

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
Turkey
1.2. Project / Initiative / Policy name/title:
Innovations for Women's Empowerment in Southeast Anatolia
1.3. General objective
<p>The purpose of the project was to empower the women of Southeast Anatolia within their communities by developing social and productive capacities and enterprise level management skills and increasing women's income through entrepreneurship and increased income opportunities. The project aimed to achieve this through outputs given below:</p> <ul style="list-style-type: none"> 1- Increasing social and management skills. <ul style="list-style-type: none"> • Delivery of trainings on civil rights, gender equality, reproductive health, personal development, communication and business management • Provision of business development support for women owned businesses • Preparation of a policy note on women's empowerment • Organization of women's forums and festivals in order encourage cooperation and exchange of information 2- Increasing employment and income generation opportunities. <ul style="list-style-type: none"> • Networking with prospective investors and local governments in order to broker investments in the region • Provision of marketing support for products of women • Development and implementation of pilot childcare service models which are replicable in the region • Delivery of trainings/seminars on responsible production and targeting region's employers and investors 3- Increasing women's income by engaging in production under the regional brand "Argande" and building a good example of PPP <ul style="list-style-type: none"> • Strengthening of Argande as a regional brand • Promotion of Argande in domestic and international domains • Development of Argande's management capacity to achieve sustainability of the brand
1.4. Expected results <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>

- 577 women and 106 men benefitted from the services provided by Multipurpose Community Centers (CATOMS) and training programs on gender equality, reproductive health, civil rights, participation, etc.
- ~ 300 women participated in design workshops.
- ~ 4,000 women participated in sewing/needlework ateliers supported by provision of machinery and supplies.
- 3 women cooperatives were given in-kind support in form of machinery and supplies and received trainings.
- 5 women owned businesses received business development support.
- Business plan prepared for one women enterprise.
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1.5. Intended impact (outcome-level: income generated or increased, health/education/housing improved, etc.)

- A regional brand in textile sector (i.e. Mudo Argande) has been generated and sold in national/international markets through a competitive textile company chain based on the principle of fair trade.
- ~ 2,500 women generated TL 820,000 in İstanbul Fairs between 2013 and 2016.
- ~ 80 women generated TL70,000 from production of Rumisu’s amigurumi in 2014-2016.
- ~ 800 women generated TL180,000 from beadwork on Koton’s t-shirts through inclusive business models.
- ~ 200 women sewing household textiles for their neighbors on fee per piece basis
- 3 women cooperatives participated in fairs.
- ~20 members of women cooperatives and ~100 women employed on seasonal and/or need basis generating income.
- Childcare services were provided in Multi-purpose Community Centers (ÇATOMs) and playground established in one of the CATOMs

2. Legal framework

2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?

A policy note prepared for women’s social and economic empowerment based on the experiences accumulated throughout the project.

Moreover, to leverage the results in the new phase of the project, policy and practice level tools will be developed and conceptualized for the use of other relevant institutions at national and local levels in Turkey facing similar structural challenges in the field of women’s empowerment and gender equality.

3. Implementation

3.1. Implementation level

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

3.2. Implementing agency (including link)

Southeast Anatolia Project (GAP) Regional Development Administration in cooperation with UNDP Turkey

3.3. Direct target group (<i>MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.</i>)	
Disadvantaged women in Southeast Anatolia (GAP) Region (Şanlıurfa, Gaziantep, Kilis, Diyarbakır, Adıyaman, Mardin, Şırnak, Siirt, Batman provinces)	
3.4. Indirect target group (<i>SMEs, women, youth, rural/urban communities, etc.</i>)	
The families and children of the women in GAP Region	
3.5. N° of countries involved (<i>if project is Regional/Global</i>)	
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	3.7. Duration (<i>mm/yyyy – mm/yyyy</i>)
<input type="checkbox"/> Under design <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Completed <i>Note: 3rd phase of the project is under negotiation with the donors</i>	July 2012-December 2016
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
The project was designed with a view to strengthen the capacities at the local level and strengthen sustainability of the initiatives. All the activities were linked to increase women's individual productive and social capacities and enterprise level management skills, increasing women's income through entrepreneurship and increased employment opportunities and ensure empowerment of women within their communities.	<input type="checkbox"/> BoP as customer <input type="checkbox"/> BoP as distributor <input checked="" type="checkbox"/> BoP as retailer <input checked="" 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 checked="" type="checkbox"/> Retail, Manufacturing or Consumer Goods <input type="checkbox"/> Information Communications Technology (ICT) <input type="checkbox"/> Financial Services

<input type="checkbox"/> Water, Sanitation <input type="checkbox"/> Waste Management <input type="checkbox"/> Housing or Construction	<input type="checkbox"/> Tourism <input type="checkbox"/> Cross-sectoral <input type="checkbox"/> Other: _____
3.11. Topic (<i>more than one answer possible</i>) (*) See Annex for definitions	
<input checked="" type="checkbox"/> Inclusive business models and strategy <input 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: _____
3.12. Main area of intervention / Type of support provided (<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>)	
<input checked="" type="checkbox"/> Financial resources <input type="checkbox"/> Rules and regulations <input type="checkbox"/> Information <input checked="" type="checkbox"/> Capacity	
4. Funding	
4.1. Origin (<i>more than one answer possible</i>)	
<input type="checkbox"/> Government / State-owned enterprise <input type="checkbox"/> Multilateral Development Banks (MDBs) or Development Financial Institutions (DFI) <input checked="" 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 (<i>e.g. name of funding institution, type of financing instrument, etc.</i>)	
<p>The project was funded by Swedish International Development Cooperation Agency (SIDA). Through the project Argande brand developed and strengthened as a regional brand. Thus, new domestic marketing channels developed through business development and public relations. With these initiatives Argande products were started to be sold in Mudo and a new line in Koton, companies in textile and apparel sector. This initiative ensured a regular income line for women in Southeast Anatolia while building a good example of social responsibility and partnership.</p>	

4.3. Available funds <i>(optional)</i>
The amount of the project was 949,550.-USD for the period of 2012-2016. New phase of the project is under negotiation with the donors
4.4. Value of project
N/A
4.5. Description of financing/procurement process
The project was funded by Swedish International Development Cooperation Agency (SIDA). All the procurement process was done according to UNDP Procurement Procedures and Regulations.

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 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>
The Project Steering Committee, composed of relevant ministries, institutions etc. was established to monitor the progress of the activities in the log-frame and of oversee the collection of information against indicators. The project also monitored through quarterly progress reports, PSC meetings and project reviews.	The project was evaluated by independent expert. Through final evaluation the achievement of results and impact of the program were assessed in view of the overall development objective and outcomes identified.
5.1.3. Lessons learned and results <i>(if applicable)</i>	5.2.3. Lessons learned and results <i>(if applicable)</i>
N/A	<ol style="list-style-type: none"> 1- Enabling women to participate in social life and to increase their moral and material gains, this project has shown that it is possible to create a brand which can create cash-to-cash cycle if the necessary support has been provided. 2- Argande is one of the rare local initiative which has managed to become a brand in Turkey in a very short time. Since it is based on volunteerism, in such projects it would be good to allocate required funds for branding, marketing and promotion.

	<p>3- Understanding the importance of the income generating activities along with social activities and trainings, this project is an example on how to merge both sides into one framework.</p> <p>4- Including men to training activities within has raised the awareness among men. Use of interactive methods like coffee-shop chats which has not been tried before has drawn attention of men to the problems of women.</p>
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6. Contact Information

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

bulent.acikgoz@undp.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

<http://www.argande.com/hakkimizda.html>

<https://www.facebook.com/ArgandeTR/>

<https://twitter.com/argande>

<https://www.instagram.com/argande/>

<https://www.youtube.com/watch?v=BdzvxnofFPI>

<http://www.tr.undp.org/content/turkey/en/home/presscenter/pressreleases/2016/04/14/2016-spring-summer-collection-of-argande-southeast-anatolian-women-s-local-fashion-brand-introduced.html>

<http://www.tr.undp.org/content/turkey/en/home/presscenter/articles/2016/11/being-shaped-in-the-hands-of-women-in-southeast-anatolia--argand/>

<http://www.tr.undp.org/content/turkey/en/home/presscenter/pressreleases/2015/05/15/women-s-labor-and-g-beklitepe-s-traces-reflected-on-2015-spring-summer-collection-of-argande.html>

<https://www.yesilist.com/dunden-bugune-argande/>

https://www.bbc.com/turkce/haberler/2013/10/131023_emrebal_argande

<http://www.undp.org/content/undp/en/home/ourwork/ourstories/in-turkey--fashion-helps-create-jobs-for-women-/>

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.