



Business Call to Action Eligibility Criteria

BCtA seeks to provide recognition and visibility to quality inclusive business initiatives from companies that meet the minimum requirements for membership and demonstrate commitment to sustainable business practices.

BCtA Secretariat assesses both the company's overall environmental, social, governance (ESG) and industry performance as well as the quality of its inclusive business commitment as it relates to the potential for commercial success, impact on the [Sustainable Development Goals](#) (SDGs) and benefits for the base of the economic pyramid (BOP) populations.

BCtA's Eligibility Criteria is described below and publicly available on the [BCtA website](#):

1. The company demonstrates its adherence to sustainable business practices, especially related to gender equity, human rights, labor, community well-being, environment, and good governance & management.
 - This can be demonstrated through existence of the relevant policies and processes to ensure implementation and adherence to such practices.
 - In the application, companies need to demonstrate how the above ESG practices are used to ensure the well-being, fair treatment, participation, and positive impact on the BoP communities and individuals it works with.
2. The inclusive business initiative the company applies with demonstrates the potential to create both financial returns for the company and economic and social returns for low-income communities in developing countries.
 - To meet the requirement for financial returns, an initiative should:
 - Engage the core competencies of a company and be a sustainable part of its business, as opposed to being driven by philanthropic or social investment goals;
 - Have potential to be further scalable and replicable within a given market or across new markets; and
 - Contribute to achieving a company's commercial targets such as increased revenue, access to new markets, improved quality of supply chains or an increased customer base.
 - To meet the requirement for economic and social returns, an initiative should:
 - Responsibly integrate underserved populations into the company's value chain as suppliers, producers, retailers, distributors, employees, stakeholders or a combination thereof, or provide appropriate and affordable products or services to low-income consumers;
 - Contribute to the Sustainable Development Goals (SDGs); and
 - Be located in one or more developing countries.



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3. The Inclusive business commitment the company applies with represents a new approach to doing business for the company, enabling it to access and serve markets in ways that were not previously possible.
 - The initiative should not constitute a long-standing, mainstream business activity for the company without any added value or innovation.
 - It may be a scale-up or an expansion of existing business model; break-through to new markets and geographies; innovative component to the model that increases benefits to BOP communities; or new partnerships among companies and institutions.
4. The inclusive business commitment is able to generate measurable results.
 - Application clearly identifies where an initiative will be implemented, provides quantitative and qualitative targets for the expected business and development outcomes, and defines a timeline for reaching these targets.
 - Once a company is accepted as BCtA member, it will be required to submit annual updates on the initiative's progress against business and development indicators, identified in the original application.
5. Financing for the initiative is in place.
 - BCtA does not provide funding for member companies to implement their initiatives.
 - A company must demonstrate that financing is secured for at least the initial part of a proposed initiative and there is a financing strategy for the entire duration of the initiative.
 - While initial funding for pilots can come from donor organizations or foundations, companies must be able to present a plan for creating a sustainable business model that does not rely on long-term grant funding.