

# GRADUATION EVENT

December 1<sup>st</sup> 2020

December 1st marked the official end of the acceleration with the digital graduation event. At the heart of the event were the project teams who shared their acceleration experience with the 60 participants. Furthermore, a number of speakers provided information about the future of B4IG and advice for connecting with impact investors. A clear highlight were the inspirational words of Jean-Paul Agon, CEO of L'Oréal. Overall, the event provided a platform for a final exchange of insights, tips, and ideas before sending the project teams on their way. To learn more about the projects, you can watch a short film [here](#).



**We thank everyone who has contributed to making this acceleration a success!**



<p>Telemedicine</p> 	<p><b>Achievement highlighted:</b> connecting with the right individuals within companies  <b>A highlight:</b> peer mentoring about behavior change  <b>Next step:</b> rolling out telemedicine at scale and engaging with more partners</p>	
<p>Passport for Inclusive Success</p>  	<p><b>Achievement highlighted:</b> launch of an inclusive student loan  <b>Next step:</b> expand the range of inclusive products and services  <b>An objective:</b> creating a community of enterprises supporting underprivileged</p>	
<p>Insurance Net for Smallholders</p>  	<p><b>Achievement highlighted:</b> teaming up of AXA and L'Oréal, gathering all stakeholders and finding an alignment, onboarding suppliers  <b>Next step:</b> launching the insurance solution in two projects</p>	
<p>Drones for Smallholders</p> 	<p><b>Achievement highlighted:</b> improved understanding of the complexity of working with micro-entrepreneurs that shapes the business model  <b>Next step:</b> re-evaluation of the needs of target communities, capacity building</p>	
<p>Clean Energy Micro-Enterprises</p> 	<p><b>Achievement highlighted:</b> defining a business model with a measurable impact and access to impact investors  <b>Next step:</b> partnering with financial institutions</p>	
<p>Partnership for Sustainable Coffee</p>  	<p><b>Achievement highlighted:</b> Move from philanthropy to a new business case  <b>Next step:</b> advocating for why building the capacity of upstream suppliers is important for inclusion</p>	
<p>Coffee Fund</p>  	<p><b>Achievement highlighted:</b> creation of a baseline of social investment approaches, strengthened theory of change  <b>Next step:</b> further work on return-to-investment models</p>	
<p>The Industry Academy</p>  	<p><b>Achievement highlighted:</b> definition of a value proposition, a robust program value proposition for future partners, realignment on the vision  <b>Next step:</b> building a coalition around the program, replication in other regions</p>	
<p>GINclúyete</p> 	<p><b>Achievement highlighted:</b> creation of alliances, stronger inclusion of women and indigenous people, the project has created a business case for the company  <b>A learning:</b> the importance of strong team work</p>	
<p>Quality Standard</p>  	<p><b>Achievement highlighted:</b> a broadened network, a strengthened business model and theory of change  <b>Next step:</b> setting up a pilot, building a digital survey tool</p>	
<p>Lemon Aide</p>  	<p><b>Achievement highlighted:</b> engagement with potential business and financial partners, clarification of how to scale up  <b>Next step:</b> replicating the model in other cities, looking for logistic space in</p>	
<p>L'Atelier</p> 	<p><b>Achievement highlighted:</b> clear learnings on marketing and communication, definition of KPIs, strengthened impact measurement approach  <b>Next step:</b> design the new product distribution channels, construction of the facility</p>	

\*The points listed above are not exhaustive. Please visit [B4IG.org](http://B4IG.org) to learn more about the projects' achievements.



## KEY LEARNINGS FROM THE THEMATIC PROJECT CLUSTERS

Wrap up on **Access to Goods and Services** presented by Lucie Klarsfeld, partner at Hystra



Bringing new products and services to disadvantaged populations is not about bringing cheaper products to the market but about **reinventing the business model**. This usually requires breaking silos and **creating new types of interactions with three types of key stakeholders**: consumers, other departments in your organization, and external partners.

Consumers: In the design of a product or service, it is important to let go of preconceived ideas and to make sure that what we create matches consumers' needs. Therefore, it is important to **get rapid consumer feedback**.

Other departments in your organization: To maximize the impact of the business model, it is key to **leverage the existing assets of the company**, for example distribution channels, IT capabilities, specific skills etc. Some of the innovation can make it back into the organization and benefit the organization as a whole. The inclusive business needs to create a network of interactions within the organization to **make collaboration desirable by everyone in the company**.

External partners: It is key to **interact with external partners to understand the market**, to avoid "reinventing the wheel" and to think about how to reach new types of customers that you currently do not reach but other companies do already reach.

Wrap-up on **Access to Financial & Technical Support** presented by Simon Brossard, project manager at Hystra.



Across the projects that develop models that rely on small businesses or entrepreneurs to deliver inclusive services, there has been a realization: the only way to build a sustainable path to inclusive growth is to **work with each player in the value chain**, and ensure that there is a **solid business case** and the right **capabilities at every level**. This is where providing technical and financial support comes into play.

1. Technical and financial support is NOT a one-off: From an impact perspective, professionalizing small businesses takes many years. From a business perspective, if a company wants to retain value, it needs to **create long lasting value over time, which competitors cannot easily replace**.

2. For large companies, there is a fine line between fostering local independent businesses and controlling what is happening on the ground: **You want the small businesses you support to be independent** and empowered, but you also want to **have sufficient control to monitor** working practices, quality standards and everything your brand could be associated with.

3. Providing technical and financial support can and should deliver business returns for the companies: **There is not one single way to build a business case**. There is a strong distinction between the models where you provide support to businesses on your supply chain or route to market. For example, the case for procurement depends on the sourcing model. Across the board, there is an opportunity to build models that deliver technical and financial support and generate returns for companies.

Wrap up on **Access to Training & Employment** presented by Jean-Christophe Laugée, network partner at Hystra



Different key elements have been identified that need to be taken into account when implementing an inclusive program with the aim of providing access to training and employment.

1. It is essential to **make sure that the professional skills you train underprivileged people are missing on the labor market**.
2. Working on employability means upskilling but it also means **providing support to access to the labor market** and **fostering behavior change**.
3. It is a complex and costly topic so **cooperating with other companies and experts** will help to foster employability at scale.
4. It is critical to **get local authorities engaged in the program from the beginning**. It is not a question of money, it is a question of the right allocation of money to move from repairing the consequences of unemployment to subsidizing jobs which are useful for the local community.
5. **Social Inclusion and diversity have a clear business return** if we dare to measure the business impact in the right way. It is a factor of new business opportunities and better performing teams.

## **KEY INSIGHTS FROM GUEST SPEAKERS**

### **4 striking aspects of the projects that make the success of the Incubator**

- Unique solutions to overcome project challenges were found which are true social innovations.
- Collaboration is the new competition: the sharing of ideas enhanced the projects.
- Remaining humble: Existing programs were capitalized on
- Projects were scaled to create wide opportunities.

To listen to the full testimony click [here](#).

### **The B4IG coalition in 2021**

- **Key topics for the coalition:**
  - Inclusive recovery – with the goal of including it in the agenda of the next G7 & G20.
  - Impact measurement – indicators of all pledge areas will be elaborated.
  - Connecting project managers with impact investors.
- **Goal:** Becoming the global reference coalition for inclusive business.



Jean-Paul Agon  
CEO of L'Oréal



Camille Putois  
CEO of B4IG

## The B4IG Incubator in 2021

- Three programs in 2021:
    - An updated version of the acceleration program with tailored consulting and peer to peer workshops.
    - The innovation studio: support of cross-company initiatives aiming at developing a breakthrough innovation.
    - Collective training for all coalition members: webinars on inclusive project management.
  - The objective to engage beneficiaries in the Incubator activities.
  - Continued fostering of the rich network of project teams and coalition members that makes the Incubator unique.
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## Local B4IG

- Replicating B4IG within specific countries for bigger impact at the local level.
  - Benefiting from all the activities organized at the global coalition level.
  - Aiming at co-creating and co-implementing cross-company projects.
  - Planning a first pilot of a B4IG network in South Africa in 2021.
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## 5 key project elements to connect with impact investors

- Risk adjusted returns: the project needs to generate financial flows that cover the operating costs and that send money back to investors.
- Skin in the game – Investing your own funds creates trust among investors.
- A strong and experienced management team.
- Impact generation – including rigorous measurement.
- Scalability – with the potential to change the economy.



Jean-Christophe Laugée  
Incubator Lead

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Marie de Muizon  
B4IG Director

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James Bond  
Non-executive chairman of the IGFF

« Collaboration is the new competition »

Jean Paul Agon

To learn more about the Incubator's 3 programs in 2021, join us [here](#) on December 17th, 4:00 pm CEST