Scaling Inclusive Business Opportunities
Some Perspectives
Examples from SNV
Inclusive Business
Public Private Partnerships
Best Practices on Scaling
Perspective soil scientist
Perspective politicians
Perspective entrepreneur

Josephine Okot

$2.5 million turnover
140 staff
900 farmers
## Perspective Netherlands government

<table>
<thead>
<tr>
<th>Partner</th>
<th>Key Roles</th>
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<tbody>
<tr>
<td>Private Sector</td>
<td>Invest and develop innovative business models</td>
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<tr>
<td>Public Sector</td>
<td>Set the rules of the game, the enabling environment</td>
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<tr>
<td>Research and Knowledge</td>
<td>Investigate, develop and disseminate knowledge</td>
</tr>
<tr>
<td>NGOs</td>
<td>Safeguard inclusion and sustainability</td>
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Global Challenges
Innovative Solutions

Sustainable Markets
- Green value chains
- Inclusive Business
- Innovative Financing
- Public-Private Partnerships

Food & Nutrition Security
- Resilient Food Systems
- Sustainable Nutrition for All

Climate Smart Agriculture
- Climate Smart Landscape
- Deforestation Free Supply Chains
- Future Farms

Gender & Youth in Agriculture
- Balancing Benefits
- Opportunities for Youth Employment
Partnerships
Market based systems

Sustainable market system for pastoralists in Kenya
Viable business case at the core

Inclusive Business model to promote sustainable smallholders’ cassava production
Local SMEs as entry point
Leverage investment

Access to sustainable markets and food security for Nicaraguan coffee and cocoa farmers
Build in scale from the start

> 150,000 pastoralists in Mali and Burkina actively use information services
Enabling environment

Strategic partnership on sustainable nutrition 4 all, nutrition sensitive value chains and resilience
Inclusive Business Model

- **Social Benefits (inclusion)**
  - Suppliers
  - Consumers
  - Distributors
  - Employees

- **Economic Benefits (profit)**
  - Core Business Initiative
  - Business Need
  - Climate Smart
  - Include the BoP
  - Commercial Venture Profit-making

**Suppliers**

**Consumers**

**Distributors**

**Employees**

**Inclusive Business**

- Short-term intervention, not self-sustainable
- Does not provide sufficient opportunities to BoP

**Business Philanthropy**

**Non-profit**

**Economic Benefits (profit)**

**250 companies**
PPP Lab Food & Water

Development of PPP knowledge, best practices & policies
PPP Portfolio

B. Services & Inputs
(40% of PPP Projects)
- B1. Financial services
- B2. Technical services
- B3. Farming services
- B4. New prod. models

A. Sourcing
(50% of PPP Projects)
- A1. Agri-business
- A2. Cooperatives

C. Improved Food Products
(10% of PPP Projects)
- Dairy products
- Cereals

Farmer → Aggregator → National Lead Firm → International Trader → Processor → Retailer → Consumer
Best practices on scaling

- Collaboration is the best way to work, it’s the only way to work really – Antony Starr
- Develop market based systems
- Viable business case at the core
- Local SMEs as entry point
- Leverage investment
- Build in scale from the start
- Enabling environment
- Co-creation and quick wins
More to discover on …