

**G20 DEVELOPMENT WORKING GROUP**

**CONCEPT NOTE ON THE G20 GLOBAL  
PLATFORM ON INCLUSIVE BUSINESS**



## **G20 GLOBAL PLATFORM ON INCLUSIVE BUSINESS: POLICY, LEARNING, IMPLEMENTATION**

### **I. Background**

Inclusive businesses are expanding markets and reducing poverty, generating commercial returns, and advancing development. They do so by improving access to affordable quality products and services, enhancing productivity, and generating new income and livelihoods opportunities for people across the base of the economic pyramid. While the potential of these businesses is proven, the opportunities are yet to be fully captured.

Companies continue to struggle with challenging operating environments and significant gaps in the institutional, informational and infrastructural conditions that are required to make markets work. Improved policy environments could enable even more companies to follow the lead of the inclusive business pioneers and adopt an inclusive business approach. Inclusive businesses tend to be most active in sectors that deliver basic services. These are also sectors where government policy plays a particularly important role.

As a field with a variety of stakeholders, inclusive business would benefit from a multilateral coordinating and information sharing mechanism whereby policy makers from both G20 and non-G20 member countries could engage with the private sector and other stakeholders. Such a mechanism would enable the G20 Development Working Group (DWG) to support inclusive business in a more systematic and sustainable manner moving forward.

### **II. Objective of the Platform**

A G20 Global Platform on Inclusive Business would make a significant contribution to advancing the inclusive business approach. Established by the G20 DWG with the support of multilateral agencies, the platform would be a jointly-owned, collaborative partnership. It would foster learning and collaboration across governments, including G20 and non-G20 members, and enable policy makers to work together to advance the policy environment for inclusive business. The Platform's focus on government policy will complement and cooperate with existing business-focused global platforms, which highlight firm-level issues and solutions, such as the Business Call to Action platform (BCTA) and the Inclusive Business Action Network (IBAN).

The primary objectives of the Platform would be to:

- Advance the G20's work on inclusive business policy;
- Facilitate efficient and effective coordination on evidence-based policy research and measurement for inclusive business;
- Support capacity building and training of policy makers and facilitate peer-to-peer learning and knowledge exchange; and
- Ensure continuity on inclusive business in global discussions, including in the Sustainable Development Goals (SDGs) and G20 DWG.

### **III. Priority Areas**

The international organizations currently leading the DWG's work on inclusive business (i.e. World Bank Group and UNDP) would commit to developing and supporting the G20 Global Platform on Inclusive Business. As a joint effort of the G20 DWG, it is important that the

Platform be developed in a consultative process where members and non-members provide guidance as to specific priorities and action areas.

Potential priority areas for the Platform could be to:

1. Expand the evidence base on inclusive business, with a focus on the impact of inclusive businesses and of policies intended to promote them, and improve data availability for inclusive business policies.
2. Develop links between inclusive business and global development priorities, such as the SDGs. Design tools to guide national policy making in this area.
3. Support training of policy makers on inclusive business policy through peer-to-peer learning and knowledge exchange.
4. Engage private sector and other key stakeholders on policy-related issues for inclusive businesses and, in cooperation with the B20, facilitate knowledge sharing among private sector operators and collaboration with governments.
5. Improve national, regional, and international coordination around inclusive business through advocacy at major international fora.

#### IV. Initial Action Items

The initial action item for the Platform would be to develop a strategy, via a consultative process, to guide its future activity. Illustrative actions for the first 12 to 18 months could include:

1. Conduct research and provide deeper analysis of the inclusive business policy options and instruments identified in the G20 Inclusive Business Framework and how they relate to the SDGs.
2. Foster knowledge exchange by organizing a high-level, global, peer-to-peer inclusive business policy forum to share experience on inclusive business policies and a series of regional and country workshops to bring together policy makers and private sector representatives, including the B20, in collaboration with non-G20 members, multilateral development banks, private sector organizations, C20 and civil society, and other stakeholders. Whenever possible these gatherings could be in conjunction and collaboration with existing global and/or regional events.
3. Develop and launch a website that will become a knowledge repository on inclusive business policies. This website would be developed taking into account already existing international virtual platforms so as to avoid duplication.
4. Conduct outreach with companies in developing countries on G20 efforts to support their needs, and implement the policies in the Framework.

G20 members could conduct national outreach with stakeholders on inclusive business.

Action items would be led by the World Bank Group, UNDP, and other partners, under the leadership of the G20 DWG.