

# INCLUSIVE BUSINESS BOOST

## Video Transcript

1 billion people don't have decent housing

2 billion people don't have access to toilets or clean water

1 billion people don't have access to electricity

2 billion people don't have a bank account or credit score

750 million people don't have access to education

4 billion people don't have access to the internet

The world's largest problems present opportunities estimated to be worth £10

trillion to businesses worldwide by 2030 (Businesscommission.org)

But there's a big difference between high level estimates and tangible experience

Relatively few inclusive business models have reached tens of millions of people. Many ventures have failed to scale up after pilots or reach profitability-even after many years.

It's hard to find evidence on what's working today leaving many sceptical or disillusioned.

But all this is starting to change ...

More profitable, digitally-enabled business models are emerging (Accenture Analysis, 2019, 120+ case studies). Business leaders are learning when to build and when to buy (Endeva, 2019)

Companies are empowering their staff to innovate and combine purpose with profit (League of Intrapreneurs, Business Fights Poverty, Business call to Action, 2019)

In less than a decade, Chinese manufacturer Transsion Holdings has become

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the #1 phone seller in Africa (Financial Times, 2017).

It shipped 180 million devices last year, a 50% increase in sales (Gulf News, 2018)

In 2016, Reliance Industries launched the Jio mobile network –bringing cheap

data to millions. Within 6 months India became the largest consumer of data in the world (LiveMint, 2018)

In just 2 years they signed up 280 million new subscribers (Economic Times, 2018)

It is estimated Jio's launch will boost India's GDP by 6% (LiveMint, 2018)

In 2011, the French energy giant ENGIE created an impact investment fund (Engie company website)

ENGIE staff invest in the fund and it has now made 20 investments across 4 continents (Engie company website)

In 2018, ENGIE scouted and acquired a solar panel provider in Sub-Saharan Africa (Engie company website)

This gave ENGIE access to a million new customers and an immediate foothold in a growing market (Engie company website)

In 2010, the ride hailing and gig economy platform Go Jek launched in Indonesia. By 2018, it had one million drivers, 25 million customers and venture investment from Google and TenCent (Reuters, 2018)

As a result, Go Jek is set to become the first "decacorn" from a developing country valued at over \$10 billion (TechInAsia, 2018)

In 2016, education provider Pearson established their "Tomorrow's Markets" innovation incubator focusing on underserved communities (Pearson Company website)

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It has generated over 250 concepts of which 25 have been incubated as projects, harnessing employees' passion and identifying new growth opportunities (League of Intrapreneurs, Business Fights Poverty, 2019)

In just 4 years, IKEA created 15,000 jobs for vulnerable women and marginalized groups by partnering with social entrepreneurs (League of Intrapreneurs, Business Fights Poverty, 2019)

For example, in 2019 IKEA worked with designers who had left Syria as refugees to co-create a new range of textile products (League of Intrapreneurs, Business Fights Poverty, 2019)

It's time to reimagine what inclusive business means ...by learning from each others' failures and successes ..... and forging new partnerships

How will you be a part of the change?

Logos shown at the end:

UKaid from the British People

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