

Iconic inclusive growth initiatives, earmarked by B4IG members

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The following are among the more than fifty initiatives earmarked by B4IG coalition members towards the platform. Some of these projects will be scaled, expanded or replicated through the B4IG incubator; others will be part of a B4IG innovation hub of inclusive business models that can be shared and emulated by other companies.

These examples demonstrate the experience and resources that member companies bring to B4IG. More broadly, they show concretely the role that business can play in addressing inequalities of opportunity, gender and territory, and building truly inclusive societies.

Company Name: Accenture

Initiative Name: Inclusive Future of Work

Inclusive Growth Lever: Equal Opportunity

Countries Active: France, Ireland, Spain, United Arab Emirates, UK, US

Description: Accenture's Inclusive Future of Work initiative aims to help mid-career employees in routine roles transition to automation-resilient work. The Inclusive Future of Work Launchpad is geographically focused, bringing together key stakeholders from local business, government and non-profit sectors to identify and scale innovative products and services that address the obstacles to career change commonly encountered by experienced workers in less complex roles. The Launchpad has reached 300 people to date and is applying to the B4IG Incubator to expand its international network of organizations and experts involved, to access further funding to take successful models to scale, and to provide additional services to help workers equipped with new skills thrive in the digital economy.

Company Name: Agropur

Initiative Name: 1,000 First Days of Life

Total Project Funding: 2 million CAD

Inclusive Growth Lever: Equal Opportunity

Countries Active: Canada

Description: Agropur and Olo Foundation share a common goal: to support families in need to ensure babies are born healthy and to promote the development of sound eating habits in early childhood. Working hand in hand with social service providers, our long-lasting partnership allows pregnant mothers to take every day, one egg, one litre of milk, one glass of orange juice and a prenatal supplement of vitamins and minerals. By providing protein, calcium and vitamins C and D, the initiative helps reduce by 1,6 times the risk of babies having a low birth weight. The nutritional intervention has the potential to reduce inequalities by improving the health of children living in economically precarious situations. To date **250,000 families** have benefited from this intervention that has been active for over 20 years.

Company Name: AXA

Initiative Name: AXA Financial Inclusion (encompassing: AXA Climate and AXA Emerging Customers)

Total Project Funding: 19.5 million EUR

Inclusive Growth Lever: Equal Opportunity, Reducing Territorial Disparity

Countries Active: more than 40 countries

Description: AXA's Financial Inclusion strategy encompasses two key initiatives: AXA Climate and AXA Emerging Customers which both target inclusive growth.

AXA Climate: In developing countries 90% of economic losses due to natural disasters are not covered by insurance [1]. With parametric insurance, AXA Climate offers a fast, adjustable and transparent way to manage climate risks for businesses, public sector institutions and communities. AXA Climate is developing future services to help predict and prevent climate risks, which could also help mitigate climate migrations that are a major threat to social cohesion. The first service being launched is FastCat, an immediate protection service for communities faced with natural catastrophes. FastCat offers opportunities for other organisations to support and deliver complementary services that can be facilitated through the B4IG incubator.

AXA Emerging Customers: AXA is engaged in the financial inclusion space through the development of its Inclusive Insurance offer across countries in Asia, Africa and Latin America. This business unit addresses social exclusion by enabling vulnerable segments of the population to access insurance services that accompany them in their economic progression and that provide a safety net that prevents them from falling back into poverty. The main products offered consist of Protection and Health cover. AXA Emerging Customers is included in B4IG to bring the expertise honed in emerging countries to implement inclusive insurance schemes to address equally excluded segments in mature countries.

[1] Source: Mahalingam, A. (2018). Climate change, protection gap, and emerging markets. Cambridge Centre for Risk Studies.

Company Name: BASF

Initiative Name: Waste to Chemicals Nigeria

Total Project Funding: 660,000 USD total incl. 100,000 USD by BASF as seed funding

Inclusive Growth Lever: Gender Equality, Equal Opportunity

Countries Active: Nigeria

Description: The Waste-2-Chemicals project seeks to give Nigeria's crude oil a second life through regenerating the oil content in plastic waste. The project will deploy 3 (5-10 tons/day) micro recycling hubs by Q1 2021. This will pave the way for the establishment of 50-60 micro hubs by local governments, NGOs, social entrepreneurs, able to recycle up to 100,000 metric tons out of the 750,000 metric tons per annum of plastics waste generated in Lagos per annum. The initiative can contribute creating **12,500 to 15,000 jobs by 2025, of which 60% will go to women.**

Company Name: Danone

Initiative Name: Programme Malin

Total Project Funding: 2 million EUR by Danone Communities and Bledina

Inclusive Growth Lever: Equal Opportunity

Countries Active: France

Description: The objective of the Malin program is focused on the improvement of dietary habits in infants aged 0-36 months old living in low-income families, thanks to dietary education of mothers

during pregnancy and early childhood, breastfeeding promotion, access to affordable and adapted nutrition through vouchers (fresh fruits and vegetables, baby food, ingredients, kitchen appliances). The program has been running since 2008 and has **reached 14,000 people and it aims to reach 160,000 children by 2022.**

Company Name: Danone + Mars

Initiative Name: Livelihoods Fund for Family Farming

Total Project Funding: 36 million EUR

Inclusive Growth Lever: Equal Opportunity, Reducing Territorial Disparity

Countries Active: Asia, Africa, Latin America

Description: The Livelihoods Fund for Family Farming (L3F) proposes a new approach to supply chains to address the threat to livelihoods of smaller holder farmers from low yields, as well as the threat to companies of lower quality and less quantity for critical commodities. The fund enables small-holder farmers to adopt more sustainable practices and boost revenue, through good connections with markets, as well as preserve ecosystems through farming practices combining productivity and respect for the environment. This helps businesses transform their supply chains, giving them reliable, long-term access to quality supplies in the volumes they need. For example, in Madagascar, L3F has invested in a vanilla project (a critical commodity for Danone & Mars) to train farmers in sustainability practices, connect them directly to the market (returning 60% of the value to farmers rather than 5-20%), ensure food security, and prevent biodiversity loss. This project is working with 3,000 family farms in Phase 1, over a 10 year period.

So far 18.4 million EUR has been invested by L3F shareholders and reached **13,900 people.**

Company Name: Henkel

Initiative Name: Praktikum PLUS Direkteinstieg

Total Project Funding: 130,000 EUR

Inclusive Growth Lever: Equal Opportunity

Countries Active: Germany

Description: In 2016 to enhance the integration of refugees in Germany, Henkel alongside German Federal Employment Agency (BA), Deutsche Post DHL Group, and Deutsche Telekom launched the "Praktikum PLUS Direkteinstieg" pilot project offering internships and training places to refugees. The aim is to ensure the long term integration of refugees into the labour market, so there is the possibility to convert a multi-stage internship into a two-year employment. Almost all of the current participants have been admitted to the temporary change of employment phase. So far 100 refugees have been placed through the program.

Company Name: J.P. Morgan

Initiative Name: AdvancingCities

Total Project Funding: 500 million USD

Inclusive Growth Lever: Equal Opportunity

Countries Active: Global

Description: *AdvancingCities* is a five-year initiative focused on investing in solutions that bolster the long-term vitality of the world's cities — and the communities within them. The initiative aims to create economic opportunity for more people by preparing people with the skills needed for the future of work, providing capital resources to small community business, investing in urban community development, and giving households the tools needed to manage their financial health. *AdvancingCities* targets key markets where the conditions exist for large-scale business and philanthropic investments and includes an annual Challenge that will accelerate innovative solutions designed by local government, business

and community leaders and residents to break down barriers to opportunity. It is expected that the initial investment will attract an additional \$1 billion in outside capital to fund community development. In November 2018, the firm announced its first *AdvancingCities* commitment in Europe – a \$30 million, five-year investment to provide underserved residents and entrepreneurs across Greater Paris access to economic opportunity.

Company Name: Legal & General

Initiative Name: Housing for the Homeless

Total Project Funding: 45 million GBP

Inclusive Growth Lever: Equal Opportunity

Countries Active: UK

Description: Legal & General have partnered with Croydon Council to provide **167 homes for families** on the UK's housing waiting list. A mixture of houses and apartments in Croydon and neighbouring Boroughs will be leased to Croydon Council on a 40-year term. Rents will be set at Local Housing Allowance levels. The partnership will create a better outcome for Croydon families, men and women, in housing need as well as creating around £20 million in savings for the council.

Company Name: L'Oréal

Initiative Name: Solidarity Sourcing, L'Oréal's global inclusive procurement program

Inclusive Growth Lever: Gender Equality, Equal Opportunity, Reducing Territorial Disparity

Countries Active: Global

Description: The Solidarity Sourcing program, established in 2010, is L'Oréal's sourcing program for social inclusion. It directs a proportion of the Group's global purchases to suppliers who give people who are typically excluded from the job market access to work and a sustainable income. These include suppliers that employ people from underprivileged communities, others that may find it difficult to have access to large international calls for tenders, or very small companies. The program is deployed in all the geographic zones, concerns all areas of purchases (raw materials, packaging, subcontracting, promotional items and indirect retail, etc.), and comprises an environmental aspect for the projects that require it. **In 2018 234 projects were supported and 56,842 people facing employment or financial barriers gained access to or retained a job and decent income.**

Company Name: Mars, Incorporated

Initiative Name: Cocoa Women for Change

Total Project Funding: 1.2 million USD

Inclusive Growth Lever: Gender Equality, Equal Opportunity

Countries Active: Cote d'Ivoire & Ghana

Description: The Cocoa Women for Change program is part of the broader Mars Cocoa for Generations strategy – a long-term approach to enhancing responsible and sustainable practices in the Mars cocoa supply chain globally. Unlocking opportunities for women in cocoa-growing communities is fundamental to delivering on the Cocoa for Generations strategy goals. The Women for Change program is a partnership between Mars and CARE© International that trains women in cocoa farming households to increase their participation and decision making in community development, the cocoa businesses and strengthen their financial literacy and savings. It utilises CARE's village and savings micro-loan program. So far the program has **trained 6,000 members from 225 cocoa farming groups in Cote D'Ivoire**. Over a three year pilot phase, the program has generated \$600,000 in savings and loaned over \$400,000 (average \$80 – 120 loan) to establish income generating businesses, invest in cocoa farms, and invest in education for their children with a nearly 100% repayment rate. The program is included in the incubator to connect to opportunities to scale and replicate in other countries, digitise data, and develop links to the formal banking sector.

Company Name: Renault

Initiative Name: Mobilize

Total Project Funding: 3.7 million EUR

Inclusive Growth Lever: Equal Opportunity

Countries Active: France

Description: Mobility is crucial to socio-professional insertion, particularly for non-urban populations, but is undermined by the expense of purchasing and maintaining a vehicle.

In France, to address some of these issues Caisse d'Epargne, Renault and Entreprise et Pauvrete, together with Pole Emploi, created the programme LOA Mobilize which provides micro-finance facilities to low-income individuals for renting and ultimately buying a new car. The initiative builds on an economic model whereby renting a new car is cheaper than buying a second-hand one, often the only affordable option to low-income individuals but ultimately more expensive in the long-term given the higher maintenance cost. Besides the economic impact, the program has additional measurable targets: lower number of unemployed; reduced stress and insecurity; reduced CO2 emissions;

Currently, 1,000 people have benefitted from LOA Mobilize financing their lease. This could be scaled up in the future thanks to the B4IG Incubator that could provide operational and financial support.

Company Name: Schneider Electric

Initiative Name: Social Innovation to Tackle Energy Poverty

Total Project Funding: 3 million EUR per year

Inclusive Growth Lever: Equal Opportunity, Reducing Territorial Disparity

Countries Active: Belgium, Bulgaria, Czech Republic, France, Germany, Greece, Italy, Poland, Portugal, Romania, Spain, UK

Description: Energy poverty is the inability of households to have adequate energy services in their homes. Around 11% of Europeans suffer from energy poverty, particularly the elderly, single-parent families with children, low-income households, children, the disabled, people with chronic illnesses, and single unemployed people.

The Schneider Electric Social Innovation to Tackle Energy Poverty Solutions Accelerator aims to identify, engage, and support to scale up innovative projects that offer **creative and systems-changing solutions to tackle energy poverty and promote energy sustainability**.

So far 42 projects have been selected and supported with training with an **estimated 40,000 beneficiaries**. The Schneider Electric Foundation, through its Volunteering program, gives projects access to the skills of volunteer employees, while making sure other actors can benefit from these social innovations, and get access to funding.

Company Name: Unilever (The Right to Shower)

Initiative Name: The Right to Shower

Total Project Funding: 100% of Year 1 profits – at least 500,000 USD

Inclusive Growth Lever: Equal Opportunity

Countries Active: USA

Description: Unilever has released a social enterprise brand called The Right to Shower that uses 100% of profits to support networks of mobile shower services for people experiencing homelessness. More than 550,000 people in the US experience homelessness and lack access to everyday necessities and services, including showers. This impacts on their sense of dignity and their chance to feel included in the community. Funding currently supports 11 organizations across 16 communities to launch or expand

their shower services. Consequently, this initiative not only impacts individuals directly, but also enables local organizations to grow and expand their services.

The Right to Shower may apply to B4IG incubator to scale the project offering to other necessary services to restore dignity for all people.

Company Name: Veolia

Initiative Name: Pop Up by Veolia

Total Project Funding: 2 million EUR

Inclusive Growth Lever: Equality of Opportunity, Reducing Territorial Disparity

Countries Active: France, Mexico, India, Japan

Description: Pop Up by Veolia aims to reduce territorial disparity and increase equality of opportunity by supporting the growth of innovative local solutions to social and environmental challenges such as access to water and sanitation, waste recovery, or energy & water consumption reduction, through the development of social innovation incubators. With the Pop Up program, Veolia can identify key challenges for the territory at a local level. Social entrepreneurs with innovative solutions addressing these challenges are then detected, offered an incubation opportunity with access to experts from Veolia, commercial opportunities with the group, and investment possibilities. This allows to Veolia to co-create innovative solutions with social entrepreneurs on their territory, and scale these up to achieve large scale social impact, a model which has so far **positively impacted 50,000 beneficiaries**.

Partner Initiatives for Inclusive Growth

Organization Name: Bill & Melinda Gates Foundation

Initiative Name: Women's Financial Inclusion in Africa

Total Project Funding: 225m USD

Inclusive Growth Lever: Gender Equality, Equal Opportunity, Reducing Territorial Disparity

Countries Active: Across Africa

Description: This partnership aims to harness the collective efforts of African governments, central banks, and commercial providers to build more inclusive, sustainable, and responsible digital financial systems in Africa, ensuring that 400 million more African adults are financially included—nearly 60 percent of whom are women. This partnership will support five key pillars to expand women's access to financial services; 1.) Interoperable Payment Systems, 2) Inclusive Identity Systems, 3) Inclusive Policies and Regulation, 4) Gender-Specific Research, 5) Digital Readiness Assessments. Through B4IG, Gates and company members will be able to explore how the private sector can reinforce the initiative.