

Business and Policy Examples for Sustainable and Inclusive Growth through Trade and Investment

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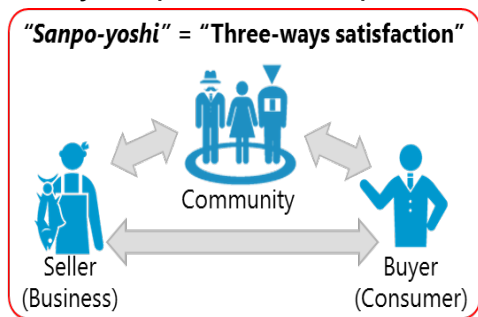
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Background and Objectives

- Trade and investment that is beneficial to all stakeholders is key to achieving sustainable and inclusive growth.
- This initiative aims to share information on examples of business projects and policies so we can learn from each other to promote trade and investment which contribute to sustainable and inclusive growth.
- Business projects examples and policies have been submitted by G20 members and guest countries for discussion and illustrative purposes. Inclusion in this inventory therefore does not imply endorsement of any of the business projects or policy examples by other G20 members (see also disclaimer).

Japanese business has traditionally respected the spirit of "**Sanpo-Yoshi**", which is the idea that a successful ongoing business can be built when all three parties, the seller, the buyer and the community, are satisfied.



* The idea dates from the middle of Edo period.

Criteria for Selecting Examples

For Business Projects:

1. A business project which contributes to the local community in terms of sustainability and inclusiveness;
2. A business project which has established itself as an ongoing business concern, or is about to do so;
 - (*) Corporate Social Responsibility activities that are independent of business are not targeted.
3. A business project which has a social impact e.g. through the introduction of new technologies and business models; and
4. A business project which is not limited to domestic activity i.e. which has an international dimension.

For Policies:

A policy which supports and facilitates projects identified by the above criteria.

Disclaimer

- Business examples and policies have been submitted by G20 members and guest countries referred to in the Index, for discussion and illustrative purposes.
- The inclusion of a policy in this inventory does not represent endorsement by any G20 member or guest country of the policy of any other member or guest country which is included.
- The inclusion of business examples do not represent endorsement of, or any form of comment by any G20 member or guest country on, any specific business or any specific activity by any business.
- No representation or warranty (express or implied) is given as to the accuracy, adequacy, reliability or completeness of the contents.

Agriculture analytics engine helps farmers grow better crops (FluroSat)

Description

- Australian crop health monitoring agtech startup, FluroSat, is helping farmers grow better crops, and grow them more efficiently in Australia and internationally.
- FluroSat uses crop models, combined with remote sensing imagery and local weather data to estimate crop performance in season and suggest precision fixes to improve the output.
- FluroSense, the analytics engine that runs these optimisations, connects to farm management systems and weather stations and sources of satellite or aerial imagery.
- FluroSense can identify lack of nutrients, irrigation failures, or development of crop stress, such as pests or disease.

Factors for Success

- Growers can achieve up to 10-25 per cent better yields, while using 30 per cent less fertilizer and 35 per cent less water.
- The platform can often detect the first signs of crop stress before they are noticeable to the human eye.
- FluroSat is now in use across Australia and the United States, and trials have begun in South America and Europe.

Using the Internet of Things to increase global food production (The Yield)

Description

- The Yield, an agriculture technology company, monitors hyper-local conditions – down to a row of growing vegetables – to enable growers to minimize risk and make informed decisions about when to plant, irrigate, feed, protect and harvest crops.
- The Yield is an Internet of Things and data analytics business that provides farmers with smart sensors, software and services that turn complex environmental data into simple and easy-to-use information.
- In a trial on oyster farms across Tasmania, The Yield used sensors to measure salinity, water temperature, and water depth every 10 minutes, information that enabled aquaculture farmers and food safety regulators to manage disease risk and reduce unnecessary closures.

Factors for Success

- The Yield can prevent unnecessary harvest closure by up to 30 per cent. This increases predictability for farmers who get a better return on their assets.
- The predictive analytics can also assist with schedule planting to maximize shelf life and minimize food and crop wastage.
- The Yield lists Microsoft, Intel, and Bosch as technology partners and counts the New South Wales and Tasmanian governments among its customers.
- The Yield is seeking to develop AgTech solutions in Australia before expanding globally. By enabling sustainable production, The Yield can help improve the effectiveness of the global food supply chain.

Bees with backpacks: micro-sensors help solve global honey bee decline (The GIHH)

Description

- Australia is leading the Global Initiative for Honey bee Health (GIHH), an international collaboration of researchers, beekeepers, farmers, industry and technology companies, to improve honey bee health and maintain crop pollination.
- A power-efficient micro-sensor platform is attached to individual bees allowing researchers to track bees in unprecedented detail.
- Researchers use the collected data to more effectively assess the impact of different stress factors.
- The team have developed both an innovative energy harvesting device to power the micro-sensors, and a specialized battery.

Factors for Success

- The micro-sensors are deployed in remote and globally important ecosystems, such as the Amazon rainforest where researchers are tracking the migration of Africanised killer bees, and investigating the impact of climate change and deforestation on native bees.
- The tiny sensors will also have applications in medicine and biosecurity, infrastructure and environmental monitoring, and the Internet of Things.

**Incubation programme for women and young entrepreneurs -entrePrism-
(HEC Montréal Canada)****Description**

- Target: Immigrant entrepreneurs, especially women and young entrepreneurs
- Incubation programme created by a top Canadian university, HEC Montréal, with the support of the Mirella and Lino Saputo Foundation.
- Based on entrepreneurship as a tool for social and economic inclusion for immigrants with the goal of helping them to start up new businesses or to grow existing ones; programme covers multiple sectors.
- Participants are encouraged to use the programme as a stepping stone to expand their business internationally.
- The incubation program provides series of activities, including: mentorships with industry partners; diploma-granting courses; financing from partners; support from BBA and MSc students, through projects supervised by professors and credited by HEC Montréal, Polytechnique Montréal and University of Montréal; and strategic networking activities.

Factors for Success

- Differentiated from other conventional incubators as it encourages hybridisation of business models and cultures to create innovative and original projects.
- To address immigrant entrepreneurs' needs, entrePrism offers personalised support as well as training sessions, seminars, webinars, conferences and one-to-one coaching sessions.
- Results: Between January 2016 and June 2017, entrePrism supported 26 companies and 36 entrepreneurs (founders and co-founders) from France, Morocco, Vietnam, USA, Cameroun, Ivory-Coast, Mexico, Brazil, Syria, Lebanon and Algeria.
- Some great example of graduates from the programme have succeeded in expanding their business abroad.

Green Bond Framework (Manulife)

Description

- Manulife, and its subsidiaries, have long been committed to sustainability in finance and investments and are signatories to several international sustainability initiatives, including Accounting for Sustainability, the United Nations Environment Program Finance Initiative and the United Nations-supported Principles for Responsible Investment.
- In 2017, Manulife became the first life insurance company in the world to issue a green bond aimed at financing activities that help contribute to a low carbon, climate-resilient future.
- This Green Bond Framework (the “Framework”) represents the next step in Manulife’s contribution to sustainable economic development. It aligns financing and investment activities to help fund a low-carbon, climate-resilient future.
- The Framework applies to Green Bonds issued by Manulife on or after November 2017 and sets out the guidelines for Manulife’s Green Bond issuances in accordance with the four core components of the International Capital Markets Association’s Green Bond Principles: (1) use of proceeds; (2) process for project evaluation and selection; (3) management of proceeds; and (4) reporting.

Factors for Success

- Manulife’s green assets contribute to the transition to a low-carbon economy and environmental and ecosystem improvements.

CHILE -Business Projects (1)-

ENERGETIC BACKUP FROM LITHIUM BATTERIES (UNMANNED Y ALLWARE)

Description

- Unmanned and Allware are both companies from the “Región de los Ríos” (Lake Region). Some of their projects include a briefcase that is electro – dependent (on a small scale) as well as pull carts for small tasks that run on autonomous energy.
- They have also developed storage capacity that uses lithium batteries as a storage source to supply entire localities, automatically backing up the power supply of the network in the event of an interruption, with an energy autonomy of up to 12 hours called Andes Volt.
- Today they are exporting their services to several countries, including the United States and some countries in Europe and Asia.
- This year, Andes Volt was selected as one of the top 10 innovations in eMerge Americas 2019, thus showcasing itself internationally to Venture capitalists and entrepreneurs in Latin American as well as North America.



Factors for Success

- Unmanned and Allware have added value to the Chilean lithium industry by developing batteries using this material as well as assembling devices with said technology.
- Its biggest breakthrough in innovation has been to use lithium batteries as a source of electrical storage to supply entire localities.

CHILE -Business Projects (2)-

GRAPE GENETIC IMPROVEMENT PROGRAM (MAYLEN)

Description

- With the help of INIA's "Programa de Mejoramiento Genético" (Program for Genetic Betterment or "PMG") , it was possible to develop "Maylen", a commercial variety of Chilean seedless grape of excellent taste and durability, which can be stored up to 90 days.
- The result of 30 years of research ,supported by public-private alliance, it has sought to position itself in high-end markets and is currently being cultivated in countries such as Peru, Spain, Greece and India, and its brand is being protected in over 9 countries.
- Maylen is being commercialized in 15 countries, amongst them, China, the United Kingdom, the Unites States, Korea and Japan.



Factors for Success

- The success of this grape can be mainly attributed to its resistance in storage, which makes it an excellent export product.

CHILE -Business Projects (3)-

MEDICAL DEVICE THAN CAN DETECT DIABETIC RETINOPATHY (RETIDIAG)

Description

- It is a medical device that can capture images of the retina in a completely autonomous way. Through the use of a platform, health professionals can diagnose a patient with problems in under one minute.
- Retidiag has been able to optimize the opportune detection of diabetic retinopathy with the help of software that lets a medical technologist capture images with a non mydriatic camera which allows for a telemedicine evaluation- in less than a minute- without the need of permanent internet connection.
- With the help of the BID, they want to replicate this model in the region and are contemplating proposing it to countries such as Mexico, Peru and Colombia, which have similar health systems.



Factors for Success

- This device allows for a better and more opportune medical attention as it seeks to solve problems relating to the scarcity of specialists.
- By using Retidiag, new patients have been reached whom had previously been excluded, due to them being in remote locations, for instance.

CHILE -Business Projects (4)-

ROBOTIC OBSERVATORY FOR SCIENTIFIC AND ASTROPHOTOGRAPHY USE (OBSTECH)

Description

- The “El Sauce” Observatory” offers its clients the possibility of sending their telescopes to Chile and to operate them remotely through the internet, independently of where they are located in the world.
- In total, it has installed 26 telescopes belonging to foreign users from Russia, China, United States, Thailand, the Cook Islands and Kazakhstan.
- Currently, the observatory is still in the initial phase of the pilot.



Factors for Success

- The telescopes are used for scientific and astrophotography use, satellite tracking and even for the purpose of following space residue.
- They offer the service of bringing and placing the telescopes in Chile from anywhere in the world. In addition, they provide the technical maintenance of the equipment.

CHILE -Business Projects (5)-

Smart robotic system for solar panels cleaning-up (INTI TECH, ENGIE Factory Chile)

Description

- Autonomous, smart robotic system for solar panels cleaning-up.
- This entrepreneurship prevents the decline in productivity of large-scale photovoltaic plants, which is caused by the accumulation of particulate matter (soiling) and can cause losses of up to 40% in performance. In this way, robots allow us to improve the injection capacity of the plant to the system, automating the cleaning process without operators, emissions or use of water.
- Its principal characteristics are autonomy, dry-cleaning capacity and adaptability to different scenarios, given the different dispositions of the electricity generating plants.
- They are currently seeking private equity investors in San Francisco while having sold over 5000 units in the region.



Factors for Success

- The robots use a roller system. They run along rows of panels, next to each other. They work with solar energy; they are charged during the day and work at night. They do not need water for the cleaning process since the machines do not allow the accumulation of dust in the panels: something that is fundamental due to the scarcity of this element in the desert.

CHILE -Business Projects (6)-

Solutions for sustainable development (Bureo Inc.)

Description

- Bureo was created with the objective of finding new solutions to prevent the growing problem of oceanic plastic pollution and at the same time inspire future generations to create a social change.
- What they do is re-use discarded fishing nets, which are made mainly from Nylon, but also from HDPE (high density polyethylene) and PP (polypropylene). This material constitutes 10% of the plastic pollution of the oceans and has been found to be the most lethal form of oceanic plastic.
- They are currently being distributed in the United States, Australia and part of Europe.



Factors for Success

- Bureo is a certified B-Corp and a pioneer in Chile's first fishing net recycling program. It is now using these plastic materials in the manufacture of skateboards, sunglasses and others from the action sports industry.

CHINA -Business Projects (1)-

Thai-Chinese Rayong Industrial Zone(Holley Group)

Description

- Thai-Chinese Rayong Industrial Zone is a modern industrial zone established in 2005, and located at the flourishing east coast of Thailand.
- The Industrial Zone focuses on the development of machinery, new energy, electronics, building materials and other industries.
- Till now, 100 enterprises has been introduced to the Industrial Zone, among which 36 are listed companies with advanced technology. Thus, the Industrial Zone has greatly promoted the transformation and upgrading of local industries, and has created more than 9,000 jobs.
- The Industrial Zone adopts green and low-carbon production methods, and attaches great importance to the protection of local environment. It takes environmental protection as the prerequisite for the entry of enterprises.

Factors for Success

- The Industrial Zone adopts market-oriented operation and localization strategy. It abides by local laws and regulations, and follows international practices. It has drawn on China's experience in management, capital, and technology to Thailand, and successfully combines advantages of both countries.
- The Industrial Zone has actively fulfilled social responsibility and given back to local community over the years. It has been enthusiastic about social services and public welfare and set a good example for cooperation between China and Thailand.

CHINA -Business Projects (2)-

Digital Agri-lending Project Helps Farmers Get Loans Efficiently(JD Digits)

Description

- The JD Agri-lending is featured by no collaterals required, low interest payments, and fast processing. It well serves the financial needs of the farmers in purchasing, production and distribution, especially for the chicken-breeding industry.
- Loan management and risk management are integrated with the agricultural management.
- It provides specific amount of capital, at a specific time, to a specific entity for buying a specific item, such as the feed.
- For example, the cost of a farmer to get the loan for each chicken is as low as 6 cents RMB, almost half of the traditional loan.
- This project has been written into 2019 World Development Report.



Factors for Success

- Driven by big data, the project is tailor-made to facilitate the standardization and intensification of the chicken-breeding industry in China.
- The digital precise process helps the farmers to maximize funding efficiency and minimize loan interest payment.

CHINA -Business Projects (3)-

Building Win-win "Internet + Industry" Ecological Circle(Haier)

Description

- Since 2008, Haier has modularized the product design and manufacturing system of the whole enterprise. From modularization to automation, then to unmanned factory, and now to interconnected factory, Haier has initially established the ecosphere system and business model system of interconnected factory, which enhances demonstration effect for the transformation from mass manufacturing to mass customization.
- The overall economic benefits of Haier's interconnected factories are obvious. The overall efficiency of the interconnected factories has been greatly improved, the product development period has been shortened by more than 20%, the delivery period shortened from 21 days to 7-15 days, and the energy utilization rate increased by 5%.



Factors for Success

- Haier builds a win-win ecosphere covering both hardware and network. By turning products into network to increase man-machine interconnection and user participation in the whole process, Haier forms a "users' circle", which provides users with more intelligent product solutions, and also attracts all parties to create user value and achieve win-win situation.
- From mass manufacturing to mass customization, Haier has initially realized seamlessness, transparency and visualization of user experience. Now, Haier has three customization modes: module customization, mass customization and exclusive customization, which enables user to achieve the best experience in a full range and cycle.

CHINA -Business Projects (4)-

"Raising the Future" Project(Alibaba)

Description

- Establishing parenting centers in poor areas to provide scientific parenting guidance for infants aged 0-3 years.
- Recruiting and training local rural women to become parenting teachers, and continuously providing one-on-one parent-child interaction guidance and other services for local parents.
- Nurturing teachers have also become a new occupation choice for rural women, who has become a new force in poverty alleviation.



Factors for Success

- At present, 10 parenting centers and one parenting service center have been established in the Ningshan county, Shaanxi province, and 30 nurturing teachers have so far served 548 children aged 6-36 months and 1,040 dependents.
- Construction and recruitment of another 10 parenting centers and 5 parenting service centers has started. The service is planned to cover the whole Ningshan county in 2019.

Cross-border E-commerce Platform to Help Optimize Industrial Chains (NetEase Kaola)

Description

- NetEase Kaola, together with other cross-border e-commerce platforms, has gathered thousands of brands in different countries. For example, the number of brands from countries along Belt and Road have reached 279 in 2018. Cross-border e-commerce platform has empowered high-quality brands from developing countries to actively participate in global competition, in particular.
- Take Thai latex products as an example. At the end of 2015, NetEase Kaola and CCTV produced a TV documentary program called "Numbers of the Community of Common Destiny", describing how Thai latex pillows are produced and sold to Chinese consumers through cross-border e-commerce platforms. After the broadcast of the program, the sales of Thai latex products increased by 466% in 5 months and the export of Thailand's latex industry to China increased by more than 100% in 2016. Besides, local industry upgraded from exporting raw materials to products like pillows and mattresses, making the gross profit margin increased by 6 times. It has created a win-win scenario, by helping the upgrade of the local industry and improving the utility of consumers worldwide.

Factors for Success

- One of the biggest advantages of cross-border e-commerce is breaking information asymmetry in international trade. It quickly matches the supply and demand in the international market, and provide one-stop service for the pairing, including customs clearance and sales solution. In this way, the efficiency is greatly improved, and new opportunities are created for small and medium-sized brands from all over the world to enter the global market. Besides, they gradually upgrade in the global value chain and become key players in the industry.

Support market Access for producers and exporters of fruits and vegetables (COLEACP)

Description

- The Europe-Africa-Caribbean-Pacific Liaison Committee (COLEACP) is a civil society organisation (CSO) established in 1973 whose main purpose is to support the development of a sustainable and competitive agriculture and agribusiness. The COLEACP solicited financial support for its programme "Fit for Market". This project targets the sector of food exports in ACP countries, notably for fruits and vegetables, and as such aims at reducing poverty, improving food security and food sanitary security as well as ensuring an inclusive and sustainable growth.
- Support services are granted to farmer organisations/associations of producers, trade associations, training centres, certification bodies, auditors, NGOs, local support programmes for small producers, national or regional technical working groups.

Factors for Success

- Compliance with SPS measures and the growing requirements from markets in terms of traceability and sustainability is a key aspect of the project to enable a better market access for SMEs, Small producers and associations of producers of fruits and vegetables.
- SMEs and groups of producers who signed a memorandum of understanding with COLEACP employed 86 894 people of which 46 859 were women.



Afrique Innovation Programme (Afric'innov)

Description

The primary objective of the program is to promote financial and non-financial support to the creation of innovative companies. More precisely:

- Allow targeted incubators to collectively be more visible, attractive and efficient in networking, the creation of accompanying tools and the remote access to incubation and the exchange of know-how
- Constitute, through the launch of an online platform (Afric'innov), a display of innovation in Africa and a tool of communication in favour of the innovation sector
<https://www.youtube.com/watch?v=EFGAyesvwxA>, <https://www.africinnov.com/>
- Set up a pilot project financing granting repayable advances to launching start ups

France funds this programme via AFD along with other partners (Orange, World Bank, Institut de recherche du développement and Organisation Internationale de la Francophonie)



Factors for Success

- The creation of new financial tools allows for a more diverse and easier access to financial support directly benefiting start-ups.
- The support offered to innovative companies brings great opportunities for young graduates in Africa as well as young graduates in Europe.
- The reimbursement of loans allows to reinvest in new loans and as such contribute to the durability of the system.

Support to the development of geographical indications (PAMPIG 2)

Description

This project supports the development of Geographical Indications (GI) in 17 Member States of the African Intellectual Property Rights Organization (AIPO) and structures the various sectors so as to assure that all actors of the value chain, and more specifically the producers, take advantage of GI to elevate their standard of living. The project has 3 components:

- Structuring and strengthening AIPO in its capacity to register GI and assure that GI sectors function well
- Strengthen the capacities of national committees in charge of the selection of products and monitoring of GI in each Member state
- Support 3 products already registered to the AIPO (Penja pepper and Oku honey in Cameroon, Ziama coffee in Guinea) and support the registration of at least 6 new products in 4 countries (Côte d'Ivoire, Benin, Cameroon and Guinea Conakry)

Factors for Success

- In 2018, the project succeeded in accompanying 7 new GI in the process of registration: red cacao in Cameroon, Gari Sohoui of Savalou (Benin), Agonlin oil (Benin), pineapple "sugar bread" (Benin), loincloths Baoulés (Côte d'Ivoire), attikiés (Côte d'Ivoire), pineapple de Friguiagbé (Guinea)



Regional Trade in the Indian Ocean (OceanIndien.biz)

Description

The project contributes to better integrating Madagascar, Comoros, Mauritius and Seychelles to regional trade and allow La Réunion and Mayotte to participate to a more open regional trade environment. Its primary objective is to intensify intra and extra regional trade. It supports the objective of development and regional cooperation in the Indian Ocean. The management of the project was entrusted to the Union of Chambers of Commerce and Industry of the Indian Ocean (UCCIIOI). The project is centered on 2 pillars:

- Strengthening the UCCIIOI on the one hand and forms of collaboration between regional actors and their representative organizations on the other hand
- Contributing to the development of 4 emerging sectors : Waste management, ecotourism, information and communication technologies and maritime / port sector



Factors for Success

- A digital business platform is operational. It is a searching engine for economic partners, job and business opportunities in the region: <https://oceanindien.biz/oi-about-us-oceanindienbiz>

Support to Geographical Indications in Tunisia

Description

- The project aims at the **international recognition of 2 to 3 products registered in the form of Geographical Indications (GI)**: Grenade from Gabès, Dates Deglet Nour from Kebili and Tozeur, Olive Oil from Théboursouk. The project also includes strengthening the capacities of the Ministry of Agriculture responsible for the management of quality signs in Tunisia. Finally, pilot products are accompanied in terms of traceability and GI which allows the development in parallel of other export sectors at the national level.



Factors for Success

- The adoption of a quality approach for typical products and the recourse to distinctive signs such as labels or protected GI allowed the reorganisation of agricultural sectors towards a better inclusion of the productive base and an improved perception of the production in international markets, generating additional revenues for the producers.

Operational Management of Support Export Programs (MOPSE) (ITC/Business France)

Description

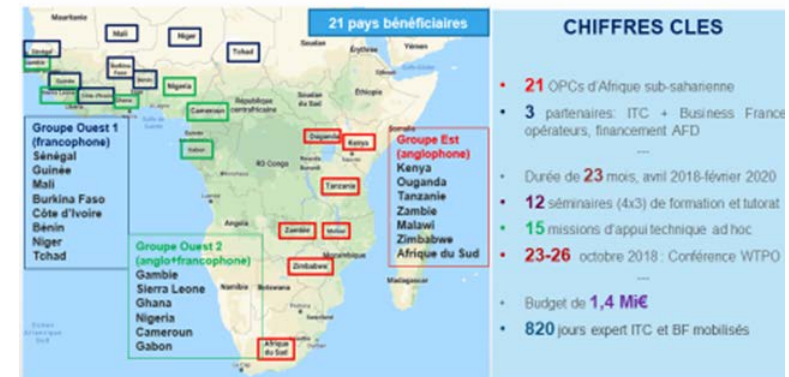
The project offers technical support to **20 agencies or export promotion programs to improve their efficiency in supporting exporting SMEs in 20 countries in the Sub-Saharan Africa**. The specific phases of the project include:

- Initial training and shaped strategies through specific action plans to determine “the operational management” for each participant
- Implement mentoring and monitoring of those management plans

The project was implemented in partnership with ITC and Business France.



Le MOPSE Afrique en résumé



Factors for Success

- Capacity Building: 7 workshops were held with the participation of experts from Business France and 5 missions of specific support were also held.

Support to value chain of cashew in Mozambique (ACOMOZ)

Description

This project aims at **strengthening the cashew sector in Mozambique and improving sustainable income for producers/small farmers while preserving natural resources as well as institutional capacities and techniques of the INCAJU institution.**

Activities were centered around:

- Facilitating transparency of information in the market and implement strategic plan of insertion in international trade
- Promoting the development of competitiveness and sustainability of the production of cashew with a pilot project in the districts of Gilé and Pébane in the province of Zambezia



Factors for Success

- The project takes over another project, MOZBIO, funded by the World Bank and assures a continuity of the development of the sector and a complementarity between different development agencies. This continuity is assured by the operator Nitidae

Structuring the sector of gum arabic in Chad

Description

Chad is the second producer of gum arabic in the world. This project aims at **increasing the competitiveness of actors of the gum Arabic sector in the Guéra through an intra-sectorial dialogue and an improvement of the quality of the product, a better repartition of the value added at the local level and possibly internationally, and finally by better valuing the product in international markets.**

There are three main components:

- Promoting a regional framework for consultation implicating all actors of the sector
- Helping the actors develop collective and coherent solutions to improve the quality of the gum, protect acacias and sustainably finance the sector
- Developing trade opportunities on national and international markets



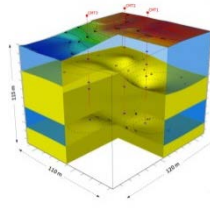
Factors for Success

- The needs of actors were duly identified and taken into account which lead to improving the quality of the gum: time allocated to sorting gum has considerably decreased and the quality of the gum improved (rate of contamination of gum per bag decreased by 10 points)
- The marketing of the gum facilitated the development of a community microfinance system with the granting of loans to members at low interest rate
- Techniques acquired during training sessions lead to the reduction of gum forests dieback and a decrease of the frequency of forest/bush fire

Soil and Groundwater Remediation (Intrapore)

Description

- Intrapore has developed a new method that can eliminate pollutants from soil and groundwater.
- New to this process are, in particular, the nanomaterials which the startup has developed for the in situ degradation of pollutants such as benzene, pesticides, chlorinated hydrocarbons, radionuclides, lead, arsenic and others.
- Custom-made reactive nanocomposites tailored are injected into soils and groundwater.
- There, the particles react with toxic contaminants and degrade them – directly deep within the ground.
- The entire process is visualized in three-dimensional models. They are based on data that Intrapore acquires with special measurement methods.



Factors for Success

- The aim of the startup is to provide access to clean drinking water worldwide. The technology developed for this purpose is continuously refined and improved.
- In Europe, the technology is already being used successfully. Intrapore is also working to open more locations outside of Europe. In the longer term, the process should also be applied in Africa, India, Asia and North America.

GERMANY -Business Projects (2)-

Direct and fair trade with small-scale farmers from conflict regions (Conflictfood)

Description

- Conflictfood engages in fair and direct trade with small-scale farmers and entrepreneurs in conflict regions.
- Direct trading helps to strengthen local structures and create long-term economic stability which tackles the causes of migration at the root.
- The two founders search for local delicacies which reflect the identity of the land and its people.
- Each product includes a journal that informs about the conflict region and tells the story about the country besides the crisis image.
- The social enterprise Conflictfood wants to change the way we think about our own consumption and how we relate to today's global challenges.



Factors for Success

- Direct and fair trade with small-scale farmers supports the farmers and strengthens local structures.
- Fairly rewarding the people for their work.
- Conflictfood initiates educational projects to tear down walls – especially those in our heads.

GERMANY -Business Projects (3)-

Sustainable bio food service packaging and compostable disposable tableware (Bionatic)

Description

- Bionatic produces sustainable bio food service packaging and compostable disposable tableware made from renewable and recycled raw materials.
- From the cultivation of raw materials to the delivery of the products, the company offsets all CO2 emissions to make sure that the customer buys 100% climate-neutral articles.
- To offset the emissions the company supports an internationally recognized climate protection project in Kenya.
- In addition to offsetting emissions, the company is continuously working to reduce the CO2 emissions by developing new climate-friendly materials and increasingly using bamboo and sugarcane fibers to make cardboard and paper packaging.



Factors for Success

- Sustainable bio food service packaging and compostable disposable tableware.
- Offset of all CO2 emissions by supporting a climate protection project in Kenya.
- Continuously development of new climate-friendly materials to reduce CO2 emissions.
- 100% climate-neutral articles.

Food from the algae *Chlorella* (Evergreen-Food)

Description

- Evergreen-Food develops and markets food from the algae *Chlorella* and *Spirulina*
- The algae are produced locally and under organic guidelines in the family business
- Culturing the microalgae converts about 5x more CO₂ than conventional land plants
- *Chlorella vulgaris* and *Spirulina platensis* algae in particular is very nutritious, the protein content is up to 60 percent



Factors for Success

- The algae products contribute to a healthy and sustainable diet and agriculture
- Culturing the microalgae can make an important contribution to future food security
- Since the product is cultivated in greenhouse the business model is transferable to global markets

GERMANY -Business Projects (5)-

Enabling people with sight/hearing loss to experience fully accessible cinema (Greta & Starks Apps)

Description

- Greta & Starks Apps provides a free to use app that enables people with sight or hearing loss to experience fully accessible cinema with their family and friends.
- The app also includes foreign language subtitles and audio versions for an international audience.
- The app plays the existing audio versions, subtitles, audio description (AD) or subtitles for hard-of-hearing individuals and people with hearing loss (SDH, CC) at any time and anywhere - simply using one's own smart device.
- The only precondition is that the distributors have engaged the company to make the films fully accessible.
- Replication strategy as a social franchise, where blind/deaf individuals or their organization implement this successful social business within a strong network in their country. Strong empowerment and employment advantage for differently abled persons.



Factors for Success

- People with sight or hearing loss can finally enjoy a film freely and independently.
- The app can be used anywhere movies are shown: for example, indoor and outdoor cinemas, libraries, TV broadcasts, schools, streaming services and more.
- All cinemas, each hall is fully accessible nationwide without any financial investment.
- An AR device for comfortable use of subtitles is being developed

GERMANY -Business Projects (6)-

Make Straw to Gold – how cellulose can be turned into power (Snow Leopard Projects)

Description

- Cellulose is everywhere as agricultural by-product - rice straw, grass, manures, other straw EFBs from palm oil, sisal, fruit & vegetable waste, etc. - It is the cheapest biomass source worldwide.
- Mostly unused because low energy density and fiber makes it difficult to handle.
- Additionally uncontrolled decomposition leads to CO₂ and CH₄ emissions.
- The special 2-stage biogas technology of Snow Leopard Projects, taps the energy in the cellulose and turns it into methane, electricity, heat and valuable fertilizer.
- Also organic waste like slaughterhouse waste, food waste etc. being an environmental, health, and odour problem, can be fed to the 2-stage biogas plant without a collapse of biology.



Factors for Success

- Flexible and reliable energy source to complement other fluctuating renewables like solar PV.
- Cheap feedstock source solves environmental, health and odour problems.
- Closes the nutrient circular loop with fertilizer production.
- The company has built and run biogas plants on 4 continents in more than 13 countries.

Solutions for Energy Independence (Phaesun)

Description

- Phaesun offers the complete range of solutions for Off-Grid power supply based on renewable energies.
- In many regions of the world there is a lack of appropriate infrastructure to provide the local population with energy to support their daily life. To solve this bottleneck, Phaesun is specialized in supplying energy in Off-Grid areas.
- In addition to basic lighting systems using efficient LED lamps and cell phone charging named Pico PV kits, Phaesun offers solutions to generate income in rural areas. As example the solar systems supports small milk farmers with solar cooling systems to keep the produced milk fresh after milking and protect it in this way.



Factors for Success

- The described Off-Grid systems support to build a better infrastructure even in difficult accessible regions, ensuring there access to electricity and thus helping to create jobs and purchasing power.

On-site cleaning of toxic soils & waste (econ industries services)

Description

- econ industries offers solutions for on-site treatment of contaminated soils & toxic waste with VacuDry® vacuum distillation technology
- Under heat and vacuum VacuDry® separates harmful substances from soil in a fully closed system
- This enables countries with limited waste management & soil remediation infrastructure to clean-up contaminated sites and hazardous wastes locally
- Instead of exporting waste or contaminated soil, knowledge is imported and local economy is strengthened

Application Example

- India: On-site soil decontamination of remote, mercury contaminated site
- Azerbaijan: Local recovery of drilling oil from drilling waste reduces dependency on imported drilling oil



Factors for Success

- Easy to use state-of-the-art-technology - suitable for operation in developing countries
- Mobility and flexibility of equipment - allows on-site treatment even at remote locations
- Low emissions - allows easy permitting and fast project realization on any site
- Strong focus on knowledge transfer and cooperation with local partners

GERMANY -Business Projects (9)-

Water – no drop left behind (Eight Innovations)

Description

- Developing and emerging economies (esp. in Africa) are lacking adequate water and energy infrastructure, especially in rural areas.
- Eight Innovations GmbH is a project development company, based on the project “iMod” funded by the German Federal Ministry of Economics and managed by Steinbeis Innovations. The company’s objective is to develop modular offgrid solutions in the field of water, waste-water and renewable energy. The company can provide solutions along the entire value chain and suitable financial solutions to the customer.

Application Example

- Development of an complete water and waste-water treatment infrastructure plan for The Gambia (“The Gambia Master Plan”).
- Implementation of an Uninterruptible Power Supply system for a local recycling company in Rwanda.
- Further activities and reference projects in Rwanda, The Gambia, Burkina Faso.



Factors for Success

- Complete value chain coverage makes it easy to develop a “full package solution” for the client (planning, design, suitable technical solution, delivery, installation, training and financing facility) and enables the client to deal with one partner, not many partners (one face to the customer).
- Experience and intercultural competence regarding sustainable project development in Africa.
- Technical state-of-the-art solutions, but easy-to use.
- Intensive training programs and ongoing support, creating sustainable jobs for people locally.

GERMANY -Business Projects (10)-

Improving quality management of SMEs in Sri Lanka's Northern region (Subash Bakery)

Description

- Quality is crucial to enhance business. The project aims at upgrading the quality management of small and medium-sized enterprises (SMEs) in the food handling sector in the Northern and North Central Province.
- The project supports SMEs in setting up internal quality management systems and gearing these systems to national regulations on foodstuffs and/or good manufacturing practices (GMP).



Application Example

- Subash bakery sets up an internal quality management system (accompanied by a counsellor), makes use of the quality assurance services offered in Sri Lanka, gets certified for GMP, offers products of enhanced quality, and expands its business.

Factors for Success

- As activities are mainly implemented in the provinces formerly affected by the Civil War (1983-2009) in Sri Lanka, the project follows a conflict-sensitive, human rights-based approach.
- War widows, internally displaced persons, and people with disabilities often find paid work in comparatively well accessible SMEs in the food handling sector.
- Project follows a micro-level approach: close cooperation with local chambers, national consultants and counsellors work in local languages, low-threshold access to workshops: project reached 400 SMEs (equals 10 % market penetration).

Increasing quality of PV installation services of Tunisian firms by company certification (Chambre Syndicale Photovoltaïque)

Description

- The Tunisian business association for Photovoltaics (PV) Installers CSPV is supporting PV-installation companies who install small and medium PV installation for private households and enterprises all over Tunisia.
- CSPV promotes the quality of PV-installations, the image of the sector in- and outside Tunisia and encourages investments and innovations within the sector.
- The development cooperation project supports CSPV to develop a company certification for PV-installation companies to improve the quality of services delivered by the company, the quality of the PV installation itself and increase transparency about the quality of services provided to customers.
- As a certified company with confirmed quality standards, SMEs are in a position to charge higher prices, reach new market segments and become more profitable.



Factors for Success

- The project increases quality of PV installation in Tunisia and therefore creates confidence in PV technology.
- The project supports SMEs to improve their services and to strengthen the Tunisian PV market.

Smartphone-based Rural Sourcing Management System in Uganda (SAP)

Description

- Supported by the German Federal Government, the company developed an IT-based solution (smartphone app) that enables farmers, traders and coffee bulk stations to obtain up-to-date data (prices, quantities, quality, weather conditions) and trace payments that they have made.
- The system provides traceability of produce, which is especially relevant for certification schemes in agricultural value chains.
- The company also provided trainings for managers of a small farmers' association in the coffee industry in using the software to administer their collection area.



Factors for Success

- Improved transparency and simplification of processes within the coffee value chain, leading to a reduction of administrative costs for the farmers' association and greater productivity.
- Easier access to certification through mobile phones. This enables farmers to gain access to new markets.
- Access for small farmers to credit and therefore to investments, as banks are starting to use data recorded by the app as a form of proof of income.

Samridhi Programme (Company A)

Description

- Scientific approach to agricultural practices among local farmers.
- Target local landless labour and marginalized farmers.
- Promotion of appropriate technology, awareness on superior farming practices



Factors for Success

- Trains farmers on soil testing, land preparation, water management, seed selection, ASEA (agriculture eco-system analysis).
- Introduced new crops that are less labor-intensive and yield higher returns
- Guidance on selection of crop, seed treatment, sowing techniques and cultivation of seeds

Chemical Company B supporting Microenterprises in Africa (Company B)

Description

- Supporting Microenterprise development in Africa
- Awards cleaning, civil, transport, maintenance and general contracts
- Provide support and capacity building
- Business opportunities in tourism for diversification of livelihood
- Community development programme after a drought
- Provides credit and savings scheme to Members



Factors for Success

- Involves local communities
- Provides credit and savings scheme to Members
- Diversification of livelihood
- Cooperative model

Mokshda Green Cremation System (MGCS) (Company C)

Description

- Development of an energy-efficient and environment friendly wood based crematorium
- 10 such MGCS units across the cities of Vadodara, Cambay, Ahmedabad and Delhi
- Joint initiative Of Company C and an non governmental organization (NGO)



Factors for Success

- Reduces wood consumption by 60%
- Significantly minimizes air and water pollution

INDIA -Business Projects (4)-

Project Utkarsh (or Development) (Company D)

Description

- Women/elderly skill development programme
- Project initiated in 2011-12, with coverage of 400 households in one year
- Training women in skills like tailoring, soft toy making etc
- Training the elderly in vocations like goat farming, piggery, mushroom cultivation etc.



Factors for Success

- Skill training to women and the elderly with linkages for income generation.
- The project also establishes adequate forward and backward linkages.

Mangrove Plantation Project (Company E)

Description

- Protection and stabilization of the shoreline close to Company E's Assets
- Along the shores of the Dhadar river on the West Coast, Gujarat.
- Spread awareness of the significance of mangrove plantation
- Programmes for children and local communities regarding protection and continued cultivation are organised.
- Around 2 million mangroves have been planted Gandhar area & 0.15 million near the Hazira plant



Mangrove Plantation

Factors for Success

- Involvement of local communities

Green Hub Project (Company F)

Description

- To create a team of environment enthusiast having expertise in conservation
- Train 20 youths of North-Eastern Region every year in wildlife videography and documentation. 40 youths trained over the last two years.
- It provides a digital platform for the youths to conserve biodiversity.
- Implementation through partnership with an NGO based in the region.



Training of youth of North-East on wildlife videography

Factors for Success

- Involvement of youth in conservation of bio-diversity.
- Creates employment opportunities

Handloom Training (Hathkargha Prashikshan) (Company G)

Description

- Economically empower women tribal handloom artisans in Assam
- Facilitate cluster development for economically marginalized tribal populations.
- Provision of on-the-job training in the improvised looms by master craftsmen.
- In 2011-12, around 100 tribal handloom artisans were provided on-the-job training.



Factors for Success

- Provides training in intricate designs to cater to wider markets.
- Economically empowers women

Recycling PET bottles (Company H)

Description

- Reverse supply chain for recovery of post-consumer PET bottles which are then recycled into polyester fibres and filaments.
- Company H assisted in setting up recycling units
- Begun in 2001, with current processing volumes of 500-700 metric tonnes per month,

Factors for Success

- Creating value out of waste and in the process, generating employment

Change Agents for Safety, health and Environment (CASHe) (Company I)

Description

- The Health, Safety & Environment Management system implemented the project
- Creates a culture of safety and health a priority in the workplace
- Improve occupational safety and health significantly.
- Ensuring environmentally sustainable and responsible operations
- Internationally accepted Environmental Management System based on ISO-14001

Factors for Success

- Continuous standardization and up gradation of systems to achieve the target of zero injuries and incidents

Knowledge Based Livelihood Support to Fisher folks (Company J)

Description

- Real time knowledge based support to fisherfolks on sustainable harvesting
- Identification of potential fishing zones that can be harvested sustainably
- Facilitate conducting need based interactive programmes (multi-location audio / video and face-to-face) among various stakeholders

Factors for Success

- Collaborative effort between Technical Agencies, Government and Civil Society leading to optimizing of resources
- Through optimizing costs, significant increase in productivity and incomes of small-scale food producers

STRIVE Skilling Project (Company K)

Description

- Class training programmes for the economically and socially challenged youths
- Two pronged strategy of
 - Building Skill Development Centres & Extension Centre
 - Joint work with government, NGO, corporates
- Trained youth for employment, entrepreneurship and community service for job oriented courses
- Instituted empowerment coaching for facilitators (trained facilitators)

Factors for Success

- Replicable model with clear focus on quality
- Pre-onboarding processes towards informed career choice
- Capacity building of trainers very well received
- Digital platform was the big game changer, generating wide interest
- Capabilities to conduct 'Recognition of Prior Learning' programmes.

Motorcycle Ride-hailing Phone Service (Gojek)

Description

- Established in 2010, Gojek is a motorcycle ride-hailing phone service in Indonesia. Gojek has since evolved to provide on-demand transport and lifestyle services that move the city.
- Equipped with a social mission to improve the welfare and livelihoods of workers in various informal sectors, Gojek partners are mostly SMEs, local stores, and informal sectors. These types of business have experienced increasing income and have reached more customers through this business model.
- Not only ride-hailing and food services, Gojek have also facilitated access to health, and financial services, as well as affordable automatic payments.



Source: <http://fortune.com/change-the-world/go-jek/>

Factors for Success

- Gojek proves that digital business model has a significant role in inclusive income distribution as it has now operated in over 50 cities across Southeast Asia with more than 1,000,000 drivers.
- Using technology as a means of social impact, Gojek has created jobs, improved livelihoods of multiple people and helped nudge micro-entrepreneurs. A research study reports that Gojek has contributed an estimated almost 10 trillion (US\$732 million) annually to the Indonesian economy through the distribution of income for drivers.

e-commerce operator which connects market to website (Bukalapak)

Description

- Bukalapak was started as an online marketplace, but has since expanded to providing other services both for consumers and businesses, with a particular focus on SMEs. As of 2018, Bukalapak has more than 50 million users and process half million transactions per day.
- Since 2018, Bukalapak is signing up more than 300,000 kiosk / neighborhood stores (known locally as “warung”) as partners –to offer its range of services. Bukalapak will help connecting the retail market which was operated outside the e-commerce platform in Indonesia.
- Bukalapak has raised an undisclosed foreign investment from South Korea, Japan, Singapore and China. Bukalapak is now a privately held technology company in Indonesia and one of the largest e-commerce company in Southeast Asia with more than US\$1 billion of valuation, reaching its status as a unicorn.



Source: <https://medium.com/@fajrinrasyid/next-big-things-for-bukalapak-403530b91a31>

Factors for Success

- By doing so, Bukalapak hopes to cut out the various layers of middlemen that have kept prices of goods high and incomes for merchants suppressed.
- Bukalapak will enable “warung” to indirectly reach consumers that shop at their neighborhood kiosks for daily supply of goods and groceries.
- This business model formalises informal business sector and accelerating social development.

A new, 100% recyclable, synthetic turf system (RadiciGroup, Versalis (Eni), Safitex)

Description

- **RadiciGroup**, together with **Versalis (Eni)**, and **Safitex** Spa joined forces to make synthetic grass for sports fields recyclable in line with the principles of the circular economy.
- This project is the result of a strategic collaboration between Versalis, which supplies the raw material (polyethylene), RadiciGroup, which manufactures fibres for sport applications, and Safitex, a manufacturer of synthetic grass turf.
- An innovative system was conceived, involving polymer, yarn and synthetic turf technology in order to enhance the recyclability of the entire system, without compromising its performance.
- In order to assess the project's environmental performance, the three companies carried out a **Life Cycle Assessment (LCA)**, each for its own product. Furthermore, a **PEF conformity certificate** was issued by a third-party certification company, highlighting the lighter environmental footprint of this solution.

Factors for Success

- The project involves an **all-Italian supply chain** and is aimed at **reinforcing the circularity of this application in order to reduce its end-of-life impact. Currently, synthetic grass turf is mostly disposed of through landfill or incineration, which produces greenhouse gas emissions.**
- Thanks to this project, at the end of its life, **synthetic grass turf can be recycled like other plastics:** it is collected, shredded and processed for other applications in the sports sector or for furnishings. This new material could have a huge impact, especially considering that 3,437 pitches have been FIFA certified since 2006 in 149 countries (Data Source : FIFA). To FIFA certified pitches, a huge number of non certified pitches can be added.

Single-material technical sports jacket , 100% recyclable (RadiciGroup)

Description

- **RadiciGroup** developed a **100% nylon gilet**, made with the collaboration of other companies in a **fully European** production chain. The gilet is currently worn by all RadiciGroup Ski Club athletes.
- The garment is made of RadiciGroup Raditek® Fine yarn - a high-tenacity polyamide yarn patented for sails and parachutes -, which endows the fabric with high tear and abrasion resistance, while keeping it lightweight (less than 40 gr/sqm of fabric).
- Furthermore, the yarn was developed to resist UV radiation and maintains its performance characteristics unchanged over time. Moreover, the fabric was enhanced with a PFC-free anti-drop treatment.
- The gilet features fibreball insulation with siliconized Radilon® staple fibre, another RadiciGroup product. This filling is an excellent alternative to goose down.
- The future development of this kind of 100% nylon jackets is 40,000 items to be soon produced in cooperation with a major sports brand.



Factors for Success

- This monomaterial garment is unique on the market. It combines the style and comfort required by sportswear with the high performance required both during its first and during its second life.
- It was devised, designed and made according to the ecodesign concept: at the end of its first life, it will be shredded, ground, thermomechanically extruded, and finally compounded to give life to a new plastic material.

New life for a waste: pellet from coffee dregs (C.D.A. di Cattelan S.r.l.)

Description

- **C.D.A. di Cattelan S.r.l.** , a business that operates in the vending sector, managing and installing automatic distributors for the supply of food and drink, has started an innovative project to recover coffee grounds and reuse them as an energy source in pyrolytic stoves, which produce heat from biomass.
- The combustion residues, consisting of vegetable-based carbon, could then be used as a soil improver, turning coffee into an inexhaustible resource.
- The project's biggest aim is to reuse coffee waste to save on disposal and produce something that can be used for other purposes.

Factors for Success

- The project's goal is to make coffee an unlimited resource.
- It shows two possibilities of reusing coffee dregs. First, the reuse of those nutritive elements allows the production of soil improvers. Also, the waste can be transformed into a pellet that could permit to produce energy through this resource.
- One of the strengths of this activity is its exportability: it has the opportunity to become an initiative that could be taken as a model for food service and public sector.
- The project has been awarded the first prize of the "Good Energy Award", a significant recognition for companies that precisely target non-traditional markets and universally respecting the environment.

Sustainable fabrics from citrus juice by-product (Orange Fiber)

Description

- **Orange Fiber** is an Italian company that has patented and manufactures sustainable fabrics for fashion from citrus juice by-product.
- With the scientific contribution of Milan Politecnico University, the company has developed an innovative process that allows to turn virtually more than 700,000 tonnes of by-product of citrus processing industry – in a high-quality fabric that can respond to the need for sustainability and innovation of fashion brands.



Factors for Success

- A patented process to transform citrus juice by-products into a high quality material for fashion.
- The project responds to the increasing need for cellulose fibers for the textile industry while preserving natural resources.
- Orange Fiber production does not require dedicated yields alternative to food consumption or dwelling on natural resources, but reuses a waste thus saving land, water, fertilizers and environmental reduction.
- Orange Fiber cooperates with Euratex, the European Apparel and Textile Confederation representing the interests of the European textile and clothing industry.
- The project has been awarded the first prize of the “Good Change Award” 2015 by the H&M Foundation.

An Italian cheese factory, ricotta and biogas champion (Latteria & Caseificio Moro)

Description

- **Latteria & Caseificio Moro** is an Italian dairy and cheese factory, that process milk to produce a wide variety of local cheeses.
- In order to face the scotta-whey disposal issue, Moro chose Fluence Italy to build an anaerobic digestion plant. The plant treats whey byproducts while producing renewable energy, i.e. biogas. Energy production began in 2013.
- The volume of the digester equals 1,240 m³.
- The electrical power generation amounts today to 500 kW, with a methane production of 125 Nmc per hour, an electric energy production of 12,000 kWh per day, and a thermal energy production of 12,500 kWh per day.



Factors for Success

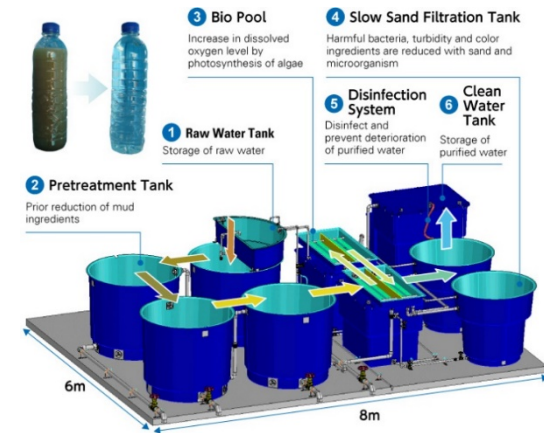
- Biogas represents a great opportunity for energy-efficient growth and for the development of a sustainable national economy while meeting national and European waste recycling regulations.
- Moreover, anaerobic digestion produces not only biogas, but also digestate. This consists of leftover indigestible material and dead microorganisms, which are excellent sources of organic fertiliser and are a substitute for additional mineral fertilisers, reducing greenhouse gas emissions.

JAPAN -Business Projects (1)-

Water purification using slow sand filtration in developing countries (Yamaha Motor Co., Ltd.)

Description

- Water purifiers for villages in developing countries suffering from shortages of drinking water.
- This system use Solar PV system and it make available to use for non-electrified villages.
- We have successfully installed 36 purifiers in 14 countries in Africa and Southeast Asia as of February 2019



Factors for Success

- This system has the following character and easy to operate. (1) Low running cost (filter and coagulant unnecessary), (2) Easy maintenance (no special skills required)
- Also make education to local people such as "Education on sanitary & maintenance" "Awareness-raising activities conducted by a water committee".

Expanding cement waste heat power plants for both business and environmental benefit in China(Anhui Conch Kawasaki Engineering CO., Ltd. and other 3 companies*)

★Anhui Conch Kawasaki Energy Conservation, Equipment Manufacturing Co., Ltd.,
Anhui Conch Kawasaki Equipment Manufacturing Co., LTD. , Shanghai Conch Kawasaki Engineering Co., Ltd.

Description

- A cement manufacturer installed facilities in the “Model Activity of Cement Waste Heat Power Facility” of NEDO (New Energy and Industrial Technology Development Organization) during 1995-1997. It had a good record of stably operating this facility. In 2005, it concluded a contract with Kawasaki Heavy Industries to install the same facilities in 11 other plants.
- In December, 2006, the company established a joint engineering company to construct cement waste heat power plants.
- To date, 231 plants have been constructed (as at September 2018).
- Power generation efficiency of these plant has reached 30% or more of its total necessary power. This has conserved energy, providing both business and environmental benefits.



Factors for Success

- The facility's energy-saving performance was recognized by the cement manufacturer and led to the decision to install the facilities in their own plants during a business expansion phase.
- Cost reductions were achieved by local procurement, providing economic benefits to local suppliers.
- A complementary business model was constructed between the joint venture partners.

Sustainable development of the automobile business in Viet Nam (NISSAN AUTOMOTIVE TECHNOLOGY VIET NAM CO.,LTD.(NATV))

Description

- NISSAN AUTOMOTIVE TECHNOLOGY CO., LTD. as a vehicle development company consignment from Nissan Motor Co., Ltd, established its subsidiary in Hanoi, Viet Nam in 2001. (Employees and sales has been increased* since the company`s establishment.)
- The business outline : Automobile parts development, CAD(3D data creation), CAE(Performance simulation), disassembly inspection (Vehicle/Engine) for competitiveness, and EV motor testing.
- NATV contributes to the growth of engineering in Vietnam through trained many young talented engineers.
- Stable expansion of the business area in Vietnam are contributing to the Nissan Motors global business. *Number of Employees: 2,291(as of December, 2018), Sales: 72.75 million USD (FY 2017)

Factors for Success

- Implementing internship/training programs for local employees (e.g. technical and Japanese language training etc.).
- Securing top-class personnel by engaging with universities in Hanoi, identifying trainees with strong STEM skills.
- Utilizing private networks and the latest IT technology, reducing any disadvantages created by distance.
- Giving priority to engineering skill development by implementing training system, giving detailed technical guidance on the job, and promoting business travel opportunities between Japan and Viet Nam.



HQ/Vehicle development
(Keang Nam Office)



Vehicle teardown /Testing
(Hoalac Technical Center)



Micro-insurance for farmers in India (Tokio Marine Holdings)

Description

- In 2001, Tokio Marine Group established IFFCO-TOKIO General Insurance Co., Ltd. (IFFCO-TOKIO), a non-life insurance company. This was a joint venture with Indian Farmers Fertiliser Cooperative Limited (IFFCO), which has a nationwide network of 38,000 member cooperatives.
- The purpose of the joint venture was to offer auto, fire and other insurance in India.
- The business sought to work to reduce and resolve the uncertainties faced by farmers in India by offering weather insurance and micro-insurance (i.e., insurance available at an affordable price).
- The development of weather insurance leveraged IFFCO-TOKIO's capabilities in market surveys aimed at local farmers and Tokio Marine Group's years of expertise in insurance underwriting accumulated in Japan. The resulting insurance could evaluate climate risks such as precipitation volume and temperature in all areas of India.
- These products are helping to stabilize the lives and offer security to farming communities in India, with 20.3 million policies and 11.4 billion rupees (approximately 172 million USD) in premiums written in the 2017 fiscal year.

Factors for Success

- A passion for resolving social and environmental issues that farmers in India face.
- Cooperating with and leveraging of the IFFCO's nationwide network in India.
- Collaborating with appropriate stakeholders and having a nuanced knowledge of the business context were other key factors for success.

Improving the quality of cacao beans and their purchase at a fair price (Dari K Co., Ltd.)

Description

- In Indonesia, cacao beans have been shipped without undergoing the process of "fermentation" which is imperative for tasty chocolate. In some cases, buyers had bought cacao beans at a certain price regardless of their quality, which has not incentivised farmers to improve quality.
- Dari K provided hands-on guidance on fermentation technology and directly bought from local farmers the fermented high-quality cacao beans at more than 20% higher price than market price. This was done to improve their revenue environment.
- Dari K, as a chocolate manufacturer, was thus able to secure the procurement of high-quality cacao beans. The chocolate received global awards in recognition of the quality of the beans.
- This initiative saw consumers spend on authentic high-quality products.
- Dari K sought to enhance the adaptation capability of small farmers by encouraging conversion to cacao production requiring less water and fertilizer.
- Dari K encouraged a shift from agriculture production to the adoption of agroforestry, including cacao trees, in order to mitigate climate vulnerability and promote sustainable agriculture.



Factors for Success

- The improved quality of cacao beans was achieved by hands-on guidance on production and appropriate pricing based on higher quality, not reinforcing a "donation" model.
- The establishment of supply chains added value to local business models, motivating cacao farmers to produce high-quality cacao beans.

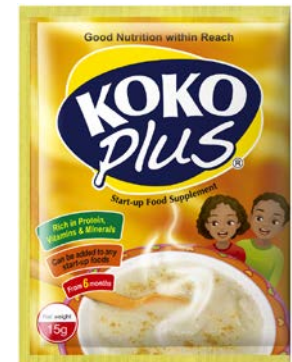
Improving nutrition in Ghana through a locally produced supplement Building a model for Development · Production · Sales · Development (The Ajinomoto Foundation)

Description

- In Ghana, “koko,” a baby food made from fermented corn is given, however it lacks essential nutrients. This leads to short stature and children being underweight
- A supplement “KOKO Plus” that uses locally grown soybean as its main ingredient and combined with protein, amino acid (lysine), sugar, fats, and micronutrients, was co-developed with local partners. The aim was to create a social business model in which all processes from product development, production to dissemination would center on and be primarily carried out by local people.
- CARE (NGO) / by rural mothers becoming the salespeople, the spread of sales and women’s social and economic independence is promoted. Ghana Health Service (GHS) / GHS nurses will recommend the product while educating mothers on nutrition. Simultaneous development of marketing channels will allow mothers who received the nutrition training to buy the product at nearby stores. World Food Programme / with the Food Basket certification being acquired, a Ministry of Foreign Affairs approved program for the poorest populations has begun.

Factors for Success

- The Product is developed with understanding of local needs.
- It encourages local independence (for production and for sales)
- Understanding was gained from the purchasers, who are the mothers, with government agencies and NGOs explaining the importance of nutrition.
- Problems faced by the project are resolved by cooperating with diverse players and drawing from their strengths.



Environmental-friendly auto recycling businesses in Brazil, India and Kenya (KAIHO INDUSTRY CO., LTD)

Description

- We have established an automobile recycling plant introducing Japanese environmentally-friendly automobile recycling technology in Brazil, India and Kenya and sale materials and reuse-parts recovered from end-of-life vehicles (ELVs). We provide localized technical training for local recyclers.
- We are working to build a thriving vehicle recycling value chain in Sao Paulo and Minas Gerais in Brazil and create local employment involving local engineers, small and medium enterprises, and scrapped cars collectors in partnership with the Federal Center of Technological Education of Minas Gerais (Cefet-MG) and the Japan International Cooperation Agency (JICA). We contribute to the resource circular society by preventing environment pollution by proper treatment of ELVs, protecting local people's health and recycling recovered resources.
- Furthermore, we utilize our Enterprise Recourses Planning cloud system called "KRA system" to centrally manage information on purchasing, production, inventory, and sales of ELVs and support key business processes indispensable for business management.

Factors for Success

- Industry-academic-government collaboration has resulted in a comprehensive automobile recycling system with business and environmental benefits.
- This system has helped improve local business management and quality control, improved skills in dismantling vehicles, and promoted better occupational health and safety.
- Recycling technology and management know-how has reflected the local context.

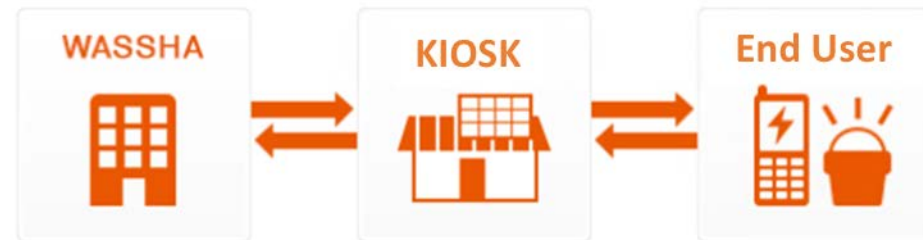


JAPAN -Business Projects (8)-

Power supply in off-the-grid areas of Sub-Saharan Africa (WASSHA Inc.)

Description

- The product has been developed with availability in 1,000 shops in Tanzania, and customer coverage of more than 1.5 million.
- It combines local innovation (Mobile money) & technology (Pay-As-You-Go solar charging services)
- WASSHA provides services for low income customers through local retail shops (=KIOSK).



Factors for Success

- Cost of infrastructure equipment for large-scale power plant or power grid is not required.
- Low income customers can use the service due to the Pay-As-You-Go system.
- Renewable solar power energy is environmentally friendly.

Applying SME innovation to improve bridge safety in Thailand (KUMONOS Corporation)

Description

- During the course of the project, we conducted crack inspections on both the outside and inside sides of pylons of the Rama VIII Bridge. This was achieved with our remote crack inspection system "KUMONOS". We successfully delivered crack maps and quantitative summery tables. The KUMONOS system enables to record crack shapes and evaluate their width of an order of 0.4 mm from distances as far as 100m away without using boom-lifts or scaffolding. The results of the measurements are used to prepare repair plans to ensure the efficient maintenance of infrastructure and, in particular, to lengthen the lifespan of bridges.
- We are establishing a branch company in Bangkok in 2019. This project was an important factor in contributing to this development. We are assessing further opportunities for business development in Asia following the results we have achieved in Bangkok.



Rama VIII Bridge over Chao
Phraya River in Bangkok



Crack Inspection
System "KUMONOS"

Factors for Success

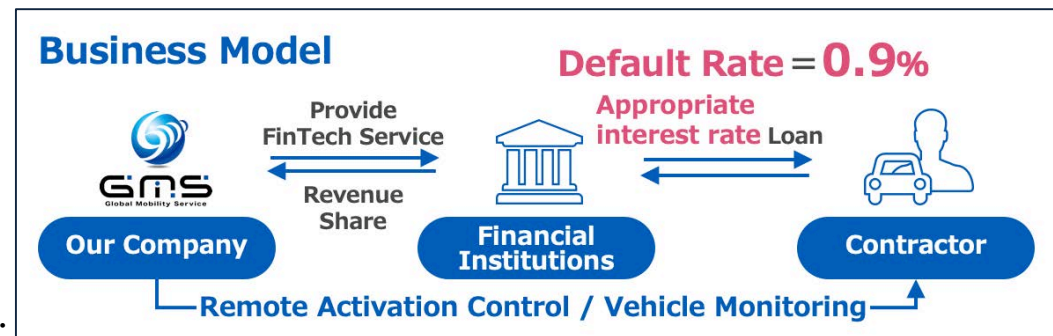
- Meeting an established need: There are demands to maintain safe and effective infrastructure since bridges and other structures are aging all over the world. Our inspection technology meets the demands of the market.

JAPAN -Business Projects (10)-

Mobility and FinTech services for people to improve their livelihoods in the Philippines, Cambodia and Indonesia (Global Mobility Service Inc.)

Description

- We have created a system by which people experiencing entrenched poverty are able to earn a livelihood by offering mobile services, such as taxis. Many of these people were unable to access credit for vehicles with standard financial institutions. Through the provision of our IoT device and FinTech platform, we build up the credit of those who were denied through loan assessments and create financial opportunities. GMS resolves social challenges through the creation of economic rationality. This allows financial institutions to join the eco-system, leading the business to become "sustainable" in the true sense.



Factors for Success

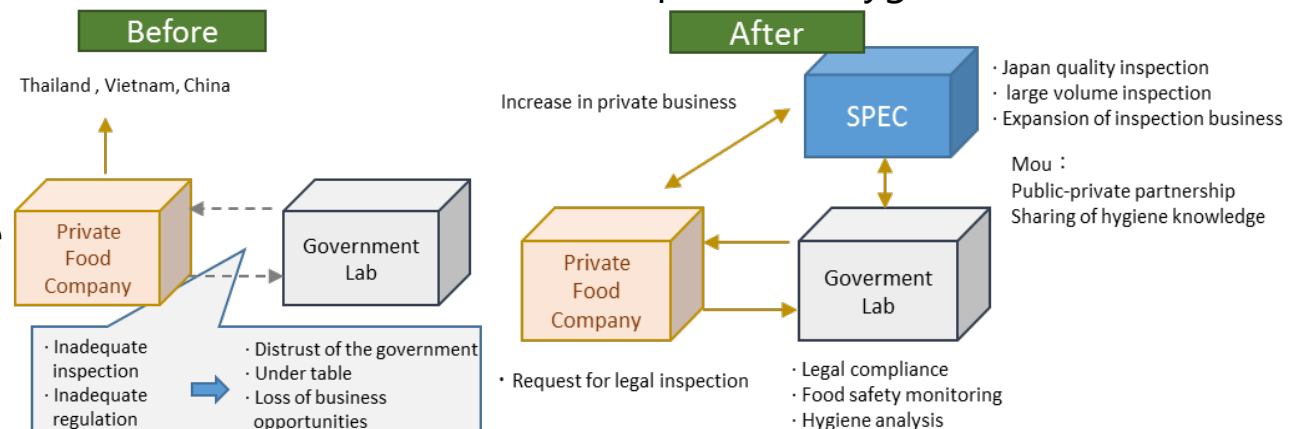
- This project has captured the local needs of each country. It has involved collaboration and formed an eco-system with financial institutions, infrastructure companies, mobility manufacturers, and local governments.
- The project is incentivizing people to improve their livelihoods. It not only concludes with the provision of auto-loans but offers further gateways to other loans including those for education.
- The IoT attachment to the vehicle, which provides remote activation control and vehicle monitoring, minimizes the risk to the lender in the unlikely event of a delay in payment.

Promoting food safety in Cambodia (SPEC Bio Laboratory.,Inc)

Description

- Our company is a registered hygiene inspection laboratory of the Japanese Government. We support the Food Security and Food Safety in Japan. Since 2011, we have been working in cooperation with the Government of Cambodia to establish the first private inspection laboratory. In Cambodia, the social scheme of food hygiene could benefit from improvement (food processing, distribution and sales), as could the infrastructure for food inspection.
- By linking with the Cambodian government, our business can quickly develop inspection services for Cambodian food companies.
- The Cambodian government can concentrate on the development of hygiene and collection

infrastructure and improved analysis of hygiene conditions. In addition, we can share our hygiene knowledge with the Cambodian government.



Factors for Success

- It is important to visit the development partner and understand the country.
- It is important to build multiple networks without depending on a single network.
- After establishing overseas, it is important to promptly develop services tailored to changing local needs.

JAPAN -Business Projects (12)-

Producing a substitute for paper and plastic in the world by 'LIMEX', (TBM Co., Ltd.)

Description

- A new material 'LIMEX', whose main raw material is limestone, can be a substitute for paper. It does not use water or wood pulp as raw materials. It can also substitute plastics with a smaller amount of petroleum-derived resin. In this way, this product can contribute to water resource conservation, marine plastic pollution prevention, and greenhouse gas emissions reduction while ensuring cost-competitiveness by using inexpensive limestone.
- TBM has a subsidiary in Silicon Valley. It concluded a basic agreement with the Government of Saudi Arabia to disseminate LIMEX in the country. TBM is expanding its business globally by partnering with international organizations such as CDP and CSR Europe.
- The generation of large revenues is expected by exporting LIMEX products and licensing LIMEX technology.
- Due to the abundance of limestone worldwide, it is possible to manufacture LIMEX by locally-sourced limestone even in areas where water resources are scarce. Establishing manufacturing plants in these areas also contributes to local employment creation.
- We are developing a LIMEX circular ecosystem tailored to the needs of each area, thereby promoting sustainable consumption and production around the world. This involves two variations of LIMEX: i) Upcyclable LIMEX and ii) Biodegradable LIMEX.

Factors for Success

- Generating awareness of how to reduce plastics and conserve water while meeting the demand for LIMEX.
- Promoting this product with partners in a sustainable and responsible business manner.

MEXICO -Business Projects (1)-

New portable solar water heating system with 40 liters capacity and less than MXP \$1,000 (FRICAECO AMÉRICA)

Description

- Hybrid water heating system. It has an electric backrest that makes it independent of gas and a watering shower that allows people to enjoy more minutes of shower while saving water.
- Objective of the project: Provide water heated by solar energy to the lowest income households in Mexico with a low cost product, easy to install and maintain.

Factors for Success

- In Mexico, 52% of households do not have a boiler because of the cost of gas and thus must bathe using rudimentary means.
- The 40 liters solar system is sold at MXP \$1,000. Lower cost compared to other systems.
- Sales alliances have been generated with the main marketing chains in Mexico.
- Today the society is looking for cleaner and mainly cheaper energy alternatives.
- Fricaeco SAPI de C.V. is a company focused and concerned about the environment and the decrease in the use of butane gas, replacing it with affordable solar heaters.
- The company operates only in Mexico and has intention to export soon to Chile, Peru, Colombia, Guatemala, Salvador and Honduras.



MEXICO -Business Projects (2)-

Development and validation of new hybrid varieties of Arabica coffee with improved resistance and organoleptic properties for use in agro-systems of sustainable Mexican production (GARCOMEX)

Description

- It consists on the development of a coffee plant hybrid resistant to rust (fungus that attacks the leaves of the coffee plants interrupting photosynthesis and causing the death of the plant).
- Objective of the project: To develop and validate new hybrid varieties of Arabica coffee with improved resistance and organoleptic properties for use in agro-systems of sustainable Mexican production.



Factors for Success

- Climatological factors have affected the development of the crop, reducing its productivity. This development allows to mitigate that risks.
- Mitigates ecological factors such as pests which cause serious losses, the main plague that affects Mexican coffee is the disease called "Roya del Cafeto".
- The development of this product takes place in an area of high marginalization, which will help the community members to benefit from economic activities typical of their sector.
- The development of the project supports families of coffee farmers in the community of Talquían, Chiapas, after their coffee trees have been affected by "La Roya".
- The company exports to USA and has intention to open other markets.

MEXICO -Business Projects (3)-

Design and development of a mobile prototype for the collection, compaction and recycling of plastic stoppers, aluminum and PET containers powered by renewable energy (ALDETEC)

Description

- ALDETEC S.A. of C.V. Mobile prototype of collection, compaction and recycling of recoverable materials of plastic caps, aluminum and PET driven by renewable energies to reintegrate the user an economic incentive to deposit the material to recycle and contribute to the reduction of CO2 emissions.
- Objective of the project: To contribute in the reduction of the environmental impact and GHG in the country.

Factors for Success

- In Mexico we consume nearly 200,000 plastic bottles that come from hydrocarbons that are non-renewable material resources which are then thrown away, turning them into useless materials and sources of infection.
- Approximately 95% of plastics are recyclable.
- Reintegrate the user an economic incentive to properly deliver the material to be recycled and thus contributing in the reduction of CO2 emissions
- The company is only focused in domestic market.

NETHERLANDS -Business Projects (1)-

CREATE project: Stimulating a sustainable and resilient local barley supply chain (Heineken)

Description

- PPP: Dutch government and Heineken both fund an NGO to work with farmers
- The NGO provides farmers with access to better seeds, finance and trains them in good agricultural practices to improve their yields.
- As a result, more than 50,000 farmers in Ethiopia, Rwanda and Sierra Leone have increased their productivity and livelihoods.
- Heineken benefits by having access to an increasingly reliable barley value chain and a more resilient sector to source from locally. About 50% of the produce is sold to the brewing industry (and the rest on de local food market).



Factors for Success

- Farmers have a guaranteed buyer and Heineken has a steady supply of raw materials; Because of higher quantity and quality of their produce and high demand, farmers are able to sell at the market or export for a higher price, thereby stimulating market transformation.

NETHERLANDS -Business Projects (2)-

Development of Sustainable Dairy Villages in Indonesia (FrieslandCampina)

Description

- A consortium led by Dairy company FrieslandCampina and the Dutch government support two cooperatives in West Java, Indonesia.
- Milk supply chain is improved by using cooled tanks, automate and improve milk collection points, better administration is the training of farmers in farm practices.
- As a result 10,000 farmers increased the quality and quantity of their milk and income.

Factors for Success

- Win-win: FrieslandCampina is able to secure a stable supply of high quality milk.
- Because of higher quality and quantity milk, farmers are able to obtain a higher price and, as a result, higher income.

India Sustainable Sugarcane Smallholder Framework (I3SF) (DCM Shriram Sugar Limited)

Description

- *DCM Shriram Sugar Limited* partners with *Solidaridad* to ensure supply of sustainably produced, high quality sugarcane, using a digital solution (app) provided by *Solidaridad*.
- The app collects data on production and sustainable practices, and provides targeted information on extension services to farmers. Moreover, it puts farmers in charge of their production and sustainability data, instead of having to adhere to a collective accountability system.
- This data is used to increase insight into sustainable production practices and yields. For instance by mapping farmers and their production stats, showing the status of sustainable practices adoption, and comparing locations in terms of sustainable sugarcane production.
- It's a self-assurance model of sustainability compliance that is driven by farmers.

Factors for Success

- The system works to the benefit of all involved.
- For the farmer: be in charge of his/her own data and gain access to targeted information on extension services which may aid productivity, cost-effectiveness and sustainability.
- The sugar producing company: higher sugar extraction rate, efficient extension services, reduced cost of acquisition of sugarcane, responsible business visibility, certification adherence, statutory compliances
- Sugar procurer company: cost effective sustainability claims, predictable supply of sustainably produced sugar

REPUBLIC of Korea - Business Projects (1)-

Egypt Railway School (Korea Rail Network Authority, KRNA)

Description

- To resolve traffic congestion, the government of Egypt launched a project to renovate railway facilities where frequent accidents occur due to outworn equipment and lack of safety control, and build new railways.
- Korea Rail Network Authority (KRNA) held the “Egypt Railway School” for public officials of the Egyptian Ministry of Transport, Egyptian National Railway (ENR), and the National Authority for Tunnels (NAT) each year from 2014 to 2018. (For five years, 165 persons have completed the course.)
- The “Egypt Railway School” introduces Korea’s railway planning and safety control methods and aims to improve local railway technology.
- Korea signed a contract with ENR in June, 2018 for the project to “modernize the railway signaling system on the 118km Nagh Hamady and Luxor corridor in Egypt” as a result of introducing Korea’s advanced railway technology through the Railway School.



Factors for Success

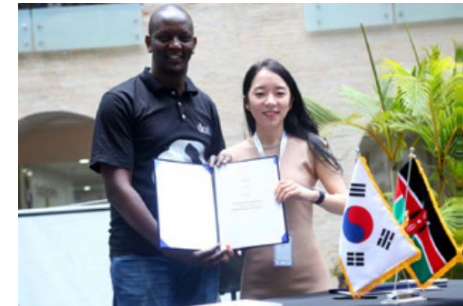
- Egypt Railway School enhances convenience in rail travel for the Egyptian public through education and training.
- Egypt Railway School contributes to creating local jobs, developing the local economy, and expanding regional (Middle East and North Africa) and overseas railway transport markets.

REPUBLIC of Korea -Business Projects (2)-

Braille Smartwatch Donation to Kenya (Dot, KT)

Description

- Dot is a startup that makes smart devices for the visually impaired based on small, high-efficiency braille modules using magnets.
- Dot has made efforts to support social activity of the visually impaired in Kenya since 2016. Kenya Safaricom's Korean partner KT donated 55 Dot watches (world's first braille watch that displays information from a user's smartphone on a braille cell instead of an original smartphone display).
- In 2018, the first product-launch contract between a Korean company and East-Africa's largest telecommunications company was signed along with 100 pre-orders.
- The braille learning module Dot Mini will be available in the market soon, and a startup competition will be held in June, 2019 in association with the African office.



Factors for Success

- Donation of Dot watches contributes to resolving social issues in Kenya, company promotion, network-building with related companies in Kenya, and finding potential export markets.

REPUBLIC of Korea -Business Projects (3)-

IT Digital Device Maintenance Course in Vietnam (REMANn)

Description

- REMANn is a social enterprise that redeploys and donates used digital devices such as computers.
- The IT digital device maintenance course was held to attract human resources to enter into the B2B maintenance services sector in Vietnam.
- REMANn shared its PC reusing technology and experience, including essential maintenance know-how IT professionals need to know, concepts of coding, and Linux server-building, with professors and students at the Hanoi University of Science and Technology. (Four courses were held for a total of 60 persons.)
- These special courses have increased the quality of education and training, and created high expectations for future courses supported by REMANn.
- REMANn plans to recruit outstanding students who took the course and collaborate with them to support startups.



Factors for Success

- IT Digital Device Maintenance Course contributes to narrowing the information gap in Vietnam and expanding export market through product promotion and local networking.
- PC refurbish technology education contributes to discovering new value in unusable devices and protecting the environment through reuse.

REPUBLIC of Korea -Business Projects (4)-

Value Chain Enhancement Training for Vietnamese Handicraft Designers and Hidden Champion Programs (KOA)

Description

- KOA is a venture business that discovers eco-friendly materials and works with underprivileged people to make products in a sustainable way aiming at earning profits while resolving social issues involving poverty, environment, and jobs.
- Hidden Champion programs were held with Vietnamese handicraft brands, small businesses, and designer-producer associations to raise young social enterprise leaders.
- Potential social enterprise leaders to be trained as hidden champions received education on entrepreneurship, branding, and design in Ho Chi Minh and Hanoi.
- Outstanding handicraft brands learned about collaboration structures and marketing methods, and were given a chance to collaborate with young designers in Korea.
- Local sub-brands were developed with Vietnamese producers and private goods suitable for the market were made and went through market tests.



Factors for Success

- KOA improves production methods of sustainable handicraft goods and brand awareness.
- KOA develops and delivers trial goods that can be used by local Vietnamese brands.
- KOA introduces domestic sales channels for local brands and displays product samples.

REPUBLIC of Korea -Business Projects (5)-

Vision Improvement Devices and Eye Health Course (IZONE)

Description

- IZONE manufactures and develops vision improvement devices that help eye activity for self-recovery of the eyes.
- In August, 2018, the Chinese government announced measures to counter vision problems among children and teenagers.
- In December, 2018, IZONE visited an international school in Tianjin, China, to donate 160,000 yuan worth of vision improvement devices and held a seminar on eye health inviting eye professionals, a buyer of company D company who has the product's main distribution channel, and other related businesses.
- The buyer from Company D showed great interest in the product, increasing the possibility for future collaboration.



Factors for Success

- IZONE contributes to solving vision problems among adolescents by donating IZONE products to an elementary school in China.
- IZONE provides opportunity for the company's products to enter the local market.

REPUBLIC of Korea -Business Projects (6)-

Needle Smelter Course in Kenya (NEOTOP)

Description

- NEOTOP is a medical equipment and health product manufacturer that developed the needle smelter to solve secondary infection and environmental problems disposed needles are causing.
- NEOTOP invited medical and healthcare professionals and held a needle smelter course in Nairobi to introduce its function and method of application.
- NEOTOP held lectures on how medical waste is and should be disposed.
- NEOTOP donated 20 Needle Smelters (HS-045).



Factors for Success

- NEOTOP contributes to resolving social issues in Kenya.
- Needle Smelter Course strengthens market status and export foundation, increases potential to export more products by improving company awareness, and expands business to neighboring countries.

REPUBLIC of Korea -Business Projects (7)-

Relocation of Coal Analysis Equipment to Mongolia (Mine Reclamation Corp., MIRECO)

Description

- MIRECO discovers markets for mine reclamation by providing mine reclamation consulting services to Korean companies in Mongolia and policy consulting to the Mongolian government.
- In order to solve air pollution and prevent respiratory diseases in Mongolia, MIRECO donated coal analysis equipment to the Mongolian government to improve the quality of locally distributed coal.
- MIRECO provided training on how to analyze coal and operate the equipment to share Korea's coal quality control technology.



Factors for Success

- MIRECO contributes to resolving air pollution and enhancing quality of life in Mongolia.
- MIRECO expects to discover related businesses that can enhance the evaluation capacities of Mongolian experts, and builds foundations for Korean companies to enter into the local market.

Russian Technological Platform “Environmentally friendly transport”

Description

The Platform provides for sectorial and inter-sectorial consolidation and integration of organizations for innovation-driven growth in automobile industry.

The following tasks are assigned to the Platform:

- Implementation of **public-private partnership** mechanisms aimed at creating a favorable environment for the development of the automobile industry to make it more internationally competitive and attractive for investments (also by ensuring high quality of human resources and the formation of an adequate educational environment);
- Development of **sustainable interaction between science and business**, aimed at the formation of an innovative infrastructure for the development of the automobile industry (production, use and recycling of environmentally friendly vehicles);
- Organization and implementation of **full-life cycle projects** aimed at the development and introduction of new technologies of the automobile industry (Smart Grid Technologies).



Participants: over 80 companies



Implementation of SDG-7, SDG-9, SDG-11

Factor of Success

The Platform provides for the elimination of excessive regulatory requirements in the automobile industry. It enables easier and more efficient business conduct due to the reduction in procedural requirements.

SINGAPORE -Business Projects (1)-

A Shared Retail Space to Nurture Young Designers (Naiise)

Description

- Singapore company, *Naiise*, operates *Design Orchard*, a shared retail space along Singapore's busiest shopping street, to provide young fashion brands with retail space to showcase their products. As of March 2019, 61 brands have joined the initiative.
- The two-storey mall also offers an incubator space to provide fashion designers with co-working spaces, event spaces, professional facilities and access to programmes and workshops relevant to the industry.
- This shared retail space allows young designers to work with experienced mentors to scale up and expand their operations into regional markets.



Factors for Success

- *Design Orchard* allows young companies to tap on a pool of shared resources without having to fork out a large amount of money for capital investments. This allows them to scale up more quickly.
- Young companies can tap on the strong branding of *Design Orchard* to increase the visibility of their products.

SINGAPORE -Business Projects (2)-

High Pressure Processing Resource Sharing Facility (Warehouse Logistics Net Asia)

Description

- A Singapore logistics company, *Warehouse Logistics Net Asia* (WLNA) and Singapore Polytechnic's *Food Innovation Resource Centre* (FIRC) jointly set up a High Pressure Processing (HPP) resource-sharing facility.
- Launched in April 2018, the HPP facility is the first of its kind in Singapore. It works on a pay-per-use model, enabling food manufacturers to extend the shelf-life of food products without having to invest in expensive equipment.
- Since its launch, WLNA has helped 18 food manufacturers improve their product quality through technology; this allows them to improve their exports for the global markets.



Factors for Success

- Having ready access to HPP facilities encourages more local companies to adopt this technique, and reduces cost for those who are currently processing their products overseas.
- Food companies can export their products more easily due to the longer shelf-life of their product.

SPAIN -Business Projects (1)-

Tizimín Wind Park, Mexico (Fuerza y Energía Limpia de Tizimín)

Description

- A Spanish company provides renewable energy in Mexico thanks to FIEM (Fund for Internationalization of Spanish Enterprises) funding.
- The Spanish company installs the wind towers, runs and maintains the wind park, and sells the generated energy to the Mexican wholesale purchaser.



Factors for Success

- With this project, Mexico reduces its consumption of more polluting and CO2 producing sources of energy and moves towards a more sustainable energy mix.
- The Spanish company sets the pace to new wind energy projects in a country, Mexico, with an enormous potential for this type of energy.
- The excellent results of the initial project enabled a second phase that is being implemented now.

SPAIN -Business Projects (2)-

Enabling 300 rural schools in Benin to access internet via satellite (Quantis Global)

Description

- A Spanish company agreed with the Ministry of Education of Benin to provide 300 rural schools with high- capacity satellite conexions and computers.
- In a number of these schools, which do not have access to the electric grid, a system of photovoltaic energy production will be installed.
- The FIEM (Fund for Internationalization of the Spanish Enterprise) is financing the project.



Factors for Success

- Children in rural areas of Benin are able to receive school lessons via internet.
- Some schools located off grid were provided with electricity via photovoltaic panels.
- This project offers both inclusivity, for the children in rural Benin, and sustainability, using a renewable source of energy to supply off-grid schools.

SPAIN -Business Projects (3)-

Learning to drive without polluting the city (Everis Aeroespacial y Defensa, NTT Group)

Description

- A Spanish company installed more than 1.000 driving simulators in driving schools in Brazil, so that driving lessons could take place without encumbering traffic and polluting the cities.
- This project was financed by the FIEM (Fund for the Internationalization of the Spanish Enterprises).



Factors for Success

- Driving lessons take place in simulators, therefore reducing the costs for the students.
- Driving schools are not encumbering the traffic with their cars.
- Less pollution in the cities with these practices.
- No accidents whatsoever during the process of learning.

SMEs' Capability and Digital Transformation Center (Model Factory)

Description

- The model factory can be defined as a tool that enables operational excellence principles in enterprises using experiential learning techniques. Empirical learning principles are at the core of the Model Factory approach, designed and developed to increase efficiency.
- In the model factory, a special training methodology will be implemented, aiming at increasing the systematic efficiency of enterprises and changing the way of thinking of engineers and middle managers in terms of productivity, rather than training courses or trainings for workers. The model will contribute to the lean transformation of businesses in factories; as well as the digital transformation envisaged by the fourth industrial revolution.
- In the near future, 10 Model Factories will be established in Turkey.



Factors of Success

Model Factory focuses on;

- Applying lean techniques to assembly and machining.
- Digitalization in manufacturing.

TURKEY -Business Projects (2)-

Project on Modern Agricultural Practices(Ferrero Group) (Eastern Blacksea Development Agency)

Description

- Company teaches good farming and mechanization practices to local hazelnut farmers and increase quality and productivity on hazelnut production.
- During site visits, Agricultural Engineers teach farmers about modern agricultural practices such as fertilization, pruning, spraying, drying and harvesting processes.
- Company shows the results of the best practices to hazelnut farmers in the sample gardens on site.
- Social experts support the social aspect of the project by reaching out to women and children in the region.
- While seasonal women workers are informed about good social practices, children and young groups are informed about sustainable future of hazelnut.



Factors of Success

- Farmers reached through the project have increased their productivity and profitability in hazelnut harvesting up to 30%.
- Remarkable increase on quality has been observed.
- 35.000 farmers are educated and informed in 16 years.

Solar Power Project (Northeast Anatolia Development Agency)

Description

With the project that decreases production costs of the companies and induces other renewable energy projects, 1 MW solar energy system is installed in Erzincan Industrial Park.



Factors of Success

- Significant decrease in CO₂ emission in the Industrial Park
- Improvement of ecological awareness
- Decrease in production/running costs of companies in the Industrial Park

Plateaus Will Be Enlightened By Solar Energy (Eastern Mediterranean Development Agency)

Description

- As part of the Eastern Mediterranean Development Agency's Social Development Financial Assistance Program for 2010. "Plateaus are Getting Attracted with Sunlight" was launched.
- The project was carried out by Çağlayancerit district governorship.
- The electricity obtained by the solar panels was stored by means of batteries and used in lighting when needed.



Factors of Success

- Within the scope of the project, it was ensured that people living in the highlands, Büyükyayla and Ayrancı, without electricity, engaged in animal husbandry, produced electricity with solar energy and benefited from technological opportunities.
- The electricity generated by the solar panels is stored by means of batteries and used in illumination when needed and contributes to the provision of hygienic living conditions.
- The project provided the energy used by the nomads in the night illumination to ensure that the products obtained reach wider audiences, and to improve the income level of our nomads, to provide agricultural production and agricultural integration.

Valorization of Rural Biological Waste for Pellet Production and Gasification (IZAYDAŞ A.Ş.)

Description

- Biological waste from crops and animal husbandry is conventionally used in rural households while economic energy supply to rural businesses is also an important need that requires a solution.
- The project has upgraded biowaste into pellets with better calorific value for heat production in local businesses, displacing the use of electricity from the grid and natural gas in an equivalent amount.
- The project has developed a rotary drying kiln that prepares pellets from the locally available biowaste and a combustion system designed for low emissions based on fluidized bed.



Factors of Success

- The project has enabled technological product development for the enterprise of the project as well as enabled a technological solution for addressing the need for cost effective energy for rural businesses.

UNITED KINGDOM -Business Projects (1)-

The UK's Development Finance Institution working in Africa and South Asia (CDC Group)

Description

- CDC is the **UK's Development Finance Institution** (DFI).
- As a core part of the UK's Economic Development Strategy, CDC is the principal mechanism for **mobilizing private sector investment into developing countries** to create jobs and support the structural transformation of economies in Africa and South Asia.
- CDC use a number of **innovative approaches** to maximize the transformational impact of its investments through accepting higher risk to unlock greater developmental impact.
- CDC has also made **strategic commitments to women's economic empowerment and tackling climate change** and will increase its accountability by leading the way among DFIs on transparency and tax.

Factors for Success

- **In 2017 CDC was invested in a total of 715 businesses in Africa and 338 in South Asia.** CDC's portfolio in these regions directly employed nearly three-quarters of a million people (734,000), of which 63,000 were newly created jobs.
- For example, CDC invested \$15m in Miro Forestry in 2015. The sustainable timber company now employs 1,500 people in rural areas in Ghana and Sierra Leone.



Programme “Start up with Science” (“Emprendé ConCiencia”)

Description

- It is a joint programme of the INVAP Foundation and the Ministry of Production and Labour of Argentina to allow entrepreneurs that incorporate science and technology in their products to increase their trade and investment. INVAP is a company with more than 40 years of history that develops state-of-the-art technology in industrial and scientific research, thus creating “technological packages” with high added value, to meet domestic requirements or to export to global markets.
- The programme seeks to make available the experience of INVAP scientific and technological experts, and the tools of the Ministry of Production to promote and improve enterprises that use science and/or technology to positively impact society and to increase their trade and investment.
- Assistance is provided in three stages:
 - (1) Intensive work (Bariloche, 2 weeks): Entrepreneurs work on technical aspects with INVAP experts and on the business model with trainers of the Academy “Endeavor Argentina”- “Argentina Emprende”
 - (2) Co-creation and testing in the territory: Technicians and trainers continue working with entrepreneurs during 2 months, and a trip to the city of each entrepreneur is made to validate the project with potential users, customers and stakeholders.
 - (3) Closure: Entrepreneurs present their progress to incubators and impact investors.



Policy Effect

- In the first two editions of the programme (2017 and 2018), the work covered 30 entrepreneurs from 13 cities throughout the country. The average age of the participants was 32 years.
- The 2019 call is now open and will extend the work to at least 15 new entrepreneurs.

ARGENTINA -Policies (2)-

National Programme of Titling and Rooting (ProntAR)

Description

- It is a tool to reduce the precariousness in land occupation and tenure that affects a significant number of producers, thereby improving their productive capacity and their possibilities to increase trade and investment, as well as their further integration to global and domestic value chains.
- Provides assistance to recognize land ownership of family farmers.
- This assistance consists of carrying out surveys and other actions necessary to complete land tenure regularization.
- Access to land is central to a strategy of territorial development, reduction of rural poverty, and the creation of decent jobs, as well as for the promotion of practices for land use preservation and optimization and of policies to promote trade and investment and participation in international trade flows.



Policy Effect

- The Program promotes access to land by granting greater legal security, since it contributes to the regularization of land tenure, thus stimulating the rooting of the rural communities and fostering socio-economic development by promoting the activity of producers.
- Currently 193 titles of property have been delivered in the provinces of Mendoza, Misiones, Chaco and La Rioja.
- The delivery of 225 titles of property in the provinces of Misiones and Jujuy is currently in process.

ARGENTINA -Policies (3)-

National Programme to Reduce Food Loss and Waste

Description

- Its objective is to coordinate and implement public policies in order to understand the causes and the effects of food loss and waste (FLW), with a view to promote its reduction across all the value chain, including an assessment of the trade and investment aspects of the subject. It proposes to advance strategies with stakeholders of the public and private sector, academia and the civil society.
- Following an holistic approach, it is composed of three working areas:
 - (1) Governance, strategic alliance and regulation.
 - (2) Research, technology and knowledge.
 - (3) Communication and information: a campaign called "Let us give value to food" ("Valoremos Los Alimentos").



Policy Effect



Partnering with business to deliver development outcomes (DFAT)

Description

- The Business Partnerships Platform (BPP) is our flagship private sector engagement program for partnerships that deliver development outcomes as well as commercial returns for business.
- The BPP has established 23 partnerships with private sector organisations in 14 countries.
- For example, under the BPP, the Australian Department of Foreign Affairs and Trade (DFAT), MasterCard, the Vietnam Bank of Social Policies (VBSP), and the Asia Foundation are creating the first mobile banking platform for low income populations in Vietnam. 4.9 million clients (51 percent women) can now receive SMS notification services from VBSP.
- In another example, DFAT, Intrepid Travel and Australian Volunteers International are supporting 10 local businesses in Myanmar to develop their tourism products to take to market, with a focus on women, ethnic minorities and people with disabilities.

Factors for Success

- The Business Partnerships Platform was established in 2015 as the flagship private sector engagement program of the Australian Department of Foreign Affairs and Trade (DFAT). The BPP demonstrates DFAT's ability to partner with business to achieve outcomes that deliver both development impacts and commercial returns. Businesses applying do not have to be Australian.
- The BPP provides AUD100,000 - AUD500,000 matched grants, co-investing with private sector organisations and their partners, including not for profits, non-government organisations and academia. Partnerships must demonstrate that they will contribute to gender equality and women's economic empowerment.

National Strategy for Business and Impact Investing (ENIMPACTO)

Description

- The National Strategy for Business and Impact Investing aims to promote a favorable environment for the development of enterprises capable of generating market solutions to Brazilian social and environmental problems through the articulation of different governmental bodies as well as partners of society (business entities, foundations, nongovernmental organizations, the scientific and technological community).
- The National Strategy for Business and Impact investing is structured into five strategic axes, four vertical (1 to 4) and one transversal (5):
 - (1)Expansion of the capital offer for impact businesses;
 - (2)Increase in the number of impact businesses;
 - (3)Strengthening of intermediary organizations;
 - (4)Promotion of an institutional and normative environment favorable to investments and impact businesses;
 - and (5)Strengthening of data generation that provides greater visibility to investments and impact businesses.

Application Example

One of the initiatives within the scope of ENIMPACTO is the Inovativa of Socio-Environmental Impact, an innovative enterprise acceleration program that has the objective of generating social or environmental impact. It runs in parallel to InovAtiva Brasil, a broader startup acceleration program.

Policy Effect

- Participating impact enterprises have access to all training courses, individual mentoring, training and connection to the market events offered by InovAtiva Brasil, with an extra layer of content and mentoring focused on socio-environmental impact businesses, to guide entrepreneurs in aspects, challenges and benefits of operating in this segment;
- The first edition of the Socio-Environmental Impact Initiative was carried out in 2016, and by 2018, 60 impact startups were accelerated.

Geographical Indications supporting SMEs development

Description

- Sebrae's work with the Geographical Indications (GIs) projects aims to promote complementary actions to strengthen and structure Brazilian GIs, thus consolidating their importance as a strategy for the development and competitiveness of small businesses.
- This support includes the diagnosis of potential GIs, structuring and strengthening of registered GIs, in addition to holding seminars, fairs, publications, among others with the objective of promoting Brazilian GIs.
- Many are the tools used to empower the supply chains and raise the competitiveness of small businesses, such as information, qualification and promotion of access to technologies, innovation and markets. Clearly highlighted are the support to business service centers, cluster development and business linkages between large and small businesses in supply chains. It is also encouraged cooperation to empower small businesses and make them more competitive.
- Sebrae helps SMEs to seek means to value and flow off their products, through access to a more supportive and fair market, as a manner to raise the employment and income of the community, ensuring its sustainability.

Policy Effect

- Through collaboration with partners, Sebrae has contributed to advance in the legal framework of geographical indications in Brazil. Actually, 62 Geographical Indications are registered in Brazil, involving about 30,000 producers;
- The GIs supported by Sebrae have perceived price increase of the product, increase of the consumer market, improvement of product quality, increase of the flow of tourists in the region, among other benefits, which leads to an empowerment of producers and the maintenance of tradition and local know-how.

Low Carbon Agriculture Practice

Description

- Integration of Cropland, Livestock and Forestry (ICLF) is an initiative under the Low Carbon Agriculture Plan and is based upon the National Program on Climate Change, which sets the Sectoral Plans for Brazilian Mitigation and Adaptation to Climate Change, aiming at the consolidation of a low carbon economy in agriculture and other sectors of the economy.
- Strategies of this initiative of sustainable production include integrating agricultural, livestock and forestry activities carried out in the same area, through combined cropping, successive cropping or rotation cropping, and seek synergies between the different components of the agricultural ecosystem.
- National and international cooperation projects and the encouragement of favorable productive arrangements to ensure the reduction of greenhouse gas emissions, while at the same time raising the income of producers, above all by the spread of best practices. The program also provides for its own financing.

Policy Effect

- Practical Application: This initiative contributes to the recovery of degraded areas, maintenance and reconstitution of forest coverage, employment and income generation, adoption of best agricultural practices and improvement of social conditions, as well as international efforts to cope with and mitigate climate change.
- Success Factors: ICLF encompass four modalities of "integration" systems that can be adapted based on local needs : 1. cropland-husbandry; 2. husbandry-forestry; 3. cropland-forestry; and 4. cropland-husbandry-forestry. The Brazilian agricultural research agency Embrapa and its partners work intensively with research and technology transfer in ICLF. Currently, 33 research centers are conducting projects in this area and there are 192 Technological Reference Units involved with the program throughout Brazil. For each R\$ 1.00 invested in the project, another R\$ 8.00 are invested by rural producers, as proof of recognition of the benefits of the program to production, income and employment, as well as to rural sustainability.

Corporate Social Responsibility (CSR) Strategy for Canada's Extractive Sector Abroad

Description

- Launched in 2009, and updated in 2014, the [CSR Strategy](#) is part of Canada's efforts to help foster and promote sustainable economic development and responsible business practices in countries where Canadian extractive sector companies operate abroad.
- Under the Strategy, the Government of Canada endorses six internationally-recognized standards for responsible business conduct, including the UN Guiding Principles on Business and Human Rights, the OECD Guideline for Multinational Enterprises, the Voluntary Principles of Security and Human Rights, the IFC Performance Standards for Social and Environmental Sustainability, the OECD Due Diligence Guidance for Responsible Mineral Supply Chains, and the Global Reporting Framework.
- In 2018 Canada launched its world leading Canadian Ombudsperson for Responsible Enterprise (CORE), initially covering the resources, energy and garment industries. CORE's mandate is to review alleged human rights abuses arising from a Canadian company's operations abroad, to make and monitor recommendations including trade measures for companies that do not cooperate in good faith and report publicly.

Policy Effect

- Although focused on the extractive sector operating abroad, the expectations and endorsed standards apply to all sectors.
- The Strategy articulates the Government of Canada's expectation that Canadian companies operating abroad will promote Canadian values and operate abroad with the highest responsible business conduct standards, including respect for human rights.
- The Strategy has fostered alignment of Canadian industry-led standards, including [MAC TSM](#), [PDAC E3+](#), [Children's rights checklist](#) and [handbook](#) for the VPs.

CANADA -Policies (2)-

Integrating Gender Equality Into Trading Practices in East Africa

Description

- In East Africa, Canada has been supporting a \$12 million project to streamline customs procedures, with the goal of supporting women traders.
- The project has been working closely with women traders and customs officials.
- The project assists countries to improve gender sensitivity of their border management practices, and enhances the participation of women in trade.



Policy Effect

- Joint Border Committees provide a forum for women traders to strengthen their decision-making role at borders through a mechanism for the bilateral resolution of issues.
- The implementation of a cross-border charter details the rights and responsibilities of traders.
- Improved infrastructure at borders, such as upgraded sanitation facilities, adequate lighting, and a separate space for women traders to undergo a body search, make the border safe for all traders, especially women, who are vulnerable to harassment and sexual exploitation.
- Resource centres provide information on trading processes, rights and responsibilities for women traders.

Advancing Inclusive Trade in FTAs

Description

- Canada seeks to include more inclusive provisions in free trade agreements (FTAs) to ensure that the benefits and opportunities of trade and investment are more widely shared, including amongst under-represented groups in the economy such as women, Indigenous peoples, SMEs and disabled persons. These provisions are drafted in consultation with a variety of stakeholders.
- Canada's approach to addressing inclusive trade in FTAs is two-pronged:
 - (1) Mainstreaming gender-responsive and inclusive provisions throughout an FTA, including in chapters on: labour, services, investment, government procurement, temporary entry, and digital trade.
 - Eg: a provision in Canada's digital trade chapter reads: *promote digital trade accessibility for persons with disabilities and underrepresented groups, including Indigenous peoples, women and youth.*
 - (2) Target under-represented groups by including dedicated chapters on:
 - Trade and Gender
 - Trade and Indigenous Peoples
 - Small and Medium Enterprises (SMEs)



Policy Effect

- Alignment with government priorities, including vis-à-vis gender equality, the advancement and economic empowerment of Indigenous peoples, inclusive growth, Feminist Foreign Policy, Sustainable Development Goals, and more.
- More inclusive FTAs to help ensure that more people can participate in and benefit from trade and investment.

CHILE -Policies (1)-

Program that helps MSMEs “go digital” (Digitaliza tu pyme)

Description

- The government is convinced that proper conditions must be developed so that Chile can successfully insert itself in the Fourth Industrial Revolution and digitize the economy as a source of higher productivity and of better quality of life for all Chileans.
- That is why the Ministry of Economy, Development and Tourism, together with CORFO and SERCOTEC, leads the program Digitaliza tu Pyme (Digitalize your MSME) which provides tools for smaller companies from all over the country so they can increase sales, lower costs and improve their relationship with customers and suppliers by using digital technologies.
- This program is carried out through a public-private collaboration, with the goal of moving decisively towards the digitalization of the *MSMEs*. In this area, the vision the private sector can provide is fundamental to the successful implementation of public policies.



Policy Effect

- Digitaliza tu Pyme has three stages. First, it invites entrepreneurs to understand the benefits of digitalization; second, to learn about the different tools, contents and processes and, third, adopt the technologies and incorporate them effectively in their businesses. The program aims to accompany micro, small and medium entrepreneurs along the entire digital transformation oath.

CHILE -Policies (2)-

INTERNATIONALIZATION PROGRAM (GO GLOBAL)

Description

- There is a recognition that SMEs and the entrepreneurial activity must accelerate, escalate and internationalize in order to increase their competitive value as an instrument of economic policy.
- *Go Global* is a business soft-landing that seeks to support and accelerate entrepreneurs and companies that are expanding internationally or have export potential so that they can start operating in new markets, facilitating their installation and incorporation in them, reducing potential bureaucratic obstacles and connecting with multiple actors both in the public-private Corfo and ProChile networks .
- So far, the strategic outlook is considering expansion in the Peruvian, Colombian, Mexican and North American markets.

Policy Effect

- *Go Global* as a policy plans to use the strength of Prochile's 56 offices abroad, StartUp Chile and other networking and business teams within the ecosystems of entrepreneurs in the country in which the expanding companies or entrepreneurs wish to develop, so that they can properly and successfully internationalize.

EXPORT PROGRAM FOR WOMEN'S BUSINESSES (MUJEREXPORTA)

Description

- MUJEREXPORTA is a governmental program that aims to help women's businesses to join the export activity.
- The objective is to provide women entrepreneurs with the key tools that allow them to define their exporting strategy, and to acquire knowledge on the export process and market information relevant to their decisions. This, to allow the empowerment of women entrepreneurs in the international incursion of their goods or service.
- The initiative includes regional workshops, coaching programs, seminars and discussion tables, as well as the possibility of participating in promotional activities such as international fairs and business conferences, among others.

Policy Effect

- Enhance the participation of women in international trade,
- Provide tools to women who today have a business so they can make the leap into the world of exports.

Poverty Alleviation By E-Commerce(Ministry of Commerce)

Description

- MOFCOM has innovated targeted poverty alleviation measures, aimed at creating economic profits while protecting public welfare. For instance, MOFCOM helped China Siyuan Foundation For Poverty Alleviation and e-commerce enterprises set up the E-Commerce Poverty Alleviation Alliance (hereinafter referred to as the Alliance). The Alliance promotes brands of high-quality agricultural products from poverty-stricken areas and supports application of "Pollution-free Agricultural Products, Green Food, Organic Agricultural Products and Geographical Indicators of Agricultural Products" certificates(known as the "Three Products and One Indicator" certificate).

Application Example

- 64 enterprises in 50 poverty-stricken counties from 7 provinces and municipalities, such as Sichuan and Chongqing, have completed the application for certificates of "Three Products and One Indicator". Local commerce bureaus have helped to promote agricultural products with market potential through e-commerce. 29 e-commerce enterprises are helping nearly 500 enterprises in 350 poverty-stricken counties with online sales.
- Since December 2018, "Fair on Brand Promotion of Featured Agricultural Products in Poverty-Stricken Areas of China", "Fair on Brand Promotion of Featured Agricultural Products in China (Chongqing)" and "Fair on Brand Promotion of Featured Agricultural Products in Yanshou County of Harbin" have been held. A total of nearly 500 deals or intentions have been reached.

Policy Effect

- This project builds and expands sustainable management foundations to create a win-win environment between business and society.
- This project helps large corporations and SMEs coexist and cooperate, create jobs, and build fair market environment.

EUROPEAN UNION -Policies (1)-

Trade and sustainable development chapters in trade and investment agreements

Description

- All recently concluded EU trade and investment agreements contain provisions on Trade and Sustainable Development (TSD). TSD provisions contain inter alia:
 - (1) labour and environmental commitments
 - adherence to core international labour standards and Multilateral Environmental Agreements
 - promotion of high levels of environmental and labour protection
 - prevent of a 'race to the bottom' - not encourage trade or investment by reducing the levels of protection
 - specific provisions on CSR/RBC, sustainable management of forestry, fisheries and bio-diversity;
 - (2) specific institutional mechanisms with involvement of civil society
 - (3) dedicated dispute settlement mechanism.

Application Example

Chapter 16 on Trade and Sustainable Development in EU-Japan Economic Partnership Agreement

Policy Effect

- TSD chapters ensure policy coherence between trade and other policy areas (climate, labour, fisheries, etc.) and provide a useful platform to discuss trade-related labour/environment matters.

EUROPEAN UNION -Policies (2)-

EU Trade Helpdesk

Description

- The EU Trade Helpdesk is a one-stop-shop to access the world's biggest single market. Free of charge and accessible via the Internet (http://exporthelp.europa.eu/index_es.html), it helps exporters in the EU's trade partner countries with the information needed to:
 - Make the most of the trade agreements concluded by the EU
 - Bring their products onto the EU market.
- For each specific product (according to tariff nomenclature), it provides useful and practical information regarding:
 - The applicable legal and commercial requirements and internal taxes
 - Import duties (including, when appropriate, quotas, import licences and trade defence measures)
 - Preferential regimes (with information on the necessary documentation and applicable rules of origin)
 - Trade statistics
- Available in several languages (English, French, Spanish and Portuguese), it also includes links to trade authorities, international trade bodies, as well as a contact zone for direct consultations



Policy Effect

- The Helpdesk provides full transparency of requirements applicable to import into the EU market.
- It also facilitates the implementation of trade agreements.

EUROPEAN UNION -Policies (3)-

Support for Emission Trading Systems (ETS) in third countries

Description

- The European Commission is a founding member of the International Carbon Action Partnership (ICAP), which brings together countries and regions with mandatory cap-and-trade systems. The Commission also supports the development of domestic carbon markets through the Partnership for Market Readiness (PMR). In addition, the EU ETS legislation provides for the possibility to link the EU ETS with other compatible emissions trading systems in the world at national or regional level.

Application Examples

- In 2014-2017, the European Commission in close cooperation with China carried out a 3-year project to support the design and the implementation of emissions trading in China. A new project for 2017-2020 titled "Platform for Policy Dialogue and Cooperation between EU and China on Emissions Trading" is now being implemented.
- The European Commission supports Korea through a technical assistance project focused on building the necessary capacity to implement the Korean emissions trading system (KETS), launched in 2015.
- The EU and Switzerland have signed an agreement to link their systems

Policy Effect

- The support for ETS in third countries contributes to address the global challenge of fighting climate change and promotes green growth internationally.

Programme FIMIP – Trade assistance to LDCs delegations at the WTO

Description

The WTO French and Irish Mission Internship Programme (FIMIP) was developed for the benefit of Geneva-based missions. Over a ten-month period, the candidates work in their WTO mission in Geneva, and can represent their country in the various bodies of the WTO. This programme is available primarily to missions of LDCs and small and vulnerable economies.



Policy Effect

- Capacity building: the trainees from the FIMIP programme were invited in Paris on the 17th and 18th of September 2018 to participate in a seminar on trade policy at the French Treasury (Direction Générale du Trésor). Presentation consisted in trade facilitation, investments, SPS measures... They met with actors from the private sector (Fédération des exportateurs de vins for instance). This training session allowed them to better understand how France contributes in the definition of EU trade policy.

Initiatives on sustainable development as part of trade agreements

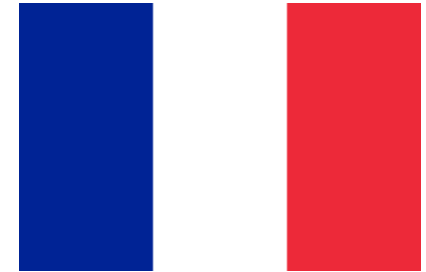
Description

In 2017, the French government commissioned a **report by independent experts** on the environmental, agricultural and sanitary aspects of the EU-Canada Comprehensive Economic and Trade Agreement (CETA).

The initiative created more transparency vis-à-vis stakeholders and contributed to further thinking and policy proposals on sustainable development challenges, in particular to the commitments taken in the Paris Agreement on climate change.

In October 2017, the French government adopted an **action plan** to follow-up on this issue. The action plan includes in particular :

- measures to closely monitor the **implementation of trade agreements**;
- Proposals of **bilateral and multilateral initiatives** to make further progress on climate issues:
- *France and Canada signed a partnership in April 2018 to increase their efforts against climate change;*
- Proposals to **give greater consideration in trade agreements to social and sustainable development.**



Policy Effect

- Improve the assessment of and adapt trade policies in light of the commitments in the field of sustainable development, in particular in the Paris Agreement against climate change.

Bilateral Energy Partnerships for a Global Energy Transition

Description

Germany has engaged in a deeper exchange on the energy transition with around 20 countries (incl. G20 the member states AUS, BRA, CHN, IND, JPN, MEX, RSA, KOR and TUR) in so called bilateral energy partnerships (EP) and energy dialogues. The common objective is to keep accelerating the global energy transition and to make it more economically viable and socially attractive for all, benefitting from Germany's experience in the transformation of its energy system and the experiences of its partner countries. The EP:

- Support the development of better framework conditions for investments in clean and sustainable energy systems and contribute to the implementation of the Paris climate accord and the SDGs.
- Increase the share of renewable energies and promote energy efficiency in the partner countries.
- Help address challenges for the private sector in developing viable business models for clean energy solutions through offering business to government exchange.
- Include science and civil society stakeholders to play an active role in shaping the energy transition in their countries, especially focusing on the socio-economic aspects of the energy transition.

Policy Effects

- EP Brazil: Promotion of energy efficiency in industry and EE auction program
- EP India: National action plan on cooling; Flexibility in coal-fired power plants
- EP Mexico: Reduction of inefficient fossil fuel subsidies (IFFS); Mexican EITI office
- EP Morocco: Increased renewable energy share in national RE plan; PV Quality certification
- EP South Africa: Enhanced attention on hydrogen in transport (public sector)
- EP Tunisia: Alliance on promotion of renewable energies (various stakeholders)

Global initiative to promote digital skills for women and girls

Description

- During its G20 presidency 2017, Germany launched the initiative #eSkills4Girls to overcome the gender digital divide and to promote the participation of women and girls in the digital economy.
 - Since 2015, Germany is supporting Africa Code Week, which was initiated by SAP. Africa Code Week is a continent-wide digital literacy initiative reaching out to hundreds of schools, teachers, governments, businesses and non-profits. For the 2018 edition, Germany supported 20 coding workshops in 15 African countries with a curriculum specifically designed for the 14.000 participating girls and young women.
 - Germany also leads the EQUALS Skills Coalition in cooperation with UNESCO. It aims at ensuring that digital skills are taught to all children and girls in particular. The EQUALS Digital Skills Fund supports grassroots initiatives in scaling their digital skills trainings. In the first call, 10 initiatives from Africa, Latin America and Asia received support.
- **Application Example:** In Rwanda, Germany is supporting a programming academy specifically for women in East Africa, called "We Code". Women acquire outstanding programming and life skills in 8-12 week trainings and are matched with future employers.

Policy Effect

- #eSkills4Girls initiative supports inclusive and equitable quality education by providing digital skills and therefore contributes to SDG 4.
- Enforcing gender equality and women's rights are key factors for a human rights-based, socially equitable and sustainable development and contribute to SDG 5.

AADHAAR Scheme

Description

- AADHAAR is a 12 digit Number issued by the Unique Identification Authority of India (UIDAI).
- Contains demographic information (i.e. Name, Date of Birth, Age, and Gender) and biographic information (i.e. Ten Fingerprints, Two Irish Scans and Facial Photograph of an Individual)
- AADHAAR linking has played crucial role in achieving the goal of sustainable development, social and financial inclusion, public sector delivery reforms.
- Provides universal identity to every resident
- Encourages and facilitates digital financial transactions



Application Example

- Under Pradhan Mantri Ujjwala Yojana, women with BPL (below poverty line) criteria get subsidies on domestic gas connections once linked to AADHAAR.

Policy Effect

- Direct Benefit Transfer (DBT)/ effectiveness of welfare schemes through the AADHAR Scheme
- Enhanced digital financial transactions.

Make in India

Description:

- Hon'ble Prime Minister launched the initiative on September 25, 2014
- It introduced policy measures like promotion of FDI, implementation of IPR & developing the manufacturing sector.
- Covers 25 sectors ranging from automobile, IT & Business Process Management (BPM)
- Facilitates job creation, foster innovation, enhance skill development, etc
- '*Zero defect zero effect*' outlines no adverse effects of manufacturing on the environment

Application Example

- Companies have setup manufacturing hubs



Policy Effect

- Increased collaboration in R&D /manufacturing with Japan, France, etc
- fostered innovation, enhanced skill development and transformed India into a manufacturers hub.

National Urban Livelihoods Mission (NULM)/ Deen Dayal Antyodaya Yojana (DAY)

Description

- By the Ministry of Housing and Urban Poverty Alleviation (HUPA).
- Training of urban poor through City Livelihood Centers
- Support for formation of Self-Help Groups (SHG) for training and hand holding
- Interest subsidy of 5% - 7% for setting up individual micro-enterprises
- Funding of shelters for urban homeless
- Development of markets and skill promotion of vendors through infrastructure and special projects for rag pickers and differently abled

Scheme extends the coverage to 4041 statutory cities and towns

Application Example

- Companies have setup manufacturing hubs



Policy Effect

- Partnerships with industry and other stakeholders
- Community self-reliance, self-dependence, self-help and mutual-help
- Uplifted urban poor by enhancing sustainable livelihood opportunities through skill development

The initiative for “The Guide for SDG Business Management” (METI)

Description

- Government established the study group* to analyze the way companies can integrate SDGs into business management while maintaining or raising economic efficiency in order to increase corporate value, by introducing ESG investment (SDG Business Management (SBM)).
 - * The study group consists of various high-level key figures such as CEOs of big/venture companies, CIOs of institutional investors, and leaders of academia. International authorities such as UNDP Administrator Steiner and WBCSD President Bakker also joined the discussion.
- The forum wrapped up “The Guide for SDG Business Management” which includes the secrets of success of SBM, the viewpoints of investors’ evaluation.
 - Millennials tend to place importance on solving social problems. Sending the message is the key for obtaining new clients, investments, and HRs.
 - Solving social problems provide viewpoints for engaging overlooked markets. Innovation and collaboration are important for obtaining new markets.
 - SBM is based on long-term viewpoints. The number of investors who evaluate SBM appropriately should increase.
 - SDGs are suitable for evaluating opportunities, whereas ESG is good for reducing risks.
 - Academia, as the foundation of knowledge, can make great contributions to SBM which is based on the innovation of society.



The Guide for SDG Business Management



UNDP Administrator Steiner and METI Minister Seko

Policy Effect

- Through the global spread of Guide, companies will find and grasp the business opportunities in solving social problems and sustainable and inclusive businesses will be promoted.
- Cross-border trade and investment will be accelerated through attracting international finance.

Support for Japanese MSMEs: The Mirasapo Portal (SME Agency, METI)

Description

- “Mirasapo” (Support for future) is a comprehensive portal site where Micro, Small and Medium Enterprises (MSMEs) can obtain the latest information about the support measures of government or public organizations, seek advice from experts in the field including experienced directors, and exchange information with other MSMEs.
- Function of “Mirasapo” is as follows:
 - (1) Support measures and provision of information including business matching system such as “TTPP” (JETRO) or “J-GoodTech” (SME SUPPORT JAPAN),
 - (2) Expert Counseling and
 - (3) Formation of a Community.



Policy Effect

- Possibility of strong small and medium-sized enterprises meeting SDGs may increase by increasing international business transactions.

Managing and Supporting Business Startup Activities by Foreign Entrepreneurs (Fukuoka City)

Description

- This system will allow foreign entrepreneurs who aim to launch businesses in Japan to stay in Japan for up to one year for the purpose of making necessary preparations and launching the business while enjoying support measures provided by municipalities.
- Under this system, municipalities that intend to support the business startup activities of foreign entrepreneurs are required to formulate an action plan called a “Plan for Managing and Supporting Business Startup Activities by Foreign Entrepreneurs” and to receive approval for the plan from the METI Minister. METI hereby approved an action plan submitted by Fukuoka City as the first case under the system.
- Background of this policy: In accordance with “the Future Investment Strategy 2018”, approved by the Cabinet on June 15, 2018, METI and the Ministry of Justice jointly inaugurated the system on December 28, 2018, aiming to enhance the international competitiveness of Japanese industries and establish international bases of economic activities in Japan.

Application Example (*under the previous scheme)

- Dr. Lee in Singapore established an office which develops and sells equipment to improve the quality of sleep by utilizing this program.

Policy Effect

- Possibility of innovative solutions to meet SDGs may increase by facilitating the use of technologies and ideas brought by foreign entrepreneurs.

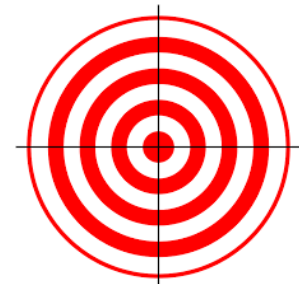
New Model for Economic Promotion (Ministry of the Economy)

Description

- Mexico's new administration has decided to change its strategy for Economic Promotion.
- Instead of having a centralized organization dedicated to chase foreign direct investments (FDI) with a shotgun, we will have a Unit devoted to use economic intelligence and big data to focalize interventions to attract specific investments that the country needs using sniper shots.
- In collaboration with the Ministry of Foreign Affairs, the private sector and local governments, the new strategy involves coordination, facilitation and intelligence.
- The advantage of this new strategy is that it allows to focus State's resources on quality FDI, to achieve development with innovation, diversification and inclusion.
- The FDI that completes Global Value Chains is the one that will be actively attracted.
- The same approach will be used for promoting Mexican exports around the world.
- It is worth saying that every business opportunity and every investment is welcome.

Policy Effect

- This will make it easier for Mexico's industry to diversify into new products and attend new markets.
- It will also contribute to the regional development goals set by the administration.
- It will increase the participation of Mexican SMEs in Global Value Chains and international trade.
- The Mexican content in export products is also more likely to increase.
- New technology and innovation will also come with quality FDI.



MEXICO -Policies (2)-

Data México (Ministry of the Economy)

Description

- In collaboration with Datawheel and the Mexicans and Americans Thinking Together Foundation (MATT), the Mexican Ministry of the Economy will enable a digital platform to open every data that the Ministry and others recollect for public use. This effort will be the cornerstone activity in terms of economic intelligence for the new economic promotion strategy.
- In order to do that, there is an ongoing process of database recollection and homologation.
- If this project proves successful, the rest of the Mexican government could include its data in that unique platform of free access.



Policy Effect

- This will provide useful information regarding government's work in order to take better evidence-based policy decisions.
- Academic investigations can also be benefited from this project.

-NL WORKS-**Description**

- The NL government (MFA) and private sector have pooled resources in a joint initiative, NL Works. This public-private institution offers business development and consortium-building to Dutch companies in support of promising multi-actor private initiatives that contribute to the SDGs abroad.
- Eligibility criteria for business projects are SDG-relevance, strong commitment from the companies involved, adherence to the OECD Guidelines for Multinational Enterprises.
- NL Works helps to set-up a solid business-case by mixing public & private strengths, networks and means, and defining a multi-annual action program aimed to generate societal and economic long-term impact for both local communities and Dutch business.
- By integrating knowledge and training components in the programs, local partners are supported in their strive to raise local SDG standards.

Application Example

With the support of NL Works, a Dutch consortium contributes to investment projects to build up waste and waste water treatment in the Hindon Basin in India.

Policy effects

- One of the obstacles to increasing private investment in de SDGs is the lack of reliable business proposals that are structured in a way that they might attract private and/or public investment.
- NL Works helps to tackle coordination-problems and offers support in the early phases of project development (such as consortium building).
- With this policy, the NL government aims to help increase private investment in much-needed concrete projects for the SDGs.

NETHERLANDS -Policies (2)-

RBC Agreement for Sustainable Garment and Textile sector (AGT)

Description

- The AGT is a multistakeholder initiative for Responsible Business Conduct in the garment and textile sector. Business, government and NGOS and trade-unions collaborate in a 5-year agreement (2016 – 2021) to tackle social and environmental risks in the textile supply chain.
- Close to 100% of Dutch textile brands participate in the AGT.
- Companies have to map their supply chain. The AGT has publicized a list of all production locations of Dutch brands.
- Dutch companies have to share their annual due diligenc progress reports with the secretariat. Progress is being measured.
- Government and business are funding the professional and independent secretariat.
- Parties collaborate to bring change in production countries, for example by linking with local trade unions, promoting social dialogue in factories, reaching out to governments and engaging in cleaner production projects.
- The AGT is collaborating closely with the German Textile Partnership, and promotes upscaling to European level.

Policy effects

- Due diligence in line with the OECD guidelines should lead to responsible buying practices (SDG 12) and fair pricing.
- The aim is to positively impact working conditions (SDG 8), prevent pollution (SDG 6) and promote animal welfare in production countries.

NETHERLANDS -Policies (3)-

Amsterdam Declarations Partnership (ADP)

Description

- The ADP is a cooperation between the governments of Denmark, France, Germany, Italy, the Netherlands, Norway and the UK – signatories to the Amsterdam Declarations:
 - (1) on sustainable palmoil
 - (2) on deforestation free supply chains
- The declarations support private sector initiatives towards the New York Declaration on Forests and the ESPO private sector commitment for a fully sustainable palm oil supply chain by 2020.
- The ADP cooperates with the private sector and producer country actors and their initiatives.
- The ADP adds specific focus on more synergy between sustainable production and market uptake of sustainable commodities in our countries.

Policy effects

- ADP country governments join efforts to influence key processes– changes they would like to see happen – to enhance market uptake of sustainable commodities in our countries complementary to supporting production side measures in countries of origin.
- The overall ambition is to achieve deforestation-free, sustainable commodities by 2020.

REPUBLIC of Korea -Policies (1)-

Corporate Social Responsibility (CSR) Promotion Project

Description

- More corporations are aware that non-financial factors such as social and environmental factors should be considered as well as financial factors in order to manage business in a sustainable manner.
- The project builds foundations for sustainable management, trains professionals and promotes business to support companies to voluntarily work towards sustainable development.
 - (1) (Build foundations for sustainable management) Evaluate sustainable management and achievement by company type, size, and level, promote sustainable management culture through discovering and awarding best practices, and provide global trend reports and guidebooks through sustainable management information platforms
 - (2) (Train professionals) Develop sustainable management educations programs and textbooks, visit companies to provide training, and promote via media, advertisements and the Internet
 - (3) (Promote sustainable management) Hold conferences, CSR film festivals, and CSR thesis competitions in which the general public and businesspersons can participate

Policy Effect

- This project builds and expands sustainable management foundations to create a win-win environment between business and society.
- This project helps large corporations and SMEs coexist and cooperate, create jobs, and build fair market environment.

Global CSR (Corporate Social Responsibility) Project (KOTRA)

Description

- The Korea Trade-Investment Promotion Agency (KOTRA) contributes to resolving social issues by supporting corporate CSR activities through global CSR projects, and works to improve business image and build networks with related agencies to secure export channels.
- SMEs, large companies that can build partnerships with SMEs, public entities and research agencies that are interested in global CSR activities participated in the project.
- Classified into four business categories
 - (1) Encourage Korean companies to donate their goods and services to the local community, and allow potential buyers or consumers to experience the goods and services
 - (2) Share their technology and experience with emerging economies, and discover local markets to enter into by building networks with buyers and consumers
 - (3) Create sustainable business models in the local community in connection with Korean companies and win-win values by supporting higher income and local economy
 - (4) Share Korea's test certification, production, public service management experiences and equipment with emerging countries to inform other countries of our industry standards and compliance systems

Policy Effect

- This project resolves local social issues and train human resources to achieve win-win development through cooperation between Korean companies and local governments.
- This project builds collaborative business ecosystems, secures export channels to help Korea enter into the overseas market, and enhances corporate and national brand image.

REPUBLIC of Korea -Policies (3)-

Enhancement of Export Capacity of Women Entrepreneurs

Description

- Support overseas marketing of businesses owned by women who hope to enter into the overseas market
- Support domestic businesses to advance into export businesses by providing services involving 1:1 consulting with trade experts, information on overseas markets and buyers, promotion material in foreign languages, overseas marketing, and opening overseas markets
- Support participation in overseas exhibitions by providing fees to install booths and equipment and receive interpretation services
- Education and training on trade practices including basic training on trade practice and training for entering into new high-potential overseas markets

Policy Effect

- This project enhances export capacity of women entrepreneurs to build a foundation for advancing businesses into export companies and global enterprises.
- This project provides step-by-step and customized support to improve efficiency and exports of companies.

Business Climate Transformation

Description

- «Business Climate Transformation» (BCT) is a practical mechanism of rapid response of the federal authorities to business community demands for **elimination of regulatory constraints**.
- BCT is a comprehensive roadmap consisting of sections on **12 key components of business climate** that will be updated every six months.
- BCT is aimed at elimination of existing regulatory constraints while conducting business, including excessive, out-of-date and discording requirements contained in Federal regulatory framework.
- By **improving business climate in Russia** BCT is facilitating the development of healthy competition and investment-inflow into the country.

Application Example

BCT covers such areas as construction, utility systems, property and cadastral registration, customs, export, SMEs, corporate governance, human capital, business registration, tax administration, inspections.



Policy Effect

BCT provides for the elimination of excessive regulatory constraints.

BCT also enables easier and more efficient business conduct by reducing procedural requirements.

RUSSIAN FEDERATION -Policies (2)-

National project “Small and Medium Enterprises and Support of Individual Entrepreneur Initiative”

Description

National project is aimed at promoting:

- Innovative development and high rate of technological renovation
- Social development, high employment rate and high life quality
- Healthy competition
- Sectoral development
- Higher entrepreneurial activity

The National project is focused on creating a **stable and competitive economy** also by ensuring that Russian SMEs are more internationally competitive and investment-attractive, as well as facilitating their effective integration into the global value chains.

The following are the major aims of the National project:

- Increase of people employed from 19,2 mln to 25 mln in 2024
- Increase of SME export ratio in total non-resource export from 8,6% to 10% in 2024
- Increase of SME rate in GDP from 22,3% to 32,5% in 2024

Policy Effect

As part of the implementation of the National project a wide-range of instruments was established, including:

- “one stop-shop” service,
- improved access to finance for entrepreneurs wishing to start or expand business, and
- legislative regulation of «social entrepreneurship».

RUSSIAN FEDERATION -Policies (3)-

“One-stop shop” service for SMEs

Description

“One-stop shop” service for SMEs incorporates **comfortable** and **client-oriented infrastructure** and facilitates **easy access for all**.



MINISTRY OF ECONOMIC DEVELOPMENT
OF THE RUSSIAN FEDERATION

“One-stop shop” provides the following services:

- Both paid and free services
- Consultancy support
- Both financial and non-financial services
- Provision of related services
- Call-center support



RUSSIAN
EXPORT CENTER

EXIAR

EXIMBANK OF RUSSIA



RSMB
Corporation

“One-stop shop” is aimed at facilitating SMEs establishment, making them more internationally competitive and investment attractive, and in the end helping SMEs integration into the global value chains.

Policy Effect

“One-stop shop” service for SMEs provides for the creation of **a unique platform in each region** where an SME-entrepreneur could obtain any service necessary for starting or leading business all in one place.



Running Business



Promoting Business



Protecting Business

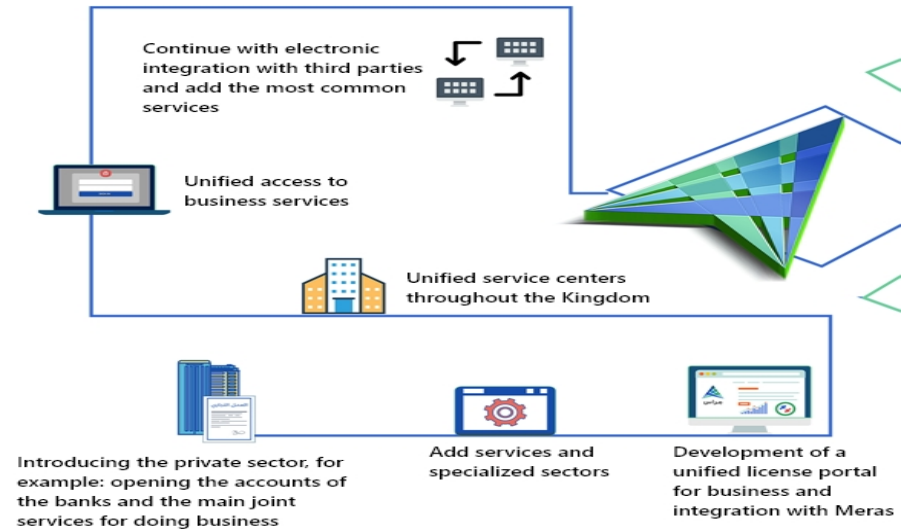


Financial Services

Company registration & Licensing platform “Meras Program”

Description

- Meras is a government program, which provides all government and private sector services needed to start a business in one day through online and physical One-Stop-Shop centers.
- This will contribute to the ease of doing business in Saudi Arabia, especially starting business indicator, reducing the cost and time for investors as well, this will impact the number of new companies established due to simplifying and minimizing the process and will have a positive impact on job creation in KSA.
- The platform currently offers the following e-Services: issuing commercial registration, membership certificate with the chamber of commerce, opening a tax file with General Authority for Zakat and Tax, open a file with the General Organization for Social Insurance, and many other services.
- <https://meras.gov.sa/en/?landing=1>



Policy Effect

- Possibility of enhancing innovative solutions to meet the Kingdom's Vision 2030 goals, increasing Saudi Arabia's FDI and development by increasing international business transactions in various sectors.

SME Support Center

Description

- A unified center that provides diverse support programs (advisory, training, mentorship and business support services) in cooperation with the public and private sectors to develop and enable entrepreneurs and MSMEs to build a competitive economic ecosystem that ensures the sustainability and prosperity of the MSMEs.
- In October 24, 2018, Monsha'at launched the SMEs Support Center in Riyadh in which the number of beneficiaries have reached 3,545.
- The objective is to launch 5 unified centers across the kingdom.
- The mentorship program of the SME Support Center aims to raise the culture of entrepreneurship in the community and provide advisory and guidance services to entrepreneurs, and MSMEs owners through integrated and specialized activities.
- The training programs aim to develop and build administrative and professional capabilities for owners and employees of MSMEs and entrepreneurs in line with the market needs.
- The advisory program offers daily sessions with specialized consultants with business experience to provide advice and respond to queries from entrepreneurs and small and medium enterprises in their field.

Policy Effect

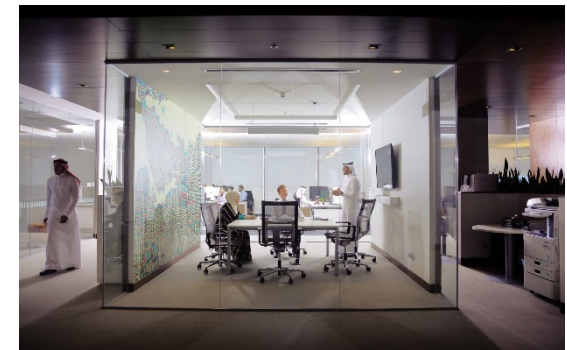
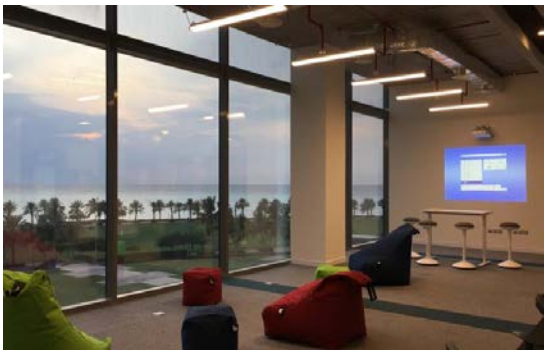
- The unified support centers has a trade effect dimension, as it aims to achieve: (1) MSMEs products meets the international requirements, (2) facilitate their access to international markets and (3) integrate them to the GVCs.
- Customized and integrated support packages that aims to assist MSMEs and entrepreneurs to identify markets, landscape challenges and propose resolution methods.



Entrepreneurial Hubs

Description

- Aims to adopt and provide businesses co-working space for startups enterprises and facilitate the foster of creative ideas.
- In September 24, 2018, Monsha'at launched the Entrepreneurial Hubs in King Abdullah Economic City.
- Comprehensive end-to-end service provider across the entrepreneur's journey and Contagious community of entrepreneurs with a wide network.
- Co-location of VCs, companies, universities and other entrepreneurial ecosystem stakeholders and Visible destination that increases entrepreneurial awareness.



Policy Effect

- The Entrepreneurial Hubs has trade and investment effects dimensions as the hub assist in the startup phase aiming to lower cost, save time, efforts, provide the essential logistic support and attract foreign investments.
- Demand attraction, Community building and service comprehensiveness and excellence.

SINGAPORE -Policies (1)-

SkillsFuture

Description

- A national movement to provide Singaporeans with opportunities to develop their fullest potential throughout their lives, regardless of their starting points. It involves multiple stakeholders, including individuals, businesses, employers, industry and training providers.
 - Young Singaporeans – **Enhanced Internships** provides students with industry exposure and allows them to deepen and apply their technical and soft skills.
 - Adult learners – the **SkillsFuture Series** allows adult learners to either gain a basic understanding or deepen their skills in emerging areas through industry relevant training programmes with various proficiency levels.
 - Employers and industry – **SkillsFuture Training Subsidy** linked with the Productivity Solutions Grant for enterprises, supporting employer-led training.
- **Skills Frameworks** were developed to provide up-to-date, sector-specific information, career pathways, occupations, job roles, existing and emerging skills, as well as relevant education and training programmes.

SKILLSfuture SG

Policy Effect

- SkillsFuture helps individuals make well-informed education and career choices, and enables the development of an integrated system of high quality training that responds to evolving industry needs.
- It also promotes employer recognition and career development based on skills and mastery and fosters a culture that supports lifelong learning.

SINGAPORE -Policies (2)-

Centres of Innovation

Description

- MSMEs seeking to embark on new research and development initiative can tap on the Centres of Innovation (COIs) in Singapore to find new partners in order to translate ideas into practical business solutions or innovations.
- The COIs serve to bridge the information gap between MSMEs and sector experts from academia and research institutions. MSMEs are able to translate novel ideas into business products, while experts can find practical and market-driven applications for their research.
- There are currently eight COIs that span across a diversity of industries, including environment and water technology, food innovation, material science, and electronics.

Application Example

- A company found a partner through the COI to co-develop a water-filtration system in air conditioners to make recycled water drinkable and make air conditioners hose-less.

Policy Effect

- MSMEs can find new opportunities to participate in research and development to create products that will be useful for their customers.
- Innovation allows MSMEs to move up the value chain and potentially participate in international trade.

Promotion of trade and investment projects aimed at low-income segments of population (ICEX Impact +)

Description

- ICEX Impact + helps Spanish companies to diversify the target markets of their commercial and investment activities, addressing new markets that meet the needs of relatively low-income segments of the population in emerging countries.
- Spanish companies are provided with training and information tools to approach low-income segments of emerging markets, such as:
 - Accompanying companies during a week of prospecting in these markets
 - Workshops on how to handle such markets and the design of sustainable and inclusive business models
 - Self-diagnosis tool to evaluate the company's potential to serve these markets



Application Example

- In 2019, the program has identified business opportunities for interested Spanish companies in Bolivia, Morocco, Ecuador and Peru, such as investing in superfoods or incorporating technology in isolated regions. The program offers specialist advice during the process of starting up the business, helps establish contacts with local organizations, offers advice on the business model that makes the opportunities economically viable, socially inclusive and environmentally sustainable and, finally, offers personalized advisory services during the subsequent business start-up process in the country.

Policy Effect

- ICEX Impact + makes it possible to develop innovative commercial and investment projects that provide a response to the challenges of sustainable development and social inclusion.
- Achievement of the SDGs with the private sector as a fundamental actor.

Tourism 2.0 Result Oriented Programme (Eastern Blacksea Development Agency-DOKA)

Description

- This policy's aim is to support public and private sectors with a view to developing tourism sector infrastructure through innovative and sustainable approaches.

Application Example

- With this program, DOKA as public authority encouraged the tourism stakeholders in three ways;
 - Funding good tourism project to make them to be realized and socio-economically beneficial,
 - Planning, designing and projecting new sustainable destinations and providing public and private investment for them
 - Strategically leading and accompanying the hotels and travel agencies to make promotion and B2B in the target markets via participating exhibitions, roadshows, B2B workshops with DOKA organization.

Policy Effect

- Quality in tourism products and services increased. In city centers, number of luxury accommodation, food and beverage services increased; in rural areas, urbaners and less-income people find the opportunity to enter the tourism sector.
- Number of tourists from target markets increased 60 times and amount of tourism income in the region 70 times more.
- Number of entrepreneurs in tourism facilities increased 3 times in 9 years.

Thrace Foreign Trade Intelligence Information Center (DTİM) (Thrace Development Agency)

Description

- This center has been established as a regional platform to provide technical assistance to companies in finding the countries and customers they can export their products to.
- There are five key services namely, *Target Market Research*, *Target Customer Research*, *Consultancy Service*, *Competitive Import Service*, *Tender Inquiry Service* offered by the center. All services are available at www.trakyadisticaret.org and result reports of all services are available at this website, as well.

Application Example

- Eren Textile, Salkim Wood Products, Mutafoglu Food Products, Astro Glass, and Arcadia Vineyards are the companies located in the region which have significantly developed their exportation capacity with the system.

Policy Effect

- Possibility of innovative and result ended solutions to meet the SDGs (sustainable development goals) by providing foreign trade intelligence information to not only big companies but also to SMEs operating in the region may result in an increase in international trade, global connection and integration.

Thrace Wine Route (Thrace Development Agency)

Description

- Thrace Wine Route is the first eno-tourism destination development project in Turkey which was funded by Thrace Development Agency in order to promote this niche tourism type in the region and accelerate regional economic development. With the project, it has been aimed to both increase the number of domestic-foreign tourists and to develop eno-tourism in the region. The project is still on the field and benefitting the producers and local tourism authorities like hotels, car rentals, tourism agencies etc.

Application Example

- Arcadia, VinoDeSera, Saranta and Barbare and Chatau Nuzun Winerys carried out small-medium sized investments like accommodation facilities and restaurants after the project.
- All the members have benefited from increasing numbers of visitors, tours and revenues with the project.
- Tour agencies added Thrace Wine Route in their programs.

Policy Effect

- For last 5 years, the project has been successful and made the destination a national brand, bringing more visitors and increasing small scale investments on the industry. The project has a positive effect upon fostering economic and social growth by considering conservation and utilization equilibrium, and thus sustainable tourism.

UNITED KINGDOM -Policies (1)-

Economic Development – linking trade, finance, investment and tax to end global poverty.

Description

- The UK's **Economic Development Strategy**, published in 2017, sets out the UK's commitment to drive economic transformation by partnering with developing countries to transform their economies and the private sector, to create jobs by building opportunities for women, delivering goods and services, reforming tax and public finance systems, and promoting reform in the global trading system.
- The **UK is shaping the international financial system** by working with banks, investors, regulators and developing countries to promote responsible lending, drive out illicit flows, tackle corruption, lower the costs of remittances and deepen capital markets. Thus helping countries raise taxes, manage public expenditure and run their economies sustainably.
- Helping developing countries trade more is at the heart of the UK's approach to economic development. **Trade encourages economic transformation** that creates jobs and enables the poorest to lift themselves out of poverty.

Policy Effect

- The number of people living in extreme poverty around the world has fallen by around one billion since 1990. The growing participation of developing countries in international trade is an important part of this achievement.

UNITED KINGDOM -Policies (2)-

Women's Economic Empowerment Policy – the pathway to gender equality and poverty reduction

Description

- The UK's priorities on **Women's Economic Empowerment** include:
 - (1) Work - Securing access to and choice over jobs in high-growth sectors with improving working conditions
 - (2) Assets - increasing opportunities for women and girls to access and control economic assets, and financial and digital services.
 - (3) Addressing gender specific barriers - tackling discriminatory laws and norms that prevent women from working and doing business.
- As a signatory to the **WTO Joint Declaration on Trade and Women's Economic Empowerment**, the UK is further committed to developing a robust evidence-base, addressing the barriers limiting opportunities for women to trade and sharing best practice.

Application Example

- The SheTrades Commonwealth programme aims to enhance the competitiveness of women entrepreneurs in four Commonwealth countries, connecting them to international markets and investment opportunities.

Policy Effect

- SheTrades Commonwealth supports policy change globally, through delivering an innovative online tool called **SheTrades Outlook** which helps governments access the data needed to implement gender-responsive trade policies.

Trade Facilitation Policy – achieving inclusiveness within global trade architecture

Description

- Facilitating trade is an important element of the UK's Economic Development strategy. The UK is committed to delivering improved support to developing countries, helping them break down the barriers to trade, supporting critical trade infrastructure like ports and roads, and building trade skills in those countries, so that they can take better advantage of trading opportunities.

Application Example

- **Trade Mark East Africa (TMEA)** is the largest aid for trade facility globally and works closely with governments, private sector and civil society to reduce barriers to and costs of trade in East Africa.
- TMEA works to increase trade, growth and poverty reduction through greater regional integration. Its support to ports, corridors and border crossings has driven improvement in procedures and reductions in waiting time.

Policy Effect

Between 2011-2017, with a total budget of \$600 million, TMEA has achieved:

- A 16% reduction in transit time along the two corridors in East Africa;
- creation of websites for government agencies ("single windows") which allow traders to submit all transaction documents at one time.

For example, Tanzania food import/export permits used to take 48 hours, and now take only 2 hours.



End