

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:
The Life is Simpler with Internet
1.3. General objective
Life Is Simpler with Internet Project offers a solution through trainings for those who have not been introduced to online life, and those who (might) have missed the digital revolution. While Turkey shows flashy growth in Internet usage there is still need for such basic support. Most people are in need of basic information and the means to help them overcoming their reluctance to enter digital world. The project focuses on middle aged and elderly people who are in need of basic information and help them overcoming their reluctance in taking the first step to the digital world. The objective of the project is to increase the Internet usage of Turkey for people older than 30 years of age and have never used internet before who are in need of basic information and help them overcoming their reluctance in taking the first step to the digital world.
1.4. Expected results <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>
The project mainly aims to increase usage of internet by 11 master trainers and 300 young volunteer trainers in 20 cities. Although it was aiming to reach people in 20 cities, the project quickly expanded into the 50 target cities and the number of volunteer trainers increased from 123 to 247. As of 2017, 54 cities are covered and reached to 30 thousand people. As the project progressed, the target audience was diversified to include prisoners on probation, civic associations and people with hearing impairments.
1.5. Intended impact <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>
The project helped thousands of people become part of online works and benefit from e-services, including online banking, social networks, blogs, internet communication tools, online shopping, e-medicine and e-government, making the life easier for them, while under awareness of security threats. Several hundreds of women in rural areas could sell their hand made products through e-commerce sites and join an economic activity first time in their lives.
2. Legal framework

2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?	
The results of the project were shared with the Ministry of Development, as an input to the process for the preparation of 2 nd Information Society Strategy.	
3. Implementation	
3.1. Implementation level	3.2. Implementing agency (including link)
<input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Support of developing and low-income countries (international cooperation)	Habitat Association www.habitatdernegi.org
3.3. Direct target group (MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)	
The project was formulated to target elderly who are digitally disconnected in its initial phase, but then as the project progressed, the target audience was diversified to include prisoners on probation, rural women, civic associations, refugees and people with hearing impairments.	
3.4. Indirect target group (SMEs, women, youth, rural/urban communities, etc.)	
Women, refugees and rural population	
3.5. Nº of countries involved (if project is Regional/Global)	
3.5.1. City, Country, Region 1: Turkey, 50 provinces 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 (mm/yyyy – mm/yyyy)
<input type="checkbox"/> Under design <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Completed	Jan 2015-Dec 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
The project is focusing on providing ICT accessibility for all. The telecommunications company Turk Telekom, who is funding the project, also provided special tariffs to segmented beneficiary groups (especially for low income,	<input checked="" type="checkbox"/> BoP as customer <input type="checkbox"/> BoP as distributor <input type="checkbox"/> BoP as retailer <input type="checkbox"/> BoP as supplier

<p>refugees and disabled) to increase the penetration rates and build a customer base in that segment, which is not profitable.</p>	
<p>3.10. Sector <i>(more than one answer possible)</i></p>	
<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"/> Housing or Construction	<input type="checkbox"/> Retail, Manufacturing or Consumer Goods <input checked="" type="checkbox"/> Information Communications Technology (ICT) <input type="checkbox"/> Financial Services <input type="checkbox"/> Tourism <input type="checkbox"/> Cross-sectoral <input type="checkbox"/> Other: _____
<p>3.11. Topic <i>(more than one answer possible)</i> (*) See Annex for definitions</p>	
<input type="checkbox"/> Inclusive business models and strategy <input type="checkbox"/> Scale <input 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 checked="" type="checkbox"/> Digitalization <input type="checkbox"/> Capacity building <input type="checkbox"/> Data <input type="checkbox"/> Impact investing <input type="checkbox"/> Other: _____
<p>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></p>	
<input type="checkbox"/> Financial resources <input type="checkbox"/> Rules and regulations <input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Capacity	
<p>4. Funding</p>	
<p>4.1. Origin <i>(more than one answer possible)</i></p>	
<input 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 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>	
Project is funded by company named Turk Telekom	
4.3. Available funds <i>(optional)</i>	
Amount contributed so far 887,031 \$	
4.4. Value of project	
NA	
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 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 is closely monitored to assess the social and economic impact and to verify the relevance of the trainings.	A Koc University evaluation is available.
5.1.3. Lessons learned and results <i>(if applicable)</i>	5.2.3. Lessons learned and results <i>(if applicable)</i>
The trainings were modified to fit the needs of segmented target groups and to include a module of security issues (online threats such as fishing, hacking, unsafe content etc)	The project has been studied as an example of inclusive business by students at Koç University and has been featured in the Harvard Business Review. Social impact research shows that 86% of participants have begun to use the internet in their daily lives: 65% of them use e-government services, 58% now enjoy online chat applications and 56% follow news websites and social media
6. Contact Information	
6.1. Contact Information <i>(if there is a website of the project/policy/initiative, please include it)</i>	

Hansin Dogan hansin.dogan@undp.org <https://internetlehayatkolay.com>

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://www.businesscalltoaction.org/news/bridging-digital-divide-turkey-through-inclusive-business>

<http://www.tr.undp.org/content/turkey/tr/home/projects/life-s-simpler-with-internet.html>

<https://www.turktelekom.com.tr/en/AboutUs/SocialResponsibility/Pages/turk-telekom-group-social-responsibility-projects.aspx>

<https://www.prdaily.com/Awards/SpecialEdition/674.aspx>

<https://www.ntv.com.tr/ekonomi/turk-telekom-teknoloji-seferberligi-icin-51-gunde-dunyanin-capi-kadar-yol-yapti,-1SbrHWIHki8cp26McBYBg> (Turkish)

<http://www.turkiyeyedeger.com.tr/internetle-hayat-kolay/> (Turkish)

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.