

INCLUSIVE BUSINESS IN LATIN AMERICA

The attention of the inclusive business community has been on Latin America this month, with key stakeholders from across the globe attending BASE III Forum in Mexico, the 3rd edition of the Inter American Development Bank's (IADB) event focusing on business at the Base of the Pyramid (BoP). Our mini-series on Inclusive Business in Latin America reflects a region buzzing with activity and opportunity. Read about a National Inclusive Business Council in Colombia, the first Angel network in Jamaica, and a host of businesses in agriculture, finance, and energy, plus key take-aways from BASE Forum.



BASE III FORUM, Mexico City, July 2015

The BoP market is thriving

- **How has the Base of the Pyramid evolved in Latin America and the Caribbean in the last decade?** A new report released by IDB at the BASE III FORUM paints an encouraging picture of an increasingly confident and active low-income population that is benefiting from a thriving market at the BoP. [Read why the report is the Editor's Choice of Guest Editor Tom Harrison.](#)
- As large companies and small social enterprises discuss the challenges and opportunities for inclusive business at BASE III Forum, our man on the ground, Roberto Gallardo, shares [three key takeaways](#) from the discussions. And [in this second blog](#), he assesses the inclusive business opportunities in Mexico, venue of the Forum this year.

Innovative business in practice:

- **Food waste along the supply chain** is a major issue in developing countries due to harvesting and storage limitations at the BoP. [Find out how Guatemala-based Enterprise Project Ventures have developed a low-cost processing facility called !nspiraFarms™ to help smallholders improve efficiency and reduce waste.](#)
- When Eric Sorensen and his partner took their idea of using **biochar to help farmers** grow more food to Haiti, they knew little about the local challenges. Five years later, they are running a green charcoal business but one that is vastly different to what they first envisaged. [Read about the journey of Carbon Roots International here.](#)
- Brazilian mobile payment company PagPop is focusing on a **'Know Your Customer'** approach to identify customers that really need their micro-credit service. [CEO Marcio Campos believes KYC will help reach their target of 300,000 clients in the next few years.](#)
- Considering the **needs of the final user** has been key to the success of water-enterprise Adapta Sertao in Brazil. [Customer interviews have helped them understand which water-efficient technology is most beneficial to small-holder farmers.](#)



!nspirafarms support farmers in Guatemala

The enabling eco-system is evolving and getting stronger

- Impact Investing firm **Acumen** announced the launch of its Latin America operations in May 2015 with the opening of their office in Bogota, Colombia. [Director Virgilio Barco discusses why they chose rural Colombia](#) for their first foray into impact investing in the region.
- In **Jamaica** access to affordable capital is one of the major barriers to SME growth. Sandra Glasgow discusses how [Jamaica's first Angel Investor Network](#) came about.
- **Is matchmaking a good approach to encourage replication in inclusive business?** Our partners at Endeava believe it is, and that a lot can happen by bringing the right group of people together in one room. [Find out what happened at their pilot 'Meet and Multiply' event in Mexico that brought together businesses looking to replicate and those looking to adopt successful models.](#)
- How many countries have their own National **Inclusive Business Council**? Colombia does. [Here, Jenny Melo of Lideres Agentes de Cambio, explores how the Council is pursuing its eight objectives to promote inclusive business.](#)
- In Argentina, the [Generar Program](#) created a network of social enterprises and big companies. Read from the ENI Di Tella on how it supported social business to create inclusion opportunities.
- [Minka-Dev connects stakeholders in the inclusive business eco-system to address gaps in the market.](#) Find out how they supported one such project that used technological and business solutions to develop longer shelf life for products, generate an impact on food security and reduce food waste.
- Since 2012, the IADB has worked closely with the Asian Development Bank to share learnings from its IB initiative including the importance of setting up a dedicated unit for IB promotion. [In this blog, Dr. Armin Bauer, Principal Economist and coordinator of the Inclusive Business initiative in the ADB, discusses the key recommendations.](#)

New to the region? We've pulled together a [roundup of key publications on inclusive business in Latin America and the Caribbean](#). Topics include the makeup of the BoP, an overview of the impact investment sector and a range of success stories.



Jamaica Angels Investor Network Launch



Generar Program supporting social enterprises in Argentina



Biochar from Carbon Roots in Haiti

OTHER NEWS ON THE HUB

- The SEED Africa Symposium 2015 is a multi-stakeholder forum to foster social and green entrepreneurship in Africa. We'll be at the event reporting on key themes. [Join us.](#)
- **Find out more about SEED:** With the UN deciding how they will finance the SDGs SEED asks [“What role for eco-entrepreneurship in the Post-2015 agenda?”](#)
- *What does it take for large companies to succeed in Inclusive Business?* This was the topic for a webinar hosted by The Practitioner Hub and Business Call to Action. The discussion was packed with plenty of learnings from the first-hand experience of panellists. If you were unable to attend at the time, [a recording of the entire webinar is available here.](#)
- As the sustainability movement matures, sustainable business ventures and established corporations will find themselves in the same markets more and more – as competitors, but also as potential allies. [Mathew Lee talks through how companies can work together with an outcome that's good for their consumers and the planet.](#)
- Join the [ICCO Agri-Business Innovation Challenge](#) and co-create business solutions that improve the profitability of smallholder farmers in Uganda.
- The 2002 Producer Company Act has resulted in the formation of Farmer Producer Companies (FPCs) across India. [Will it change farmers' fortune?](#)



Hear from 2014 attendees on our SEED Africa Symposium Event page



NEWS FROM THE INCLUSIVE BUSINESS ACTION NETWORK

Responsible and Inclusive Business Hubs (or RIBHS), an initiative from GIZ, support the development and establishment of responsible and inclusive businesses. [Find out how you can tap into their support network.](#)

For an example of how RIBHS are working in Cairo, [read this case study about Baladini.](#)

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