

# 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>
France
<b>1.2. Project / Initiative / Policy name/title:</b>
National Food Programme (PNA)
<b>1.3. General objective</b>
<p>The general objective of the project is to make our food model a strength for our future.</p> <p>The PNA is organized around four core focuses:</p> <ul style="list-style-type: none"> <li>i) Social justice and access for all to sufficient, safe and nourishing food meeting individual preferences and conducive to an active and healthy life ;</li> <li>ii) The education of young people on good dietary balance and responsible food-related behaviour. That education is accompanied by the promotion of food-related careers ;</li> <li>iii) Combating food waste by informing consumers on good practice as well as by intensifying food donations and the promotion of activities encouraging entry into work through economic activity putting such products to good use.</li> <li>iv) Regional embedment in support of the French agricultural model, French agrifood industries and the jobs they represent across French territory, by promoting quality and origin signs and encouraging local dynamics when rolling out food policy priorities.</li> </ul>
<b>1.4. Expected results</b> <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>
<p>One of the expected results is the evolution of the proposed products within public collective catering. The objective is to reach a proportion of 50% of local food products within collective catering and at least 20% of organic food by 2022.</p>
<b>1.5. Intended impact</b> <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>
<p>The PNA aimed at consolidating local food supply chains, developing the supply of food of good quality and food covered by official quality or origin signs, including organic farming products, for institutional catering, preserving farmland, water resources and landscapes, and improving the remuneration of producers, and supporting transformation in local production models to meet the needs of consumers.</p>
<b>2. Legal framework</b>
<b>2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?</b>

The PNA is linked to the French global food law.

### 3. Implementation

#### 3.1. Implementation level

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

#### 3.2. Implementing agency (including link)

Ministry of Agriculture

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

#### 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. City, Country, Region 1:

3.5.2. City, Country, Region 2:

3.5.3. City, Country, Region 3:

3.5.4. City, Country, Region 4:

3.5.5. City, Country, Region 5:

#### 3.6. Project status

- Under design
- In progress
- Completed

#### 3.7. Duration (mm/yyyy – mm/yyyy)

#### 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)

<input checked="" 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 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: _____
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**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 checked="" type="checkbox"/> Policy and government <input type="checkbox"/> Finance for inclusive business <input type="checkbox"/> Corporates in inclusive business <input 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 type="checkbox"/> Innovation <input type="checkbox"/> Digitalization <input 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 checked="" type="checkbox"/> Rules and regulations <input type="checkbox"/> Information <input type="checkbox"/> Capacity
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**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: _____
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**4.2. Brief description of funding / contributions** *(e.g. name of funding institution, type of financing instrument, etc.)*

<b>4.3. Available funds</b> <i>(optional)</i>	
<b>4.4. Value of project</b>	
<b>4.5. Description of financing/procurement process</b>	
<b>5. Monitoring and Evaluation</b>	
<b>5.1.1. Does the project / initiative / policy involve a monitoring process?</b>	<b>5.2.1. Does the project / initiative / policy involve an evaluation process?</b>
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>5.1.2. Brief description</b>	<b>5.2.2. Brief description</b> <i>(specify type of evaluation - process, outcome, impact – and methodology)</i>
<b>5.1.3. Lessons learned and results</b> <i>(if applicable)</i>	<b>5.2.3. Lessons learned and results</b> <i>(if applicable)</i>
<b>6. Contact Information</b>	
<b>6.1. Contact Information</b> <i>(if there is a website of the project/policy/initiative, please include it)</i>	
<b>7. Supporting material</b>	
<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.