



# Business Call to Action Application Form

The BCtA application aims to capture the goals, measures of success, and key features of your company's inclusive business, as well as the potential roadblocks or challenges the company might face in the course of doing business. It provides both the basis on which the company is approved to join the BCtA, as well as a record of the original objectives set for the inclusive business model. It is these objectives against which your company will report an annual basis during the term of membership.

The application provides questions to help guide the description of the company's commitment and inclusive business model. We encourage you to be as descriptive and informative as possible to provide the BCtA Secretariat a comprehensive understanding of your company's commitment and the inclusive business model to achieve it. All sections of the application are required.

## Instructions

Once approved, section 2 of the application, containing the overview of your inclusive business model and the key objectives set, along with the name of the company is made available to the public on the BCtA website, while other sections remain confidential, accessible only to the BCtA Secretariat, Review Committee and the company. BCtA limits the range of possible responses available for some fields of the application form (e.g. type of Inclusive Business Model, sector, market, etc.) in order to enable the effective sorting and aggregation of data.

The indicator part of the application form (section 4) requires applicants to select at least 4 obligatory business indicators and at least 2 development indicators against which the company will report each year. The company is free to select additional indicators from the list based on the company's business model. BCtA provides a Guidance Note to help navigate companies through the SDGs, business and development themes and relevant indicators. Moreover, BCtA Outreach team is available to respond to any questions and provide additional guidance.



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## Section 1: Basic Company Information and contact details

| Company Information  |            |  |
|--|------------|--|
| Name of the company:   |            |  |
| Company description:   |            |  |
| Location of headquarters and countries / regions of operation:                   |            |  |
| Annual turnover in USD:  |            |  |
| Number of employees:   |            |  |
| Company CEO  | Name:      |  |
|  | E-Mail:    |  |
|  | Telephone: |  |
|  | Address:   |  |
| Key Contact Person<br>(for BCtA team to contact with regards to the application) | Name:      |  |
|  | Title:     |  |
|  | E-Mail:    |  |
|  | Telephone: |  |
|  | Address:   |  |

### Company's commitment to sustainable business practices

BCtA membership is offered to companies with innovative and impactful inclusive business models in developing countries, and which are committed to sustainable business practices, including gender equity, universal principles on human rights, labor, environment and anti-corruption.

***Please add any relevant information on sustainability and business ethics related efforts and recognitions:***

|   |  |
|---|--|
| Internal policies, monitoring systems and Codes of Conduct:   |  |
| External certifications, awards and recognitions, participation in national/ regional/sector initiatives, ESG indices and commitments to voluntary sustainability and ethical principles: |  |



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## Section 2: Overview of the company's inclusive business model and commitment

### Commitment Headline

*Please insert a tagline describing the commitment (1-2 sentences):*

### Type of Inclusive Business model

Inclusive business models are commercially viable solutions that expand access to goods, services and livelihood opportunities for low-income people. Such business models tap into the potential of the base of the economic pyramid (people living on less than \$8 per day) and include them into their value chain – as suppliers, distributors, retailers or customers.

***Kindly select the appropriate one (or select both if your company's model relates to both the value chain and goods/services provision):***

**Value Chain**

The business aims to integrate underserved populations into the company's value chain as suppliers, producers, distributors and/or employees. For example the company aims to increase local sourcing or production/manufacturing in the target country(s), with a focus on underserved groups (e.g. poor people, women, indigenous, youth, previously unemployed or marginalized). Or the company plans to invest in skills development for employees, customers or suppliers in order to optimize productivity and performance. Another example might be the company plans to generate economic opportunities within supply and distribution channels through enterprise development activities for local small and micro enterprises.

**Goods And Services**

The business aims to provide/sell products or services to low-income consumers. These products or services are adapted to the target market with respect to affordability, packaging, infrastructure, technology, and culture. In most cases, these initiatives will lead to cost and/or time savings for households, meet basic needs, and catalyze local entrepreneurship. Examples vary greatly by sector but may include the provision of financial services through mobile technology, access to appropriate and affordable household or nutrition products, or the provision of low-cost health services or appropriate energy sources.

### Sector – Select as appropriate

- |   |  |
|---|--|
| <input type="checkbox"/> Financial Services                   | <input type="checkbox"/> Forestry                        |
| <input type="checkbox"/> Insurance                            | <input type="checkbox"/> Utilities                       |
| <input type="checkbox"/> Food & Beverage (processor/producer) | <input type="checkbox"/> Healthcare                      |
| <input type="checkbox"/> Food & Beverage (retail)             | <input type="checkbox"/> Pharmaceutical & Biotechnology  |
| <input type="checkbox"/> Agriculture & Fishing                | <input type="checkbox"/> Professional / Support Services |
| <input type="checkbox"/> Personal Care & Household Products   | <input type="checkbox"/> Manufacturing                   |
| <input type="checkbox"/> Textiles & Furnishings               | <input type="checkbox"/> Information Technology Hardware |
| <input type="checkbox"/> Construction & Building Materials    | <input type="checkbox"/> Software & Computer Services    |
| <input type="checkbox"/> Steel & Other Metals                 | <input type="checkbox"/> Media                           |
| <input type="checkbox"/> Engineering & Machinery              | <input type="checkbox"/> Telecommunications              |
| <input type="checkbox"/> Transportation & Logistics           | <input type="checkbox"/> Electronics                     |
| <input type="checkbox"/> Automotive & transportation          | <input type="checkbox"/> Hospitality & Leisure           |
| <input type="checkbox"/> Extractive (Oil & Gas)               | <input type="checkbox"/> Real Estate & Housing           |
| <input type="checkbox"/> Extractive (Mining)                  | <input type="checkbox"/> Water & Sanitation              |
| <input type="checkbox"/> Chemicals                            | <input type="checkbox"/> Education                       |



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## Type of Inclusive Business model (continued)

### Markets/Regions – *Select as appropriate*

- |   |  |
|---|--|
| <input type="checkbox"/> Latin America and the Caribbean  | <input type="checkbox"/> Asia                  |
| <input type="checkbox"/> Sub-Saharan Africa               | <input type="checkbox"/> Europe and Eurasia    |
| <input type="checkbox"/> North Africa and the Middle East | <input type="checkbox"/> Australia and Oceania |

### Phase of the Inclusive Business Model – *Select as appropriate*

- Pilot** - the business model is brand new; it is still being designed and tested, possibly on a small scale or in a particular market
- Roll out** - the business model has been piloted and is being rolled out across the intended markets
- Scale up** - the business model has been successfully implemented in one or more markets and is being extended, adapted or replicated

### Sustainable Development Goals – *Select those that apply (at least one relevant SDG and maximum four)*

- SDG 1: End poverty in all its forms everywhere
- SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- SDG 3: Ensure healthy lives and promote well-being for all at all ages
- SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- SDG 5: Achieve gender equality and empower all women and girls
- SDG 6: Ensure availability and sustainable management of water and sanitation for all
- SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all
- SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- SDG 10: Reduce inequality within and among countries
- SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable
- SDG 12: Ensure sustainable consumption and production patterns
- SDG 13: Take urgent action to combat climate change and its impacts
- SDG 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- SDG 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development



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## Company's Commitment Objectives as related to Sustainable Development Goals

### ***Detail 2 - 3 objectives that capture the goals or targets of the inclusive business.***

These should be measurable, achievable and time-bound and describe your contribution towards the Sustainable Development Goals. Objectives should preferably be for a minimum of 3 years and a maximum of 6 years.

For example:

- *By 2020, Company A will improve the nutrition of 10,000 individuals in Kenya through its products.*
- *By 2020, Company B will integrate 30,000 smallholder farmers in Bangladesh into the value chain.*

1.

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2.

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3.

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## Section 3: Description of the Company's Inclusive Business Model

*Provide a descriptive overview of the business. The following questions are designed to serve as a guide to creating the overview (Expected length: approximately 2 - 4 pages)*

### 1. Market and company context

*Please provide a short description on the market and company context, including the company's current operations, customer/supplier base in the target market (if any), market gaps or needs the company is addressing, market challenges, the journey developing and experience of piloting the model, and if relevant rationale for scaling (e.g. growing demand).*

### 2. Key characteristics of product/service or value chain inclusion & impact at BoP

*Describe how your inclusive business model is expected to have a positive development impact and provide growth and/or economic opportunities for low-income people.*

*Kindly select according to your model:*

**For IB models that offer Goods & Services at the Base of the Pyramid:**

Describe the unique characteristics of your product & service and how it answers the needs of target clients and contributes to development? How will the product/service be delivered to target clients (describe the distribution model)? Kindly include information on the pricing of the product and how it is made affordable for the target market, and estimates of the income level and characteristics (e.g. urban/rural, geographic regions) of your target clients.

**For model building livelihoods within the company's value chain or business operations:**

Describe how the target producers, employees and/or distributors will be included in the value chain and obtain access to markets, how you will support fair livelihoods, establish contracts and if relevant build capacity among target populations? Kindly include information of the income level and characteristics (e.g. urban/rural) of the target population.

### 3. Commercial Viability / Revenue Model

*Kindly describe your revenue model (goods and services) or the business benefits of building livelihoods in the value chain:*

- How does the model generate revenues, increase market share, reduce costs, etc.?
- Has the model reached break-even (i.e. revenue is equal to or greater than costs)? If not, what is the projected timeframe to reach that point?

If your inclusive business is a component or division of the company's overall business, please provide a brief description of how it fits with the core business.



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## 4. Financing, Partners and Key Resources needed to reach the targets

*Describe the key resources/investments and partners needed to achieve the targets, and whether you have secured financing for ensuring the necessary resources & the key sources of finance (i.e. principal partners, banks, venture capital, foundations, corporate parent).*

## 5. Innovation and Scalability

*Here you can describe the unique features of your company's model and the potential to scale/replicate the model further in future:*

- Which innovative approach distinguishes company's inclusive business model? (E.g. innovative technologies, new partnerships, new product/service offerings, new markets, etc.)?
- Can the model be scaled and replicated in new markets/regions?

## 6. Potential Risks, Challenges and strategies to address these

*Describe the potential risks and challenges the company might face in reaching the targets, and strategies in place to mitigate/address these.*

- Indicate how communities and other relevant stakeholders were engaged and/or consulted during the design or pilot of your inclusive business initiative; how the initiative's benefits and risks for communities were jointly considered.
- Indicate whether the company has a plan for ongoing stakeholder engagement, including BoP individuals, communities.



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## Section 4: Indicators for Reporting Business Indicators

The BCtA business indicator list includes both obligatory (marked with \*) and optional indicators.

**Kindly fill the obligatory indicators and select at least one of the optional indicators (4-7). You may also choose to add information segregated by gender and age group.**

| Business Indicators  |  |                                  |   |
|--|--|----------------------------------|---|
| Indicator  | Description  | Expected Results for target year | Methods/Comments<br>(How will you measure the achievement and/or how did you calculate the target?) |
| 1. Total estimated investment (USD)*                                 | Total estimated amount of USD invested in the inclusive business initiative. (e.g. in regards to investment in training, new facilities etc.)                          |                                  |   |
| 2. Number of direct full-time employees*                             | Total estimated direct full-time jobs generated as a result of the initiative.   |                                  |   |
| # of which are low-income (optional)                                 |  |                                  |   |
| # of which are women (optional)                                      |  |                                  |   |
| # of which are youth (optional)                                      |  |                                  |   |
| 3. Expected revenues (USD) *   | Total expected revenues (USD) to be generated as a result of the initiative.   |                                  |   |
| <b>Optional – Please select at least one of the below indicators</b> |  |                                  |   |
| 4. Total number of new individual customers                          | Total estimated number of new individual customers as a result of the initiative.  |                                  |   |
| # of which are women (optional)                                      |  |                                  |   |
| # of which are youth (optional)                                      |  |                                  |   |
| 5. Total number of new institutional customers                       | Total estimated number of new institutional customers as a result of the initiative. (e.g. public sector institutions, international NGOs, and other enterprises etc.) |                                  |   |
| 6. Total amount of the product/service sold                          | Total estimated number of products or services (may be estimated in quantity or number of transactions) sold as a result of the initiative.                            |                                  |   |





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## Business Indicators (continued)

|   |   |  |  |
|---|---|--|--|
| 7. Total number of suppliers/producers/distributors engaged | Total estimated number of suppliers/producers/distributors engaged as a result of the initiative. |  |  |
| # of which are women (optional)                             |   |  |  |
| # of which are youth (optional)                             |   |  |  |

## Development Indicators

| SDG                          | Themes                                 | Indicators  | Expected Results for target year | Methods/Comments<br>(How will you measure the achievement and/or how did you calculate the target?) |
|------------------------------|--|---|----------------------------------|---|
| <b>SDG 1:<br/>No Poverty</b> | Increased earnings, wages and benefits | Number of people with increased productivity/revenue generating activities                              |                                  |   |
|                              |  | # of which are women (optional)   |                                  |   |
|                              |  | # of which are youth (optional)   |                                  |   |
|                              |  | Average annual income earned by target beneficiaries (BoP employees/ suppliers/ distributors/customers) |                                  |   |
|                              |  | # of which are women (optional)   |                                  |   |
|                              |  | # of which are youth (optional)   |                                  |   |
|                              | Access to Financial Services           | Number of individuals with increased access to financial services                                       |                                  |   |
|                              |  | # of which are women (optional)   |                                  |   |
|                              |  | # of which are youth (optional)   |                                  |   |
|                              |  | Number of loans disbursed   |                                  |   |
|                              |  | Value of loans disbursed (USD)  |                                  |   |
|                              | Availability of Products and Services  | Number of individuals reached by product/service  |                                  |   |
|                              |  | # of which are women (optional)   |                                  |   |
|                              |  | # of which are youth (optional)   |                                  |   |
|                              |  | Number of households reached by product/service   |                                  |   |
|                              |  | Average cost savings (USD)  |                                  |   |
|                              |  | Average time savings (hours)  |                                  |   |



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| Development Indicators (continued)                   |  |  |                                  |   |
|--|--|--|----------------------------------|---|
| Sdg  | Themes   | Indicators   | Expected Results for target year | Methods/Comments<br>(How will you measure the achievement and/or how did you calculate the target?) |
| <b>SDG 2:<br/>Zero<br/>Hunger</b>                    | Access to healthy and affordable food            | Number of individuals with improved nutrition                              |                                  |   |
|  |  | Optional:  |                                  |   |
|  |  | # of which are women (optional)  |                                  |   |
|  | Improved agricultural productivity               | Number of individuals experiencing better agricultural yields              |                                  |   |
|  |  | # of which are women (optional)  |                                  |   |
|  |  | # of which are youth (optional)  |                                  |   |
| <b>SDG 3:<br/>Good<br/>Health and<br/>Well-Being</b> | Access to quality essential health care services | Number of individuals with increased access to health care services        |                                  |   |
|  |  | # of which are women (optional)  |                                  |   |
|  |  | # of which are youth (optional)  |                                  |   |
|  | Access to medicines                              | Number of individuals with increased access to medicines                   |                                  |   |
|  |  | # of which are women (optional)  |                                  |   |
|  |  | # of which are youth (optional)  |                                  |   |
| <b>SDG 4:<br/>Quality<br/>Education</b>              | Training and Education                           | Number of individuals receiving training/education                         |                                  |   |
|  |  | # of which are women (optional)  |                                  |   |
|  |  | # of which are youth (optional)  |                                  |   |
|  |  | Training cost (USD)  |                                  |   |
| <b>SDG 5:<br/>Gender<br/>Equality</b>                | Gender Equality                                  | Number of women with increased productivity/ revenue generating activities |                                  |   |
| <b>SDG 6:<br/>Clean<br/>Water and<br/>Sanitation</b> | Access to Water                                  | Number of individuals with improved access to water                        |                                  |   |
|  |  | # of which are women (optional)  |                                  |   |
|  |  | # of which are youth (optional)  |                                  |   |
|  | Access to Sanitation                             | Number of individuals with improved access to sanitation                   |                                  |   |
|  |  | # of which are women (optional)  |                                  |   |
|  |  | # of which are youth (optional)  |                                  |   |



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| Development Indicators (continued)                |  |  |                                  |   |
|---|--|--|----------------------------------|---|
| Sdg   | Themes   | Indicators   | Expected Results for target year | Methods/Comments<br>(How will you measure the achievement and/or how did you calculate the target?) |
| SDG 7:<br>Affordable and Clean Energy             | Access to Energy   | Number of individuals with improved access to clean energy             |                                  |   |
|   |  | # of which are women (optional)  |                                  |   |
|   |  | # of which are youth (optional)  |                                  |   |
| SDG 8:<br>Decent Work and Economic Growth         | Employment   | Number of full time jobs created (direct, indirect)                    |                                  |   |
|   |  | # of which are women (optional)  |                                  |   |
|   |  | # of which are youth (optional)  |                                  |   |
|   | SME Development  | Number of new businesses (MSMEs) strengthened                          |                                  |   |
|   |  | Number of new businesses (MSMEs) established                           |                                  |   |
| SDG 9:<br>Industry, Innovation and Infrastructure |  |  |                                  |   |
| SDG 10:<br>Reduced Inequalities                   |  |  |                                  |   |
| SDG 11:<br>Sustainable Cities and Communities     | Access to Affordable Housing                               | Number of individuals with improved access to housing                  |                                  |   |
|   |  | # of which are women (optional)  |                                  |   |
|   |  | # of which are youth (optional)  |                                  |   |
|   |  | Number of affordable housing units constructed                         |                                  |   |
|   | Number of affordable housing units improved or refurbished |  |                                  |   |
|   | Sustainable Buildings                                      | Number of housing units built with sustainable materials and practices |                                  |   |
|   | Disaster, Emergency, Planning and Response                 |  |                                  |   |



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| Development Indicators (continued)                    |   |  |                                  |   |
|---|---|--|----------------------------------|---|
| Sdg   | Themes  | Indicators   | Expected Results for target year | Methods/Comments<br>(How will you measure the achievement and/or how did you calculate the target?) |
| <b>SDG 12: Responsible Consumption and Production</b> | Sustainable Sourcing                                | % of goods purchased through sustainable sourcing                  |                                  |   |
|   | Sustainable Production                              | % of goods produced through sustainable production                 |                                  |   |
|   | Resource efficiency (water, energy, materials etc.) | Amount of energy saved   |                                  |   |
|   |   | Amount of reduced water usage achieved                             |                                  |   |
|   | Waste Management                                    | Amount of waste reductions achieved                                |                                  |   |
| <b>SDG 13: Climate Action</b>                         | Greenhouse Gas Reduction                            | Amount of reductions in GHG emissions (CO <sub>2</sub> equivalent) |                                  |   |
| <b>SDG 14: Life Below Water</b>                       |   |  |                                  |   |
| <b>SDG 15: Life On Land</b>                           |   |  |                                  |   |
| <b>SDG 16: Peace, Justice and Strong Institutions</b> |   |  |                                  |   |
| <b>SDG 17: Partnerships for the Goals</b>             | Multi-stakeholder partnerships                      |  |                                  |   |