

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	
United Kingdom	
1.2. Project / Initiative / Policy name/title:	
Business Innovation Facility (BIF)	
1.3. General objective	
The programme aims to help the poor by creating jobs, raising incomes or delivering welfare benefits to consumers. It will support 340,000 poor people in Nigeria, Malawi, Burma and other priority counties by improving the performance and inclusiveness of key market systems on which they depend.	
1.4. Expected results <i>(output-level: number of BoP engaged, jobs created, services delivered, etc.)</i>	
Number of service recipients and other market players supported – 162 Number of other market players adopting or adapting innovations – 202 Number of Multinational Companies that have adopted IB models - 9	
1.5. Intended impact <i>(outcome-level: income generated or increased, health/education/housing improved, etc.)</i>	
Number of producers utilising new or enhanced income generating opportunities – 213,904 Number of producers recording increased net additional income – 200,821	
2. Legal framework	
2.1. Does the Project / Initiative / Policy have an associated regulatory or legal framework?	
N/A	
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	PriceWaterhouse Cooper (PwC) www.pwc.co.uk

countries (international cooperation)	
3.3. Direct target group (MNCs, medium or large international or domestic company, SMEs, women, youth, rural/urban communities etc.)	
The BIF programme directly supports a range of target groups - including MNCs, large and medium sized domestic companies, SMEs, smallholder farmers and women.	
3.4. Indirect target group (SMEs, women, youth, rural/urban communities, etc.)	
As a market systems programme, BIF seeks to make the selected markets more inclusive, resulting in greater opportunities, better access and improved growth for the poor and disadvantaged people who engage in them (including SMEs, smallholder farmers and women).	
3.5. N° of countries involved (if project is Regional/Global)	
Country Window: Myanmar/Burma, Nigeria and Malawi. Business Partnership fund: Ethiopia, Malawi, South Africa, Zambia, Rwanda, Tanzania, Nigeria and Kenya Company-led window: Pakistan, Bangladesh, Kenya and Ethiopia	
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	10/2014 – 12/2019
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
<p>BIF provides support to develop and replicate business models that make markets more inclusive, resulting in greater opportunities and better access for those at the BoP.</p> <p>BIF also co-finances projects that help multinational companies overcome the barriers they face when developing inclusive business models which can provide improved goods and services for the BoP.</p>	<input checked="" type="checkbox"/> BoP as customer <input checked="" type="checkbox"/> BoP as employees <input type="checkbox"/> BoP as retailer <input checked="" type="checkbox"/> BoP as supplier
3.10. Sector (more than one answer possible)	
<input checked="" type="checkbox"/> Agriculture or Food <input checked="" type="checkbox"/> Energy <input checked="" 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 checked="" 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 checked="" type="checkbox"/> Inclusive business models and strategy <input checked="" type="checkbox"/> Scale <input type="checkbox"/> Policy and government <input type="checkbox"/> Finance for inclusive business <input checked="" type="checkbox"/> Corporates in inclusive business <input type="checkbox"/> Partnerships <input type="checkbox"/> Environmental impact <input type="checkbox"/> Gender	<input checked="" type="checkbox"/> Results measurement and impact <input type="checkbox"/> "What is IB?" <input checked="" 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 checked="" type="checkbox"/> Financial resources <input checked="" type="checkbox"/> Rules and regulations <input checked="" 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 (impact investment fund, private equity fund, venture capital fund, commercial bank, corporation, etc.) <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.)

BIF has 3 windows:
 The BIF **Country Window** uses a Market Systems approach to improve the lives of the poor in three countries: Malawi, Myanmar and Nigeria. BIF works to identify and address constraints in selected markets, providing technical assistance (and some grant funding) to businesses and other market players. BIF provides support to develop and replicate business models that

make markets more inclusive, resulting in greater opportunities, better access and improved growth for the poor and disadvantaged people who engage in them.

The **Business Partnerships Fund** provides support for projects and new business models, led by multinational companies, with the potential to make markets more inclusive.

The **Company-Led Window** also uses a Market Systems approach but, instead of starting with a focus country, it selects markets based on company innovations.

4.3. Available funds *(optional)*

The BIF programme is fully committed.

4.4. Value of project

Total value of the project - £33m

4.5. Description of financing/procurement process

BIF financing includes Technical Assistance and Grant funding

5. Monitoring and Evaluation

5.1.1. Does the project / initiative / policy involve a monitoring process?

- Yes
 No

5.2.1. Does the project / initiative / policy involve an evaluation process?

- Yes
 No

5.1.2. Brief description

In-project monitoring undertaken by the BIF programme implementers

5.2.2. Brief description *(specify type of evaluation - process, outcome, impact – and methodology)*

An evaluation is planned (details to be confirmed)

5.1.3. Lessons learned and results *(if applicable)*

- It is valuable to take a flexible and adaptive approach.
- Companies are often unfamiliar with the market systems approach and wary of making major changes (so a pilot approach is taken) and this means activities take time to deliver results.
- Considerable interest from MNCs in inclusive business models/approaches. These activities also take time to develop.

5.2.3. Lessons learned and results *(if applicable)*

6. Contact Information

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

<http://www.bifprogramme.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

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.