

INCLUSIVE BUSINESS HIGHLIGHTS

This month on the Hub, we are taking a break from focussing on one particular theme. We are instead bringing you a round-up of what's bubbling in the inclusive business space. We have a great collection of interviews from the ground – two inclusive businesses that have been recognised for their innovative solutions by SEED and three entrepreneurs that were showcased at the BASE Forum in Mexico. We feature thought provoking pieces on affordability at the Base of the Pyramid (BoP), the financing gap and results tracking. And we highlight some key events from across the globe.



ProPlanet, useful products from recyclable materials in Colombia



SolarServe, leading the clean cooking stove revolution in Vietnam



SwitchMed, activating a green economy in the Mediterranean

Green and inclusive entrepreneurship: insights from the entrepreneurs on the ground.

- In Colombia, 70% of waste ends up in landfills. [ProPlanet has come up with an innovative solution to prevent recyclable materials from ending up in the landfill](#) that has a wider social impact as well. General Manager, Natalia Uribe, tells us more.
- Convincing customers that they need clean cook stoves is one of the main challenges for Solar Serve, a Vietnamese inclusive business that has developed solar powered products for the BoP. [Manager, Bich Tan, explains the business and tells us how they are building demand.](#)
- Glatt stove is another clean cook stove developed by a company in Mexico. [In this video interview](#), Co-Founder Carlos Glatt explains how the product has been designed specifically for the Base of the Pyramid.
- [Can low-cost Solar Home Systems help end energy poverty in Mexico?](#) Inclusive business Ilumexico think so and they believe they have the model to make it happen. Watch this video to hear from Project Director, Ana Coll.
- Finally, ionAG+ are developing a product to [enable BoP families in Mexico to access safe, affordable drinking water](#). Jose Mata tells us about Water for Happiness.
- **Want to find more sustainable businesses from around the world?** Bertil van Vugt [introduces us to 15 SEED winners ready to raise funds at the SEED Investor Forum](#) in Nairobi in September.

Inclusive Business Action Network

EVENT: Making housing for the BoP requires innovation.

Put the date in your diary for the [BoP Sector Dialogue on Housing](#) in Nigeria in November 2015, organised by the IBAN.



Inclusive Business Listings

Have you seen our gateway to listings of over 1,000 inclusive businesses?

[Access profiles and case studies about inclusive businesses around the world.](#)



Affordability, finance and tracking results

- \$2 or \$3 income a day, 5 cents or 10 for a toilet visit...these and other such figures are used often by businesses when talking about **household income and affordability at the BoP**. But there is rarely any more information offered by way of explanation. [In this blog](#), Practitioner Hub Editor, Caroline Ashley calls for a deeper, clearer analysis of affordability to ensure a better understanding of the market at the BoP.
- **Not a start-up but still too small to access the finance you need to grow?** Inclusive Business Accelerator's Bertil van Vugt and Mirko Zuerker at SEED offer some thoughts on the challenges early stage social enterprises face in finding an investor and [call the global support ecosystem to action to help SMEs access impact investment](#).
- Do we know what [good practice looks like for tracking results across inclusive businesses](#)? Caroline Ashley draws on her experience to give us some top tips and asks for your input- **what are your good practice recommendations?**

More inclusive business highlights

- During the pilot phase of the Business Innovation Facility, the programme provided technical assistance to [inclusive businesses in five countries](#). In its 2nd phase, BIF is adopting a market systems approach to help tackle constraints in three focus countries. [In this blog](#), Olivia Newman introduces the programme.
- **EDITOR'S CHOICE:** BIF 2 is also the focus of Guest Editor Tom Harrison's Editor's Choice this month. He [reviews the programme's 'Guidelines for Market Selection, Diagnosis and Intervention Planning'](#) as a useful document for those interested in understanding how such donor programmes work.
- **EVENT:** How do you **activate a green circular economy in the Mediterranean Region** across Egypt, Tunisia, Liberia, Algeria, Israel, Palestine, Jordan and Morocco? SwitchMed Connect, an event from SwitchMed and Minka-Dev, will be [exploring business opportunities and partnerships across the region](#). Register today.
- **WEBINAR-** [What is a B Corp?](#) In the first in a series of webinars, Lider Agente de Cambio spoke to sustainability manager of the world's largest B Corp Natura about their decision to sign up to the legally binding sustainability commitments. A recording of the webinar is available here.
- The second BoP Global Network Summit took place on July 16 and 17 in Burlington, Vermont bringing together stakeholders from a wide range of countries. WBCSD's Filippo Veglio discusses the [key takeaways from the event](#).

Our monthly series' only go to those who have signed up as members on the Hub. Pass this on to others and encourage them to [sign up here for free!](#)

The Practitioner Hub is sponsored by [Ashley Insight](#), with additional support from the [Inclusive Business Action Network of GIZ](#).

We welcome feedback on our publications – please contact us at enquiries@inclusivebusinesshub.org