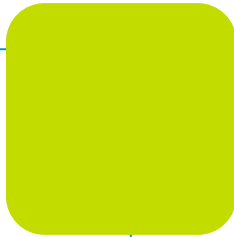


Scaling Inclusive Business Opportunities



The Hague
21 September 2015
Eelco Baan



Content

Some Perspectives
Examples from SNV
Inclusive Business
Public Private Partnerships
Best Practices on Scaling



Perspective soil scientist



Perspective politicians



Perspective entrepreneur



Josephine Okot

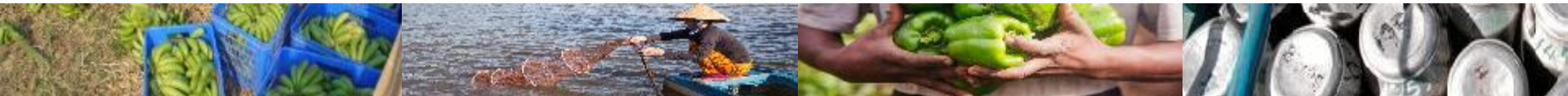
\$2.5 million turnover
140 staff
900 farmers



Perspective Netherlands government



Partner	Key Roles
Private Sector	Invest and develop innovative business models
Public Sector	Set the rules of the game, the enabling environment
Research and Knowledge	Investigate, develop and disseminate knowledge
NGOs	Safeguard inclusion and sustainability



Global Challenges

Innovative Solutions

SNV

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



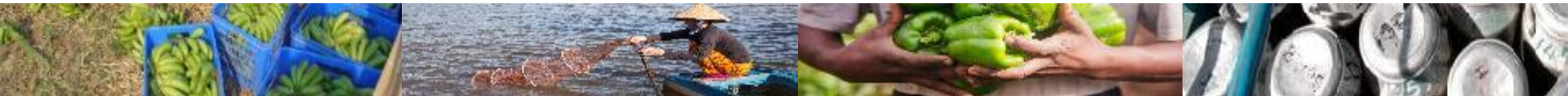
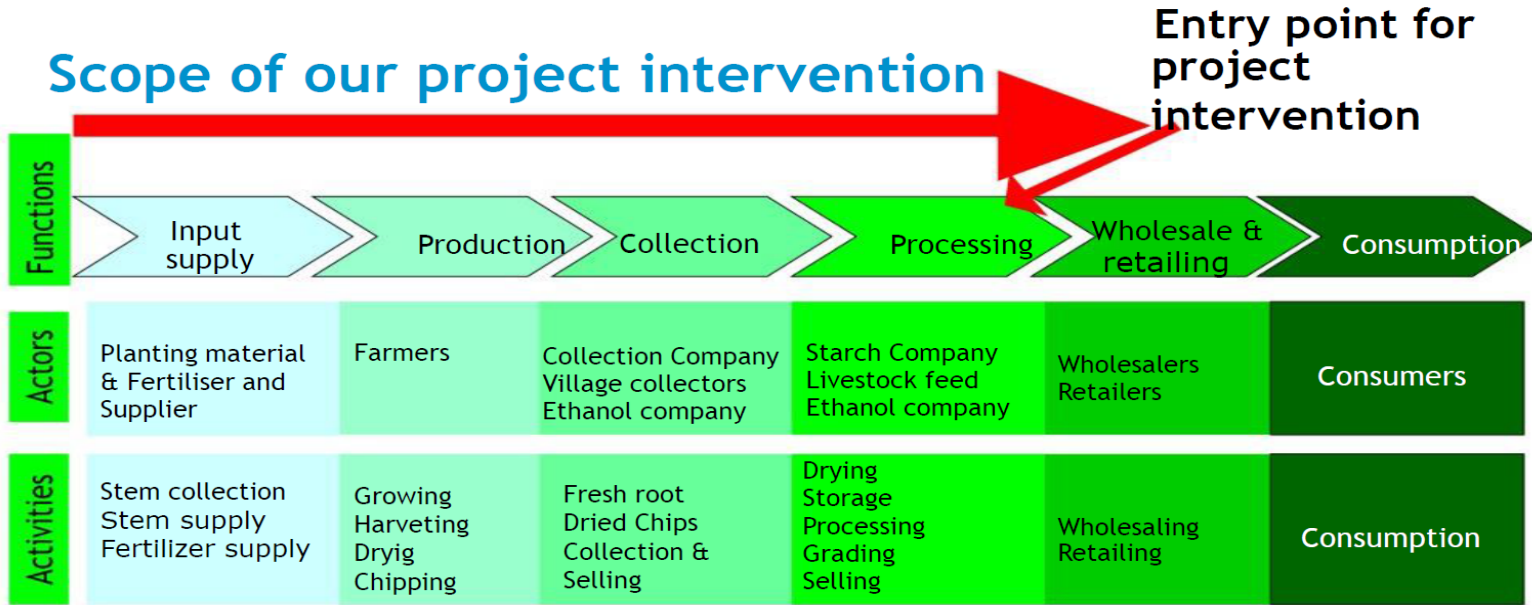
Viabile business case at the core



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



Ministry of Foreign Affairs



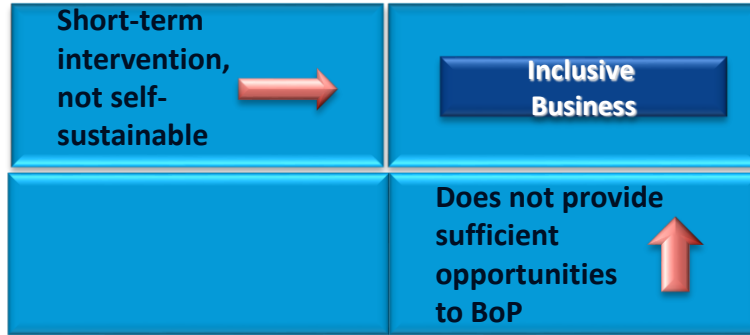
INTERNATIONAL
FOOD POLICY
RESEARCH
INSTITUTE
Supported by the CGIAR



Inclusive Business Model

- Suppliers
- Consumers
- Distributors
- Employees

Social Benefits (inclusion)
Business
Philanthropy
Non-profit



Economic Benefits (profit)
Commercial
Venture
Profit-making

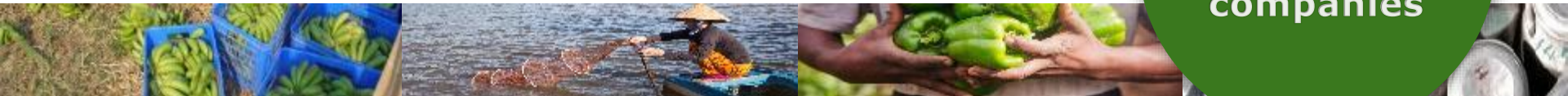
Core Business Initiative

Business Need

Climate Smart

Include the BoP

250
companies



PPP Lab Food & Water

PPP LAB
FOOD & WATER

Making Sense of Public-Private Partnerships

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FIND: [input field]

Twitter icon, Email icon

What is the PPPLab?
PPPLab is an action research and joint learning initiative to enhance the relevance, effectiveness and quality of Dutch supported public-private partnerships. Read on to learn more [about us](#) and [about our Knowledge Agenda](#).

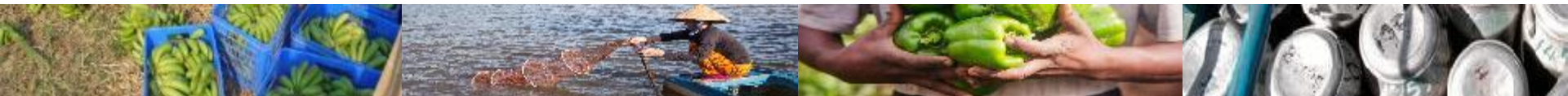
NEWS
GPF briefing: Are Financing for Development and Post-2015 striking the right public-private balance? >>>

NEWS
Blog by Sebastian Große-Puppenthal (ECDPM): PPPs for development: from principles to practice? >>>

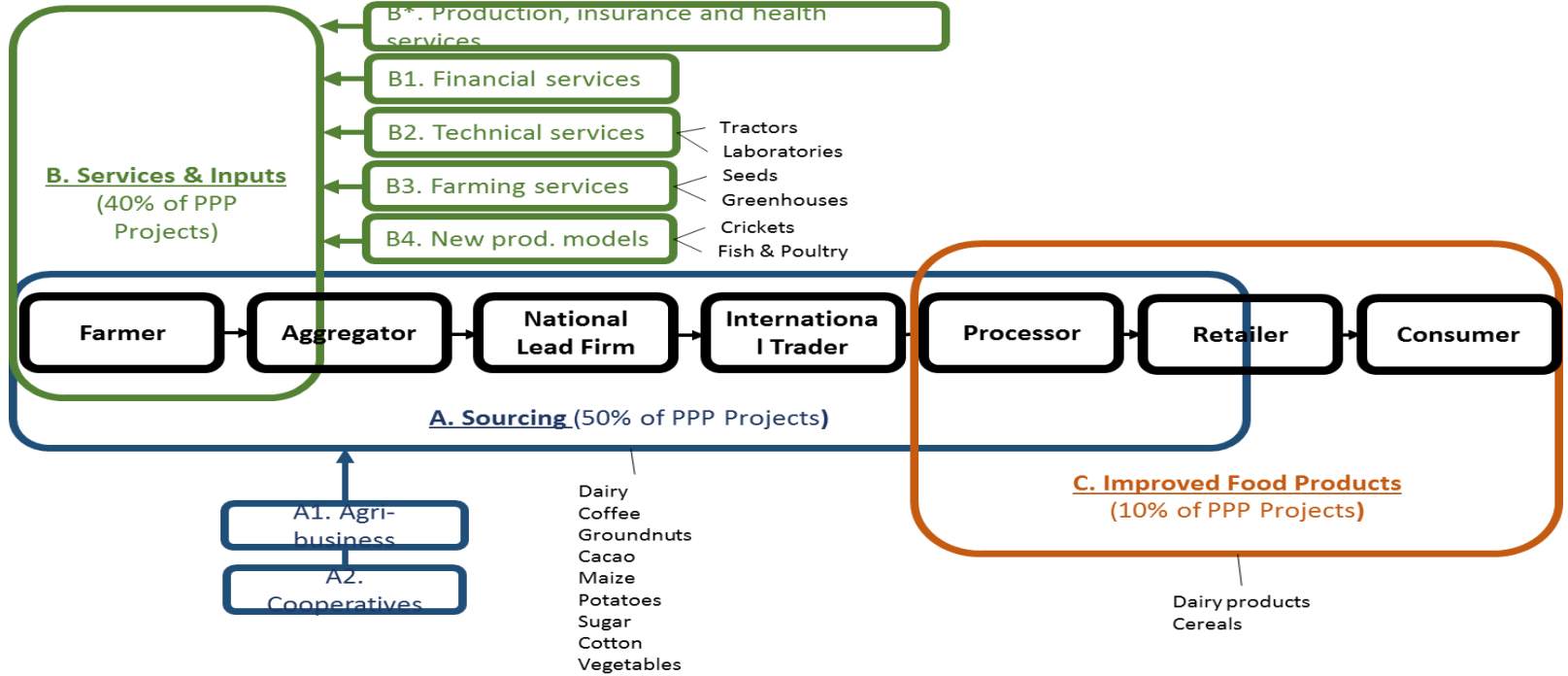
NEWS
Highlights from #AskAg Twitter chat about creating successful PPPs for inclusive development >>>

NEWS **NEWS** **NEWS**

Development of PPP knowledge, best practices & policies



PPP Portfolio



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



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