



# BUSINESS CALL TO ACTION

## 2019 Mid-Year Narrative Report



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## 1 Taking Stock of our Progress

The narrative component of this Annual Report Phase III covers the first 6 months of 2019 (January-June) and provides up-to-date information on Business Call to Action's (BCtA) progress. In line with our programme cycle, the logframe in Section 3 of this report covers the specific reporting period 1 July 2018 - 30 June 2019, which represents the Year 2 of Phase III.

Despite the departure of BCtA's manager in March, the BCtA team managed to deliver on all its agreed targets, maintaining BCtA's role as the leading platform for inclusive business. In addition, BCtA undertook new initiatives and pursued new ideas, such as the use of innovative technologies to increase impact and the Peer Learning, Knowledge and Dissemination activities for Large National Companies and Multinational Corporations under the Inclusive Business Boost.

Our membership continued to grow, with 17 new companies signing on as BCtA members in the first half of 2019. We also expanded our country coverage in Africa, with medical devices designer and manufacturer Medical Technology Transfer and Services signing on in March 2019, which works in Togo, among other locations.

Our Impact Champions Programme is well underway, with the 28 participating member companies receiving monthly trainings and hands-on support on impact measurement and management. We are looking forward to showcasing their progress at the 9<sup>th</sup> BCtA Annual Forum, where their experiences of how they are improving their SDG impact through dedicated impact measurement and management, will be a central theme to the event.

Our work in BCtA focus countries gained momentum. In Colombia, the SDG Corporate Tracker, the results of a collaborative process between BCtA, UNDP Colombia, GRI and the National Government, filled an important gap in the tools and services required to better identify and disseminate best practices on how companies contribute to the SDGs. In Tunisia, through our engagement with the UNDP country office and relevant partners, we are undertaking a mapping exercise of the Inclusive Business Ecosystem, the first of its kind, that will lead to targeted interventions across the country.

In addition, our Impact Lab is gaining traction within UNDP. To date in 2019 we have collaborated with UNDP Country Offices in Moldova, Belarus, Philippines and Bangladesh to provide online and in-person impact clinics to IBs and start-up ventures participating in impact accelerator programmes.

## 2 Results Highlights

### Growing our membership of responsible inclusive businesses



- As of June 30, BCtA had 243 member companies with a total of 253 commitments. Between January and June 2019, BCtA welcomed 17 new member companies ranging from SME to LNC and MNC and spanning diverse sectors. Member companies are operating in a total of 71 countries, including the most recent addition of Togo.

### Delivering value to our member companies



- BCtA has continued to provide online and offline training to companies, helping them advance on their IB maturity journey, impact management and SDGs contribution. We have seen continued use of our tools; 70 companies are currently using the Impact Lab, 39 took the IB maturity diagnostic and 189 downloaded the Uncharted Waters Report. Moreover, we partnered with ii2030, an initiative that brings together innovators to co-create tech-based solutions for a more inclusive society, to deliver a capacity building workshop on our tools.
- Moreover, 28 member companies are benefiting from monthly trainings and hands-on support on impact measurement and management through the Impact Champions Programme. While the cohort comprises of companies across sizes, the majority are SMEs from India, Colombia and various countries in Africa. In addition, Impact Clinics were conducted with 27 companies through collaboration with UNDP Moldova, Belarus, Philippines and Bangladesh.
- A strategic partnerships was established with the Impact Management Project Network and UNDP's new initiative SDG Impact housed with the recently launched Finance Sector Hub.
- For the first 6 months of 2019, BCtA provided 6 companies with the opportunity to speak at 3 events to share their IB experience. In addition, 29 companies (22 members and 7 potential members) were featured in BCtA publications and articles, highlighting their work and results.

### Accelerating advocacy and fostering dialogue around key inclusive business issues and opportunities



- Our media partnerships with The Guardian and 3BL Media are delivering excellent visibility for BCtA, its members and partners, positioning them as thought leaders on inclusive business issues, with 36 articles published on these platforms reaching an audience of 98,049 (Guardian page views) and 128,804 (3BL page views) respectively.
- In 2018, under the G20 Argentinian Presidency, BCtA led the consultative process and drafting of the Operational Guidelines. In 2019, we started working with IB experts to further elaborate IB features and scoring metrics of the Guidelines, test them with IB actors, and offer feedback for improvement.

### 3 Progress Towards Objectives

#### 3.1 Growing our Membership Base Demonstrating the Power of Inclusive Business for the SDGs

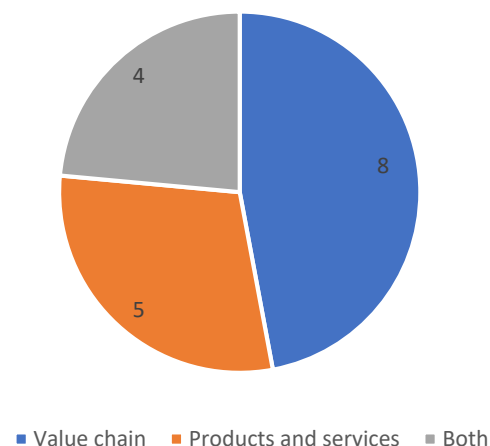
##### Key objectives for member outreach

1. By June 2019, increase BCtA membership base to 235 companies with high quality, innovative, scalable IB commitments (cumulative target).
2. Continue to build a strong pipeline of potential member companies and encourage them to consider IB models.
3. By June 2019, reach at least 80 companies through online and offline capacity building on the SDG/IB Maturity Tool and management practices.
4. Integrate the Insightly CRM system into everyday outreach and membership work by using it to organize data; track membership communication; identify trends in outreach and inclusive business opportunities; and streamline outreach efforts in general.

##### Membership

As of June 30, 2019, BCtA includes 243 members. From January to June 2019, we have welcomed **17 new members with 17 new innovative commitments**, operating IB models in 22 countries. Eleven new members are SMEs and six are large national or multinational companies. The majority of new members are headquartered and implementing their IB models in developing countries, in line with the existing trend.

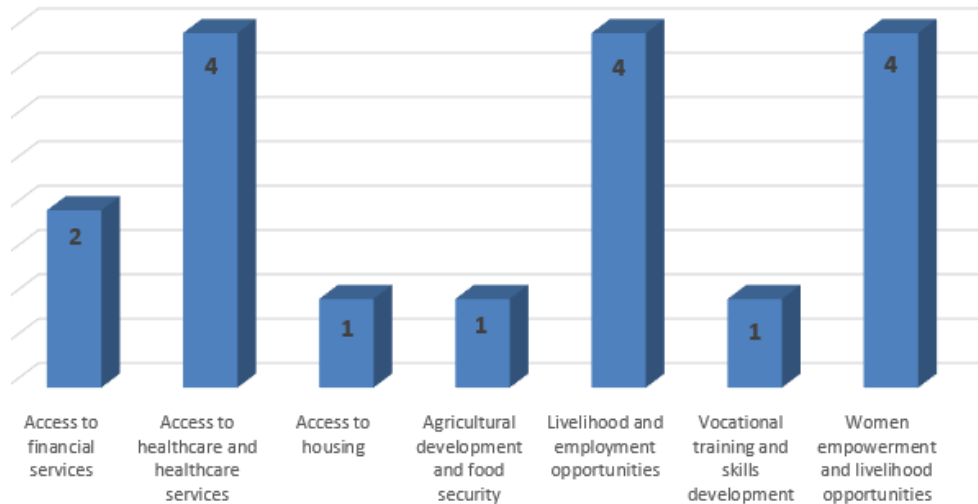
Type of IB Model of 17 New Members



**Value chain models** engage low-income people as suppliers, producers, distributors and/or employees.  
**Goods & service models** engage low-income people as consumers of the company's products or services.

In this period, we have seen our highest growth in commitments in areas impacting **women empowerment, livelihood opportunities and access to healthcare**. Togo became a new country where our members are implementing IB models.

Primary Area of Impact of New Member Companies (Jan - June 2019)



8 of new member companies are focused on livelihood opportunities out of which 4 focus on women's empowerment.

### New Member Spotlight



#### TURKCELL

Turkcell is an awards winning Turkish telecommunication and technology services provider. Turkcell provides services in voice, data, TV and value-added consumer and enterprise services on mobile and fixed networks. In 2017, Turkcell launched the project "Women Developers of Future" to promote social and economic empowerment of women. The company committed to provide ITC training opportunities to 4,000 low income women in Turkey and to retain jobs of 80 low income women as mobile applications tester experts.



#### SOKHIPAD

Eco Int'l Trading Company (Sokhipad) is a Bangladesh-based company selling sanitary pads to low-income women focusing on adolescent school students, garments workers and rural women. As part of their BCTa initiative, the company committed to create awareness about menstrual hygiene management among 100,000 low income women and to deliver 720,000 sanitary pads to low-income women in Bangladesh.



#### SUSTAINABLE FISHERY TRADE

Sustainable Fishery Trade (SFT) is a Peruvian company that empowers artisanal fishers through technology, connecting them directly with restaurants and final customers, breaking the traditional supply chain, and recognizing the fisherman's effort while promoting sustainability of marine resources. The company committed to empower 5,000 fishermen by improving sustainable fishery practices that result in a better and steady income and include 500 women in the Supply Chain.



**Supporting Inclusive Business growth and contribution to the SDGs through online and offline trainings and awareness raising** (full list of events is available in Annex 1)

**BCtA provided training to companies, helping them progress on their IB maturity journey and management practices.** Between January and June 2019, 21 companies benefitted from in-person workshops on the IB maturity journey, inclusive business management practices, and contribution to the SDGs. These workshops were held in London (8) and Berlin (13). The Berlin workshop yielded not only a new member company, but also subsequent interest from four organizations to collaborate with BCtA to use one or more of the BCtA tools in their own work with inclusive businesses. In addition, 36 companies took the online diagnostic on SDGs and the IB Maturity Toolkit during the same period.

### **Building an inclusive business Community of Practice in Turkey and Colombia**

Building off BCtA's first session in the **Breakfast Series** in November 2018, the second BCtA Breakfast in February 2019, "**Inclusive Business & Women's Empowerment**", allowed likeminded Turkish companies and industry experts to share their experiences and learn from each other about how companies benefit from engaging low-income women in their operations. Attendees included representatives from 16 companies located in Istanbul and featured a keynote from *Kagider*, the Women Entrepreneurs Association of Turkey, and a panel including the CEO and a local woman supplier from Turkish restaurant chain *Big Chefs* as well as the team leader from the UNDP Istanbul Regional Hub Gender Team.

This breakfast was an opportunity for local companies to explore the recent BCtA publication on women's economic empowerment in more depth, share how its findings resonate with their experience and business model, and to identify regional trends from other industries and from UNDP's gender team. Furthermore, these BCtA breakfasts demonstrate a desire for inclusive business practioners in Turkey to gather regularly to listen to and share their experiences in different topics around IB.




## **3.2 Key Insights that Emerged from our Work in Colombia, Bangladesh and Tunisia**

### **Key objectives for BCtA's country level work**

1. Continue to carry out capacity building activities and deploy BCtA tools and services including SDG/IB Maturity Tool and Impact Measurement Tool in Colombia and Bangladesh.
2. In both Colombia and Bangladesh, encourage increased quality in private sector engagement in SDGs through inclusive business, growing BCtA membership in these two countries.
3. Continued engagement on IB and SDGs through knowledge products and advocacy; assess opportunities for further engagement through UNDP private sector events and network, provide relevant policy inputs through IB knowledge products.
4. Build a preliminary roadmap to roll out our tools and services in Tunisia, including key stakeholders and strategic partners.

## Colombia

In the first semester of 2019, BCtA has welcomed three new companies with concrete IB models in Colombia; reaching a total of 15 members with an active presence in Colombia, engaging BoP populations in their value chain as well as providing them with goods and services, in the agroindustry, financial services, health sectors and most recently construction and housing.

		
<p><b>COMFANDI</b></p> <p>Comfandi is Family Welfare Fund of the Department of Valle del Cauca located in the pacific, joined BCtA in April 2019 with the commitment to strengthen 5 productive associations and will link 3 more to the supply chain, improving revenues to 856 farmers while increasing the company's profit by 10% by 2020.</p>	<p><b>WOK</b></p> <p>Wok is a Colombian food chain restaurant, that focuses on reinterpreting Asian food, using local ingredients, and within the reach of everyone. Wok joined BCtA in January 2019 with the pledge to improve the company's surroundings (social, economic and environmental) by strengthening our value chains and increasing the wellbeing of our employees and local suppliers</p>	<p><b>CONSTRUCTORA BOLIVAR</b></p> <p>A leading company in the construction of urban projects that serves all socio-economic backgrounds, which specializes in social interest housing. They joined BCtA on June 2019 with the commitment to contribute improving the quality of life of more than 40,000 families, through the construction of decent housing, with connection to public services, common areas for the enjoy free time, urbanization works and roads.</p>

## Timeline of Member Companies in Colombia





## Improved impact management and reporting practices



As a result of our 2018 Private Sector Contribution Report; BCtA along with UNDP Colombia, GRI and the National Government decided to roll-out the [SDG Corporate Tracker: Colombia](#). The pilot was officially launched in April and in June a Letter of Intent was signed among the founding organizations, which means not only that this now an officially Government led initiative that aims at measuring private sector's contribution, but also this can get external funding as well as be roll-out to other countries through South-South Cooperation.

The underlying difference, and improvement, from last year's Pilot is that the SDG-Corporate Tracker companies will report based on their materiality that will in turn be reflected in specific SDG targets, rather than based on prioritized SDGs.

Furthermore, in a couple of years, the SDG-Corporate Tracker will not only serve an input for analysis and discussions of public policy and for decision-making, but it will also become a reference tool to identify and disseminate best practices on how companies contribute to the SDGs.

Currently, BCtA and UNDP Colombia continues to provide technical and financial support as we are currently developing the remaining SDG technical sheets, using GRI standards, so companies can report according to materiality. We aim at having 200 companies report this year.

**The Impact Champions Programme (ICP)** has been successfully launched in Colombia with eight companies on board with the objective of helping them measure and manage the impact of their inclusive business, ultimately helping companies make informed decisions on how to scale their business.

## Positioning BCtA within Latin America

Since January 2019, BCtA in Latin America has increased its members by including four (4) new companies (Gap, Kuli, Esselir, and Sustainable Fishery Trade) adding to a total of 33 companies in the region, as well as increased its country presence from nine to 11; Peru and Honduras being the latest addition.

In the last couple of years, the need to blend profit with purpose in the region has increased significantly and so has BCtA's opportunity to identify and help companies measure and scale their business.

## Bangladesh

BCtA welcomed two new members in Bangladesh in 2019, Sokhipad and Pragati Life Insurance, bringing the total number of BCtA companies in Bangladesh to 20. In addition, Unilever and DBL Group signed on to participate in BCtA's Impact Champions programme, demonstrating their commitment to impact management.

BCtA also engaged in several advocacy activities related to inclusive business in Bangladesh. This includes, for instance, partnering with eGeneration/Pegasus and the Board of Bangladesh Garment Manufacturers and Exporters to advocate for increased investments in IB in the garment sector.

BCtA supported a UNDP Executives Network capacity building workshop, where 13 senior executives were exposed to GRI reporting mechanisms and sustainability reporting in general. The workshop demonstrated how sustainability reporting can bring benefits including of increased accountability and brand value. In partnership with venture capital network E-generation, BCtA supported training for 10 finalists of the Start-up World Cup on the benefits of inclusive business models in attracting investors, mitigating risk, and retaining its workforce.

### 3.3 Building capacity of BCtA Member Companies and Inclusive Business to Measure and Manage Impact

#### Key objectives for impact measurement and reporting

1. 80 companies provided with online and in-person capacity building on impact management
2. At least 50% of member companies share annual progress report by end of July.
3. Collaborate with key players in the SDG measurement space to further advance BCtA's methodology and approach.

#### BCtA Impact Lab

BCtA engaged many diverse stakeholders ranging from large companies to impact accelerators leveraging its flagship online Impact Lab.

25 member companies responded to BCtA's call for joining the Impact Champions Programme. These companies receive monthly online trainings, customized feedback and guidance as well as technical assistance to measure and manage their impact, using the Impact Lab as the back-end technology to facilitate this support. Impact Champions are of various sizes, across sectors and geographies, and at varying levels of readiness to manage impact. Most of them are committed to the programme to understand and gain insights into how their business is improving lives of the BoP.

UNDP globally is making a concerted push to strengthen its private sector engagement opening doors for direct capacity building of companies that turn to UNDP for expertise and guidance. Within this landscape, BCtA is uniquely positioned to be a service provider for technical services with 10 years of experience working on ground with IBs and creating a network of like-minded stakeholders. BCtA's tools such as the Impact Lab are gaining traction within UNDP as Country Offices have reached out to solicit BCtA's IMM services, knowledge and experience as part of a comprehensive drive to build private sector engagement. In 2019, BCtA has collaborated with UNDP Country Offices in Moldova, Belarus, Philippines and Bangladesh to provide online and in-person impact clinics to IBs and start-up ventures participating in impact accelerator programmes.

This effort has been strategic for UNDP Country Offices to cement their position as leading the conversation on private sector contribution to SDGs as well as possessing the technical know-how on measuring performance and impact of this contribution. Companies of all size across sectors and regions have similar motivations and constraints related to impact measurement and management: companies

need real-time data to make better decisions to drive value for BOP stakeholders, they lack resources or cannot commit sustained resources to measurement, they want to understand which of their SDGs contributions are more material and critical for them to manage well, and so on. A free, online tool integrated with guidance and support is of immense value to such companies.

In 2019, BCtA has provided online and in-person impact clinics to 55 companies, bringing the total to 111 companies at the end of June 2019. 70 companies have started using the Impact Lab for measuring and managing impact, and out of these 50 companies have completed up to Module 2.

### The Impact Champions Programme

COUNTRIES	SECTORS	AREAS OF IMPACT
Colombia	Agriculture	Gender Equality
Kenya	Food & Beverage	Livelihoods and Income Growth
Ghana	Financial Services	Access to Clean Water
Cameroon	ICT	Renewable Energy
India	Health	Access to Housing
Bangladesh	Vocational Training	Access to Sanitation
Bhutan	Water and Sanitation	Financial Inclusive
Sri Lanka		
Turkey		

### Positioning BCtA as a Leader in Impact Management

BCtA has successfully positioned itself as the leading frontline service provider for inclusive businesses on impact management. This is evident not just from the increasing demand for hands-on IMM trainings and tools, but also from continued partnership and collaboration with key players such as Acumen Fund’s new launched 60Decibels initiative, the Impact Management Project and UNDP’s SDG Impact. These partnerships are mutually beneficial as they lend BCtA technical inputs and credibility as part of the working group for the Impact Lab, and benefit from real-life examples and impact case studies through BCtA’s member companies.

BCtA was invited to deliver in-person customized impact clinics to 10 companies taking part in the Innovations for Social Impact accelerator supported by the UNDP Philippines Country Office. Similar demand is emerging from country offices in Armenia, India, Indonesia and Bangladesh as companies find BCtA’s impact approach and resources to easy to use and helpful in measuring and managing impact.

The Impact Hub network has also chosen BCtA as a knowledge partner for impact through which start-up ventures across the world will be trained using BCtA’s Impact Lab.

### Annual Results Reporting

Out of 108 members that were requested to submit their 2018 results, as of the end of July, 50% of them shared their annual progress report. We expect to reach beyond 60% by the end of the 2018 reporting period, which is end of August. The analysis of the 2018 results will be provided in the BCtA 2019 Report.

### 3.4 Supporting the Growth and Scale Up of Inclusive Business through Research

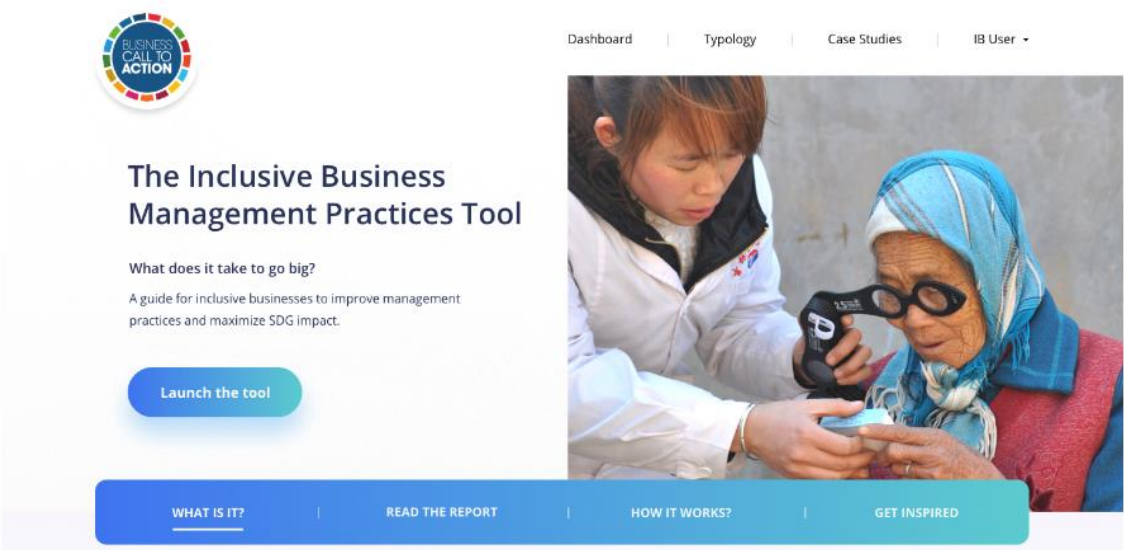
#### Management Practices for Inclusive Business Success

Replication of inclusive business is not yet happening widely amongst Multinational Corporations (MNCs). Research into the reasons for this suggest that there are often constraints within MNCs that are preventing the uptake and internalisation of inclusive business models. BCtA research, which started in April 2018, focuses on the internal barriers to scale and the specific management practices that MNCs adopt or adapt for their IB initiatives. The report, currently under design, presents what it means to adapt and adopt management practices to inclusive business, why it is important for the success of the IB and how companies can improve and become leaders.

The report has been prepared with the support of the UK DFID through the Business Innovation Facility (BIF). Under the Inclusive Business Boost initiative, BIF is concerned with the processes and structure through which successful inclusive business models are replicated. It supports initiatives that identify, and help to address, the constraints that prevent MNCs from replicating.

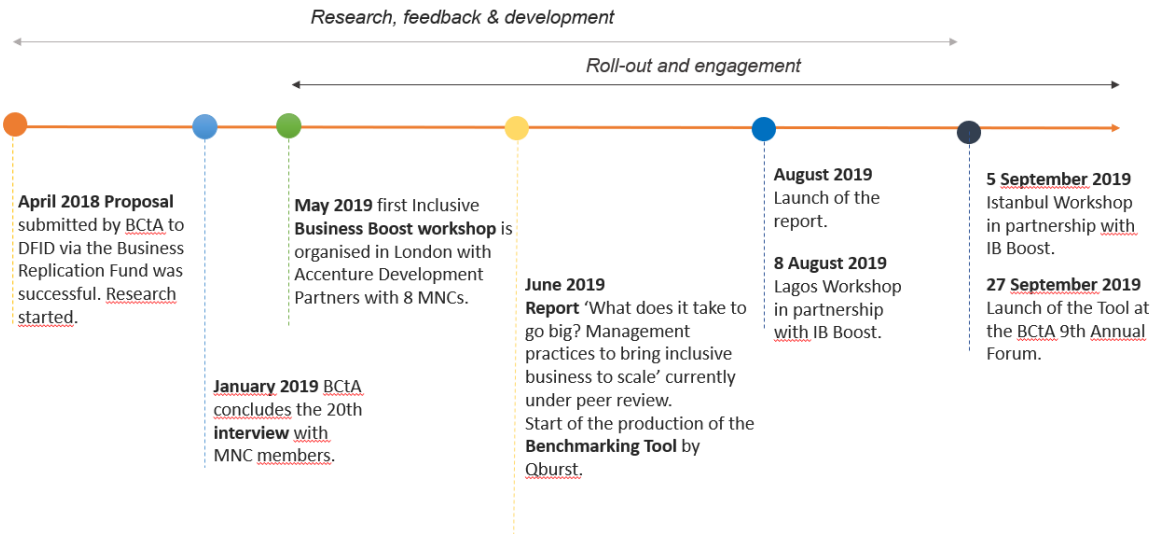
This report fills the information gap for companies who are looking to engage in IB activity or scale their IB. It is accompanied by a Benchmarking Tool, which allows companies to understand where they are at in terms of their IB Management Practices compared to IB peers; select areas where they wish to improve; and develop an improvement plan. We invite our member companies and others to engage with us in learning from the findings of this report and using the accompanying tool to contribute to the growth and scale of IB and its contribution to the Sustainable Development Goals (SDGs).

#### Illustrative Example of the Benchmarking Tool currently under design



Drawing on BCtA’s 10 years of experience working with inclusive businesses and their stakeholders, from corporate headquarters to remote operations and sourcing locations, this report presents BCtA’s view of how companies can grow and scale their inclusive business by adopting and adapting specific management practices across four dimensions. It builds on BCtA’s experience engaging with companies implementing IB across sizes, sectors and regions; the latest [State of IB Survey](#) published in partnership with GlobeScan; and in-depth interviews with executives from over 25 corporations across regions carried between June 2018 to February 2019. We have supplemented BCtA’s insights with case examples as well as references to relevant academic, development and business sources.

**Timeline for the study completion, launch of the tool and dissemination under Inclusive Business Boost**



**Use of New Technology for Better Monitoring, Reporting and Verification (MRV)**

Sustainability reporting is gaining momentum, particularly among large companies. According to KPMG’s Survey of Corporate Responsibility Reporting 2015, which incorporates data from 64 countries, 70 percent of the 100 largest companies per country in the Americas, Europe and Asia Pacific conduct sustainability reporting; there are 50,000 sustainability reports registered in the GRI database.

In response to this growing trend, BCtA is working to strengthen its position in this space by researching how it can encourage member companies include sustainability indicators in their reporting, while also ensuring the quality and accuracy of this data. We selected this area because generating high quality data requires measurement tools and processing systems to be in place, which is an obstacle for many companies – particularly in developing countries – due to the high cost of investment. Rainforest Action Network reported in 2016 that many companies were either systematically misreporting compliance or had a fundamental lack of understanding as to what constitutes meaningful sustainability reporting and stakeholder engagement.<sup>3</sup>

BCtA incorporated a technology component into its Impact Lab, enabling the Lab to receive data directly from the sensor-based measurement systems of participating companies. Sensor-based measurement systems have an advantage in the measurement of numerous types data, many of which have impact

implications. Sensors also enable impact data to be measured more reliably as it removes the risk of human error. This system is expected to enhance BCtA's role as a leader in impact measurement.

In addition, BCtA has contributed to the development of a UNDP project concept note that uses sensor-based IoT systems to improve private sector MRV. The sensor-equipped cookstove project will help provide answers to whether sensor-based IoT technologies can increase the reliability and accuracy of GHG emissions of cookstoves, thereby enhancing the attractiveness of improved cookstove projects for carbon financing. The project includes a six-month long experimental study with six distinct household groups in a rural region of a developing country to examining key areas such as cookstove technology, financial incentives and household characteristics.

### **SDG Dashboard**

BCtA is collaborating with SAP, global market leader in enterprise application software, to establish a global SDG Dashboard, *Beyond Tomorrow*, where companies will have the opportunity to report their contributions to SDGs. As all submissions by companies will be publicly available, the project is expected to encourage companies to contribute more to the SDGs. BCtA contributed to the selection of indicators and the design of the user interface during the workshop held in March 2019 in Lausanne. Based on the decisions taken during the workshop, a prototype of the platform was prepared by SAP. For the pilot phase, registered companies will be able to submit their information on several indicators related to SDG 5 - Gender Equality, such as average salary by gender. More SDGs will be added to the platform in later stages. The platform has already received significant interest from companies and expected to be publicly announced in Fall with the participation of registered companies. The project is a good example for the increasing role of BCtA in becoming a key player in the broader sustainability field and shaping the projects that are aiming to accelerate private sector contributions to the SDG.

## **3.5 Knowledge Management and Communication**

### **Key objectives for knowledge management and communication in 2019**

1. Position BCtA Secretariat and its member companies as active thought leaders in the field of inclusive business through regular publication and distribution of quality content that addresses leading issues related to IB.
2. Maintain BCtA website as the go-to platform for the latest development and knowledge on IB, with a focus on promoting its range of toolkits for IB.
3. Continue growing social media audience following and interaction across BCtA accounts to support Objective 2 (above) and reach and engage diverse and strategic online audiences.
4. Advance BCtA knowledge management systems to efficiently capture the explicit and tacit knowledge produced by BCtA, its members, partners and relevant stakeholders, and ensure the strategic use of this knowledge to catalyse learning and evidence.



## **Our Thought Leadership**

Between January and June 2019, BCtA published 20 blogs by both BCtA team members and member companies, including 10 on our Guardian lab. This is a 27 percent increase on the number of pieces published for the same period last year. Our Guardian lab is performing very well, with 98,049 page views and 76,043 unique users, an increase from 30,395 unique users with 38,096 page views at December 2019. Many of these blogs were also featured on external websites, including on UNDP, Business Fights Poverty, iBAN and 3BL. For the full list of blogs, kindly see Annex 3.

Here are some of our highest-performing pieces:

- [Business Call to Action Public Eye Q&A Series: Dutch Ministry of Foreign Affairs](#)
- [From tranquil kingdom to busy exporter: will Bhutan find prosperity in hazelnuts?](#)
- [‘Drinkable, pure, safe’: the business bringing affordable clean water to Bangladesh](#)
- [Inclusive Business Action Network and Business Call to Action Partner to Scale up Inclusive Business](#)

Our Guardian microsite continues to provide an excellent visibility platform for our partners, members and inclusive business actors to share perspectives on priority and emerging issues related to IB. This, coupled with The Guardian’s reputation as an open, independent media organization that prioritises the news coverage and analysis of key global development issues, contributes to increasing BCtA’s online credibility and visibility as an IB thought leader.

## **Our Media Presence**

In 2019 so far, a total of 58 media products (19 press releases, 9 blogs, 10 Guardian stories, and 20 multimedia/other types of content) were produced. The press releases announcing new memberships were published on the BCtA website and the 3BL media distribution service.

Content distributed through the 3BL platform continues to receive excellent visibility: BCtA’s content performs 52 percent higher in terms of impressions than other comparable content, at an average of 27,287 per piece, an increase of 28 percent for the same period in 2018. With an average 5,072 clicks per piece, BCtA content is 196 percent higher than the benchmark. In the first six months of 2019, we distributed 26 pieces of content through this platform.

## **Our Digital Footprint**

Between 1 January and 30 June 2019, 21,973 users visited BCtA’s website, with 56,269 page views (approx. 9,378/month); 88.5 percent of which were new visitors. Our toolkits, including the inclusive business maturity diagnostic, human rights and IB, IB in Sub-Saharan Africa, were accessed 2,769 times.

BCtA’s newsletters were sent in February and May 2019, to an updated list of 1350 subscribers. We plan to grow our subscriber list through Insightly in the remainder of 2019. The newsletter is an important method of sharing information about member company achievements, BCtA news and activities, and maintaining visibility as a leading IB platform among a range of stakeholders. In 2019 so far, 26 news briefs on BCtA members and IB issues were produced for the newsletters, including event notices and new member spotlights.

**Also contributing to visibility and helping to position BCtA as a thought leader in the IB space, social media activity to date in 2019 highlights include:**



We continue to be active on **twitter**, with 108 tweets published and 204,400 impressions in the period 1 Jan-30 June 2019. Indicating strong audience engagement, our posts were retweeted 458 times and liked 714 times, and our followers have grown from 4282 in December 2018 to 4602 as of 30 June 2019.



The number of **Facebook** followers grew from 1,899 on 31 December 2018 to 1,962 on 30 June 2019, bringing **total social media followers** to 6,934 - an increase of over 1100 followers from this time last year. Tweets are synched with our Facebook account.



Our LinkedIn group is steadily increasing its followers, reaching 370 by 30 June, compared to just 100 the year before. Our LinkedIn readers are business focused and are more likely to participate in a substantive discussion about issues than on other networks.

### **Our participation at and organisation of key events and forums**

- **6th Responsible Business Forum on Food and Agriculture, Bangkok, Thailand:** In March, BCtA partnerd with and actively participated in the [Responsible Business Forum](#) that convene over 400 food, agriculture and nutrition decision makers from companies, governments, financial institutions and NGOs. BCtA facilitated the participation of two BCtA members, Coconut Merchant and Moutain Hazelnuts, while BCtA took part in the parallel session on human rights and social inclusion in the food and agriculture chain. This was also the opportunity to feature BCtA toolkit on [Human Rights and Inclusive Business](#) aiming to give practical guidance to inclusive businesses around the world on how to better respect human rights.
- **Tunis Forum on Gender Equality in Tunis, Tunisia:** In April, we led a panel on how innovation and technology are helping to empower women economically in the private sector at the [Tunis Forum on Gender Equality](#). We also published a piece on our Guardian Lab on empowering women in the workplace, [Gender equality: closing the gap in the private sector around the world](#).
- **BCtA Tools Workshop at ii2030 in Berlin, Germany:** In June, BCtA held a workshop on BCtA's flagship tools on the sidelines of the Endeava ii2030 event in Berlin. Representatives from 13 organizations, including existing and potential member companies, NGOs and BCtA donors, attended the BCtA Tools Workshop. In addition to introducing the Inclusive Business Maturity Toolkit, the BCtA Impact Lab and the Inclusive Business Management Practices Benchmarking Tool, BCtA member company Saahas Zero Waste briefly presented their company's experience as a BCtA member and as a BCtA Impact Champion using the Impact Lab.

### **3.6 Advocacy, Collaboration and Partnerships**

BCtA has partnered with the global [Impact Hub](#) network, the world's largest network focused on building entrepreneurial communities for impact at scale, to provide impact management support to start-up ventures participating in the Accelerate2030 programmes across the world. Accelerate2030 is a program co-initiated by Impact Hub Geneva and the UNDP, with a mission to scale internationally the impact of

entrepreneurs working towards contributing to the SDGs. To kick-start the partnership, BCtA will deliver workshops in Nigeria, Turkey, Colombia, Indonesia, and Armenia.

In 2018, under the G20 Argentinian Presidency, BCtA led the consultative process and drafting of the **Operational Guidelines**, which aimed to identify IB features and characteristics commonly used by leading institutions. In 2019, with the financial support of the French government, BCtA contracted IB experts to further elaborate IB features and scoring metrics, translate them in French, test them with IBs, and offer feedback for improvement. As of June 2019, ITIIP provided the first draft of revised scoring tool and started to test it with impact investors and inclusive businesses.

BCtA entered into a strategic partnership with the [Korea Social Enterprise Promotion Agency \(KoSEA\)](#). Through this collaboration, BCtA is supporting KoSEA to increase the adoption of inclusive business models by Korean companies in their network. As part of this partnership, KoSEA is encouraging eligible social enterprises in their network to apply to become a BCtA member and refer them to BCtA for support in the application process. For companies that are not yet mature enough to join, KoSEA is supporting them in their journey by referring them to BCtA's online Inclusive Business Maturity Toolkit. Korean companies joining BCtA are also being offered visibility opportunities on the different BCtA channels through thought leadership, blogs, articles, podcasts etc. Opportunities to engage in person with BCtA and deliver tailored trainings are also provided under this partnership.

For the second year in a row, a BCtA member company has been awarded the [Oslo Business for Peace Award](#). The Award is conferred annually to exceptional individuals who exemplify the Business for Peace Foundation's concept of being businessworthy: ethically creating economic value that also creates value for society. Upon BCtA's nomination, Dr Agbor Ashumanyi Ako, co-founder of **GiftedMom**, was selected by an independent committee of Nobel Prize winners in Peace and in Economics as a 2019 recipient of the Award for his efforts to create a world free of maternal and infant mortality by using last-mile technologies in Cameroon.

BCtA is collaborating with the [Unreasonable Group](#) for the BCtA 9<sup>th</sup> Annual Forum and exploring a strategic partnership with the group. The Unreasonable Group is operating immersive programs for growth-stage entrepreneurs offering solutions to seemingly intractable challenges. They are also a multi-media company, a private global network, and an investment firm. We identified several areas of collaboration, building on our respective networks and comparative advantage.

## 4 Logframe

### Outcome level

Indicators	Baseline (EOY Y1)	Year 2 target (June 2018 – July 2019)	Achieved	Notes
<b>Outcome A: IB is recognized as an effective approach to achieving the SDGs</b>				
Recognition of IB as PS contribution to SDG global agenda (Yes/No)	Yes	-	Yes	Through its active engagement in relevant events at global and country level, as well as thought leadership and media presence, BCTA has actively contributed to the recognition of IB as a concrete and impactful contribution of the PS to the SDGs.
Indicators to track IB models' contribution to the SDGs defined	Identified IB relevant indicators aligned with SDG goals and targets	Test indicators	40 indicators	Around 40 indicators from SDGs developed and integrated into the Impact Lab
IB included by leading corporate sustainability standards as a measure of responsible business practices	To be tracked forward	-	Yes	We are continuously contributing to this outcome through, for instance, the work we are doing with the OG for the G20.
<b>Outcome B: The credibility of IBs' results and integrity is improved</b>				
Evidence of IB contribution to SDGs improved	Evidence defined	Evidence delivered	Evidence delivered	Achieved close to 70% in results reporting (results of 2017 captured in 2018).
Number of participating companies that adopt better impact measurement practices through BCTA tools and guidance	21 participating companies in BIMS 69 companies impacted	80	91 companies using BCTA's impact management approach (21 BIMS, 70 companies using the Impact Lab)	70 companies using the Lab in total, out of these 28 Impact Champions, 12 Youth CO Lab, 10 Philippine start ups received direct training from BCTA and 20 self paced.
Members and other stakeholders perceive improved credibility of IB	Forthcoming		Achieved	Increased demands for BCTA's services including on Impact Measurement and Management from both UNDP COs and

commitments and BCtA's membership and impact measurement support				partner organisations at the local and global level, new partnerships with leading institutions such as the Impact Hub Network and member reporting demonstrate continuous improved credibility.
<b>Outcome C: IBs increase their effectiveness and scale</b>				
Members adopting good IB management practices	Typology established and in the process of being validated	Track good management practices and assess link with progress made	Typology validated	Report and online tool will be published/launched in August 2019.
Number of follow-on commitments	1	-	-	-
Number of commitments that report growth	97% reported growth (out of the companies who reported so far)	-	92% in 2017 reporting	2018 reporting will be available in August 2019.
Number of member companies that perceive BCtA tools have helped them improve their effectiveness and scale	Forthcoming	-		Will be surveyed in 2019.

#### Output level

Output Indicators	Baseline (EOY Y1)	Year 2 Target	Achieved	Notes
<b>Output 1: Increased number of high-performing commitments</b>				
1.1 Number of potential member companies that BCtA has encouraged to consider IB annually	500	450	759	-
1.2 Number of new BCtA companies ( <i>cumulative</i> )	Total 215 companies	235	243	-
1.3 Number of BCtA commitments ( <i>cumulative</i> )	Total 224 commitments		254	Cemex has 2 commitments and 9 companies applied with re-commitments (including Pinar in 2019) ( <i>cumulative</i> indicator).
1.4. Number of companies using BCtA's SDG and IB maturity journey and IB	176 companies	100 Companies	Offline: 41 Online: 63 Total 104	Between July 2018 and June 2019, the website <a href="http://toolkit.businesscalltoaction.org">toolkit.businesscalltoaction.org</a> was visited 3,253 times and the Uncharted Waters report

management practices toolkit				was downloaded 189 times (source: BCtA analytics). BCtA conducted workshops in Dhaka 8, BH 15, London 8 and Berlin 10. Online maturity diagnostics was taken by 63 organisation.
1.5 Relevant role at critical global/regional events	Co-hosted the Business Solutions for the SDGs with UNDP and UNGC on the sidelines of the 72nd session of the UNGA. Co-hosted/Co-organized a session: BoP Summit (Delhi), Asia Forum (Manila) and Metrics from the Ground Up (Nairobi)	Co-host at least 3 events, incl. annual forum	4	Annual Forum on the sidelines of the 73 <sup>rd</sup> session of the UNGA. Co-hosted/Co-organized a session: UNCT Meeting in Bangladesh, Tunis Forum on Gender Equality, ii2030.
1.6 Selection process and criteria published	Completed and applied	Applied	Applied	
1.7 High performer category defined and implemented	-	Applied	Applied	
1.8 Global media and event partnerships	2	Strategic partnerships established and implemented	2 existing partnerships being implemented	Partnerships with the Guardian and 3BL renewed in March 2018 and October 2017 respectively for an additional 2 years
<b>Output 2: Increased impact measurement and reporting</b>				
2.1 Interactive impact measurement toolkit	First 2 modules developed and publicly available by Feb 2018	First 2 modules developed and deployed. Third module developed	All 4 modules developed and launched	Full version of BCtA Impact Lab available for member companies and non-members to measure and manage impact on the SDGs
2.2 Online and offline capacity building on impact measurement using BCtA's toolkit ( <i>cumulative indicator</i> )	69 companies	80 companies	111	BCtA provided impact trainings to 111 companies: in Colombia (9), Bangladesh (19) and Philippines (15); Pakistan (14), Senegal (5), Bosnia (15), Moldova (4), and Belarus (2) and 28 Impact Champions. In addition to the above, between July 18 and June 19, the Impact Lab registered 421 users.
2.3 % of required member companies who share their annual progress report	62%	Over 60%	67%	2018 results currently being captured – final percentage will be available later this year.



2.4 Collaboration with key players in the SDG measurement space	Achieved and ongoing	Strategic partnership/ collaboration established	Collaborating with 4 key players in the SDG impact management space	Strong partnerships established with SDG Impact, Impact Management Project, Global Reporting Initiative, Oxford Impact Management Programme, Acumen Fund and Impact Hub.
<b>Output 3: Documented evidence and analysis on how IB can be leveraged for the SDGs</b>				
3.1 Thought leadership contributions published	2 reports	Develop and publish thought leadership contribution(s) including one flagship report and 5 selected cases documented	1	IB Management Practices report, including 17 case studies, is being finalised and will be published in August 2019. BCtA contributed with one report, the State of IB survey, in December 2018.
3.2 Number of BCtA media contributions on IB (own and from others) (Yearly indicators)	97 Content Pieces Generated (articles, blogs, videos)	120	123 media contributions And 99 media mentions	Between Jul 2018 and June 2019, BCtA contributed with 123 pieces (33 press releases, 22 blogs, 22 Guardian Microsite stories, 8 webinars, and 38 multimedia/newsletter/other items). In addition, there were 99 media mentions of BCtA including in: media articles, company news, reports, and external opinion pieces
3.3 Benchmarking of progress and management practices; aggregation methodologies developed	In progress	Methodology applied	Methodology developed	Typology and methodology developed. Research is currently being finalised and the benchmarking tool will be launched in September 2019.
3.4 BCtA Communications/ Dissemination Strategy and implementation plan aligned with the Phase III and materials developed.	Completed	Applied	Applied	
<b>Output 4: Country level mobilization of commitments towards SDG contributions</b>				
4.1 Number of country level engagements	Bangladesh and LATAM: Colombia, Honduras and Costa Rica	3 countries	Bangladesh, Tunisia and LATAM: Colombia, Honduras and Costa Rica	Engagement in Tunisia started and will be accelerated for the rest of 2019.
4.2 Number of new commitments as a result of	Colombia: 4	12	7	Colombia: Bancalimentos, Comfandi, Wok, Constructora Bolivar (4)

BCtA country level engagement				Bangladesh: Unilever Bangladesh, Sokhipad, Pragati Life Insurance (3) Further additional membership from country level engagement, especially in Tunisia, was delayed due to lack of funding. Membership outreach will continue in Bangladesh and Colombia and will accelerate in Tunisia as soon as funding is available.
4.3 Companies reached through online and offline capacity building on SDG/IB Maturity Tool, management practices and impact measurement tools delivered in those countries	136	45	68	Colombia: 15 companies trained on IB and 30 on private sector's contribution to the SDGs (measuring and reporting). And 6 as part of the Impact Champion Programme. Bangladesh: 47 including 12 Youth Co:Lab start-ups trained on IMM; 10 start-ups on IMM ; 13 senior management as part of the sustainability workshop; 10 entrepreneurs as part of the Digital Kichuri Challenge on IMM and 2 BCtA members as part of the Impact Champion programme.
4.4 Country-level publication on IB contribution to SDG	NA (new targets start from Year 2)	2 country-level publications completed	-	Selection of focus countries took longer than expected and the activities will be accelerated in 2019.
4.5 Number of SDG and IB public-private dialogues facilitated	NA (new targets start from Year 2)	2 country level dialogues facilitated	-	Selection of focus countries took longer than expected and the activities will be accelerated in 2019.

## 5 Annexes

### 5.1 Annex 1: Capacity Building activities

No	Date	Activity	In partnership with	Results	Participants
1	20 January	<b>Online Impact Clinic for start-ups participating in an impact accelerator</b>	Invest2Innovate Pakistan	Companies use BCtA's Impact Measurement and Management methodology and tools to understand their social and environmental impact	4 companies
2	11-15 March	<b>In-person Impact Workshop for start-ups participating in an impact accelerator</b>	UNDP Philippines and ISIP	Companies use BCtA's Impact Measurement and Management methodology and tools to understand their social and environmental impact	10 companies
3	29 March	<b>In person Impact Management Training on the margins of SDG Impact Investment Forum - Unlocking Impact Investment in Belarus</b>	UNDP Country Office Belarus	Provided training on Impact Lab to UNDP staff, UNGC, Dobra foundation, one NGO and 2 companies (Coca-Cola and Orsha Linen Mill)	8 in total (including 2 companies).
4	5-6 June	<b>BCtA Tools Workshop at ii2030</b>	Endeva	BCtA Tools Workshop before Endeva's ii2030 event kickoff. Introduce the Inclusive Business Maturity Toolkit, the BCtA Impact Lab and the Inclusive Business Management Practices Benchmarking Tool. In addition to representatives from current and pipeline member companies, participants included representatives from NGOs working with inclusive businesses and one representative from BCtA donor, SDC.	13 organisations (including 10 companies)
5	17 June	<b>Online Impact Clinic for start-ups participating in Start-up World Cup</b>	UNDP Bangladesh and Fenox International VC	Companies use BCtA's Impact Measurement and Management methodology and tools to understand their social and environmental impact	7 companies
6	16 May	<b>First Inclusive Business Boost workshop in London</b>	Business Innovation Facility, Accenture and DFID	This workshop was part of Inclusive Business Boost, a series of activities funded and co-facilitated by Accenture's Innovation Centre and the Business Innovation Facility it explored the question: "how can we improve our returns and scale up our investments in inclusive business?"	8 companies (MNCs)
5	Ongoing	<b>Monthly online Impact Clinics for BCtA member companies in the Impact Champions Programme</b>	-	Companies use BCtA's Impact Measurement and Management methodology and tools to understand their social and environmental impact	28 companies (3 dropped out)

## 5.2 Annex 2 BCtA and Member Participation at Key Events

BCtA actively participated in key events and global forums, sharing knowledge and discussing emerging challenges and opportunities around inclusive business with a wide audience including governments, companies, civil society and academia. Convening and participating in such events provides further visibility to BCtA members. It helps them connect with decision-makers, policy-framers, businesses, investors and others, leading to opportunities for growth.

- **SDG Impact Investment Forum - Unlocking Impact Investment in Minsk, Belarus:** In March, BCtA attended the forum which was an opportunity to conduct outreach. The forum also allowed BCtA to deliver a training on Impact Management including companies, NGOs, UNDP Country Office and UN Global compact.
- **6th Responsible Business Forum on Food and Agriculture,** Bangkok, Thailand: In March, BCtA partnered with and actively participated in the [Responsible Business Forum](#) that convene over 400 food, agriculture and nutrition decision makers from companies, governments, financial institutions and NGOs. BCtA facilitated the participation of two BCtA members, Coconut Merchant and Mountain Hazelnuts, while BCtA took part in the parallel session on human rights and social inclusion in the food and agriculture chain. This was also the opportunity to feature BCtA toolkit on [Human Rights and Inclusive Business](#) aiming to give practical guidance to inclusive businesses around the world on how to better respect human rights.
- **Tunis Forum on Gender Equality in Tunis, Tunisia:** In April, we led a panel on how innovation and technology are helping to empower women economically in the private sector at the [Tunis Forum on Gender Equality](#). We also published a piece on our Guardian Lab on empowering women in the workplace, [Gender equality: closing the gap in the private sector around the world](#).
- **Albania Private Sector:** In May, BCtA together with the Istanbul Regional Hub Partnerships team had a 3-day scoping mission in Albania with a two-fold objective: to participate in a round of meetings with several large companies and business associations present in Albania, to brainstorm ideas about potential areas of cooperation and assess whether there is scope and interest from the respective companies to engage with UNDP and to become members of BCtA; and to provide a short training to Country Office colleagues on private sector engagement. There is a high potential to work on shared value partnerships, especially with companies in the financial services sector and telecom, and on mobilising companies and building coalitions around critical development topics. Several companies expressed preliminary interest in becoming members of the BCtA and Albanian Chamber of Commerce in organizing a capacity building event for their members.
- **BCtA Tools Workshop at ii2030 in Berlin, Germany:** In June, BCtA held a workshop on BCtA's flagship tools on the sidelines of the Endeava ii2030 event in Berlin. Representatives from 13 organizations, including existing and potential member companies, NGOs and BCtA donors, attended the BCtA Tools Workshop. In addition to introducing the Inclusive Business Maturity Toolkit, the BCtA Impact Lab and the Inclusive Business Management Practices Benchmarking Tool, BCtA member company Saahas Zero Waste briefly presented their company's experience as a BCtA member and as a BCtA Impact Champion using the Impact Lab. In addition to representatives from current and pipeline member companies, participants included representatives from NGOs working with inclusive businesses and one representative from BCtA donor, SDC. This workshop yielded a new BCtA member company, eKutir, and spurred initial

discussions with four organizations (Bayer AG, GSMA AgriTech, MECS, and HEKS/EPER) about collaborating with BCtA to use one or more of the BCtA tools in their work.

- **Smart Head Sustainability summit in Bratislava, Slovakia:** in June, BCtA participated in a one-day conference organized by SmartHead Platform whose objective is to create a community of companies that act responsibly and sustainably, contribute to the protection of nature and the development of society and inspire others. The summit that is planned to be organized on annual basis, took place for the first time.

### 5.3 Annex 3 BCtA and Member Blogs

In 2019, BCtA published 20 blogs and articles by both BCtA team members and member companies on its website under a new section called 'Our Insights', in addition to those published on our Guardian Microsite, [Improving Lives through Business Innovations](#). Several blogs were also published on the UNDP website.

BCtA Guardian Content and Blogs 1 Jan-30 Jun		
Blog title and Publication Date		Page views/impressions (as of 30 June 2019)
Content published on Guardian Lab		
1	<a href="#">Embracing Innovation to Tackle Humanity's Greatest Challenges</a> , January 2019	Guardian: 1,583 BCtA: 13 3BL: 34,242
2	<a href="#">BCtA at 10: Inclusivity for all in an ambitious new call to action</a> , January 2019	Guardian: 681 BCtA: 29 3BL: 26,220
3	<a href="#">Why Tackling Poverty and Climate Change should go Hand in Hand</a> , February 2019	Guardian: 441 BCtA: 16
4	<a href="#">How the Fishermen of Madagascar are pulling together to combat climate change</a> , February 2019	Guardian: 595 BCtA: 9 3BL: 35,010
5	<a href="#">Serving the healthcare needs of Colombia's rural farmers</a> , March 2019	Guardian: 398
6	<a href="#">Gender Equality: Closing the gap in private sector around the world</a> , Apr 2019	Guardian: 408 BCtA: 14 3BL: 34,202
7	<a href="#">Investment with a conscience: The rise in pension fund-based impact investing</a> , May 2019	Guardian: BCtA: 10 3BL: 27,016
8	<a href="#">Business Call to Action: The role of inclusive business for inclusive growth</a> , May 2019	Guardian: 100 BCtA: 70 3BL: 32,057
9	<a href="#">'Drinkable, pure, safe': The business of bringing affordable, clean water to Bangladesh</a> , May 2019	Guardian: 5,154 3BL: 21,013
10	<a href="#">BCtA partner perspectives on emerging trends and top priorities in the world of inclusive business</a> , Jun 2019	Guardian: 64 3BL: 6,785



11	<a href="#">How a digital platform is paving the way for health tech in Pakistan</a> , Jun 2019	Guardian: 241 BCTA: 6
Blogs published on BCTA website and other locations		
1	A message to entrepreneurs: This is about missing entire markets, not just marketing opportunities. Interview with <a href="#">Sahba Sobhani, UNDP</a> by the <a href="#">Inclusive Business Action Network's</a> Carolina Zishiri and Patrick Scheffer. Published in <a href="#">CLUED-iN issue no. 3: Integrating Environmental and Social Challenges in Inclusive Business</a> , and <a href="#">BCTA Website</a> , 15 Jan 2019	BCTA: 33 3BL: 3,3822
2	<a href="#">Different from business as usual: unique talent management principles in inclusive business</a> , Interview with Nazila Vali (BCTA) by Susann Tischendorf, <a href="#">Inclusive Business Action Network</a> , 3 May 2019	BCTA: 21 3BL: 25,100
3	<a href="#">Spurring Communities, Confidence and Communication: How Companies are Tackling Gender-Based Violence</a> , Sheila Casserly, 3 Jun 2019	BCTA: 6
4	<a href="#">The Journey of Total to inclusive energy solutions</a> , Authors: Lucie Klarsfeld, Partner, François Lepicard, Senior Partner, and Olivier Kayser, Founding Partner, <a href="#">Hystra</a> , 14 Jun 2019	BCTA:24
5	<a href="#">Supporting business solutions to poverty</a> , By Serina Ng, Head of Business Engagement Hub, <a href="#">Department for International Development</a> , 14 Jun 2019	BCTA:19
6	<a href="#">Time for a fresh look at inclusive business</a> , By Tom Harrison, Technical Director, <a href="#">Business Innovation Facility</a> , 14 Jun 2019	BCTA: 11
7	<a href="#">Human Rights, Access to Remedy, and Stakeholder Engagement</a> , By Rosa Kusbiantoro, Associate Director, BSR. This article originally appeared on the <a href="#">BSR Blog</a> , 20 Jun 2019	BCTA:12
8	<a href="#">A Systematic Approach is Needed to Overcome the Talent Gap</a> , Interview with Anurag Hans (Essilor) by Carolina Zishiri. This article first appeared in the Inclusive Business Action Network's monthly magazine, <a href="#">Clued-iN</a> , 25 Jun 2019	BCTA: 7
9	<a href="#">Biomass Ventures Founder and Chairperson Lucky Dissanayake shares her journey of success</a> , By Lucky Dissanayake, Biomass Ventures Founder and Chairperson. This article first appeared in <a href="#">The Daily FT</a> on Monday 24 June 2019	BCTA: 10
10	<a href="#">Harnessing the Power of Partnerships to Create Opportunities for Inclusive Business</a> , Ivan Lukas, 30 Jun 2019	

## What is Business Call to Action?

Launched at the United Nations in 2008, Business Call to Action (BCtA) aims to accelerate progress towards the Sustainable Development Goals (SDGs) by challenging companies to develop IB models that engage people at the base of the economic pyramid (BoP) – people with less than US\$10 per day in purchasing power in 2015 US dollars – as consumers, producers, suppliers, distributors of goods and services and employees.

BCtA is a unique multilateral alliance among donor governments – including the Dutch Ministry of Foreign Affairs, the Swedish International Development Cooperation Agency (Sida), the Swiss Agency for Development and Cooperation, the UK Department for International Development (DFID), and with the United Nations Development Programme, which hosts the secretariat.

Over 240 companies, ranging from multinationals to social enterprises, and working in 70 countries, have responded to BCtA by committing to improve the lives and livelihoods of millions in developing countries through access to markets, financial services, affordable healthcare, water and sanitation, education and other critical services. BCtA member companies are market leaders that provide examples of successful, profitable and scalable models for reaching poor communities and contributing to global development.

