type="checkbox"/> Information Communications Technology (ICT)</li> <li><input checked="" type="checkbox"/> Financial Services</li> <li><input type="checkbox"/> Tourism</li> <li><input type="checkbox"/> Cross-sectoral</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>3.11. Topic</b> <i>(more than one answer possible)</i>          (*) See Annex for definitions</p>	
<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Inclusive business models and strategy</li> <li><input type="checkbox"/> Scale</li> <li><input checked="" type="checkbox"/> Policy and government</li> <li><input checked="" type="checkbox"/> Finance for inclusive business</li> <li><input type="checkbox"/> Corporates in inclusive business</li> <li><input checked="" type="checkbox"/> Partnerships</li> <li><input type="checkbox"/> Environmental impact</li> <li><input checked="" type="checkbox"/> Gender</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Results measurement and impact</li> <li><input type="checkbox"/> “What is IB?”</li> <li><input checked="" type="checkbox"/> Innovation</li> <li><input checked="" type="checkbox"/> Digitalization</li> <li><input type="checkbox"/> Capacity building</li> <li><input checked="" type="checkbox"/> Data</li> <li><input type="checkbox"/> Impact investing</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<p><b>3.12. Main area of intervention / Type of support provided</b> <i>(What is the project’s/initiative’s/policy’s focus regarding the main challenges faced by inclusive businesses -more than one answer is possible-)</i></p>	
<ul style="list-style-type: none"> <li><input type="checkbox"/> Financial resources</li> <li><input checked="" type="checkbox"/> Rules and regulations</li> </ul>	

<input type="checkbox"/> Information <input checked="" type="checkbox"/> Capacity	
<b>4. Funding</b>	
4.1. Origin <i>(more than one answer possible)</i>	
<input type="checkbox"/> Government / State-owned enterprise <input checked="" type="checkbox"/> Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI) <input checked="" type="checkbox"/> International Organisations (IOs) <input checked="" type="checkbox"/> NGO / Foundation <input 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 <i>(e.g. name of funding institution, type of financing instrument, etc.)</i>	
Grant/Administration Agreement with WBG	
4.3. Available funds <i>(optional)</i>	
4.4. Value of project	
Total estimated cost: EUR 120 mi EUR	
EU budget contribution EUR 7 mi EUR	
4.5. Description of financing/procurement process	
Grant	
<b>5. Monitoring and Evaluation</b>	
5.1.1. Does the project / initiative / policy involve a monitoring process?	5.2.1. Does the project / initiative / policy involve an evaluation process?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
5.1.2. Brief description	5.2.2. Brief description <i>(specify type of evaluation - process, outcome, impact – and methodology)</i>
ROM mission (EC)	Internal MidTerm Review (WBG)
5.1.3. Lessons learned and results <i>(if applicable)</i>	5.2.3. Lessons learned and results <i>(if applicable)</i>

In addition to the mid-term review; in order to scale impact, dissemination of knowledge, good practice and new (digital) business models is not sufficient; there is need for building strategic public private partnerships to leverage knowledge and mainstream findings.

Develop a holistic Theory of Change (ToC) for CGAP VI, which will form the basis for an integrated results framework for CGAP as a whole as opposed to a collection of initiatives. Activities, Results and Outcomes, and Results and Impact Measurement Framework must be tailored to such Theory of Change. Scaling strategy is important for impact on the life of end beneficiaries in any global public good initiative. Response to rapid developments in financial inclusion and in the priorities of CGAP members is of importance.

## 6. Contact Information

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

<http://www.cgap.org/>

## 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*

Please refer to above website

## 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.