

A decorative arc of yellow dots is positioned above the main text, starting from the top left and curving towards the right side of the page.

B4D

Business for Development
pathfinder



Pillars of Activities

Tools to assist
companies in
implementing
and assessing
inclusive
business

B4D
Barometer

B4D Toolkit

ANOTHER REPORT ?!

Development of
a country



It's not another CSR, CSI, or
sustainable report,
which gives insights in
companies' efforts in
development

Profitability



It's about monitoring of a
company's performance
on a **business model**
related to the **core business**

Produce tools that match
the needs of private
sector

INVOLVE BUSINESS
IN DEVELOPMENT
OF TOOLS !



B4D Charter

B4D
Barometer

B4D Toolkit

Online self-
measurement tool
on performance of a
company **along the
value chain**
(incl. upload proof)

Online set of
knowledge tools
and links to assist
companies **how** to
implement inclusive
business practices

SADC-B4D
Certification

1.) TOOLKIT : IT ADDRESSES OBSTACLES

UNDP:

inclusive business is usually hampered by:



Regulatory environment

Access to finance

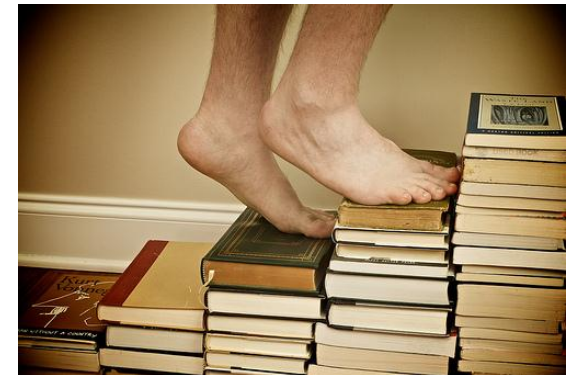


Market information



Physical Infrastructure

Knowledge and skills



Welcome to the Toolkit

Value Chain

How to be inclusive

Case studies

Sectors	Sector specific issues	Countries
---------	------------------------	-----------

Partnerships

The poor	Civil society	Others
----------	---------------	--------

Investment & Funding

Informal Markets & lessons

Market research

How to reach the poor?
What to ask?

NEEDS

Training (Business skills)

Mentorship

Selection criteria & skills audit

SMMEs

Enterprise Development	Cooperatives	Franchise
------------------------	--------------	-----------

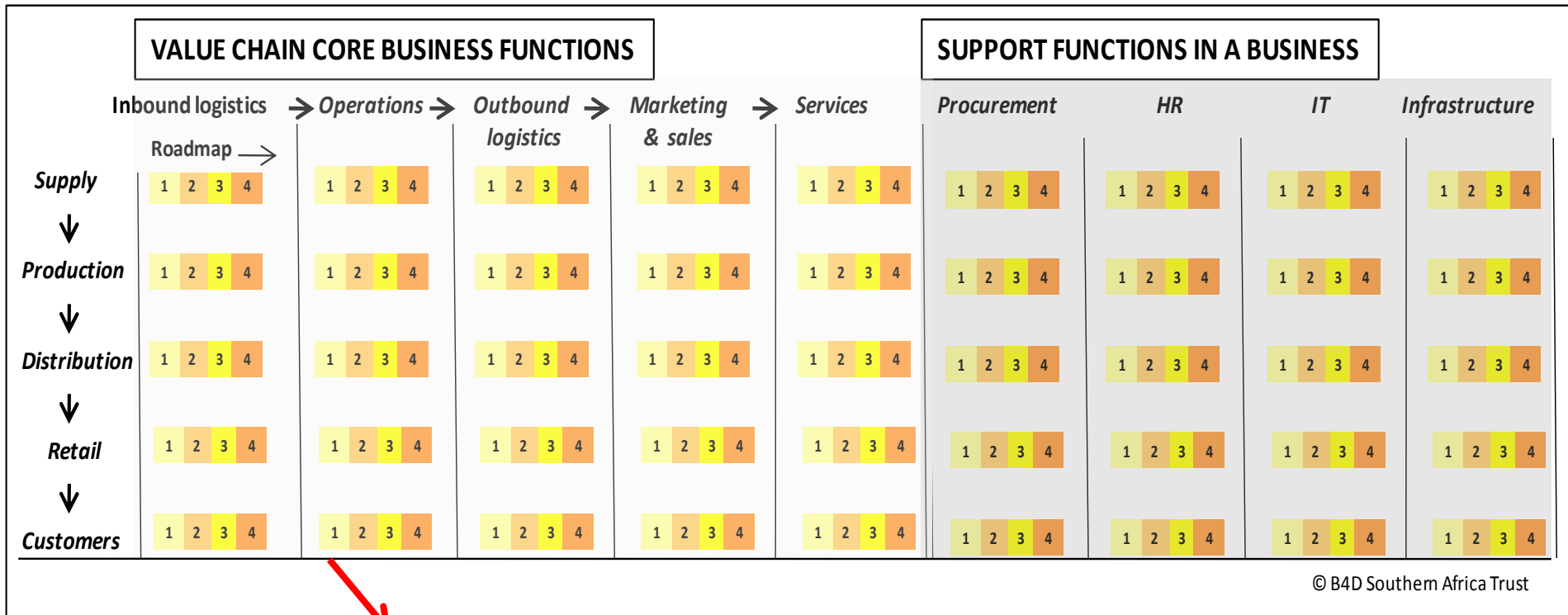
Micro-Finance

Legal Requirements

Enabling Environment

Links

2) B4D BAROMETER: IT MEASURES & HELPS ASSESSING



Assessment & Recommendations

- total result &
- for each function of the value chain

Industry sectors differ

You cannot compare e.g. retailers with banks

B4D Barometer adapted to sectors and their specific needs



BAROMETER - INTRO

- 1) Sense and how it works in a nutshell &
- 2) Company profile

1. Company Name
2. Name and Position of Officer
3. Location (country & town)
- 4. Number of Employees**
5. National/multi-national
- 6. Modality of involving the poor into the value chain**
 - Buying from
 - Distributing to
 - Selling to
 - Working for
 - Two of them
 - All three modalities

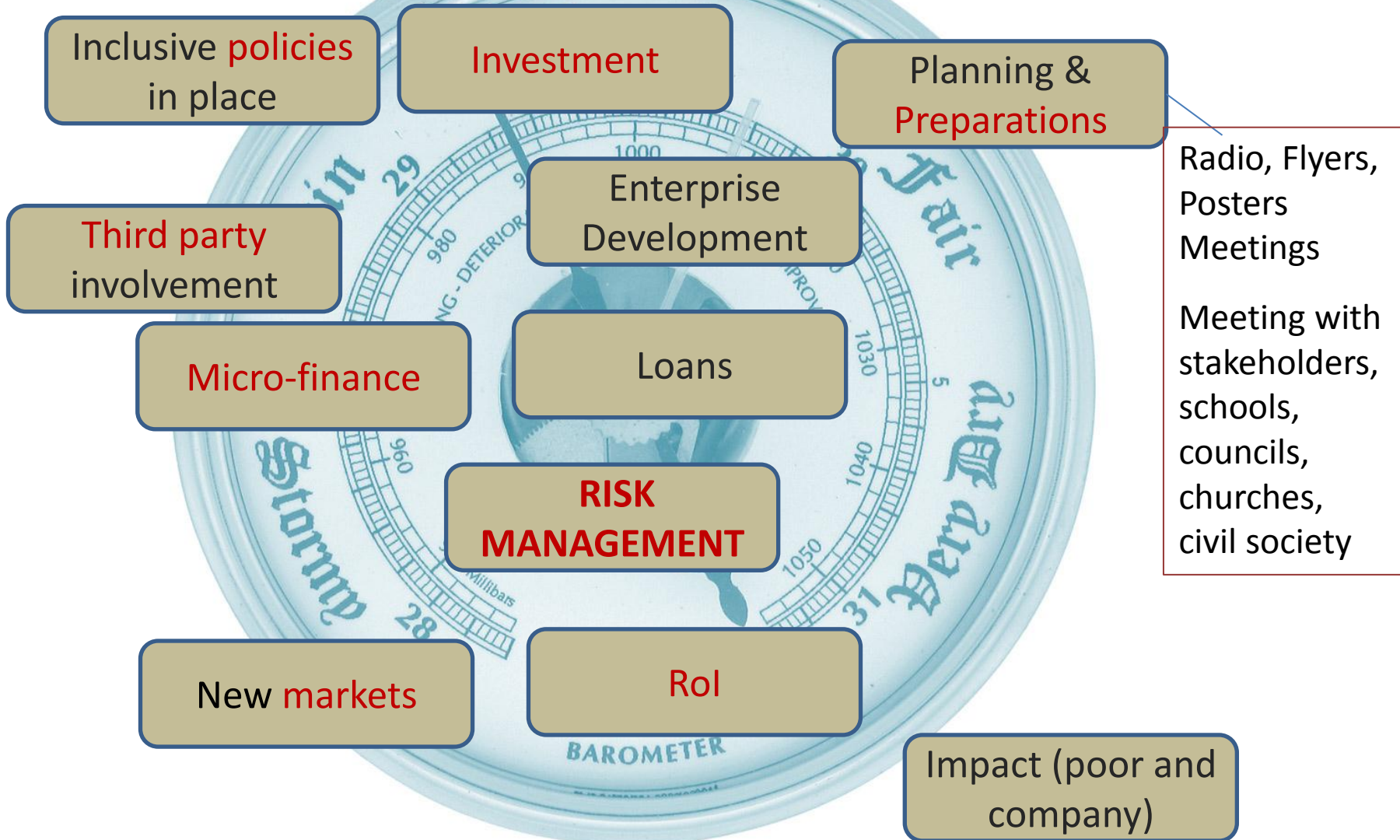
SMMEs will probably not been asked all the questions

To avoid questions which are not applicable

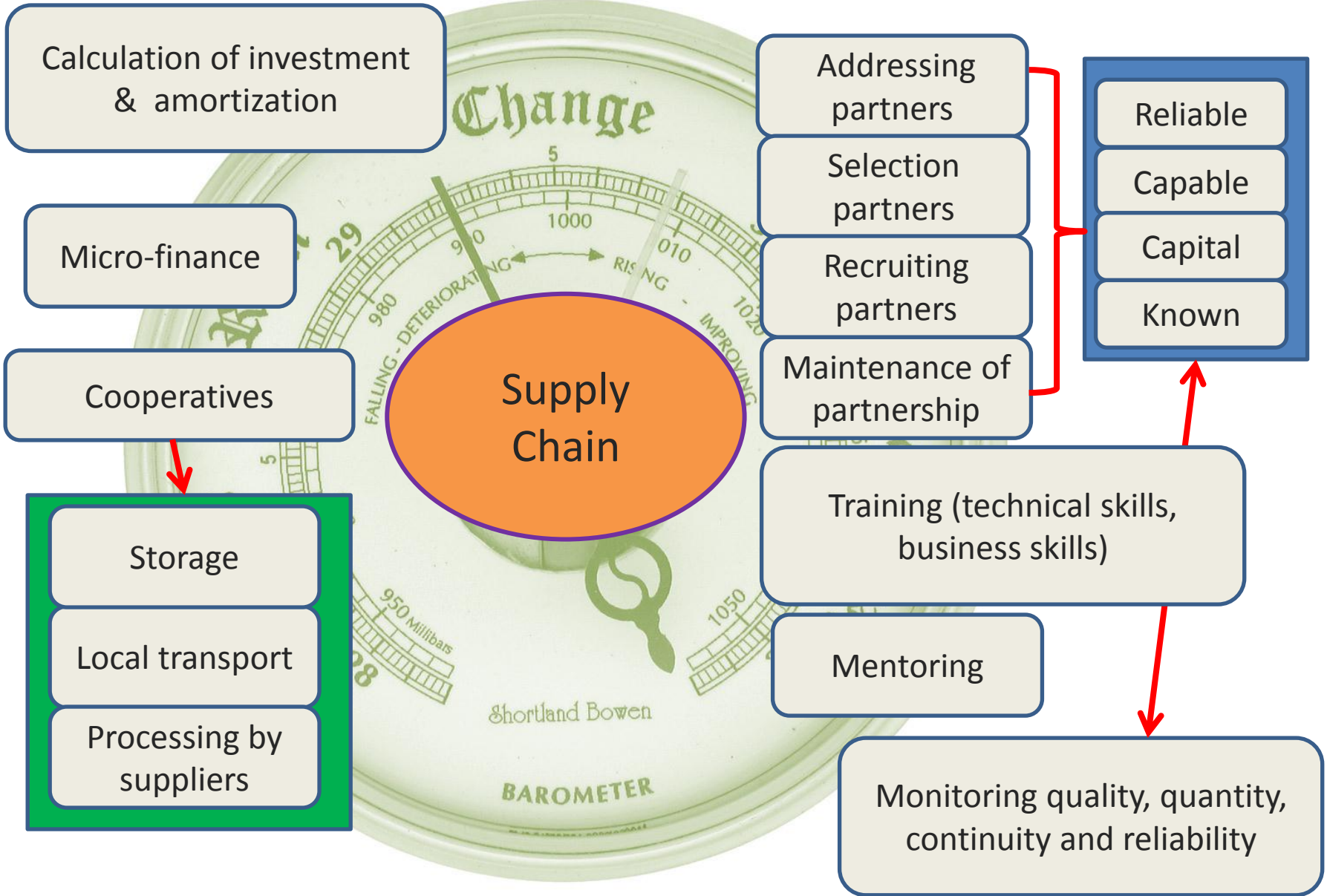


BAROMETER - SECTION GENERAL QUESTIONS

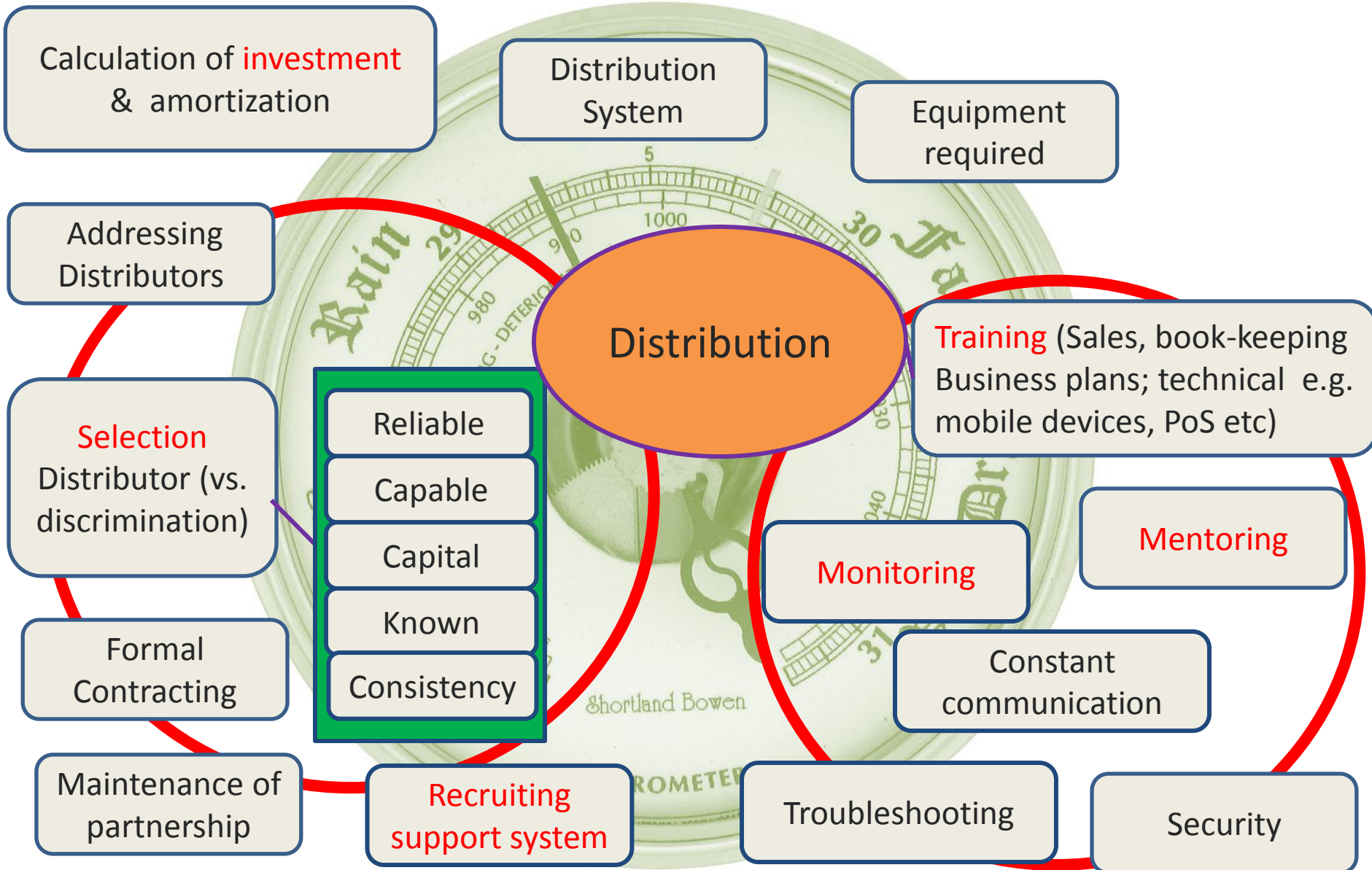
(BEFORE VALUE CHAIN ANALYSIS)



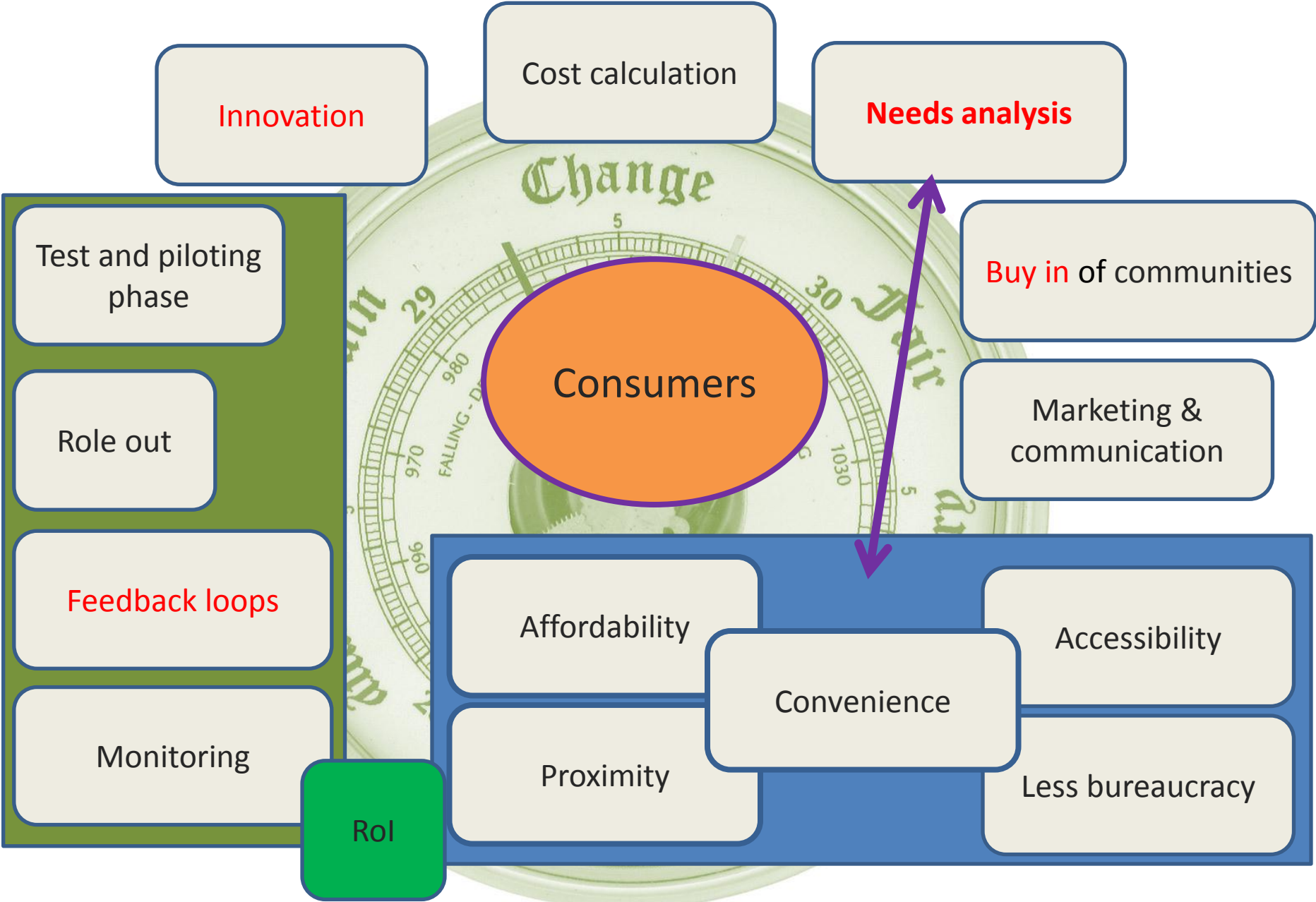
BAROMETER - SUPPLY CHAIN



BAROMETER – DISTRIBUTION



BAROMETER – SALES



B4D-QUESTIONS – Example 1



Do you have a distribution structure in place ?

- 1) Company started to send field employees into poor communities to do **research**
- 2) **Pilot** projects started but decision on final distribution structure not yet in place
- 3) Distribution structure in place but need to be improved in terms of **scaling, functionality, trust gaining, security**, etc
- 4) Distribution structure is **fully functional**, clients' trust is gained and inclusive business activity is significantly (**no.**) scaled up. Operational support of the company and the partners are given
- 5) Don' t know
- 6) Not applicable

B4D-QUESTIONS – Example 2



Are the local people/entrepreneurs convinced to partner with your company ?

- 1) Company started to address the partners offering a full package of “input” (technical training, loans, business skills training)
- 2) Selection process and contracting has been finalized, but ownership by locals has not yet been achieved.
- 3) Trust of partners has been gained through awarding mechanisms, incentives and constant communication
- 4) Partnership with individual entrepreneurs have been extended as additional partners (like CSO, FBO etc. and products from other companies have been brought in (like insurance). Mentorship was involved in the constant exchange. Cooperatives have been created
- 5) Don’ t know
- 6) Not applicable

B4D-QUESTIONS

Example 3



Is the **training** provided to the partners appropriate for them to be sustainable part of the distribution chain ?

- 1) Training modules are not (fully) developed
- 2) Training modules are established and include **technical knowledge** on plating crops.
- 3) Training modules include **business skills** (Business plan, book-keeping, sales, marketing, savings etc.) Training is received well and the majority of the participants **complete** the full course
- 4) Comprehensive training includes **mentoring** and involvement of **support structure**. Success of training has been **monitored**. Partner organisations are involved to cover the extended demand for training and intense training modules
- 5) Don' t know
- 6) Not applicable



B4D-QUESTIONS – Example 4

How does the company establish **communication** with all its involved partners ?

- 1) Communication strategies and channels are in place
- 2) Communication with partners is done during **recruitment or during** a less formalized **training** or when **problems** are arising
- 3) Through its communication channels the bank communicates with every partners at least **once a month**.
- 4) Communication has been put on a **regular** basis and involves the support structure, **additional partners** (like civil society organizations/faith based organizations, local government) and employees. **Inputs** and constructive recommendations of the partners are brought in /**adapted** to the system
- 5) Don' t know
- 6) Not applicable

B4D-QUESTIONS – Example 5



Are **selection** processes in place to ensure a profitable partnership with entrepreneurs ?

1) Selection criteria have not yet been developed. First informal identification of possible partners has been done.



4) Selection processes based on experiences in selection criteria. Constant monitoring and communication with the partners.

5) Don' t know

6) Not applicable

Reliable

Capable

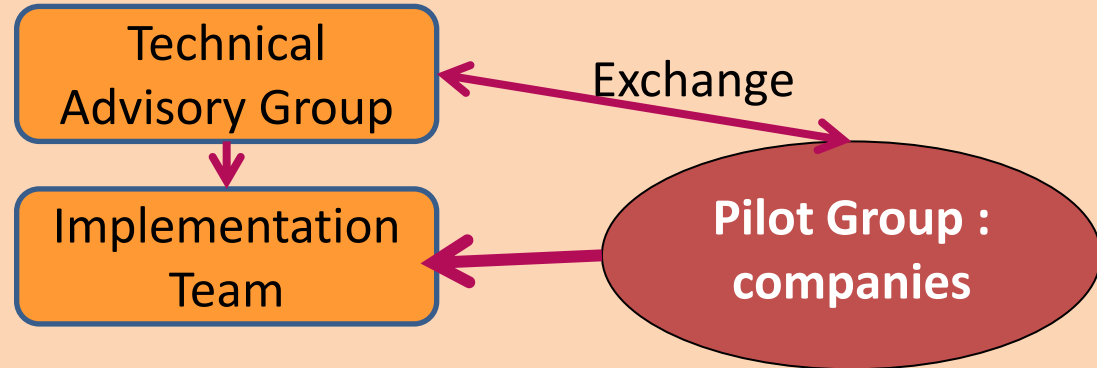
Capital

Known

Consistency

STRUCTURE & STEPS

B4D Structure

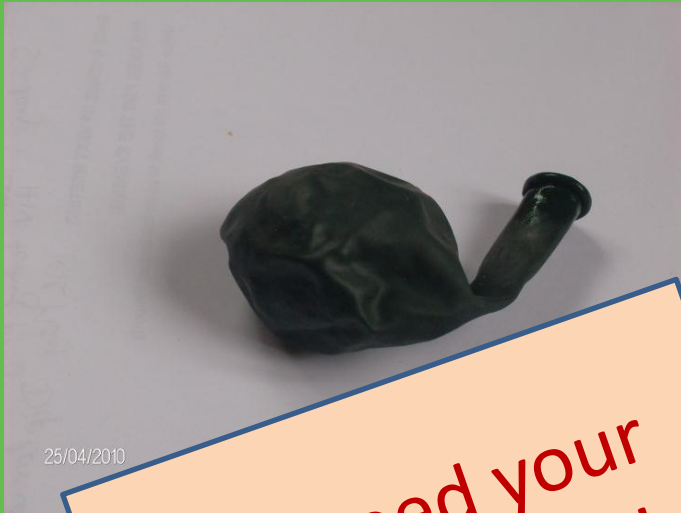


B4D Tools: content and software development for putting tools online

- Involving differing industry sectors to **jointly** further develop B4D Tools
- 3 country launches together with business associations



SO: WILL IT FLY?



25/04/2010

**We need your
involvement!**

