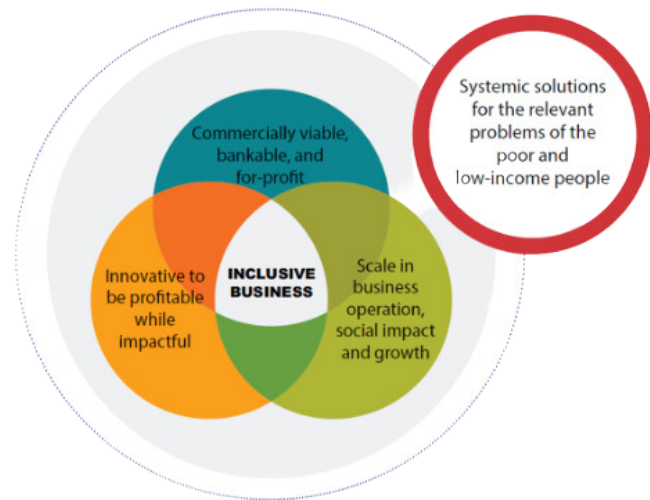


Promoting Inclusive Business in ASEAN

To meet the ambitions of the 2030 Agenda for Sustainable Development, the private sector must play a greater role in supporting development objectives. Inclusive businesses demonstrate that it is possible to provide goods, services and livelihoods – on a commercially viable basis – to people often overlooked by pure profit-orientated businesses.

What is an Inclusive Business?

Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the economic pyramid; making them part of the value chain of companies core business as suppliers, distributors, retailers, or customers.



Inclusive business models in ASEAN – a few examples

In Cambodia, Amru Rice works with more than 20,000 farmers and **is able to pay 20-40 percent more to the small-holder farmers** for the organic premium.

Everlasting Mus works with 200 artisans from rural Malaysia to create textiles and natural fibres, **enabling them to earn 15-20 per cent above the market rate.**

In the Philippines, Manila Water **has expanded access to safe and reliable water in the slums** of the capital city to 2.8 million households.

In Indonesia, Indofood supported thousands of farmers in its supply chain to **produce value added products and substantially increased their income.**

Traphaco Sapa supports +300 households produce herbal medicine **providing them with inputs (seeds) advice on farming techniques and purchasing the produce at 30 per cent above market price.**

Our Work

Policy advice: ESCAP advises governments in the design and implementation of policies, strategies and programmes to promote inclusive businesses.

Cambodia:

- Conducted Landscape study of Inclusive Business in Cambodia
- Advised on strategy to promote IB

Indonesia:

- Conducted roadmap to promote IB in wellness tourism study

Malaysia:

- Conducted landscape study of Inclusive Business in Malaysia
- Advised on strategy to promote IB

Philippines:

- Drafting of inclusive business bills for discussion in the upper & lower house
- Development of roadmap to support the promotion of IB

Thailand:

- Conducting landscape study of Inclusive Business in Agriculture and Food Systems in 2023
- Advising on strategy to promote IB

Viet Nam:

- Conducted landscape study of Inclusive Business in Viet Nam
- Advised on strategy to promote IB
- Developing accreditation system for IB

Policy dialogues: ESCAP supports multi-stakeholder national and regional dialogues to share knowledge on opportunities and challenges in fostering inclusive businesses.

- ESCAP has hosted and/or supported the hosting of the annual ASEAN Inclusive Business Summit
- ESCAP is supporting other regional discussions.
 - Regional Expert Group Meeting
 - Regional Inclusive Business Forum
- ESCAP also supports multistakeholder policy discussions at the national level
 - Awareness workshops in Cambodia, Indonesia, Malaysia, The Philippines, Thailand, Viet Nam

Supporting enterprises develop inclusive business models: ESCAP supports institutions provide and provides business coaching to enterprises seeking to develop inclusive business models.

Research and analysis: ESCAP conducts research and analysis on opportunities and challenges for inclusive business at the national and regional level

Results

At the national level:

Philippines: IB registration and tax incentives implemented.

- Proposed two inclusive business bills for discussion in the upper & lower house*
- Roadmap to support the promotion of IB has been drafted*

Viet Nam:

- Landscape study conducted*
- Prime Minister adopts the 2022-2025 Program on Support for private Enterprises in Sustainable Business*
- Developing accreditation system for IB in 2023*
- Providing inclusive business coaching to enterprises in 2023*

Brunei Darussalam: Hosted the 4th ASEAN IB Summit*

Malaysia: Conducted IB Landscape study*

- IB Value Chain Development Initiative provided IB coaching to companies in 2022
- IB included in the National Entrepreneurship Policy 2030*

Singapore:

- Promoting social enterprise ecosystem - [RaiSE](#)

Lao PDR: Capacity building for policy makers on social and inclusive entrepreneurship

Indonesia:

- Market scoping study developed.
- Roadmap to promote IB in wellness tourism study*

Cambodia:

- SME Development Policy refers to IB*
- National Policy on Science, Technology and Innovation 2020-2030 identifies IB and SE*
- IB Enabling Environment for Cambodia Strategy adopted*
- 18 IB models accredited in 2021, more to be accredited in 2022/23

Thailand:

- Hosted the 2nd ASEAN IB Summit*
- Conducting landscape study in 2023*
- Hosting National IB investment forum in 2023*

Myanmar: Strategic Framework developed

(*) Supported by ESCAP



At the regional level:

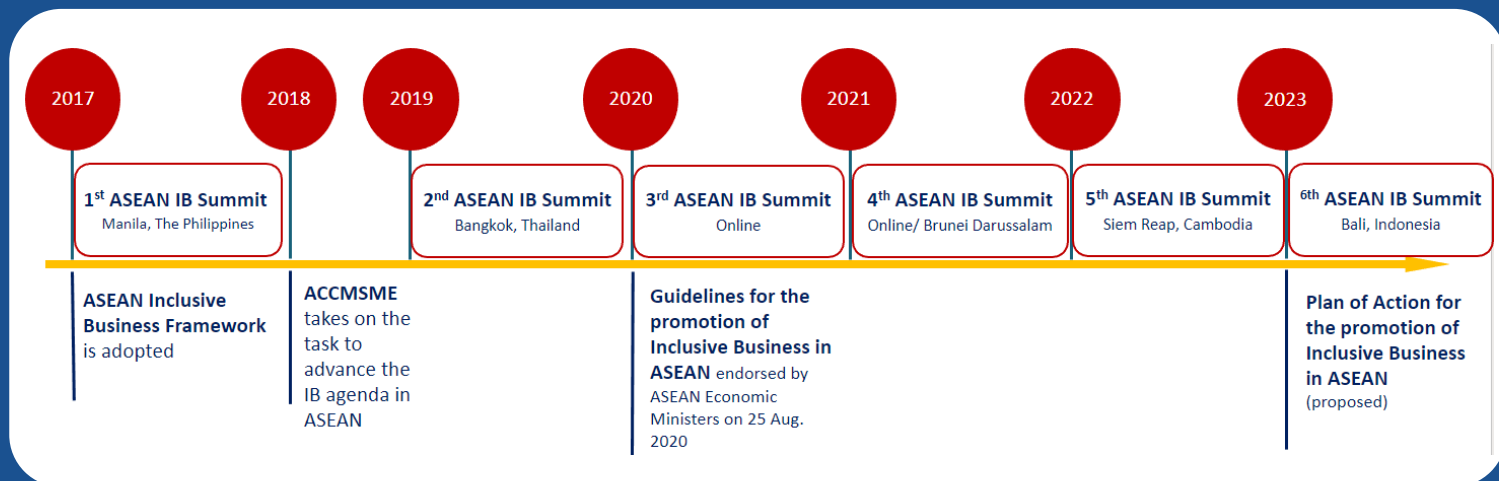
Guidelines for the promotion of Inclusive Business in ASEAN

The regional guidelines provide a reference for ASEAN Member States seeking to promote inclusive business and cover twelve areas.

1. Establishing an IB Strategy and action plan
2. Institutionalizing the promotion of IB
3. Establishing an IB Accreditation to recognize inclusive business models
4. Generating awareness on inclusive business
5. Setting up facilities to support IBs through business coaching
6. Establishing investment incentives for inclusive businesses
7. Reducing impact investment risks to stimulate the adoption and growth of IB models
8. Promoting IB in public procurement through the introduction of pro-poor targets in government contracts
9. Promoting IB in sector and SME development programs
10. Linking to social enterprise and corporate social responsibility programmes
11. Monitoring and report on impact
12. Create synergies at regional level

ASEAN Inclusive Business Summit

ESCAP has hosted and/or supported the hosting of the annual ASEAN Inclusive Business Summit since its second edition.



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Inclusive Business Programme

Expanding the reach and impact of businesses that provide affordable goods and services and better livelihoods to low-income people -- through policy advice and capacity building.

Trade, Innovation and Investment Division

+66 2 288-1234

escap-tiid@un.org

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www.unescap.org/projects/promoting-IB-in-AP



ESCAP
Economic and Social Commission
for Asia and the Pacific