VISION
iBAN enables change by empowering those who can make a difference. By ensuring that champions of change have access to the latest knowledge and insights on inclusive business, iBAN helps turn great ideas into practical outcomes.

MISSION
iBAN engages established inclusive businesses and policymakers in emerging and developing markets to increase knowledge and develop new approaches and policies that address shared constraints to scale and replicate inclusive business models.

VALUES
TOGETHER
We achieve more when our efforts are combined. By constantly seeking to develop and nurture effective relationships, we positively contribute to an ecosystem that thrives on collaboration and participation.

CURIOUS
The potential of people and their ideas to create a better world drives us. We have our finger on the pulse and are aware of the latest developments and of the learnings of the past.

GROUNDED
We have a sensible and realistic approach. The confidence others have in our efforts is based on our ability to separate and prioritise what is practical and important from what is not. By consistently pursuing a measured and logical point of view, we make certain our impact is solid and reliable.

Determined
Our success comes from our total commitment to the purpose we share. Achieving the best results for those we strive to serve and support not only requires excellence in delivery but also in spirit.

OUR APPROACH TO HELP ACHIEVE THE SUSTAINABLE DEVELOPMENT GOALS
With its focus on promoting the upscaling and replication 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 (SDGs). Inclusive business models provide an optimal business case for the SDGs. For example, inclusive businesses support SDG 1 and SDG 2 by increasing access to basic services and creating employment opportunities for the poor.

iBAN Blue
iBAN blue provides a platform for those interested in inclusive business to explore, share knowledge, share experiences and access best practice thinking.

iBAN Blue addresses the ecosystem via the largest online knowledge platform on inclusive business. It provides access to curated expert knowledge and inspiring practical examples in an innovative and user-friendly way. The platform integrates the only global inclusive business database (www.inclusivebusiness.net/publication/search) that contains more than 2,000 publications developed over the past decade.

iBAN Blue develops core content jointly with a group of selected strategic partner organisations. Every two months an online magazine (CLUID-iN) is published that covers current trends in inclusive business. A high-level editorial committee of inclusive business thought leaders from a wide range of fields – including the private sector, donor organisations, and academia – sets the editorial agenda of the online magazine.

iBAN offers personal exchange formats, as well as access to a global inclusive business learning community that is integrated into iBAN blue’s digital offering.

iBAN supports:
- Established companies in scaling or replicating their inclusive business models; and
- Policymakers in establishing enabling framework conditions for inclusive business models.

iBAN Blue provides registered users with hands-on information that is pre-selected according to their interests. All users are encouraged to share their inspiring inclusive business experiences on the iBAN Blue platform, especially by contributing to an ongoing blog series.

The result is a thriving community that can demonstrate through ‘real life’ stories the positive impact inclusive business has on a world greatly in need of long-term, sustainable business solutions.

iBAN Weave
iBAN weave provides capacity development for established companies and policymakers. It also ensures their interaction at public-private dialogues. Both lead to scaled up models and enabling policy environments for inclusive business.

iBAN weave supports:
- Established companies in scaling or replicating their inclusive business models; and
- Policymakers in establishing enabling framework conditions for inclusive business models.

iBAN strengthens the capacities of companies and policymakers through:
- Training programmes (online and on-site);
- Providing space for interaction and peer learning; and
- Public-private dialogues.

iBAN focuses on conducting capacity development programmes mainly in sub-Saharan Africa, and South East Asia.
IBAN’s capacity development programme for companies targets inclusive businesses in developing and emerging countries to support the improvement and scaling up of their inclusive business models. The trainings encompass diverse online courses, customised face-to-face trainings and innovative blended learning formats for company groups. IBAN collaborates with a wide range of skilled trainers and community managers, as well as international business experts and consultants who conduct and support the different training formats. In selected cases, a mentoring programme is offered additionally. Information about upcoming trainings (online and on-site) and webinars can be found on the platform’s www.inclusivebusiness.net.

Training offer for companies:
In collaboration with experienced partners, IBAN is conducting a modularised self-learning online training as an introduction to Inclusive Business. This unique course gives the participant a first insight into what inclusive business is, how it works and how it creates impact.

Further, the inclusive business online platform, www.inclusivebusiness.net, provides a curated acceler- ation of innovative, practical and up-to-date learning. Trainings, webinars and courses and tools from varied thought leaders and service providers in the field for the most pressing challenges inclusive businesses face today.

IBAN offers customised face-to-face trainings and matchmaking formats supporting businesses in addressing their specific challenges and needs (e.g., incorporating the Boll into the supply chain). The trainings enable participants to develop skills in innovative business model practices, specific themes and partnering for scale. Together with fellow practitioners, participants design and implement company-specific strategies and action plans.

IBAN provides this format for companies in developing and emerging countries with the potential to scale.

WHAT IS THE SOCIO-ECONOMIC BENEFIT OF INCLUSIVE BUSINESS?
Inclusive businesses are the pioneers of socially responsible companies. They tap into the economic potential of a 5 billion people at the base of the pyramid. Inclusive business ventures improve the living conditions of these people either by including them into their value chains and thereby providing income opportunities or by providing relevant and affordable goods and services to them. Both impact paths provide tremendous business opportunities as the global base of the pyramid consumer market reaches US$5 trillion. In targeting the poor and low-income market segments, inclusive businesses also spur innovation, strengthen value chains, build operations that are more effective, uncover new sources of profitability, and enhance long-term competitiveness.

WHAT IS THE ‘BASE OF THE PYRAMID’?
The term ‘base of the pyramid’ is used as shorthand to describe people who live on less than US$2 per capita per day in purchasing power parity (PPP). This is equivalent to the lowest and low segment in The World Bank’s Global Consumption Database and Hans Rosling’s level 1 and 2. They often lack access to relevant and affordable products and services as well as livelihood opportunities. Furthermore they experience economic and social exclusion, and represent vulnerable and marginalized groups.

WHAT IS AN 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 pyramid making them part of the value chain of companies as suppliers, distributors, retailers, or customers.

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Business solutions are an integral part of achieving a safe and healthy environment beyond 2050, even beyond 2050, more than 2 billion people can be well within the limits of what the planet can sustain.”
– Phyllis Ateh, Managing Director of People & Environment, UNU-DD (Sustainable Development)

“Governments have a vested interest in creating an enabling environment for inclusive businesses and in encouraging companies to apply inclusive business models.”
– Helen Weir, Director Finance Sector Hub-D4NP

“Entrepreneurs have the pivotal role and influence to enable business change with other entrepreneurs engaged in building scalable, inclusive businesses, where they can obtain support and encouragement on this difficult journey.”
– Ian McDowall, Director of Inclusive Business Action Network (IBAN)

Started in 2014, the Inclusive Business Action Network (IBAN) is a global initiative that enables change in inclusive business for the poor and low-income people – the base of the pyramid.

GOVERNANCE
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. IBAN collaborates with thought leaders in the inclusive business ecosystem and works with an established network of strategic partners.

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IBAN’s capacity development programme engages policymakers from emerging and developing countries who are champions for inclusive business. It supports the development of policy recommendations addressing systemic barriers to inclusive business, the development of national inclusive business action plans, and the articulation of those action plans in international forums.

The inclusive business policy programme is based on a blended learning approach developed in close coordination with experienced policymakers and established partner organizations. The course is based on curated learning materials and delivered through in-person and online forums. Companies from the IBAN company engagement and business associations are involved to present the private sector perspective through company visits and public-private dialogue.

The first training course started in June 2018 with ASEAN policymakers. IBAN collaborates with the ASEAN Coordinating Committee for Micro Small and Medium Enterprises (ACSMEM) on a blended learning capacity development programme on inclusive business policy, notably on determining how IB contributes towards the objectives of the Strategic Action Plan for Small and Medium Enterprise Development (SAPMED).

Training offer for policymakers:
- Participate in blended learning capacity development programme
- Learn about the development of national inclusive business policy action plans and policy recommendations
- Identify and develop national and regional IB policy instruments
- Learn how to create an enabling environment for inclusive business
- Generate your own roadmap
- Bring out real change for more social impact

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