

INCLUSIVE BUSINESS eLAB

Inclusive Business Management Executive Course

May 26 -
June 30
2014



Inclusive business refers to sustainable business solutions that go beyond philanthropy and expand access to goods, services, and livelihood opportunities for low-income communities in commercially viable ways. These ventures deliver high socio-economic value by engaging the poor as producers, distributors, suppliers, or consumers, and present an exciting opportunity for the private sector because they are good for business. A variety of commercial returns – market entry, market share, secure supply chains, product line innovation, and competitive advantage – all help to build market value.

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I strongly recommend this course for a 101 on inclusive business, including very insightful experiences from experienced professionals in this field.

-Tatiana Fedotova, WBCSD

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PROGRAM BENEFITS

The Inclusive Business eLab targets technical and middle management professionals. It offers:

- Practical advice on developing inclusive business based cutting-edge research
- Overview of state-of-the-art literature and experts
- Real-life insights from leading companies
- Peer-to-peer networking
- Feedback on own project

PROGRAM CONTENTS

The dynamic, web-based course is built around six sessions delivered once weekly.

The six major themes of the course are:

- Inclusive Business Innovation
- Market Understanding and Marketing
- Last Mile Distribution
- Financing
- Partnering
- Measuring and Managing Results

Participants who select the full package will also benefit from 6 sessions of one-on-one coaching with a course faculty member.

DELIVERY OF THE COURSE

Each module consists of an online session, preparatory reading and homework. Coaching is also available to participants as part of the full package.

- **Online session, Monday, from 4-5pm CET:** A representative from the WBCSD or a European BoP Learning Lab will be responsible for sharing their expertise in the six content modules. In addition, company representatives will share their experience with building inclusive businesses.
- **Preparatory reading:** Reading materials and class contents will be summarized in an interactive course book.
- **Homework:** Participants have the opportunity to apply the contents of the course to their own company and project.
- **Coaching (full package only):** Participants will have six one-on-one sessions with their personal coach after the end of the course to discuss ideas and receive direct feedback and input on their projects or models.

Participants will also be invited to exchange ideas and questions with each other in private Business Fights Poverty group. Participants will receive a certificate upon completion of the course.

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This course helped ‘intrapreneurs’ like me gain access to BoP knowledge and experiences and enables companies to create access through impactful business solutions. The course & coaching help produce high outcomes for BoP business development in low-income markets!

-Stefan Koch, Bayer AG

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FOR MORE INFORMATION, PLEASE VISIT

<http://snipbfp.org/IBeLAB14>

APPLYING FOR THE COURSE

This program is designed for company representatives at the technical or middle management level, and ideally suited to those who have little experience with inclusive business but are tasked to create solutions or are interested in working in the area. As this course is offered online, participants from all regions are highly encouraged to attend in order to facilitate a diverse and rich exchange of ideas. English is the language of instruction.

Please visit <http://snipbfp.org/IBeLAB14> to apply online.

Applications must be received *no later than* **May 14, 2014.**

PRICING

Participants can elect one of two packages based on their budget and needs:

Base Package: 795 Euros (excl VAT)

- 6 live online sessions
- 1 hour Inclusive Business Readiness Assessment
- All learning materials

Full Package: 1,995 Euros (excl VAT)

- 6 live online sessions
- 6 hours of one-on-one coaching session including Assessment
- All learning materials

CONTACT US

If you have any questions, don't hesitate to contact Ms. Alyssa Rivera at

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The European BoP Learning Labs, the World Business Council for Sustainable Development (WBCSD), and Business Fights Poverty (BFP) are partnering to offer this executive education course for the second time, designed to help you plan and implement inclusive business models that will succeed in the unique and challenging conditions of low-income markets.



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