



Green and Inclusive Business

UNDP- IICPSD
November 2012





*“One of the main lessons I have learned over the last five years as Secretary-General is that the United Nations cannot function properly without the support of **the business community and civil society**. We need to have tripartite support – the governments, the business communities and civil society”*

UN Secretary General Ban Ki-Moon.

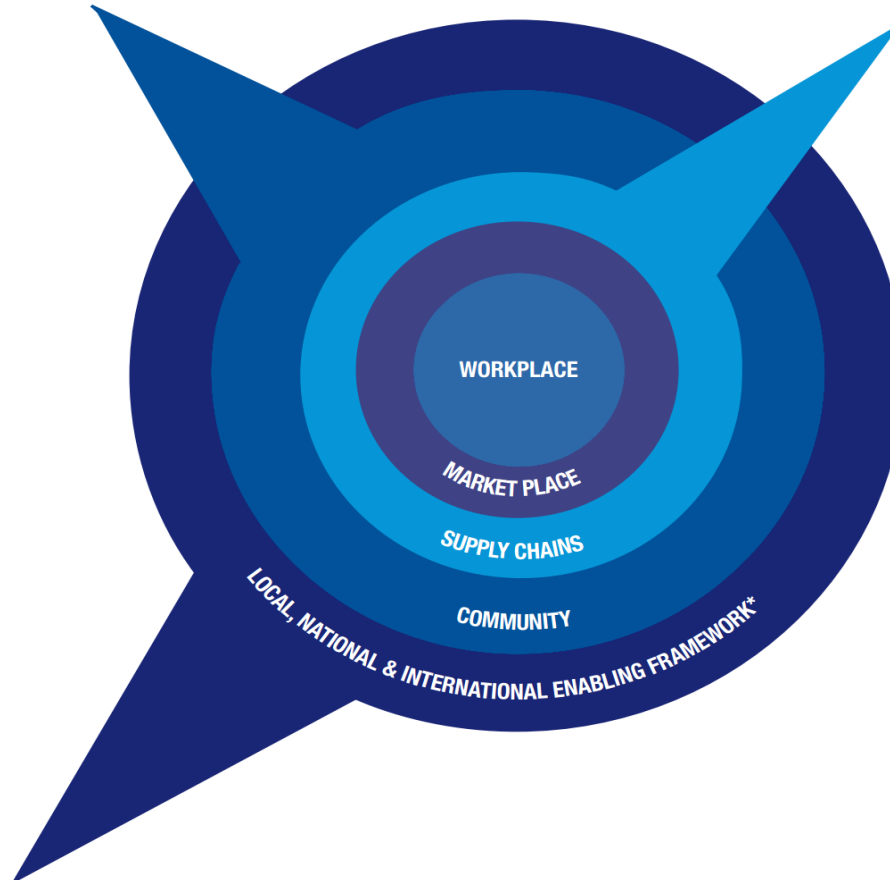
30/11/2011 Busan

Spheres of business impact and influence



Social Investment and Philanthropic Activities

Core Business Activities



Policy Dialogue and Advocacy Activities

Core Business Activities



- Produce safe and affordable products and services
- Generate income and investment
- Create jobs
- Develop human resources
- Build local businesses
- Spread responsible international business standards and practices
- Support technology development and transfer
- Establish physical and institutional infrastructure

Social Investment and Philanthropic Activities



- Support local communities with
 - enterprise development,
 - education, training,
 - youth development, environmental,
 - and health and nutrition **projects**

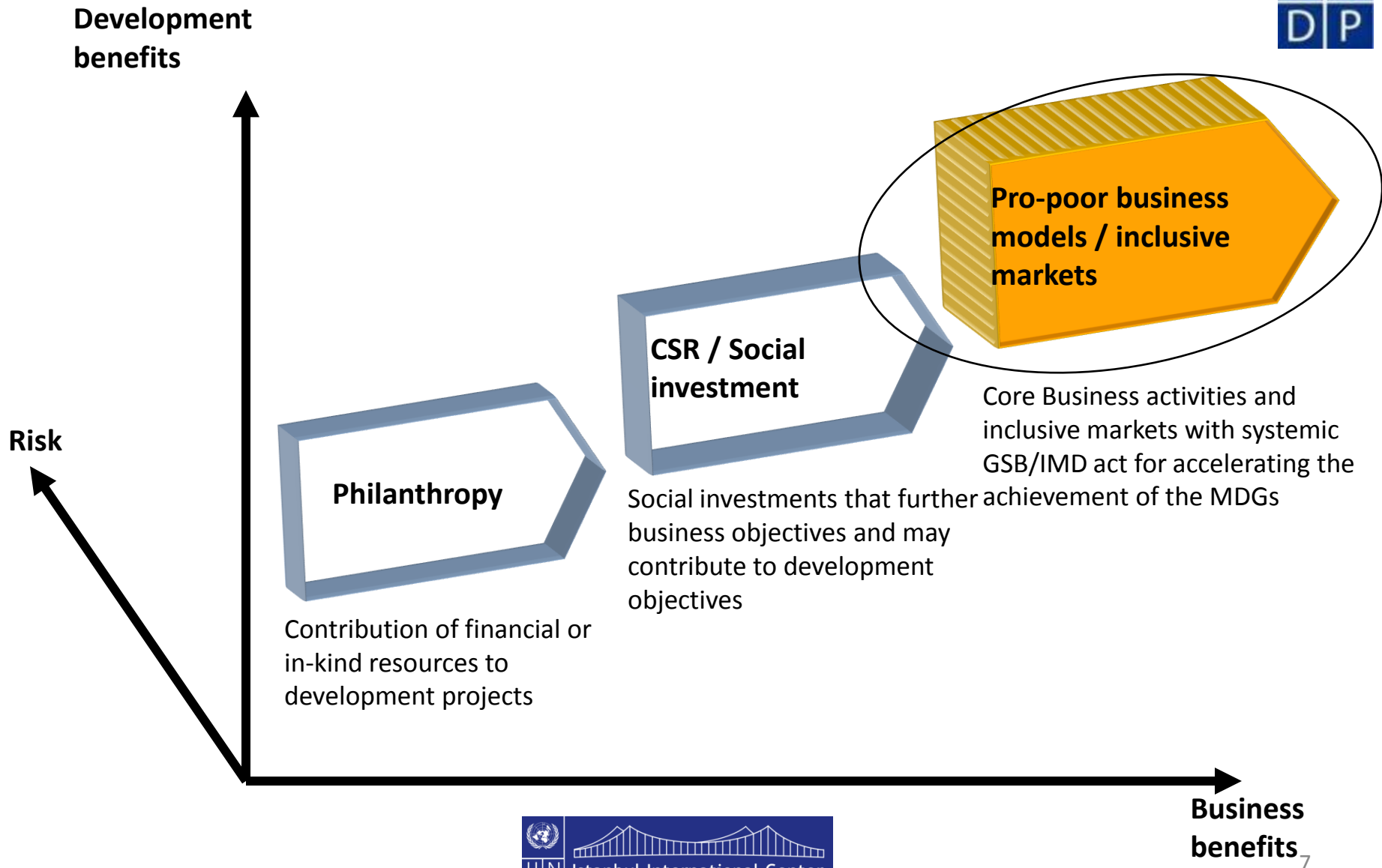
- **Build managerial, technical, financial and governance capacity** of local community leaders, social entrepreneurs , technical specialists and their organizations

Policy Dialogue and Advocacy Activities



- Support effective implementation of international norms relating to human rights, labour rights, bribery and corruption, and the environment
- Share business skills, know-how, technology and resources with government to help improve public capacity and service delivery in key economic, education and health areas
- Help government to attract and retain foreign investment and to access foreign markets
- Advocate for fair trade and effective aid
- Engage in multi-stakeholder dialogues around complex public problems such as capacity-building, media etc. corruption, healthcare, education, security, climate change etc.

Core Business and Private Sector Development

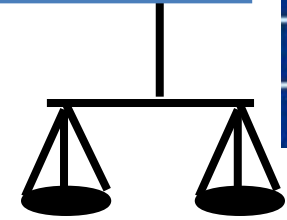


UNDP Private Sector Strategy

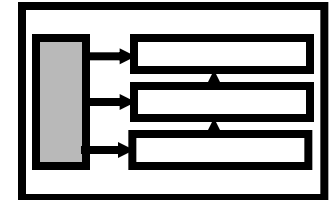


Inclusive Market Development

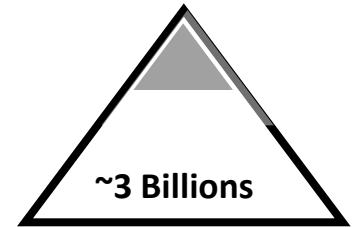
Priority 1 – Establishing the Policy and Institutional Infrastructure for inclusive markets development



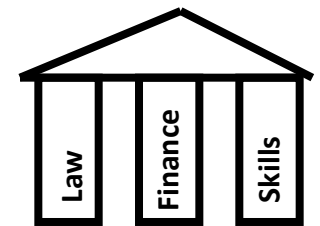
Priority 2 - Facilitating engagement of the poor in Value Chains



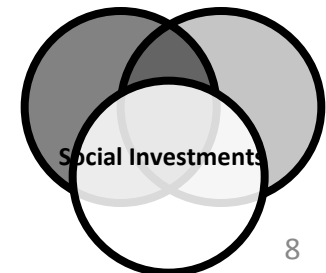
Priority 3 – Brokering Private Investments in Pro-Poor Goods and Services Delivery



Priority 4 - Fostering Inclusive Entrepreneurship



Priority 5 – Encouraging Corporate Social Responsibility in support of the MDGs and inclusive markets



http://www.undp.org/partners/business/resources/strategy_paper_ps_undp.pdf

What are inclusive business models?



- Inclusive business models include people with low incomes on the **demand side** as **clients and customers**, and/or on the **supply side** as **employees, producers and entrepreneurs** at various points in the value chain.
- They build bridges between business and people with low incomes for mutual benefit.

Value for business

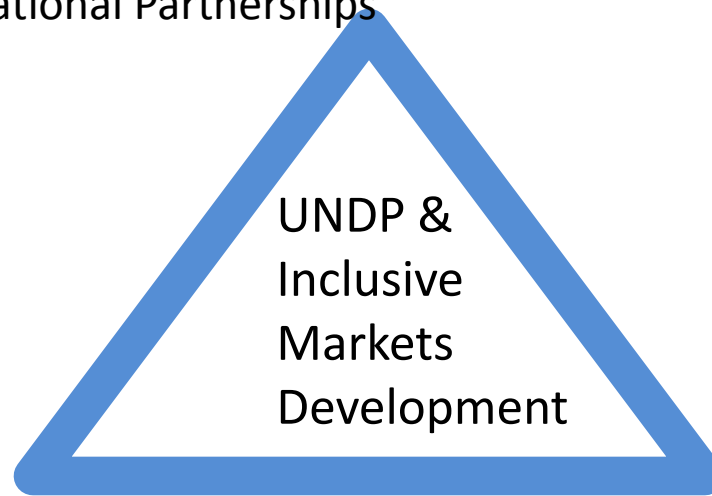
- Winning new customers
- Expanding the workforce
- Strengthening supply and delivery chains

Value for people with low incomes

- Increasing incomes
- Meeting needs
- Increasing productivity

Private Sector Initiatives

**Growing Sustainable Business (GSB)/
Inclusive Market Development**
Operational Partnerships



Growing Inclusive Markets (GIM)

Research, Analysis and Tools

Business Call to Action (BCTA)

Mobilization and monitoring

Additional global UNDP initiatives:

- MDG Carbon Facility
- Montreal Protocol Program
- PPP for Service Delivery

The Growing Inclusive Markets Initiative

A **research and advocacy** initiative conceived in **2006**

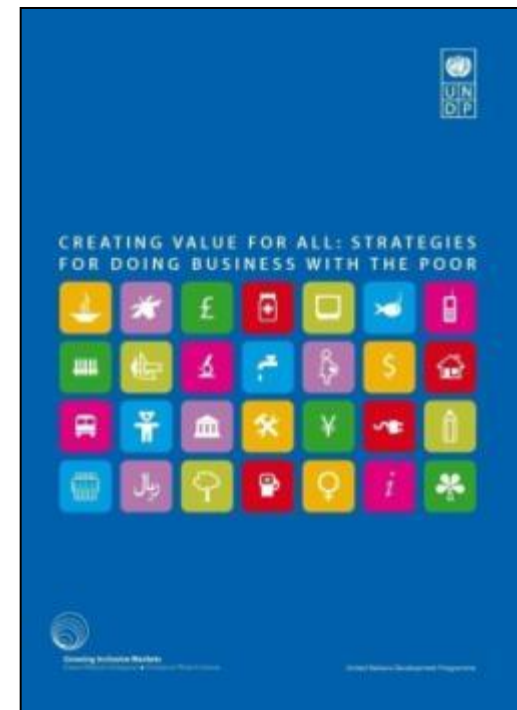
A **platform for collaboration** that gathers over 24 key stakeholders incl. business associations, academic institutions and development agencies

Goals:

- Raise awareness about how doing business with the poor can be good for poor people and good for business.
- Inspiring the private sector and other actors to action.

Principles:

- Core business emphasis
- Developing world focus
- Human development framework (MDGs)
- Local agenda
- Partnership approach



GSB: A Proven Partnership Platform

- Established after a Global Compact Policy Dialogue, Johannesburg 2002
- Engages companies in strategic partnerships
- Partnering also with donors, governments, business organizations, NGOs, multilateral institutions and other local development stakeholders

Track Record:

- 58 projects with over 75 companies, from local SMEs to large multinationals
- Sectors: energy, agriculture, telecom, water, financial, etc.
- Direct investments facilitated: ranging from US\$ 10,000 to US\$ 36 million

Priority Areas:

- (1) Facilitating pro-poor Value Chain Integration
- (2) Facilitating Investments in Pro-poor Goods and Services

Inclusive Market Development UNDP Programme Approach



UNDP Inclusive Market Development “handbook” provides guidance



Selecting markets or sectors for support

Understanding the market constraints and defining sustainable market outcomes

Facilitating systemic market changes /improvements

Identifying and assessing changes in the target market

UNDP /TIKA Regional *Growing Inclusive Markets Project*



- Positioned **inclusive investment brokers** in each country (Bosnia and Herzegovina, Egypt, Kazakhstan, Kosovo and Uzbekistan)
- Facilitating** inclusive market business models
- Encouraging** additional action by all relevant stakeholders
- Improving** the enabling environment
- Making markets work **better** for the low income groups

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Thank You!

Gokhan Dikmener
Regional Coordinator

Growing Inclusive Markets
Initiative in SEE and CIS
Countries

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