



# BCtA 2022 MID-YEAR REPORT

# TABLE OF CONTENTS

<b>01</b>	<b>INTRODUCTION AND HIGHLIGHTS</b>	<b>1</b>
	1.1 What is changing for BCtA this year?	2
	1.2 BCtA's pivot to an expert service provider under UNDP Sustainable Finance Hub	2
<b>02</b>	<b>IMPACT MEASUREMENT AND MANAGEMENT</b>	<b>3</b>
	2.1 Impact Measurement and Management Movement	4
	2.3 Training for Impact	5
	2.4 Partnership for Impact	6
	2.5 IMM Community of Practice	6
<b>03</b>	<b>INCLUSIVE INNOVATION JOURNEY</b>	<b>7</b>
	3.1 Inclusive Innovation Journey Program	8
	3.2 Más Vida: Accelerating Telehealth in Colombia	8
	3.3 Climatech: Combatting Water Deficit by Innovating with Medenine Farmers	9
	3.4 The Way Forward for Innovation	10
<b>04</b>	<b>KAMPALA PRINCIPLES</b>	<b>11</b>
	4.1 Kampala Principles' Action Dialogues and Communities of Practice	11
	4.2 Kampala Principles for Effective Multi-stakeholder Development Cooperation Partnerships	12
	4.3 Action Dialogues	13
	4.4 Community of Practice	14
<b>05</b>	<b>MEMBER COMMUNITY</b>	<b>15</b>
	5.1 New Member Companies since January 2022	15
	5.2 Annual Progress Updates 2021	17

06	ASIAN DEVELOPMENT BANK	18
07	PARTNERSHIPS AND ENGAGEMENTS FOR SCALING UP BCTA SERVICE OFFERINGS	19
08	THOUGHT LEADERSHIP AND COMMUNICATIONS	21
	8.1 Knowledge Products	22
	8.2 Communications Results	22
	APPENDIX A: DEFINITION OF BCTA ABBREVIATIONS	23
	APPENDIX B: LOGFRAME	24





01

Adobestock/VAKSMANV

# INTRODUCTION AND HIGHLIGHTS

The year 2022 has been a time to slowly rebuild from the grip of the pandemic. Economies have regained their momentum and markets are back on track. Inclusive business innovations that improve lives has played a major role in reviving these economies and at the same time continuously contributing to attaining the Sustainable Development Goals (SDGs). The multi-layered crises we recently faced on top of the pandemic have, it should be noted, slowed down attainment of the SDGs. For Business Call to Action (BCtA), 2022 has been a busy year—one focused on scaling up its service

offerings. It has been a time to pilot programs and initiate the transition from a membership-based initiative to a robust knowledge platform.

In first half of the year, BCtA has seen a remarkable potential to forge innovative partnerships between the private and the public sector that would strengthen the current drive towards inclusive innovation, inclusive public procurement, impact measurement and management, and effective private sector engagement for development cooperation.

## 1.1 What is changing for BCtA this year?

The four integrated solutions of inclusive innovation, inclusive public procurement, impact measurement and management, and effective private sector engagement for development cooperation comprise the key factors that drive systemic change towards sustainable development. As such, BCtA has started to ramp up the scaling up of these service offerings. While the current membership-based format has proven effective—especially in creating a community of inclusive businesses across the globe—the previous year has called for transforming the initiative into a knowledge platform to maximize its support for fortifying the capacities of member companies and other businesses to contribute to economies and to the SDGs. With many economies reopening in 2021, BCtA has also needed to provide post-pandemic knowledge-based assistance to companies and governments to prepare them for impact. BCtA has positioned itself as global leader in the impact measurement and management (IMM) movement and has given its full attention to IMM, highlighting it as a core service offerings for the year.

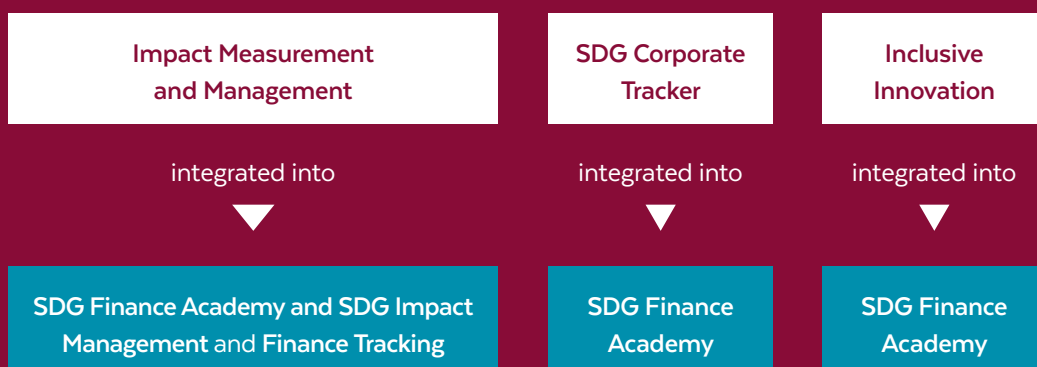
## 1.2 BCtA's pivot to an expert service provider under UNDP Sustainable Finance Hub

The first half of 2022 saw BCtA eagerly launch its Impact Measurement and Management Report, an indication of how the initiative is making major strides in offering action-based solutions for businesses, governments, and institutions through its core service offering: Impact Measurement and Management. It is in this same spirit that BCtA scales up this service offering and carefully integrates and aligns it to the UNDP Sustainable Finance Hub's (SFH) framework through the SDG Impact Management and Finance Tracking. Under this principle, BCtA maintains a comprehensive set of tools that are in line with SFH's offerings—the SDG Corporate Tracker and the Inclusive Innovation Journey (IIJ).

IMM—along with BCtA's two other service offerings, the SDG Corporate Tracker and the Inclusive Innovation Journey—epitomizes the initiative's mission to build on experience and share knowledge on tracking, measuring, reporting, and innovating for the SDGs that are aligned with the guidelines of the Sustainable Finance Hub.

### WHERE IT IS HEADED: THE FUTURE OF BCTA

Starting its drive to be a knowledge-based platform, BCtA has seen the integration of its core service offerings as part of the wider UNDP Sustainable Finance Hub's service offerings:



# 02

Adobestock/Odua Images

## IMPACT MEASUREMENT AND MANAGEMENT

### AT A GLANCE

In the first semester of 2022, through IMM training and technical assistance BCtA has reached:

**785**

entrepreneurs, companies, and UNDP Country Offices (cumulative data):



**18**

UNDP staff trained on IMM on a train-the-trainer basis



**218**

online Impact Lab users



**96**

companies engaged in trainings and workshops



**301**

MSMEs and individual entrepreneurs



**101**

policymakers engaged in IMM in Peru and Tunisia



**40**

entrepreneurs mentored



**51**

entrepreneurs from women-led companies in India trained

IMM Materials developed (cumulative data)



IMM Report launched

## 2.1 Impact Measurement and Management Movement

### WHY-WHAT

Impact Measurement and Management (IMM) is becoming a mainstream tool that provides tangible benefits for enterprises and their stakeholders. It creates value for people, encourages innovation, ensures an efficient use of resources, and reshapes the future. In brief, impact measurement is the process of quantifying the positive and negative effects a company has—either directly or indirectly, either intentionally or unintentionally—on people and the planet.

Impact management goes a step further, and companies utilize this data to improve business performance and make better decisions to maximize positive impact and minimize negative impact.

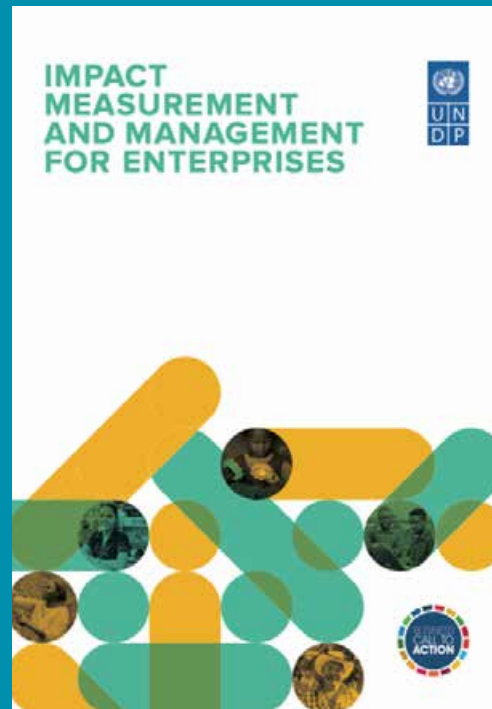
### HOW-WHO

BCtA recognizes the importance of improved impact management in shifting the current decision-making systems towards investment with a positive impact on **people** and the **planet**. BCtA builds the culture and strengthens capacity within the private sector to measure and manage impact on the SDGs. This includes training for impact accelerators, impact investors, and early-stage companies, with BCtA providing tools and technical assistance along with mentorship to measure and manage a business' impact in alignment with the SDGs.

### WHERE-WHEN

BCtA was able to further leverage its service offerings on IMM in 2022, supporting organizations of all sizes and from all sectors from many global regions in shaping their IMM journey and encouraging them to plan for their impact, frame it, and measure it.

## 2.2 IMM Report



BCtA launched its comprehensive IMM Report in July 2022, which reflects its experience in building and leading various IMM initiatives such as workshops, mentorships, and trainings for many types and sizes of enterprises in different sectors.

Throughout its seven chapters, the report aims to review the main lessons learned and opportunities identified in adopting IMM. It highlights future steps needed to be taken to further increase understanding, adoption, and implementation of IMM by organizations and their stakeholders. The report also outlines primary data collected through comprehensive research done to assess BCtA Member Companies' experience in measuring and managing the impact of their business through the lenses of the SDGs.

Through this report, BCtA aims to increase the quality of the impact decision-making process by supporting investors and enterprises in integrating IMM into their practices through data collection and capacity building, developing user-friendly, self-paced online tools such as the Impact Lab.

## 2.3 Training for Impact

BCtA has collaborated with different organizations and was actively involved in various IMM-focused trainings, mentorships, and capacity-building programs for organizations of all sizes, sectors, and regions:

1. BCtA, alongside the UNDP Country office in Malaysia, Impact Venture Accelerator and Seedstars, collaborated on an Impact Venture Pre-accelerator Programme with the participation of 46 start-ups from 25 different countries around the world. Over the course of two weeks, BCtA provided a total of seven interactive sessions; three of them highlighted the concept of IMM, the business case, its global context, and how to plan and frame impact. The other sessions were more focused on and tailored to meet the start-ups' needs; there were four thematic sessions on EduTech, CleanTech, HealthTech, and FinTech, which helped the start-ups understand how to employ IMM as a better decision-making tool to increase positive and reduce negative impact.
2. BCtA has joined with the UNDP Regional Bureaux for the Arab States, the Kuwait Country office, and the SDG Impact Standards to provide a comprehensive training program for companies registered on the Kuwait Stock Exchange (Boursa Kuwait) and the Kuwait Direct Investment Public Authority (KDIPA). The four-day training aimed to foster the private sector's efforts aligned with sustainable development. The training engaged senior management and employees who have sustainability-related functions such as reporting and/or decision-making for management. The training aimed to increase the participants' skills in sustainable operations and IMM.

During the trainings, both the UNDP Sustainable Finance Hub and the UNDP Regional Bureau for the Arab States presented several examples and outlined business initiatives that companies can adopt and which encourage better understanding of the contribution to the SDGs and impact analysis.

3. In line with BCtA's purpose of leading the IMM movement for the UNDP Country Offices, it has also successfully delivered IMM training in Peru, engaging employees from inclusive businesses, some of whom hail from BCtA Member Companies.

BCtA provided them an intensive training that focused on two modules of BCtA's Impact Lab: (1) Planning for Impact and (2) Framing Impact.

4. As part of BCtA's continuous engagement with and commitment to its Member Companies, a comprehensive IMM training was held with the participation of 26 people over three training days. The three-day training highlighted important dimensions of IMM including general definitions, business cases, the global context and expounded on the first two modules of the Impact Lab: (1) Planning for Impact and (2) Framing Impact.
5. BCtA is extremely proud to have been part of the Shea Conference 2022 that was organized by the Global Shea Alliance and supported by the UNDP Private Sector Global Facility. With a virtual format, BCtA was able to provide 100 enterprises from Africa with a comprehensive introductory session on sustainable business and social impact during the conference's Small and Medium Enterprises (SME) Training Day.

The conference held in early June highlighted that SMEs have a huge potential to contribute to the SDGs since they create 70% of jobs, leading to 40% of the GDP in emerging economies. IMM can help transform SMEs into socially and environmentally responsible models that in turn provide them with massive opportunities, including increasing their profits and sustaining the businesses.



## 2.4 Partnership for Impact

As part of BCtA's knowledge partnership with the Women's Indian Chamber of Commerce and Industry (WICCI), the team conducted a training course on IMM for 33 women-led enterprises last April. BCtA highlighted the concept of Impact Measurement and Management, which includes an introduction to the BCtA Impact Lab and its first two modules: (1) Planning for Impact and (2) Framing Impact.

Another part of this collaboration was a webinar held by WICCI that focused on "Women-Led Sustainable Businesses" attended by 18 female entrepreneurs where BCtA conducted an IMM session and participated in a panel discussion on integrating sustainability practices and actions into businesses' operations.

## 2.5 IMM Community of Practice

In late June, BCtA also launched the IMM Community of Practice (CoP) that was developed as a dedicated peer-to-peer learning network, where we provide tailored support and technical assistance to discuss and share knowledge and expertise on a variety of IMM topics. This CoP is an offshoot of BCtA's effort to build the culture and capacity of its Member Companies to measure and manage impact on the SDGs—a continuation of the Training-of-Trainer sessions held in March this year.

Companies who joined the IMM CoP had the chance to:

1. Get organizational and individual capacity development tool on IMM
2. Connect with other Member Companies to discuss, exchange knowledge, and promote peer-to-peer learning
3. Develop sector-based relationships and recognize new efforts and skills in IMM in their sector
4. Receive updates on the latest global case studies on companies practicing IMM

The second IMM CoP session will be held in September.

## OTHER IMM ACCOMPLISHMENTS

- BCtA was part of a panel reactor that shared experiences and provided evaluations and strategic feedback to six start-ups during a hybrid graduation ceremony entitled SustainUP in the Philippines. This graduation ceremony capped a twelve-month incubation program organized by AIM-DBI (GRI's Sustainability and Impact Development Track) that aimed to provide start-ups with the capacity and skills to adopt sustainability practices and strategies in their daily operations and practices.
- BCtA presented the Impact Measurement and Management tool and the Impact Lab during the webinar on "Opening up the Inclusive Business Treasure Chest," hosted and facilitated by Inclusive Business Action Network (iBAN) last June. In the discussion, BCtA also shared how inclusive businesses have integrated a data collection culture into its organization because of working with the Impact Lab.
- As part of the IIJ program that was implemented for entrepreneurs in Tunisia and Colombia, nine entrepreneurs were engaged in Tunisia and 26 in Colombia over two sessions highlighting the concept of IMM and focusing on planning and framing impact with practical exercises to reflect their learnings and apply them to their businesses. As part of the same program, another two sessions were held for policymakers in Tunisia and Colombia, with the participation of 12 and 89 people respectively. Fruitful discussions were held in both countries covering the concepts of sustainable development, the SDGs, social investments, and IMM. The practical dimension of these sessions included the first two modules of the Impact Lab, which are (1) Planning for Impact and (2) Framing Impact.



# INCLUSIVE INNOVATION JOURNEY

Summary of Key Results Achieved through Inclusive Innovation Journey Piloting in Colombia and Tunisia

KEY RESULTS	TOTAL
Local entrepreneurs engaged (in trainings)	13
Public actors engaged (in trainings)	305
Investors engaged	6
Implementing partners	4
Program partners and mentors	10
Training sessions delivered*	29
Average session rating (out of 10)	8.8

## 3.1 Inclusive Innovation Journey Program

### WHY-WHAT

Governments often have a hard time reaching and providing essential goods and services to low-income populations. At the same time, inclusive businesses are successfully operating innovative solutions to serve such communities, but often not at scale. BCtA's Inclusive Innovation Journey (IIJ) bridges this gap by fostering collaboration between the private sector and the government. IIJ is a government-led inclusive innovation process that replicates and adapts proven inclusive business models and their solutions to serve low-income populations, in the last mile.

### HOW-WHO

IIJ deals with facilitating the replication and adaptation of global innovation processes. It does so by focusing on seeding an ecosystem of local entrepreneurs with inclusive models so that governments have viable options of essential services providers who are sensitized to the needs of low-income populations. In this way, BCtA's IIJ leverages existing, proven, inclusive business models by adapting them to the needs of new geographies and contexts, with a business-to-government (B2G) model.

UNDP Country Offices play a central role in facilitating the alignment of multiple stakeholders and mobilizing available resources to engage and prepare both local inclusive businesses and government institutions as agents of inclusive innovation. At the same time, IIJ integrates internal UNDP technical assistance with the complementary expertise of external private and public sector partners in service of local government development needs. UNDP Country Offices take the lead in co-defining the critical problems of interest with local private and public sector partners, while BCtA collaborates with internal UNDP technical experts and its external Member Companies to provide the methodology, technical support, and expertise to replicate and adapt the required inclusive B2G solutions.

### WHERE

In 2022, BCtA launched its first two pilots of IIJ in Colombia and Tunisia. In Colombia, the program was focused on bringing together public healthcare actors and local telehealth solutions for pre-natal, natal, and post-natal services through the development of inclusive B2G telehealth solutions. In Tunisia, the program was focused on bringing together public agriculture actors and local agritech solutions for efficient management of water resources through the development of inclusive B2G agritech solutions.

## 3.2 Más Vida: Accelerating Telehealth in Colombia

Telehealth business solutions selected for and presented during the program play complementary roles to deliver services at scale:

- Hybrid healthcare delivery in remote areas based on real or deferred time that can be used with populations who have limited internet access
- AI-based systems that create efficiencies in managing patients and streamlining administrative processes
- Technological devices with virtual connection abilities to transmit data in real time for high quality exams
- Virtual pre- and post-hospital visit check-ups; virtual education platforms and courses delivered by healthcare professionals that can prevent complications during pregnancy
- Integrated platform that brings together multiple stakeholders from insurers to patients in ensuring healthy pregnancies and deliveries
- Immediate availability of consultations through easy-to-use and affordable technology
- Ability to choose and speak to speciality healthcare providers virtually

In 2021, UNDP Colombia and BCtA joined forces to collaborate with MiLAB, the govtech laboratory operated by iNNpulsa Colombia, to:

1. Advance local telehealth solutions for local pre-natal, natal, and post-natal health challenges;
2. Promote more sustainable, effective, and inclusive public-private collaborations in the telehealth sector;
3. Ensure affordable and equitable access to essential health services and products to low- and middle-income populations in Bogota, Colombia.

The telehealth sector was recognized as a focus area due to the increased demand for telehealth services caused by COVID-19 and the need to improve the quality and coverage of such services across the country. This was determined through a field study alongside the Ministry of Health and Social Protection (MinSalud), which oversees Colombia's National Telehealth Plan. According to the study, 90% of Colombian households were classified as Base of the Pyramid (BoP) with incomes of less than four million CoP per month. Many such individuals, due to a lack of financial resources, had trouble accessing healthcare, particularly specialized care. Moreover, the study noted that telemedicine showed significant benefits in access to healthcare for vulnerable populations through reduced costs and consultation times, increased productivity of health specialists and that it led to a wider adoption of preventative healthcare.

Despite seeing an increase in telehealth consultations at the height of Covid-19 pandemic, MinSalud observed that a significant gap remains in the reach of telehealth services to the rural poor.

The main barriers to telehealth services included low access to internet (56.5%) and devices like phones and computers (11%) in rural Colombia. Moreover, from the providers side, it was also noted that healthcare providers lacked telemedicine training and, until just a few years ago, the scope of security and data protection protocols was limited. BCtA IJ, which ran with the UNDP Colombia and UNDP Accelerator Labs alongside MiLab, aimed to bridge those gaps and work towards a more inclusive delivery of telehealth services by focusing on *how telehealth care services can expand capacity and improve its reach to general and specific medical services, such as pre-natal, natal, and post-natal, for rural, indigenous, and disabled populations.*

### 3.3 Climatech: Combating Water Deficit by Innovating with Medicine Farmers

Climatech business solutions selected for and presented during the program:

- High-tech approach: Optimizing water consumption through an internet-of-things (IoT)-based sensor mechanism buried in the ground which captures the characteristics and activities of the farmland. Data are transmitted to a cloud component where the analysis is performed. The cloud software then identifies an optimal irrigation plan for the type of crop based on the results of the analysis.
- Networking approach: Connecting farmers to experts and peers in the region through a web and mobile application—a virtual space where farmers in the same area can directly connect and form a group, pool together funds for, or share costs to invest in, alternative advanced irrigation systems. They can also share farming resources, such as fertilizers, and machinery, such as tractors.
- Biochemical approach: Employing biochemical and bacteriological analysis of soil and water on the farmland as a baseline solution in selecting the crops and the suitable irrigation. Based on the initial analyses, a farmer is advised on the correct way to irrigate his/her chosen crops so as not to use large quantities of water without yield. The type of crop is selected next factoring in the results of these initial analyses and taking into consideration the farmland's climatic conditions.

The Tunisian province of Medenine is facing multiple challenges in its agricultural sector, with lack of rainfall due to climate change causing massive water shortages and COVID-19 disrupting crop production services, further negatively impacting farmers. To address this issue, in 2021, UNDP Tunisia and BCtA joined forces to collaborate with the governate of Medenine and the Institute of Arid Regions to:

1. Advance local agritech solutions for water shortages in the region;
2. Promote more sustainable, effective, and inclusive public-private collaborations in the agricultural sector;
3. Ensure affordable and equitable access to water resources for smallholder farmers in Medenine, Tunisia.

With the increase in natural hazards, there is an increased need for risk management solutions for smallholder farmers. The current Covid-19 pandemic has further underscored the importance of tailored solutions for smallholder farmers to absorb shocks from both production and market-related losses. It is possible to help smallholder farmers with risk management/reduction solutions to better secure their incomes and livelihoods. The COVID-19 crisis presents a systemic disruption in the delivery of essential services, exacerbating pre-existing disparities. In the governorate of Medenine, Tunisia, a particular challenge requires innovative solutions, namely *developing a technological solution that supports the efficient management of water resources of small-scale olive growers in Medenine*. Innovation is a solution to these challenges, as it can help bridge development gaps, but it is important that it is government-centric and inclusive: governments can (and should) guide innovation and shape markets, rather than be limited to correcting market failures.

While the common goal of all solutions is to conserve the remaining water resources in view of the water deficit in Medenine brought on by climate change, the solutions proposed by the entrepreneurs not only have a positive impact for farmers in terms of efficient hydro resource management, but they also consider other pertinent development questions. The solutions selected in the program include:

1. Self-sufficiency and sustainability of farms to ensure food security;
2. Promoting multisectoral process modernization through software, apps, and digital platforms, making technology accessible to farmers and its use in agriculture;
3. Protecting the livelihood of many smallholder and low-income farmers.

### 3.4 The Way Forward for Innovation

This innovative government-centered approach to inclusive innovation can preserve or even accelerate progress towards the SDGs by seizing upon the concentrated focus created by COVID to enable mass digitally enabled delivery of essential services and products. Through this collaboration, UNDP Colombia, UNDP Tunisia, and BCtA are committed to ensuring that the tremendous mobilization of efforts and resources in response to COVID serve first and foremost the poor and newly impoverished. Accompanying government institutions on an inclusive innovation journey to replicate and adapt local business models proven to serve the income-poor is an achievable path to **Build Back Better**.



# 04

Adobestock/Kamonrat

## KAMPALA PRINCIPLES

### 4.1 Kampala Principles' Action Dialogues and Communities of Practice

In 2022, Business Call to Action (BCtA) partnered with the OECD-UNDP Joint Support Team to co-organize a series of Action Dialogues in Tunisia, Colombia, and Indonesia,

servicing as a multiplier for the Kampala Principles and for innovative multi-stakeholder collaboration to foster effective private sector engagement in development cooperation. In parallel with the Action Dialogues, BCtA also launched the Kampala Principles' Community of Practice (CoP) to support uptake of the Kampala Principles in Colombia, Indonesia, and Tunisia, as well as within its own global network.



**211**  
private  
sector actors



**126**  
development  
agencies



**85**  
public  
sector actors



**70**  
civil society  
organizations



**48**  
union  
representatives



Overall, the three Action Dialogues and the four CoP sessions brought together approximately 540 participants, including 211 (39.1%) private sector actors, 126 (23.3%) development agencies, 85 (15.7%) public sector actors, 70 (13.0%) civil society organizations, and 48 (8.9%) union representatives. These participants represented more than 25 sectors, most prominently Development, Education, Consulting, Government, Agriculture, Energy/Chemical/Utilities, Financial Services, Consumer Products, Manufacturing, and Advertising/Marketing/PR, across more than 39 countries, with strong representation from the regions of Asia Pacific (54%), South America (27%) and Africa & the Middle East (11%).

## 4.2 Kampala Principles for Effective Multi-stakeholder Development Cooperation Partnerships

### WHY-WHAT

Private sector engagement (PSE)<sup>1</sup> through development cooperation is a key enabler for the 2030 Agenda as it can leverage profitable solutions to development challenges directly supporting private partners. In the 2030 Agenda for Sustainable Development, UN Member States called upon “all businesses to apply their creativity and innovation to solving sustainable development challenges.” The [Outcome Document](#) of the High-level Meeting of the GPEDC in 2016 in Nairobi called for “unleashing the potential of development cooperation to attract inclusive private investment [by setting] clear effectiveness commitments as the development community engages in partnerships between governments, civil society and the business sector.”

In response to new Nairobi commitments and through an inclusive process under the leadership of Germany, a multi-stakeholder Working Group<sup>2</sup> and the GPEDC Business Leaders Caucus (BLC) have developed the [Kampala Principles on Effective Private Sector Engagement in Development Co-operation](#), which were launched at the GPEDC Senior Level Meeting in 2019. The Kampala Principles are:

- Inclusive country ownership** - strengthening coordination, alignment, and capacity-building at the country level
- Results and targeted impact** - realizing sustainable development outcomes through mutual benefits
- Inclusive partnership** - fostering trust through inclusive dialogue and consultation

<sup>1</sup> In 2016, the OECD defined PSE in development co-operation as “an activity that aims to engage the private sector for development results, which involves the active participation of the private sector.” The definition is deliberately broad and includes all modalities (finance, policy dialogue, capacity development, technical assistance, knowledge sharing, and research for engaging the private sector in development co-operation), from informal to more formalized collaborations and encompasses all sectors (e.g. health, education, private sector development, renewable energy, governance, etc.). For more information see: <https://www.oecd.org/dac/peer-reviews/Inventory-1-Private-Sector-Engagement-Terminology-and-Typology.pdf>.

<sup>2</sup> This Working Group includes representatives from development partners, partner country governments, civil society, the private sector, and trade unions, as well as parliamentarians. It was founded in 2017 under the leadership of Germany and has continued under the umbrella of the 2020–2022 GPEDC work program.

4. **Transparency and accountability** - measuring and disseminating sustainable development results for learning and scaling up of successes
5. **Leave no one behind** - recognizing, sharing, and mitigating risks for all partners

These Principles were developed jointly by and for partner countries and their development partners, the business community, civil society, trade unions, and parliamentarians. They apply to the policy, program, and project levels with a focus on partnerships and cooperation with the private sector at the country level, wherever those *directly* involve at least one actor of the private sector (e.g., a development partner cooperating with a partner country on improving the overall enabling environment for the private sector to flourish without directly involving private sector actors would be out of scope). The Principles can be applied to different modalities of private sector engagement such as knowledge and information sharing, policy dialogue, technical assistance, capacity development, and finance. A more detailed description of each one of the five Kampala Principles can be found [here](#).

#### WHO-HOW

With the support of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the German development agency GIZ, and in cooperation with the Global Partnership for Effective Development Cooperation (GPEDC) and the Joint Support Team comprised of UNDP and the OECD, Business Call to Action (BCtA) coordinated a consultation process with private sector actors and collaborated with UNDP Country Offices to encourage uptake of the Kampala Principles at the country level.

As part of the joint efforts, Action Dialogues were held in priority countries. An Action Dialogue (AD) is a multi-stakeholder country level discussion to build a shared understanding on why effectiveness matters and how to urgently scale up effective partnerships to maximize development impact for COVID-19 recovery and the Sustainable Development Goals' implementation.

In parallel with the Action Dialogues, BCtA also launched the Kampala Principles' Community of Practice (CoP) to support uptake of the Kampala Principles in Colombia, Indonesia, and Tunisia, as well as within its own global network.

The [Global Partnership for Effective Development Cooperation \(GPEDC\)](#) is the primary multi-stakeholder vehicle for driving development effectiveness, to “maximize the effectiveness of all forms of cooperation for development for the shared benefits of people, planet, prosperity and peace.” It brings together governments, bilateral and multilateral organizations, civil society, the private sector, and representatives from parliaments and trade unions, among others, who are committed to strengthening the effectiveness of their partnerships for development.

### 4.3 Action Dialogues

This series of workshops with the private sector were implemented during the first semester of 2022 in collaboration with several UNDP Country Offices. The objectives of the Action Dialogues were fivefold:

1. Understand what drives national companies to engage in development cooperation partnerships.
2. Discuss what is needed from all actors for more effective development cooperation partnerships.
3. Gather input from a national private sector perspective for the KP toolkit and guidance note for BCtA member companies.
4. Generate input on how the implementation on the KP can be assessed and monitored in the future as part of the GPEDC monitoring exercise.
5. Build momentum toward the Global Partnership's Third High-Level Meeting in 2022.

#### WHERE

Business Call to Action joined forces with the UNDP-OECD Joint Support Team to organize a series of Action Dialogues in three priority countries—Tunisia, Colombia, and Indonesia—, in partnership with the respective UNDP Country Offices to serve as a multiplier for the Kampala Principles and for innovative multi-stakeholder collaboration in development cooperation around the Principles.



## KAMPALA PRINCIPLES' IMPLEMENTATION GUIDELINES FOR THE PRIVATE SECTOR

Following the key inputs and lessons shared from the cases presented during the Action Dialogues and Community of Practice sessions, BCtA is currently working on the Kampala Principles' Implementation Guidance Note (Note) for the Private Sector. This Guidance Note aims to:

- **Contribute** to the Kampala Principles' Assessment to develop indicators that monitor implementation of the Kampala Principles as part of the reform of the GPEDC monitoring framework.
- **Share** information on best practices for companies to apply the Kampala Principles in their partnerships based on successful and unsuccessful experiences shared during the consultations.
- **Suggest** actions that companies can consider or avoid enhancing the effectiveness of their engagement in development cooperation with multiple partners.
- **Support** the adoption of the Kampala Principles in business practices and multi-stakeholder partnerships in the context of development cooperation.

### 4.4 Community of Practice

A Community of Practice (CoP) is a “group of people who share a common concern, a set of problems, or an interest in a topic and who come together to fulfil both individual and group goals.”<sup>3</sup> In 2021, BCtA launched the Kampala Principles' CoP focused on improving the effectiveness of development cooperation and multi-stakeholder partnerships with private sector actors from across the globe. The CoP met four times over a period of four months to enable a peer-to-peer learning process on the key themes featured in each Principle and to collect input from a private sector perspective for the Kampala Principles' Implementation Guidelines for the Private Sector.

The objectives of the CoP were fivefold:

1. Foster knowledge exchange and facilitate links across companies implementing the Kampala Principles at the country level.
2. Connect companies with other industry leaders and opportunities available in effective development cooperation.
3. Share information on best practices for companies to apply the KP in their partnerships based on successful and unsuccessful experiences shared during the consultations. Specific examples of projects in line with the KP will also be identified in the note.
4. Suggest actions that companies can consider or avoid as they engage with development partners.

<sup>3</sup> Edmonton Regional Learning Consortium (<https://www.communityofpractice.ca/background/what-is-a-community-of-practice/>)



# MEMBER COMMUNITY

## 5.1 New Member Companies since January 2022

BCtA welcomed seven new Member Companies in the first half of 2022 bringing BCtA's total membership to 287 as of June 30, 2022.

### Breakdown by Region, Country, Sector, and Main Area of Commitment

NEW MEMBER COMPANY	REGION OF OPERATIONS	COUNTRY OF OPERATIONS	MAIN AREA OF COMMITMENT (FOCUS SDG)
CreditMantri Finserve	Asia	India	SDG 1: No Poverty
Frontier Marketing Consulting	Asia	India	SDG 1: No Poverty
Joikko Agro	Asia	Bangladesh	SDG 1: No Poverty
Kaah Microfinance Service	Africa	Somalia	SDG 1: No Poverty
National Microfinance Bank of Jordan	Arab States	Jordan	SDG 1: No Poverty
Stepwise	Africa	Kenya	SDG 1: No Poverty
Vula Mobile (Mafamy Ltd)	Africa	South Africa	SDG 3: Good Health and Well-being

When it comes to sector of operations, three of the new Member Companies are in the financial sector, and one each in health, agriculture, energy, and ICT.

In terms of gender inclusion and women's economic empowerment, six of the seven companies specifically identify that they are creating livelihood opportunities, products, or services for women. Moreover, two of the seven companies are either actively recruiting or providing services to persons with disabilities as well.

In terms of the SDG focus, six of the seven companies' main area of commitment is SDG 1 (No Poverty). Read more about each of the new member companies below:



#### **CREDITMANTRI FINSERVE**

CreditMantri Finserve Private Limited rejoined BCtA in 2021 with a commitment that by 2024: it will have reached 2.5 million Hindis and will have increased the productivity and revenue of about 150,000 low-income individuals; it will have made financial services available to about 200,000 Hindis, of which 60,000 are women; and it will have reached its target to provide as much as USD 35 million in loans to low-income individuals.



#### **FRONTIER MARKETING CONSULTING**

Inclusive business Frontier Markets is improving the lives of rural communities in India by providing access to high-quality, climate-friendly, and gender-inclusive products and services. They utilize technology to empower women entrepreneurs and reach the last mile.



#### **JOIKKO**

Farmers in the northwestern Bangladeshi districts of Rangpur and Dinajpur have expressed the vulnerabilities and barriers that they face in terms of crop production. Being smallholder farmers, this low-income population had no access to trainings, process and crop improvements, or market reach. Lack of agronomic, mechanization, and crop aggregation services leads to low-quality produce, and lack of access to markets means low revenues for the farmers.

Joikko Agro Ltd fills the market gap through a collaborative effort with Syngenta, a global agri-business headquartered in Switzerland, and Voluntary Service Overseas, a UK development agency that works through volunteers.



#### **KAAH INTERNATIONAL MICROFINANCE SERVICES**

Around two million MSMEs in Somalia exist as potential clients for microcredit organizations according to a 2014 microfinance market study yet their needs are not being met.

To fill this market gap, inclusive business KIMS offers an Islamic microfinancing model that serves low-income but economically active Somalis, while providing them with financial literacy training.



#### **NATIONAL MICROFINANCE BANK OF JORDAN**

In Jordan, access to financial services is limited for many small businesses and entrepreneurs.

NMB is promoting inclusion through tailored and optimal microfinancing solutions and digital services for low-income individuals and MSMEs.



**STEPWISE**

StepWise was formed to leverage the untapped potential of people from disadvantaged communities to be a digitally distributed workforce solution for companies of all sizes.

Established in 2006, StepWise is a certified B Corp whose mission is to combine the power of technology with talented but underserved individuals to deliver high-quality but socially responsible software development and business process outsourcing services. StepWise provides career opportunities for disadvantaged communities and its employees.



**VULA MOBILE**

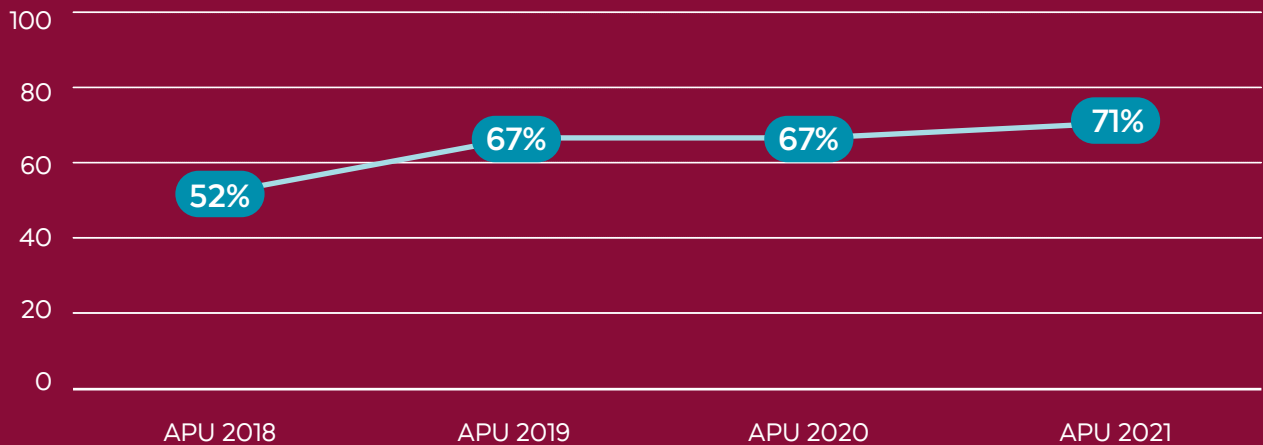
In South Africa, the gaps and delays in communication between primary and secondary healthcare sectors make specialized medical consultation inaccessible to the low-income population in rural and remote areas.

Vula Mobile presents healthcare solutions that target the secondary market and connect health workers from rural, remote, and underserved areas with medical specialists to facilitate efficient treatment of patients through a mobile application that enables referrals between specialists including those via text, visuals, and results from bespoke clinical tools.

## 5.2 Annual Progress Updates 2021

2022 has seen one of the highest turnouts of Annual Progress Update (APU) reporting from Member Companies in the last decade. With 52 companies out of 73 submitting their APUs for 2021 before the July 31 deadline, BCtA has had a very successful rate of 71%. That is higher than last year's 67%.

This year there has also been a more streamlined and easier way to submit APUs—reverting to a simplified submission mode where BCtA membership contacts prepare individual forms that companies simply need to fill out with their 2021 results and send back to the team for recording.





# 06

Adobestock/JackF

## ASIAN DEVELOPMENT BANK

Asian Development Bank (ADB) in partnership with BCTA is developing a study that clarifies the criteria for identifying the population living at the Base of the socio-economic Pyramid (BoP) that engage with inclusive business (IB) models. The end results of these approaches will be country-specific impact measurement baselines for assessing IBs that generate net-positive impact in the BoP across five sectors (agribusiness, health, education, manufacturing, housing, and inclusive finance) in five countries (Bangladesh, India, Indonesia, Philippines, and Vietnam) in South Asia.

The inception report that BCTA elaborated in the first semester of 2022 analyzed secondary data from different data sources on poverty income and vulnerability indicators in the target five countries. Another main

feature of the report is that it identified segment proxies for low-income populations to help define alternative metrics for measuring vulnerability and lack of access to quality and affordable basic services to guarantee access to livelihoods, take care of their lives, and run their businesses.

Relevant data points have been determined based on national definitions for low-income populations, MSMEs (Medium, Small, and Microenterprises), unbanked population, low-income jobs, underserved regions, smallholder farmers, and beneficiaries of government social and economic benefits in health and education.

This collaboration with ADB will be concluded by October 31 with the launch of the key findings identified by this joint study.

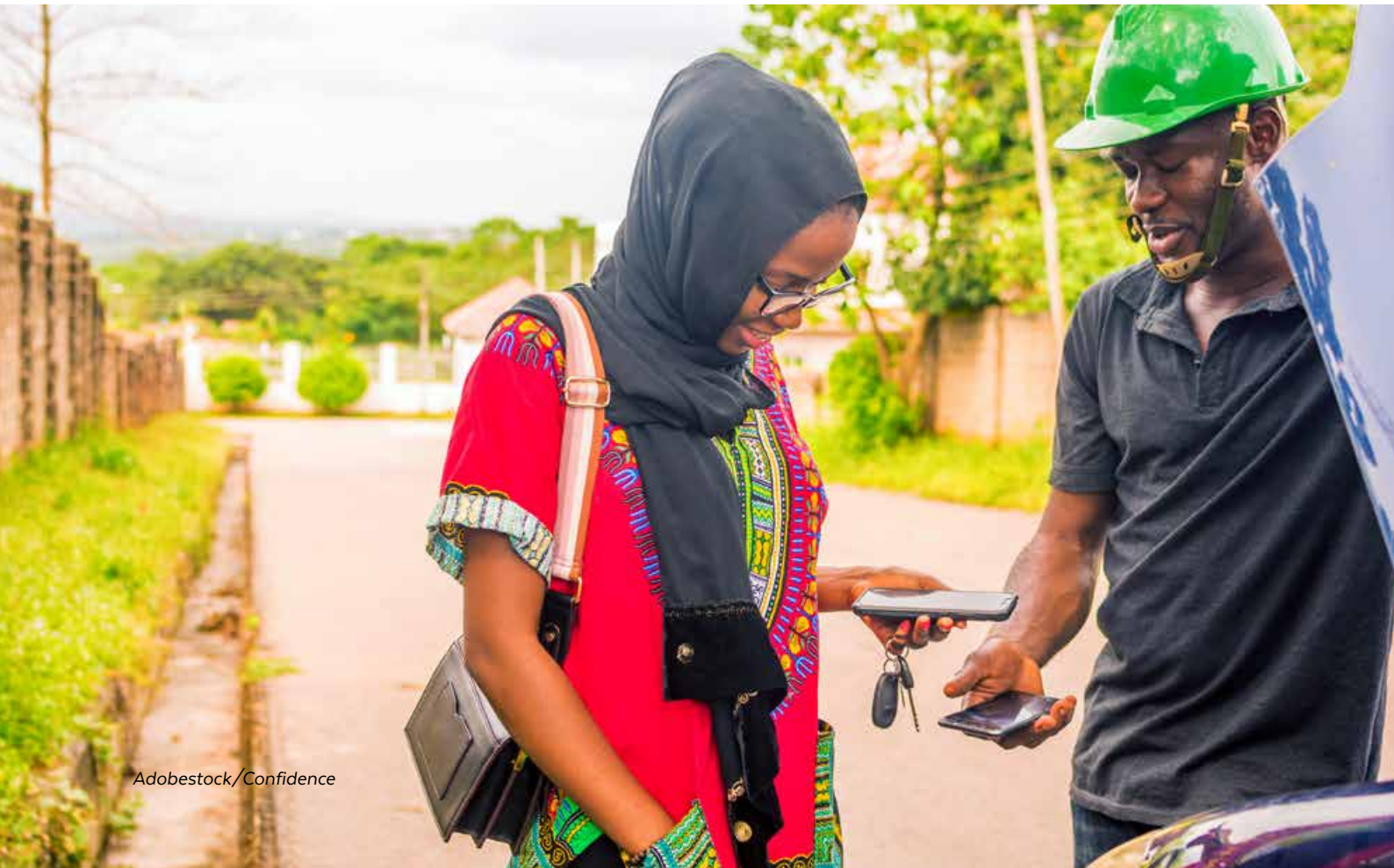
# 07

## PARTNERSHIPS AND ENGAGEMENTS FOR SCALING UP BCTA SERVICE OFFERINGS

In 2022, BCTA has engaged with multiple partnerships with organizations to advocate for inclusive business and implement programs on innovation and impact management at the country and global levels.

### AT THE COUNTRY LEVEL...

To further the collaboration in Colombia, BCTA has also engaged with LatImpacto, an IJ program partner, to bring global investors into the program and connect with the cohort of telehealth enterprises.



**AT THE GLOBAL LEVEL...**

BCtA engaged with this year:

INSTITUTION(S)	EVENT	PLACE AND TIME
Universidad El Bosque	<b>Estrategia sectorial CEmprende Health Tech</b> BCtA introduced the IJ program to around 85 people (in person) at an event for the telehealth ecosystem of Colombia	Bogota, Colombia First semester, 2022
UNGC Sri Lanka University of Colombo	Environmental, Social and Governance (ESG) Summit 2022 BCtA gave a talk on its Session 3: What do Sustainable Development Goals (SDGs) mean to business?	Colombo, Sri Lanka First semester, 2022
UNECE	Inter-governmental Meeting on Innovation Enhancing Procurement	Geneva, Switzerland Second semester, 2022
UNGC	UNGC Leaders' Summit BCtA joined the session on Harnessing Collective Action at Scale: Introducing UNGC's SME Engagement Strategy	New York, USA Second semester, 2022
MAS, IFC Global Fintech Institute Ant Group, Visa	Singapore Fintech Festival: Global launch of Empowerment of SMEs program	Singapore, Singapore Second semester, 2022



08

UNDP BCTA

# THOUGHT LEADERSHIP AND COMMUNICATIONS

Notable Media Contributions to Inclusive Business that were Published\* by BCTA from January to June 2022

- Three Entrepreneurs in Tunisia Address Climate Change through Innovative Agritech Solutions
- Inclusive Innovation Journey Connects Eight Telehealth Businesses Ready to Pilot their Business-to-Government Models in Colombia
- Business Call to Action's Work on Inclusive Business Featured by the Donor Committee for Enterprise Development
- Business Call to Action's 12<sup>th</sup> Annual Forum to Highlight the Power of Multi-stakeholder Collaboration for Sustainable Development

\*All articles can be found on the BCTA website > The Latest > News



## 8.1 Knowledge Products

Earlier in 2022, BCtA launched one of its key knowledge products, the Impact Measurement and Management Report. This second half of 2022, several other knowledge products are in the pipeline:

1. Kampala Principles' Guidance Note
2. Inclusive Public Procurement Playbook
3. Roadmap: Guide to implement innovative solutions that strengthen and expand inclusive telehealth businesses in Colombia
4. Telemedicine Diagnosis: Diagnosis of telemedicine and inclusive business models in the Colombian health sector
5. ADB Report

## 8.2 Communications Results

Media contributions to inclusive business (IB) commitments and targets on communications outreach for December 2022 were surpassed as early as the first half of the year. With the new BCtA website close to celebrating its first year after being launched in 2021, journalistic contributions to IB were given a more interactive virtual space easily accessible to the public. As of midyear, BCtA has published on its new website more than 12 news

and feature articles discussing its inclusive innovation and impact measurement and management projects, showcasing the knowledge products that were published, as well as campaigning for its major events for the year such as the Action Dialogues, IMM Trainings, and the 12<sup>th</sup> Annual Forum on September 21–22, 2022.

Also on the new website, BCtA has successfully published five comprehensive feature articles that showcase the inclusive business profiles of its new Member Companies who joined in January 2022. These profile articles can be found in the website's Members Section (see *Membership > Members*). In total, BCtA's media contributions add up to more than 640 articles, blog entries, news, and published materials as of June 2022. This figure is 16% higher than the target cumulative number of contributions by December 2022.

Committed to its goals of bringing the concept of inclusive business, impact measurement and management, and cooperation for development to more audiences, BCtA communications has had tremendous success and presents a total of more than 40,000 touchpoints in terms of the number of year-to-date outreach of its media contributions across all of BCtA's digital information sharing platforms, i.e., website, email campaigns, and social media pages. This figure is already 14% higher than the target cumulative outreach count by December 2022.

# APPENDIX A

## DEFINITION OF BCtA ABBREVIATIONS

AD(s)	Action Dialogue(s)
APU(s)	Annual Progress Update(s)
B2G	Business-to-Government
BCtA	Business Call to Action
BoP	Base of (socioeconomic) Pyramid
CoP(s)	Community(ies) of Practice
IB	Inclusive Business
ICT	Information, Communication, and Technology
IJJ	Inclusive Innovation Journey
IMM	Impact Measurement and Management
KP(s)	Kampala Principle(s)
MSME(s)	Medium, Small, and Microenterprises
Principles	Kampala Principles
SDG(s)	Sustainable Development Goal(s)
SFH	Sustainable Finance Hub
UNDP	United Nations Development Programme

# APPENDIX B

## Logframe

### OUTCOME

OUTCOME INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
<b>Impact: IBs make a significant contribution to achieving the SDGs</b>						
Beneficiaries covered by the inclusive innovation process (e.g., through piloting the Inclusive Innovation process) (direct impact)	To be tracked going forward	60,000	-	In progress	60,000	To be based on the selected solutions that will graduate from the Inclusive Innovation Journey and their reach via their adapted b2G models
Total monetary investment by BCtA members into BCtA IB initiatives (indirect impact; non-cumulative)	USD 275,142,812 (2019)	N/A (indirect impact)	USD 1,474,596,976.20	In progress	N/A (indirect impact)	Based on Annual Progress Report Yearly reporting period opened on XX Date to XX Date

OUTCOME INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
Number of BoP individuals reached by membership (indirect impact)	<ul style="list-style-type: none"> <li>Improved access to goods and services: 125,612,461</li> <li>Full-time jobs created: 43,165</li> <li>People with increased productivity/revenue-generating activities as a result of the initiative: 32,819,113</li> <li>Tracked impact on women: 7,497,208</li> <li>Total (2019): 233,909,164</li> </ul>	N/A (indirect impact)	<ul style="list-style-type: none"> <li>Improved access to goods and services: 78,128,456</li> <li>Full-time jobs created: 58,925</li> <li>People with increased productivity/revenue-generating activities as a result of the initiative: 53,725,518</li> <li>Increased access to healthcare services 58,178,944 low-income individuals</li> </ul> <p>Tracked impact on women:</p> <ul style="list-style-type: none"> <li>45,173 women owned MSMEs receiving financing;</li> <li>400 low-income women leading inclusive businesses;</li> <li>553 low-income women in non-management positions;</li> <li>65 low-income women in unskilled positions</li> </ul>	In progress	N/A (indirect impact)	<p>BoP reach is extracted from the Annual Progress Report 2021</p> <p>Assessment based on:</p> <ol style="list-style-type: none"> <li>Net number of people with improved access to goods and services</li> <li>Net number of full-time jobs created</li> <li>Net number of people with increased productivity/ revenue-generating activities as a result of the initiative</li> </ol>
<b>Outcome A: IB is recognized as an effective approach to achieving the SDGs</b>						
Number of formal innovation systems oriented towards the poor (e.g., through piloting the Inclusive Innovation Journey)	To be tracked going forward	2	2	2	2	Inclusive Innovation Journey launched in Tunisia and Colombia in December 2021. The program was implemented in Q1-Q2 2022

OUTCOME INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
Number of public and private sector actors engaged in finding solutions to address the needs of the poor through IB	To be tracked going forward	10	10	18	15	<p>Number of actors engaged in public-private dialogue about IB solutions that can support governments (e.g., number of people participating in the “Planning” and “Solving Problems” stages of the Inclusive Innovation Journey).</p> <p>For the purpose of this indicator the UNDP Country Office and the UNDP Accelerator Lab are not considered a partner.</p> <p><b>COLOMBIA:</b></p> <p><b>Implementing partners</b></p> <ul style="list-style-type: none"> <li>▪ iNNPulsa Colomba-MiLAB</li> <li>▪ Chamber of Commerce of Bogota</li> </ul> <p><b>Program Partners</b></p> <ul style="list-style-type: none"> <li>▪ Latimpacto</li> <li>▪ Oracle for startups</li> <li>▪ Haptica</li> <li>▪ Portugal Inovação Social</li> </ul> <p><b>Investors</b></p> <ul style="list-style-type: none"> <li>▪ AlphaMundi</li> <li>▪ EWA Capital</li> <li>▪ NAB Colombia</li> <li>▪ New Ventures</li> </ul> <p><b>Mentors</b></p> <ul style="list-style-type: none"> <li>▪ Bive</li> <li>▪ Sevamob</li> <li>▪ ClickMedix</li> <li>▪ MTTs</li> </ul> <p><b>TUNISIA:</b></p> <p><b>Implementing Partners</b></p> <ul style="list-style-type: none"> <li>▪ Institute of Arid Regions</li> <li>▪ Governate of Medenine</li> </ul> <p><b>Mentors</b></p> <ul style="list-style-type: none"> <li>▪ Equator Kenya Ltd.</li> <li>▪ eKutir</li> </ul>

OUTCOME INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
<b>Outcome B: The credibility of IBs' results and integrity is improved</b>						
Number of private sector actors with increased ability to integrate an understanding of measuring and managing impact on the SDGs into their strategy and operations	357	400	2,575	599	1,200	Indicator refined from 2020 log frame IMM training figures Jan to April 2022 are related to these trainings/workshops: IVA In Malaysia, Peru CO, WICCI, Impact Lab users, member companies' training, IJJ for entrepreneurs, policymakers in Tunisia, policymakers in Colombia, Kuwait training and Togo workshop,
<b>Outcome C: IBs increase their effectiveness and scale</b>						
Number of services made available in the Inclusive Innovation Process (e.g., through piloting the Inclusive Innovation Journey)	To be tracked going forward	N/A	2	2	2	The services are in the sector of focus selected as part of the Inclusive Innovation Journey. As of December 30, 2021: The areas of service are telehealth in Colombia and agritech in Tunisia.
Number of models replicated in the inclusive innovation-replication process (e.g., through piloting the Inclusive Innovation process)	To be tracked going forward	N/A	-	11	4	The number of models replicated will be dependent on the number of business solutions selected by the Innovation Journey processes in Colombia and Tunisia and further narrowed down as the companies go through the 8-week program. As of December 31, 2021: A call for applications in both service areas (telehealth and agritech) will close on January 21, 2022. <b>Note:</b> At the moment no business models have been replicated as the replication process will happen within a longer timeframe. Moreover, replication will be determined by local governments and therefore it doesn't fall under BCtA's control.
Number of member commitments that report growth	95%	-	89.65%	71%	-	Number extracted from Annual Progress Update 2021 based on the answer to the question 'Percentage of companies reporting "flourishing," "on track," or "progressing slowly"'

## OUTPUTS

OUTPUT INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
<b>Output 1: Increased number of high performing commitments</b>						
1.1 Total number of companies engaged in BCtA's member pipeline	759	800	819	837	820	<p>BCtA Secretariat keeps track of the number on an ongoing basis and reviews progress quarterly.</p> <p>Companies who reached out to BCtA through online eligibility form and website e-mail requests are included.</p> <p><b>Note:</b> For indicators 1.1 to 1.3, BCtA Membership is being phased out. Hence, the numbers in membership will decrease.</p> <p><b>Note:</b> BCtA member Hilltribe Organics won the global 2022 Good Farm Animal Award in the category Sustainable Food and Farming for driving the organic free-range egg market while supporting local communities and promoting sustainable and regenerative farming practices. The award by Compassion in World Farming is a great recognition for our social enterprise, the management team, and our farmers. <a href="https://www.compassioninfoodbusiness.com/our-news/2022/06/compassion-celebrates-2022-award-winners">https://www.compassioninfoodbusiness.com/our-news/2022/06/compassion-celebrates-2022-award-winners</a></p> <p>Watch the video here: <a href="https://www.youtube.com/watch?v=aUkeyh4usU">https://www.youtube.com/watch?v=aUkeyh4usU</a></p>
1.2 Number of BCtA companies (cumulative; disaggregated by gender sensitivity)	280	300	287	287	300	<p>BCtA Secretariat keeps track of membership on an ongoing basis, and reports semi-annually</p> <p>119 of 295 made commitments regarding SDG 5.</p> <p><b>Note:</b> For indicators 1.1 to 1.3, BCtA Membership is being phased out. Hence, the numbers in membership will decrease.</p>

OUTPUT INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
1.3 Current number of active commitments (not cumulative; disaggregated by gender sensitivity)	84	90	99	87	95	<p>BCtA Secretariat keeps track of member commitments on an ongoing basis and reports semi-annually; 78 active commitments expired at the end of 2020.</p> <p>2 recommitments made in the first quarter of 2021 (both have an SDG 5 focus), 8 recommitments made in May (6 have an SDG 5 focus), 3 additional recommitments made in June (all have SDG 5 focus), 47 of 99 active commitments (46.4%) have an SDG 5 focus.</p> <p><b>Note:</b> For indicators 1.1 to 1.3, BCtA Membership is being phased out. Hence, the numbers in membership will decrease.</p>
1.4 Number of participants reached through advocacy or convenings (cumulative for the phase; disaggregated by gender-sensitive content)	2,790	3,400	4,034	4,570	4,200	<p>BCtA Secretariat keeps track of advocacy efforts on an ongoing basis and reports semi-annually.</p> <p><b>Jan to March 2022 details:</b></p> <ul style="list-style-type: none"> <li>▪ 3 Kampala Principles Community of Practice sessions (76 attendees)</li> <li>▪ 3 Kampala Principles Action Dialogues (460 attendees)</li> </ul> <p><b>2021 advocacy and convenings composed of:</b></p> <p>The 8th Business Leaders Caucus, The IB Operational Guidelines Working Group, the WEF Non-Financial Support Working Group (including the sub-group on Unusual Pioneers), a UNDP X EDBI Sustainability Presentation, an imece event, a presentation to UNDP CO Philippines, a SF Geneva event, a working group on Global Partnerships for Effective Development Cooperation, the BCtA Annual Forum, the ImpactFest and EVPA</p>
1.5 Relevant role at critical global/regional events for BCtA or BCtA members (cumulative for the phase; disaggregated by gender-sensitive content)	10	15	17	18	20	<p>BCtA Secretariat keeps track of advocacy efforts on an ongoing basis and reports semi-annually.</p> <p>Events included: HLPF 2021 Official Side-Event ‘The key role of innovative partnerships and transparency for the SDGs’ hosted by Enel, Business Call to Action &amp; GRI; The World Humanitarian Forum; ISIP Summit; GRI Business Leadership Forum; UNDP Philippines-Webinar 5 Activity Design; UNDP’s Arab States Regional Youth Leadership Programme (#YLP7); EVPA summit in Portugal UNGC, Environmental, Social and Governance (ESG) Summit 2022 in Sri Lanka.</p>



OUTPUT INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
<b>Output 2: Increased capacity for impact</b>						
2.1 Number of BCtA tool users	To be tracked going forward	300	1060	1,092	900	BCtA Secretariat reports the updates at least annually; includes Impact Lab, IB Management Practices, and IB Maturity Tool  Jan to April 2022: Impact Lab (active users reaching Module 2): 32  2022 <ul style="list-style-type: none"> <li>▪ Impact Lab: 32 (Jan to April)</li> </ul> 2021 <ul style="list-style-type: none"> <li>▪ Impact Lab: 635</li> <li>▪ IB Management Practices: 228</li> <li>▪ IB Maturity Tool: 197</li> </ul>
2.2 Number of active member communities of practice (cumulative for the phase; disaggregated by gender)	2	3	3	5	5	BCtA Secretariat reports the updates at least annually.  Jan to March 2022: 1. Women-led companies CoP (gender focused) 2. Health-tech CoP 3. Agri-tech CoP 4. Kampala Principles CoP 5. IMM CoP
2.3 Percentage of required member companies who share their annual progress report (not cumulative)	Target: Over 67 percent Achieved: 72 percent	Over 67 percent	Target: Over 67 percent Achieved: 68 percent	71	Over 67 percent	BCtA Secretariat collects the progress report annually; based on active commitments. Targets defined according to previous December 2020 target.  Yearly reporting period opened on April 8, 2021. As of June 30, 68% of the companies have reported their results.  <b>Note:</b> BCtA Membership is being phased out. Hence, the numbers in results reporting will decrease.

OUTPUT INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
2.4 Collaboration with partner organizations (cumulative for the phase)	5	5	11	9	6	<p>While BCTA collaborated extensively with other UNDP initiatives, for the purpose of this indicator only external collaborations with partners are counted, as indicated below:</p> <ul style="list-style-type: none"> <li>▪ <b>As of June 2022:</b> Impact Venture Accelerator, Seedstars, Women Indian Chamber of Commerce and Industry, ADB, SDG Impact, IMP-GRI, Global Shea Alliance, KADIPA, SUKUK ( Kuwait)</li> <li>▪ <b>In 2021:</b> BMZ, ADB, SF Geneva, Yunus Social Business, Exiger and EVPA</li> <li>▪ <b>In 2020:</b> Imece, Agfund, IFC, Oxfam and WEF</li> </ul> <p><b>Note:</b> As part of the Inclusive Innovation Journey, public and private actor partners are being counted separately under Output 4.4.</p>
2.5 Number of country-level activities where IMM is scaling up on a cost-recovery basis, aligned with SDG Impact enterprise standards (cumulative for the phase)	To be tracked going forward	3	7	5	8	<p><b>As of April 2022:</b> Partnerships with UNDP Country Offices on IMM include:</p> <ul style="list-style-type: none"> <li>▪ <b>2022:</b> Tunisia, Thailand, Peru, Malaysia, Kuwait</li> <li>▪ <b>2020:</b> Colombia, Tunisia, Philippines</li> <li>▪ <b>2021:</b> Thailand, Malaysia, Chile, Turkey (via imece)</li> </ul> <p><b>Note:</b> BCTA held two trainings in the Philippines (in 2020 and 2021), however for this indicator it will be counted as one-country-level engagement on IMM.</p>
2.6 Number of participants trained on BCTA's tools (cumulative for the phase)	To be tracked going forward	180	210	599	230	<p>As of June 2022</p> <p>BCTA Secretariat reports the updates at least annually; includes training for trainers and users. Disaggregated by trainers trained and other participants.</p> <p>26 trainers trained from BCTA member companies, 18 from Peru CO, 35 entrepreneurs from Tunisia and Colombia, 101 policymakers from Tunisia and Colombia, 166 start-ups, 51 women-led enterprises, 170 companies from Kuwait and Togo.</p>

OUTPUT INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
<b>Output 3: Documented evidence and analysis on how IB can be leveraged for the SDGs</b>						
3.1 Thought-leadership contributions produced (cumulative for the phase)	3	4	6	In progress	12	<p>BCtA Secretariat keeps track of the publications published and reviews the progress quarterly; includes methodologies, sector intelligence briefs developed to determine replication and adaptation challenges for inclusive innovation processes, reports and working papers commissioned research or tools.</p> <p>2019-2020: What does it take to go big? Management practices to bring inclusive business to scale, WEF report COVID-19 Action Agenda Leaders on the Front Line and a report written for inclusive businesses on how to cope with COVID-19.</p> <p>2020-2021: Inclusive Business Features, Two Hands to Heal and Nouveaux Horizons</p> <p><b>Note:</b> For 2022, BCtA is currently working on seven knowledge products: IMM Report, Diagnostic, Roadmap, Public Procurement Playbook, Kampala Principles' Guidance Note, ADB report</p>
3.2 Number of BCtA media contributions on IB (Cumulative for the phase)	485	410	410 (for 2021 only)	626	540	<p>BCtA Secretariat keeps track of media contributions and reports progress semi-annually; includes media material developed by BCtA or about BCtA. The reporting numbers for December 2021 are for the year only as indicated in the report. Moving forward they will be cumulative for the phase.</p> <p><b>Some of key 2022 publications on website:</b></p> <ul style="list-style-type: none"> <li>▪ Jan 27: Call for applications on tech-based solutions in Tunisia to combat water shortages caused by climate change</li> <li>▪ Feb 11: Nine companies contribute to inclusive provision of telehealth services in Colombia</li> <li>▪ Feb 19: Event: Four tech-based solutions to help Tunisian farmers tackle climate change</li> <li>▪ Mar 31: Main Feature Article on three Tunisian entrepreneurs addressing climate change</li> <li>▪ Mar 31: Biochemical Approach, Naddia Korchiid</li> <li>▪ Mar 31: Networking Approach, Fouad Ben Babis</li> <li>▪ Mar 31: High-Tech Approach, Naasreddine Somaali</li> <li>▪ Apr 19: New IMM Webpage</li> <li>▪ Apr: BCtA Mid-Year Update 2021</li> <li>▪ Apr: BCtA Annual Report 2021</li> <li>▪ Jun 10: Wrap-up Article on Inclusive Innovation in Colombia</li> <li>▪ Jun 28: IMM Report</li> </ul> <p><b>New member pages 1st quarter of 2022:</b> StepWise, NMB, Frontier Markets, Vula Mobile, KIMS</p> <p><b>Other communications collaterals:</b> March 2022 Newsletter, MailChimp Campaigns for KP, Peru Action Dialogue IMM Report and APU 2021, Quarter II 2022 Newsletter</p>

OUTPUT INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
3.3 Reach of media contributions on different channels (cumulative for the phase)	To be tracked going forward	8,000	24,707 (2021)	40,324	35,000 (cumulative for 2021–2022)	BCtA Secretariat keeps track of media contributions and reports progress semi-annually; includes impressions in different channels. Based on the production of content and replication of BCtA mentions calculated through retweets, shares, web analytics, impressions, and engagement.
<b>Output 4: Country-level mobilization of commitments towards SDG contributions</b>						
4.1 Number of country-level engagements (e.g., piloting the Inclusive Innovation Process) (cumulative for the phase)	2	2	2	2	4	Inclusive Innovation Journey launched in Tunisia and Colombia
4.2 Number of local private sector actors engaged in the inclusive innovation processes (e.g., through piloting the Inclusive Innovation Process) (cumulative for the phase)	To be tracked going forward	4	13	23	4	<p><b>As of April 2022:</b> The call for app was launched in Dec, but companies selected by end Jan 2022. By March 2022, all sessions involving private sector actors were finalized.</p> <p><b>Considering:</b></p> <ul style="list-style-type: none"> <li>▪ 8 companies in Colombia (completed IIJ program)</li> <li>▪ 3 companies in Tunisia (completed IIJ program)</li> <li>▪ 10 private sector program partners in Colombia (mentors, investors, technical partners)</li> <li>▪ 2 private sector program partners in Tunisia (mentors)</li> </ul>

OUTPUT INDICATORS	BASELINE (December 31, 2020)	TARGET (For December 31, 2021)	RESULT (As of December 31, 2021)	RESULTS (As of June 30, 2022)	TARGET (For December 31, 2022)	NOTES Last update: June 30, 2022
4.3 Number of SDG and IB public-private dialogues facilitated	To be tracked going forward	4	4	12	4	<p>As of April 2022</p> <p>As part of the Annual Forum, BCtA held three sessions that facilitated dialogues between the public and private sectors:</p> <ul style="list-style-type: none"> <li>▪ Inclusive Business for People and Planet, with Heng Sokkung, the State Secretary of Cambodia and other private and development sector actors.</li> <li>▪ Reclaiming Innovation: Government-led innovation through private sector partnerships with speakers Francisco Noguera, the CEO of iNNPulsa Colombia, the entrepreneurship and innovation agency of the national government and Jorge Arbaché, Vice President for Private Sector Development from the Bank of Latin America</li> <li>▪ Development in Harmony: Aligning Private Sector Impact with Public Sector Goals through SDG reporting with Minister Zuena Aziz, the Chief Coordinator for SDG Affairs from the Prime Minister's Office Bangladesh</li> </ul> <p>In 2021, BCtA hosted one public-private dialogue in the AF and the first Kampala Principles' CoP. In 2022, BCtA facilitated:</p> <ul style="list-style-type: none"> <li>▪ 3 Kampala Principles' CoP sessions</li> <li>▪ 3 Kampala Principles ADs</li> <li>▪ 1 IIJ session in Colombia</li> <li>▪ 1 IIJ session in Tunisia</li> </ul> <p>Moreover, BCtA delivered 3 sessions in Tunisia and 6 sessions in Colombia exclusively for public actors.</p>
4.4 Number of public sector agents and policymakers trained on and/or engaged (e.g., through piloting the Inclusive Innovation Process, etc.) (cumulative for the phase)	To be tracked going forward	20	-	302	20	<p>BCtA Secretariat reports the updates at least annually; based on participant tracking (e.g., number of public sector actors by department, function, gender) and participant surveys to gauge increased capacity. This indicator includes all public sector actors that will be engaged in the Inclusive Innovation Journey program that will run from February 2022.</p> <p><b>Colombia:</b></p> <ul style="list-style-type: none"> <li>▪ Trabajando con Emprendedores (116 attendees)</li> <li>▪ Compras Públicas Inclusivas y Sostenibles (13 attendees)</li> <li>▪ Gestión de Impacto (91 attendees)</li> <li>▪ Interoperabilidad de Historia Clínica (62 attendees)</li> </ul> <p><b>Tunisia:</b></p> <ul style="list-style-type: none"> <li>▪ Alliances avec le secteur privé (8 attendees)</li> <li>▪ Gestion des Impacts (12 attendees)</li> </ul>



**Contact:**

Business Call to Action  
United Nations Development Programme  
[www.businesscalltoaction.org](http://www.businesscalltoaction.org) | [www.undp.org](http://www.undp.org)  
Email: [bcta@undp.org](mailto:bcta@undp.org)  
Twitter: @BCtAInitiative  
LinkedIn: BusinessCalltoAction  
Facebook: BusinessCalltoAction  
Instagram: bctainitiative