



## PRESS RELEASE

### Inclusive Business Action Network and Business Call to Action partner to scale up inclusive business

*Istanbul/Bonn, 3 April 2019* – The Inclusive Business Action Network (iBAN) and Business Call to Action (BCtA) announced a strategic knowledge partnership today to support the growth of inclusive business worldwide through capacity building and knowledge sharing.

Inclusive businesses provide goods, services, and livelihoods to low income earners, making them part of the value chain of companies as suppliers, distributors, retailers, employees, or customers. This cooperation agreement will leverage synergies between iBAN, a global initiative implemented by GIZ which supports the scaling of inclusive business models, and BCtA, the largest global inclusive business platform advancing core business solutions for development and providing public recognition for the private sector's contribution to development.

“Through its global member network, BCtA brings together a large and diverse network of inclusive businesses. Together we can expand the breadth and depth of support for inclusive business worldwide,” said Dr Christian Jahn, Executive Director of iBAN.

The iBAN-BCtA partnership will focus on engagement and capacity building for companies and policy makers, complemented by knowledge sharing and dissemination of good practices on [inclusivebusiness.net](http://inclusivebusiness.net) and [businesscalltoaction.org](http://businesscalltoaction.org), go-to digital platforms on inclusive business developed by iBAN and BCtA respectively. Collectively, these platforms and initiatives form a wide range of knowledge products for inclusive business practitioners. Joint activities will include webinars, workshop and training modules.

With a 230-strong portfolio of member companies ranging from multinationals to small and medium-sized enterprises in 70 countries, and close networks with UNDP's country offices worldwide, BCtA is well positioned to engage with policy makers on an international level at the G20, and through country offices at the local level. By collaborating with iBAN's capacity development programme and online platform, this network can provide policymakers with technical and advisory support to develop inclusive business policies.

“This initiative enables us to provide a much more comprehensive suite of services and support to the inclusive business world. Together, we can work to drive the inclusive business agenda forward and challenge more companies to develop business models that enable them to maintain profit while improving lives of those living at the bottom of the economic pyramid,” said Sahba Sobhani, acting Head of BCtA.

iBAN financed by



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### About BCtA

Launched at the United Nations in 2008, Business Call to Action (BCtA) aims to accelerate progress towards the Sustainable Development Goals by challenging companies to develop IB models that engage people at the base of the economic pyramid (BoP) as consumers, producers, suppliers, distributors of goods and services and employees. Our 230 member companies have pledged to provide access to financial services for 60 million people, improve access to healthcare for 618 million people, enhance access to energy for 80 million homes, and ensure decent work and economic growth by including low income communities in company value chains.

BCtA is a unique multilateral alliance among donor governments – including the Dutch Ministry of Foreign Affairs, the Swedish International Development Cooperation Agency (Sida), the Swiss Agency for Development and Cooperation (SDC), the UK Department for International Development (DFID), and with the United Nations Development Programme (UNDP), which hosts the secretariat.

### About iBAN

The Inclusive Business Action Network (iBAN) is a global initiative supporting the scaling and replication of inclusive business models. Through its strategic pillars iBAN blue and iBAN weave, iBAN manages an innovative online knowledge platform ([www.inclusivebusiness.net](http://www.inclusivebusiness.net)) on inclusive business and offers a focused Capacity Development Programme for selected companies and policymakers in developing and emerging countries. iBAN creates a space where evidence-based knowledge transforms into learning and new partnerships. With its focus on promoting the upscale of inclusive business models and consequently improving the lives of the poor, iBAN is actively contributing to the achievement of the United Nations Sustainable Development Goals. iBAN is funded by the German Federal Ministry for Economic Cooperation and Development and the European Union. It is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

### About GIZ

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise with worldwide operations. It supports the German Government in achieving its objectives in the field of international cooperation for sustainable development and international education. Through its work, GIZ helps people and societies shape their own future and improve their living conditions.

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