

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
France
1.2. Project / Initiative / Policy name/title:
Social and Inclusive Business Camp
1.3. General objective
The project seeks to boost the emergence of projects that pursue a goal of economic return and the generation of social and environmental impacts on communities. It is based on a 4 months hybrid program via digital support sessions combined with a week-long on-site workshop.
1.4. Expected results <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>
<ul style="list-style-type: none"> - For 2018, 60 entrepreneurs hosted, producing societal impacts in Africa who have been in business for three years; - Personalize distance coaching: preparation of the sales pitch, mentoring between peers, strategy and marketing; - A week-long on-site workshop dedicated to key issues: effective governance to bring about impacts, how to build an effective business model, ecosystem mapping, social performance measuring - A “Women entrepreneurs circle” initiated; - Fundraising: participants take part in speed dating with investors looking for projects to finance in Africa.
1.5. Intended impact <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>
<ul style="list-style-type: none"> - To scale up social and inclusive business in Africa - To create a network between social entrepreneurs and actors working on impact entrepreneurship - to bring to light women entrepreneurs
2. Legal framework
2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?
The project is a partnership
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)	-The French Agency for Development (AFD) https://www.afd.fr/fr
3.3. Direct target group <i>(MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)</i>	
Companies with at least 3 years of experience who have come out the incubation phase	
3.4. Indirect target group <i>(SMEs, women, youth, rural/urban communities, etc.)</i>	
3.5. N° of countries involved <i>(if project is Regional/Global)</i>	
<p>The project is global : it involves actors from the African continent</p> <p>During the first year project, 25 participants have been selected among 65 candidates (18 women) from 21 countries (french-speakers and english-speakers).</p>	
3.6. Project status	3.7. Duration <i>(mm/yyyy – mm/yyyy)</i>
<input type="checkbox"/> Under design <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	A 4 months hybrid program Next session starting date: September 2018
3.8. Brief description of the link with the BoP <i>How does the project / initiative / policy include the BoP? How does it benefit the BoP? How does it define the BoP and its role?</i>	3.9. Role of the BoP
It aims to bring about successful companies which combine economic profitability and societal impacts and involve BOP population.	<input type="checkbox"/> BoP as customer <input checked="" type="checkbox"/> BoP as distributor <input type="checkbox"/> BoP as retailer <input type="checkbox"/> BoP as supplier
3.10. Sector <i>(more than one answer possible)</i>	
<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"/> Retail, Manufacturing or Consumer Goods <input type="checkbox"/> Information Communications Technology (ICT) <input type="checkbox"/> Financial Services <input type="checkbox"/> Tourism <input checked="" type="checkbox"/> Cross-sectoral

<input type="checkbox"/> Housing or Construction	<input type="checkbox"/> Other: _____
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3.11. Topic *(more than one answer possible)*
 (*) See Annex for definitions

<input checked="" type="checkbox"/> Inclusive business models and strategy <input checked="" type="checkbox"/> Scale <input type="checkbox"/> Policy and government <input checked="" type="checkbox"/> Finance for inclusive business <input type="checkbox"/> Corporates in inclusive business <input checked="" type="checkbox"/> Partnerships <input type="checkbox"/> Environmental impact <input checked="" type="checkbox"/> Gender	<input type="checkbox"/> Results measurement and impact <input type="checkbox"/> "What is IB?" <input type="checkbox"/> Innovation <input 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 checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Capacity

4. Funding

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

<input checked="" 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 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.)*

French Ministry for Europe and Foreign Affairs The French Agency for Development Monaco Ministry of Foreign Affairs and Cooperation Type of financing instrument : Subvention
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4.3. Available funds *(optional)*

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4.4. Value of project	
4.5. Description of financing/procurement process	
5. Monitoring and Evaluation	
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 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>)
Feedback from the French Agency for Development, Proparco and all the participants	
5.1.3. Lessons learned and results (<i>if applicable</i>)	5.2.3. Lessons learned and results (<i>if applicable</i>)
-To continue with this methodology -A relevant program -Recommendations such as limiting the thematics, to maintain a bilingual program, to deepen the partnerships (locals, nationals), to increase the number of participants, ...	
6. Contact Information	
6.1. Contact Information (<i>if there is a website of the project/policy/initiative, please include it</i>)	
Lola Blanc from the French Ministry for Europe and Foreign Affairs : lola.blanc@diplomatie.gouv.fr Website of the Project : https://www.afd.fr/en/social-and-inclusive-business-camp-scaling	
7. Supporting material	
<i>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</i>	

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.