

# 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>
SPAIN
<b>1.2. Project / Initiative / Policy name/title:</b>
ICEX IMPACT+ Program
<b>1.3. General objective</b>
The main objective of ICEX IMPACT+ program is to support the internationalization of Spanish companies using inclusive and sustainable business models that meet the needs of the socioeconomic segments with lowest incomes (citizens at the Base of the Pyramid) in emerging and developing countries. Through this program we aim to drive innovative business strategies that as well as being profitable, they provide a response to the challenges of sustainable development and social inclusion.
<b>1.4. Expected results</b> <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>
<b>1.5. Intended impact</b> <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>
<b>2. Legal framework</b>
<b>2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?</b>
ICEX IMPACT+ Program does not have any specific regulatory or legal framework. As part of the Secretary of State for Trade, all policies/initiatives/programs of ICEX in the field of sustainable and inclusive business respond to the efforts of the government of Spain in implementing the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs).

3. Implementation	
3.1. Implementation level	3.2. Implementing agency <i>(including link)</i>
<input type="checkbox"/> Domestic <input checked="" type="checkbox"/> <b>Support of developing and low-income countries (international cooperation)</b>	The program is implemented by the economic & commercial offices of the Spanish Embassy in each country, with the support of MINKA-DEV (consultancy services on inclusive business) and its local consultants' network.
3.3. <b>Direct target group</b> <i>(MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)</i>	
<ul style="list-style-type: none"> <li>✓ Spanish SMEs with a clear commitment to providing a sustainable and inclusive response to the challenges of development through profitable business models.</li> <li>✓ People living at the base of the pyramid in the selected countries (developing and emerging countries namely in LATAM and MENA region), with special attention to vulnerable groups as low-income farmers, women, refugees or conflict victims, etc.</li> </ul>	
3.4. <b>Indirect target group</b> <i>(SMEs, women, youth, rural/urban communities, etc.)</i>	
Rest of BoP population/vulnerable groups.	
3.5. <b>Nº of countries involved</b> <i>(if project is Regional/Global)</i>	
3.5.1. City, Country, Region 1: COLOMBIA 3.5.2. City, Country, Region 2: ECUADOR 3.5.3. City, Country, Region 3: PERU 3.5.4. City, Country, Region 4: BOLIVIA 3.5.5. City, Country, Region 5: MOROCCO	
3.6. Project status	3.7. Duration <i>(mm/yyyy – mm/yyyy)</i>
<input type="checkbox"/> Under design <input checked="" type="checkbox"/> <b>In progress</b> <input type="checkbox"/> Completed	The program was launched in 2017 in Colombia and Ecuador and in 2018 in Peru, Bolivia and Morocco, and does not have a specific deadline.
3.8. Brief description of the link with the BoP	3.9. Role of 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>	
Within the framework of this Program, we identify key sectors that are areas of strategic impact in the countries where the program is launched. Spanish companies have significant competitive advantages in these areas, and they can contribute to stimulate a sustainable and inclusive socioeconomic	<input checked="" type="checkbox"/> <b>BoP as customer</b> <input checked="" type="checkbox"/> <b>BoP as distributor</b> <input checked="" type="checkbox"/> <b>BoP as retailer</b> <input checked="" type="checkbox"/> <b>BoP as supplier</b>

development by strengthening value chains and/or facilitate access to products and services that improve the quality of life of the BoP population. Therefore, BoP population is included as a customer/consumer or as part of the value chain of the Spanish company (as supplier, retailer, distributor or employee), depending on the case.

**3.10. Sector** *(more than one answer possible)*

- Agriculture or Food
- Energy
- Health
- Education
- Water, Sanitation
- Waste Management
- Housing or Construction

- Retail, Manufacturing or Consumer Goods
- Information Communications Technology (ICT)
- Financial Services
- Tourism
- Cross-sectoral
- Other: \_\_\_\_\_

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

(\*) See Annex for definitions

- Inclusive business models and strategy
- Scale
- Policy and government
- Finance for inclusive business
- Corporates in inclusive business
- Partnerships
- Environmental impact
- Gender

- Results measurement and impact
- "What is IB?"
- Innovation
- Digitalization
- Capacity building
- Data
- Impact investing
- 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

<input checked="" type="checkbox"/> <b>Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI)</b> <input type="checkbox"/> <b>International Organisations (IOs)</b> <input checked="" type="checkbox"/> <b>NGO / Foundation</b> <input checked="" type="checkbox"/> <b>Private sector</b> ( <i>impact investment fund, private equity fund, venture capital fund, commercial bank, corporation, etc.</i> ) <input type="checkbox"/> <b>Other:</b> The ICEX IMPACT+ program does not provide specific funding for the different projects. However, considering the challenges that green and social entrepreneurs face to access finance in the field of the inclusive business, ICEX IMPACT+ tries to enable funding sources for the different projects developed within the program (IFI's, AECID, local and international organizations, etc.).
<b>4.2. Brief description of funding / contributions</b> ( <i>e.g. name of funding institution, type of financing instrument, etc.</i> )
So far, ICEX IMPACT+ projects have been funded by AECID funds (APPD-Alianzas Publico Privadas para el Desarrollo), UNDP and private sector funds.
<b>4.3. Available funds</b> ( <i>optional</i> )
<b>4.4. Value of project</b>
<b>n.a.</b>
<b>4.5. Description of financing/procurement process</b>
<b>n.a.</b>

5. Monitoring and Evaluation	
<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 checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input 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> )
6. Contact Information	

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

<https://www.icex.es/icex/es/navegacion-principal/todos-nuestros-servicios/programas-y-servicios-de-apoyo/icex-impact/objetivos/index.html>

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**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://play.vivocom.eu/28350602/video/cmsid/10226/?alto=420&ancho=750>

[https://www.icex.es/icex/wcm/idc/groups/public/documents/documento\\_anexo/mde3/nzm1/~edisp/dax2017735778.pdf](https://www.icex.es/icex/wcm/idc/groups/public/documents/documento_anexo/mde3/nzm1/~edisp/dax2017735778.pdf)

[https://www.icex.es/icex/wcm/idc/groups/public/documents/documento\\_anexo/mde3/nzi3/~edisp/dax2017727391.pdf](https://www.icex.es/icex/wcm/idc/groups/public/documents/documento_anexo/mde3/nzi3/~edisp/dax2017727391.pdf)

<https://www.icex.es/icex/es/navegacion-principal/que-es-icex/sala-de-prensa/sala-prensa/NEW2017723081.html>

<http://revista.monedaunica.net/2018/11/la-red-espanola-del-pacto-mundial-destaca-el-programa-impact-de-icex/>

## 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.