

Statement of Continued Support

March 2021

To our stakeholders:

I am pleased to confirm that Bopinc reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In line with Global Compact, our strategy 2024 is continuously based on creating more impact on the SDGs in which we actively and mainly contribute which are:

- SDG 2 Zero Hunger: working on projects of sustainable food systems, sustainable agriculture, and nutritious and affordable food
- SDG 8 Decent work and economic growth: being active on projects promoting inclusive markets and societies, developing knowledge transfer programs for sustainable increase in production and productivity and training in entrepreneurship

More specifically and through our projects we also contribute to other 6 SDGs:

- SDG 1: No poverty: reducing inequality and supporting the development of income generating activities as well as creating employment
- SDG 3. Health and wellbeing: Equalities on distribution of wealth, inclusive societies and supporting the promotion of healthy and nutritious diets.
- SDG 5: Gender equality: through women empowerment and women entrepreneurship activities and programs
- SDG 6: Clean water and sanitation: Be involved in projects that promote access to sanitation practices, education on hygiene practices and promoting the development of adequate water management systems
- SDG 7: Affordable clean energy: Sustainable and clean technologies, access to affordable and reliable energy and renewable energy product distribution
- SDG 11: Sustainable cities and communities: waste management, inclusive societies and resource efficient communities.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Ten Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Emile Schmitz", written over a horizontal line.

Emile Schmitz, Managing Director

Connecting today's low-income consumers with the dignified choices of tomorrow



About us

We believe the best products should be available, where they matter most. Fulfilling aspirations and needs is key. Through the power of entrepreneurship, every new idea is turned upside down and inside out. Until we find the right innovation, right for low-income communities.

From startups to multinationals, we help organisations to design and deliver commercially and socially viable business models. Our diverse team of global innovators and entrepreneurs, bridge the gap between private and development sectors.

Our core expertise

To influence trillions of small purchasing decisions, our approach is simple. Through early consumer engagement, we discover and design the products people want. Through novel distribution models, we get these products to the consumer. And through creative behavioural change, we generate the pull, essential for driving product demand.

A series of intricate steps, leading to real impact for the Base of the Pyramid. Whether it's more income, cleaner water, better food or light at night. We know how to do good, while doing well, in a market of more than four billion low-income consumers.

Our client feedback

"Our collaboration with Bopinc continues to deepen the social impact and strengthen the sustainability of Unilever's inclusive business models. In the last year, our efforts to apply impactful innovations further catalyzed cross sectoral partnerships for greater results and scale. These were immensely valuable as part of Unilever's mission to improve incomes and enhance people's livelihoods through our business."

**Bukunmi Akinseye, Senior Manager,
Global Partnerships & Advocacy at
Unilever**



Our global contribution

Social entrepreneurship is now integral in mitigating the world's most pressing social and environmental challenges. This is why Bopinc's 2020 strategy aligned our organisational goals with the Sustainable Development Goals set out by the United Nations. Social entrepreneurship is market-based and is focused on social good, it impacts the environment in a much broader way, as compared to the traditional development aid model. For this reason, our work affects and impacts health, nutrition, poverty, gender, economic

growth, sustainable cities, communities and sustainable energy.

To fully engage and prioritise low-income consumers in our work, it requires proximity to them. This is why we have people on the ground where it matters most. We are looking to continue this growth trajectory with new partnerships and projects focused on the BoP as consumers, retailers and demand creators. The map below shows all countries where Bopinc has a presence.



Our approach

Our market-based approach begins with the BoP, as potential consumers, distributors, producers and/or entrepreneurs. We focus on delivering practical solutions that are commercially viable and based on deep market insights. We understand what the BoP actually wants, needs and can afford. We have to start looking at the BoP as ambitious consumers and creative entrepreneurs.

We value entrepreneurship as (transformational) entrepreneurship, a target of SDG 8, can have a positive effect on a country's employment rate, it can stimulate investments and contribute to a shift towards a knowledge-driven economy. Moreover, it can create social and economic innovations and new products and business models, which all can play a central role in a country's economic growth.

Our dimensions of opportunity

Within four dimensions of opportunity, we lead and learn. We continue to discover new opportunities to serve low-income consumers.



Financial Inclusion

Financial Inclusion at the last mile is complex. Access is growing, but usage and adoption remains low. We support companies to reach these markets effectively with impactful digital financial solutions.



Digital Innovation

Digital Innovation provides an efficient way to serve the last-mile. Through these innovations, we can increase demand while also facilitating behavioural change campaigns.



Women Entrepreneurship

There is enormous potential for women to bring in added value across the whole value chain. From women micro-entrepreneurs to CEOs, we support them in serving low-income consumers.



Circular Economy

Ensuring that products in low-income markets do not contribute to environmental harm or waste is vital. We look at product design, waste disposal and the waste supply chain to make this happen.

Four sectors where we work

Consumer aspirations are the basis for our work in these sectors



Food and agriculture

From fortified rice in Myanmar to healthy baby food in Nigeria. We work with companies on making nutritious food available. We also bring contextualised agricultural innovations to market. From satellite-based data services in Bangladesh, to post-harvest solutions in Kenya.



Water, sanitation and hygiene

From marketing ultra low-cost water filters, to commercialising pit latrine emptying services, to rolling out behaviour change campaigns to increase use of hygiene products and practices. In this sector we help safeguard the health and wellbeing of low-income communities.



Renewable energy and efficiency

Electrification is important for low-income communities that are often disconnected from the grid. We help to drive demand, improve accessibility and affordability, for products such as solar lamps, improved cookstoves and PAYG financing.



Finance

Through digital wallets and payments that help build up a financial history and create a new connection between consumers and formal financial service providers, access to other financial products like micro-insurance and credit become possible at lower premiums.

Our support to the UN Global Compact Principles

The work we deliver within our pillars and dimensions is closely related to all ten principles of the UN Global Compact. Besides, Bopinc has policies and processes in place to respect human, labour and environmental rights. Our code of conduct includes an anti-corruption and anti-fraud policy.

Key principles

We actively work with our clients on the following principles:

Principle 6

Labour: the elimination of discrimination in respect of employment and occupation.

We are focussing in elimination labour discrimination by creating new decent jobs, especially for women as, for example, sales agents selling hygiene and nutritional products to low income consumers who currently lack access to those products.

Principle 8

Environment: undertake initiatives to promote greater environmental responsibility.

Together with private and public partners, we are working on projects with the objective to create greater awareness on the effect of the environment of people in the BoP.

Principle 9

Environment: Encourage the development and diffusion of environmentally friendly technologies.

We are working on the development and marketing and distribution of different forms of renewable energy and on how to improve energy sources with new innovations.

Key actions

Besides the work we do focused on the principles of the UN Global Compact, our work seems most fitting in the following three actions:

- 1. Join and/or propose partnership projects on corporate sustainability**
- 2. Engage companies in Global Compact-related issues**
- 3. Join and/or support special initiatives and work streams**

Next to the ten principles of the UN Global Compact, we are also endorsing the Principles for Digital Development by the Digital Impact Alliance and the Women Empowerment Principles by UN Women and the UN Global Compact.



Description of our actions in support of the UNGC principles

The four projects below represent the many activities we do to indicate how we work with various organizations to improve their impact in line with the UNGC principles and actions.

Increasing the income of door-to-door female sales agents

Door-to-Door (D2D) Pro aims to increase income through the introduction of impact durables, such as solar lamps, and digital financial services to the agents' current basket of fast-moving consumer goods. Many women FMCG sales networks struggle with providing enough income opportunities for the sales agents. This leads to high levels of attrition and threatens overall viability and scalability of the model. At the same time, there are many suppliers of impact durables and digital financial services that struggle with distribution of their products. D2D Pro aims to develop a plug-and-play modality for women FMCG sales networks to sell impact durables, like solar lights, clean cookstoves and water filters, in combination with digital financial services.

Alongside our partners, Greenlight Planet, Angaza and Innovectives, we digitised the pay-as-you-go payment collection system. In addition, we proved the efficacy of our concept, developed a thriving network in Osun and successfully replicated the model in Ogun.

“I definitely don’t regret working with D2D Pro. I learned how to approach strangers and make sales. Next month, I want to sell five solar lamps by exhibiting at the market and my loan cooperative.”

Mrs Abioye | D2D Pro sales agent



60 agents are currently active

Selling durables and other products



4,000 consumers bought solar systems

And have access to renewable energy

[Read more about this project](#)



Finding new digital innovations in agriculture

Digital technologies such as hyperlocal weather forecasting, mobile finance, supply chain management and traceability solutions are increasingly transforming agri-food value chains in Africa. They enable farmers and other actors to produce more, better and safer food while preserving natural resources and biodiversity.

Under 2SCALE, one of Africa's largest agribusiness incubators and accelerators we invited entrepreneurs, startups and SMEs with digital innovations to apply to our innovation challenge. Together we will scale their innovation in the 2SCALE agribusiness partnerships.



173 applicants received

Of which 72% are Africa based



13 Partnerships established

Across areas of innovation

[Read more about this project](#) ↗

Making circular agriculture common practice

O-farms (funded by the IKEA Foundation) is a business accelerator program with the goal of making circularity a mainstream approach for improved rural livelihoods and sustainability.

The demand for food products in East-Africa is steadily increasing. At the same time, the current footprint of food production is getting too high compared to the finite resources the planet possesses for the production of food. This calls for a shift from a linear approach to food production to a circular approach. The adoption of circular approaches to food production however is going slow.

We believe that the driving force to change this lies with food producing SMEs, who produce most of the food. When we can inspire and capacitate this group to work in an innovative way on circular food production, we believe we can contribute to making circularity a mainstream approach to food production in East-Africa. This will not only make food production in the region future-proof, it will also create new economic opportunities for the private sector.

“What makes this project stand out is that it’s the first of its kind in East-Africa. Not ever before have food producing SMEs in the region been challenged like this, and at this scale, to make their business models circular. We hope that the ripple effect that this will have on the wider sector can provide the future tipping point for moving from linear to circular food production!”

Niek van Dijk | Program Manager Bopinc



40 companies supported

On bringing circular innovation to market



40 new circular food products available

For low-income consumers in East-Africa

[Read more about this project](#) ↗

Making waste collection available in urban low-income communities

Bopinc developed and piloted a marketing strategy for SWEEP's services in Bangladesh.

Safe disposal of waste is still a serious health challenge for many in low-income communities. WSUP developed SWEEP to address this challenge through an inclusive, fee-based and safe faecal sludge collection, transport and disposal service, provided by local enterprises to the urban population of Bangladesh.

SWEEP sees this as a \$25 million market opportunity since over 5 million people live in urban low-income communities in Bangladesh. They make up around 30% of the total target group for the service.



Almost 2,000 consumers reached

Through innovative marketing pilots



Marketing strategy developed

Supported SWEEP in the development of a marketing playbook



Marketing materials developed

That are aligned with the marketing strategy and can be used for scale

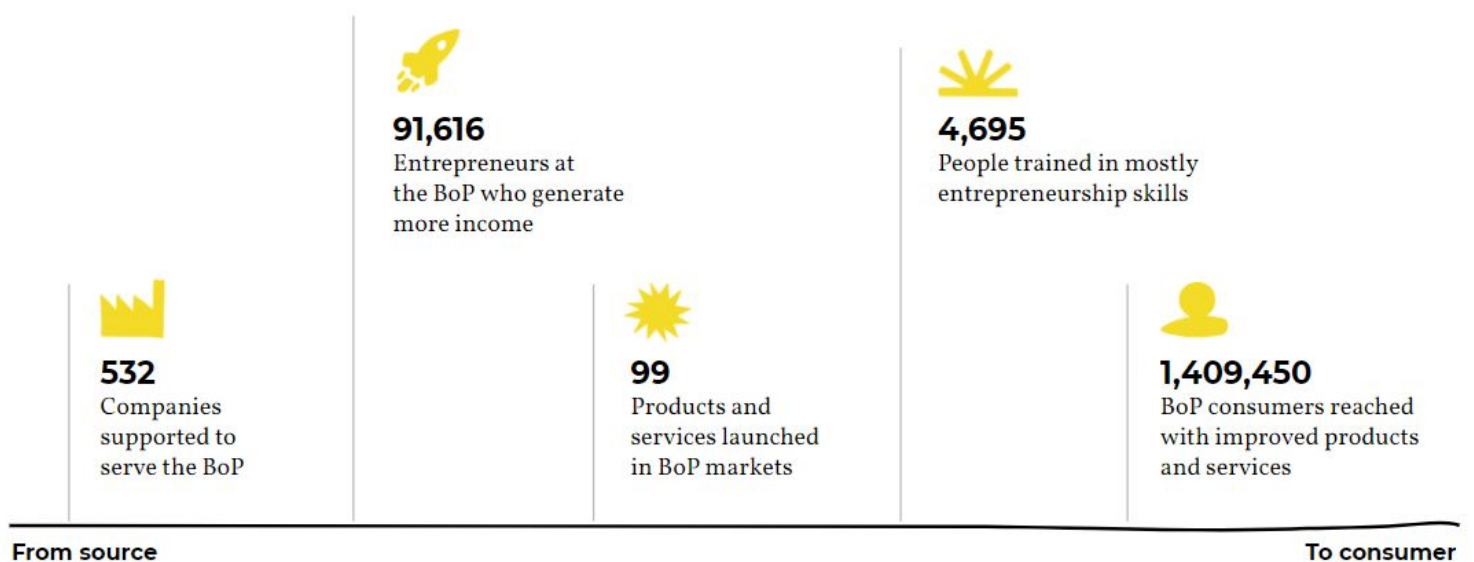
[Read more about this project](#) ↗



Measurement of outcomes

At Bopinc, each project has its own Monitoring & Evaluation framework and the project-end reports include qualitative and quantitative insights. On an organizational level, we are collecting data from projects on these cross-cutting indicators and we are aggregating across projects. We always work in partnerships and our impact is a result of a joint effort with our partners. We share our impact in our annual reports on [our website](#). We are currently preparing to step up our investment in internal impact measurement.

The cumulative impact data (from the start in 2010-2019) of Bopinc are presented below.



**Find the right
innovation, right
for low-income
communities**

with us



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or visit us at
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