

PRESS RELEASE

For media enquiries please contact:

Susann Tischendorf

Susann.tischendorf@ib-an.net

+49 157 7196 9291

New Digital Platform for Scaling Up Inclusive Business Worldwide Launches in New York

inclusivebusiness.net provides innovative interactive tools to connect, inform and inspire those working to deliver sustainable business models for the world's poor

NEW YORK (26th September 2018) – A new digital platform, inclusivebusiness.net has been launched, as a tool to replicate and scale inclusive business worldwide.

Produced as part of the Inclusive Business Action Network's knowledge sharing initiative "iBAN blue", the platform provides up-to-date knowledge and insights for those working to deliver sustainable business models that benefit the world's poorest. Developed in collaboration with an expert committee of inclusive business thought leaders, the platform will be highlighted at a [side-event](#) to United Nations General Assembly this week.

Users can make use of the following interactive tools:

- **Get a personalised newsfeed**, providing tailored content to users based on their interests
- **Write for the blog** showcasing real-life impact stories written by inclusive business professionals
- **Explore the searchable database** organizing over 2,000 publications on inclusive business, organized by region, sector and topic
- **Subscribe to the online magazine** analysing current trends in inclusive business, featuring contributions from high-level thought leaders from business, donor organizations and academia
- **Explore the event calendar** detailing must-attend inclusive business events worldwide

"Identifying and scaling up business models that truly benefit the poor will put the world on a faster track to achieving the United Nations' Sustainable Development Goals, particularly those that focus on livelihood generation and employment," said Professor Stuart Hart, Steven Grossman Endowed Chair in Sustainable Business at the University of Vermont and iBAN blue Editorial Committee Member.

"Connecting those at the forefront of inclusive business via inclusivebusiness.net will help reach this goal – we can achieve so much more when our efforts are combined" he added.

"Providing income opportunities and affordable products to low-income individuals presents major business opportunities, given that the global base of the pyramid consumer market has

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reached US \$5 trillion,” commented Ndidi Nwuneli, Managing Partner of Sahel Consulting and iBAN blue Editorial Committee Member.

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.

“This innovative and user-friendly platform makes it easy to interact with and learn from inspiring actors already making a positive impact in the world of inclusive business,” commented Christian Jahn, iBAN Executive Director.

“It will be an invaluable tool to bring effective inclusive business models to scale, and catalyse action towards Agenda 2030.”

The platform integrates and builds on the wealth of practical content made available by the former Practitioner Hub for Inclusive Business.

“This truly is a one-stop shop for inclusive business entrepreneurs wanting information and insight to drive their work at the base of the pyramid” said Caroline Ashley, Chair of the Editorial Committee of iBAN blue.

The Inclusive Business Action Network (iBAN) is a global initiative supporting the scaling and replication of inclusive business models, funded by the Federal Ministry for Economic Cooperation and Development and the European Union. It is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

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Notes to editor:

Sign up to the MyiBAN dashboard to gain access to all the features of inclusivebusiness.net:
bit.ly/my-iban

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 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 Federal Ministry for Economic Cooperation and Development and the European Union. It is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

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