GLOBAL CAD

INCLUSIVE BUSINESS & PRIVATE SECTOR DEVELOPMENT

Drivers for a more inclusive Economic Development

Photo: unsplash.com

GLOBALCAD SERVICES

GLOBAL
CAD

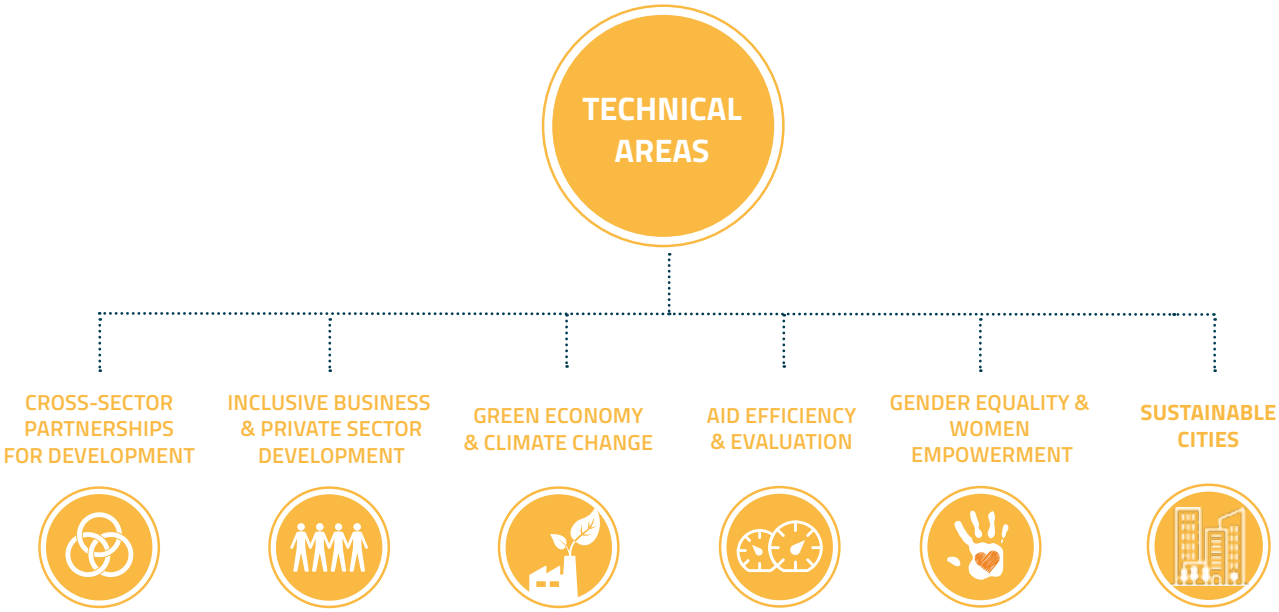
ABOUT GLOBALCAD

THE CENTRE OF PARTNERSHIPS FOR DEVELOPMENT

GlobalCAD, the **Centre of Partnerships for Development**, was established in 2006 with the aim of promoting cross-sector partnerships. It has formed a global network of experts specialised in fields related to human and sustainable development. These experts share the conviction that partnerships are essential if innovative and sustainable solutions for improved development are to be realised.

GlobalCAD collaborates with a number of multilateral organisations, private sector companies as well as non-governmental organisations across all continents. Thanks to the talent, expertise and motivation of its unique network of experts, GlobalCAD has the flexibility to immediately put in place a multidisciplinary project team to meet the needs of its partners and clients.

GlobalCAD offers **research, training and consultancy** services in the following **technical areas:**



INCLUSIVE BUSINESS & PRIVATE SECTOR DEVELOPMENT

Drivers for a more inclusive Economic Development

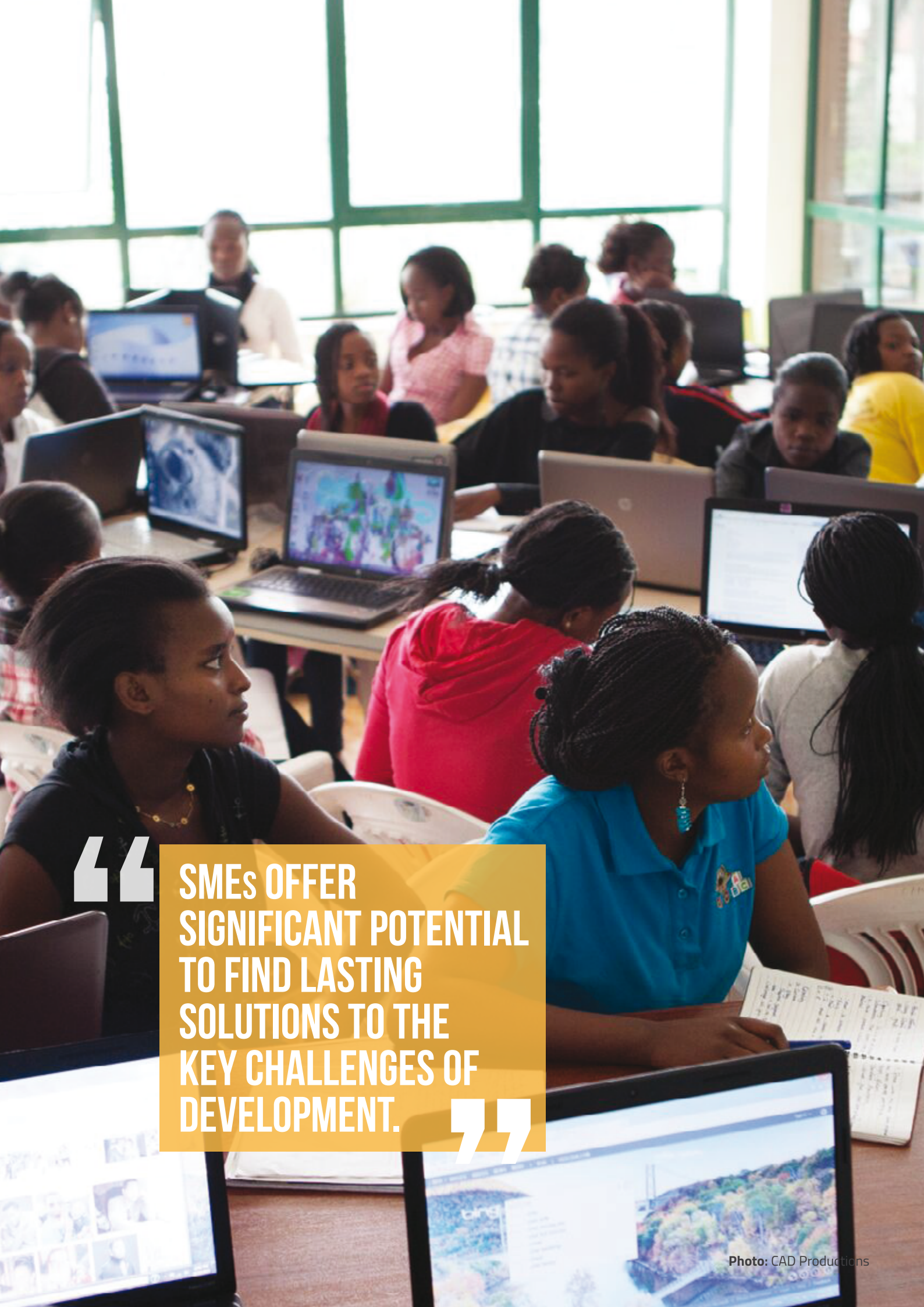
Inclusive business are economic activities that integrate **low-income or vulnerable communities** on their value chain. They are based on profitable business models that generate social impact at the same time, creating economic opportunities and improving living standards for all stakeholders concerned.

Despite companies and many other relevant players in this field having invested considerable effort into creating such models, relatively few have gained significant scale so far.

> "SMEs PLAY AN IMPORTANT ROLE IN THE ADVANCEMENT OF LOCAL ECONOMIES, GENERATING INVESTMENT AND EMPLOYMENT FOR A LARGE PROPORTION OF THE POPULATION IN BOTH DEVELOPED AND DEVELOPING COUNTRIES."

Not only are small and medium-sized enterprises (SMEs) an excellent driver for economic development and wealth distribution, they are also extremely flexible and highly innovative, offering significant potential for contributing lasting solutions to the key challenges of development. Nevertheless, SMEs face many limitations due to their size and lack of management expertise. Amongst the main drawbacks are: restricted access to funds, limited human resources (often lacking in specialised training), low penetration of international markets and inexperienced when exporting, and poor productivity and capacity to manage.

GlobalCAD is committed to promoting innovation as a transformational element of inclusive business models and SMEs. The purpose of doing this is to help create **new opportunities for entrepreneurs** as well as for low-income communities, involving them in the business model design, as well as in the value chain as producers, distributors, customers and strategic partners.

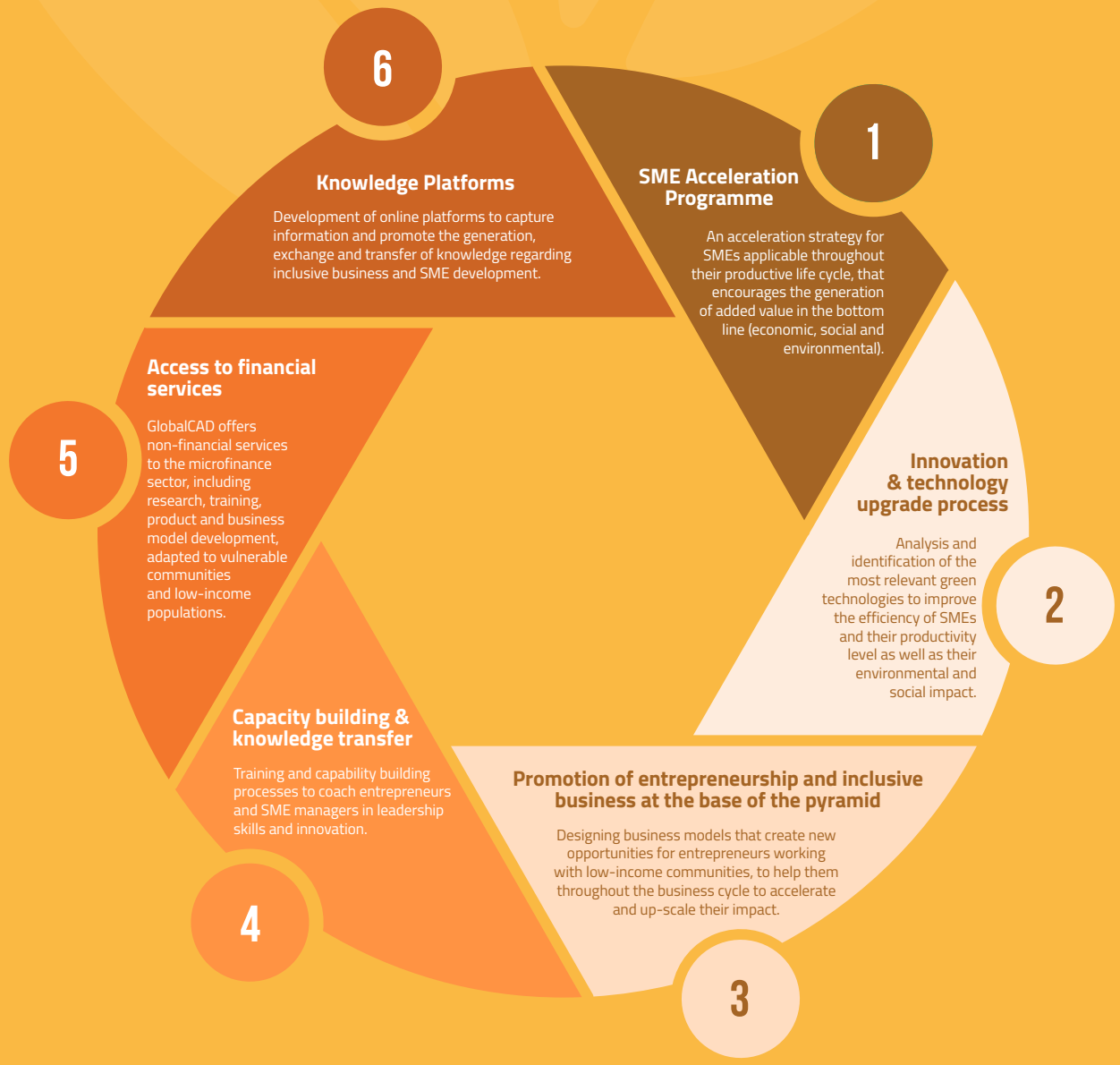


> SMEs OFFER SIGNIFICANT POTENTIAL TO FIND LASTING SOLUTIONS TO THE KEY CHALLENGES OF DEVELOPMENT.

Photo: CAD Productions

GLOBALCAD SERVICES PROMOTING INCLUSIVE BUSINESS & PRIVATE SECTOR DEVELOPMENT

GlobalCAD promotes various initiatives aimed at strengthening and creating additional opportunities for SMEs worldwide. Services provided by GlobalCAD in this field include the following:



PROJECTS

GLOBAL CAD

RELATED PROJECTS

Photo: EDC Ethiopia

DEVELOPMENT OF BUSINESS MODEL AND SUSTAINABILITY STRATEGY FOR THE ENTREPRENEURSHIP DEVELOPMENT CENTRE (2019)

This consultancy supports UNDP and the EDC to lead and guide the process of developing Business Model options and Sustainability Strategy for the EDC. As a result, the visibility and branding of the programme will be improved and the level of awareness among strategic partners and stakeholders will be enhanced. This assignment will also contribute to promote and attract technical support and mobilize resources for effective programme implementation, especially for scaling up and sustainability.

DEVELOPMENT OF SDGS COURSES WITHIN UNIVERSITY OF BAHRAIN PHD PROGRAM (2019-2020)

GlobalCAD collaborates with UNDP Bahrain and the University of Bahrain to support them in the development of an introductory course on the Sustainable Development Goals (SDGs) and the 2030 Agenda for Sustainable Development. The objective is getting the students enrolled in the University's Environmental and Sustainable Development Ph.D. programme acquainted with the SDGs and provide them with a deeper understanding on the 2030 Agenda.

Photo: University of Bahrain

Photo: towardsthehumancity.org

STRATEGIC ADVISORY PROGRAMME ON INCLUSIVE BUSINESS FOR EGYPTIAN COMPANIES IN THE FAST MOVING CONSUMER GOODS (FMCG) SECTOR (2017)

GlobalCAD and the Inclusive Business Action Network (IBAN) launched the Strategic Advisory Programme on Inclusive Business 2017 for Egyptian companies in the FMCG sector. The programme allowed a collaboration with Egyptian companies to develop and further improve their inclusive business and partnership strategy. Consultants from IBAN and GlobalCAD provided personalised inclusive business support to a selected number of Egyptian companies over a six-month period.

ADVISORY SERVICES TO ENTREPRENEURS IN THE SECTOR OF SHARING ECONOMY (2017)

For Barcelona Activa, a government agency which aims to enhance employment and entrepreneurship in the region of Barcelona, GlobalCAD provided advisory services to entrepreneurs in the sector of sharing economy in the City of Barcelona. Consultants with expertise in the area of inclusive business and entrepreneurship delivered tailored advices to entrepreneurs interested in launching business with social impact. GlobalCAD supported them in the generation of business ideas, legislation/taxation, marketing, business model, business model development, financing, leadership, organization and management of resources.

4

Photo: @barcelonactiva

PRACTITIONER GUIDE FOR INCLUSIVE BUSINESS IN THE FAST MOVING CONSUMER GOODS (FMCG) SECTOR (2016)

GlobalCAD, the Inclusive Business Action Network (IBAN) and the John D. Gerhart Center of AUC published a Practitioner Guide for inclusive business models in the FMCG sector on how to develop inclusive business models in this industry. This guide is targeted at reaching the global community of inclusive business players who have an interest in the FMCG sector. It makes the case for the FMCG Industry at the BoP and dives into the most relevant parts of the FMCG value chain as well as the organisation itself and the surrounding ecosystem. Presenting lessons learned and proposing innovative approaches, the guide provides practical advice for organisations on how to develop and strengthen their inclusive business model.

5

Photo: worldbank.org

INNOVATION DEMONSTRATION FOR A COMPETITIVE AND INNOVATIVE WATER REUSE SECTOR (2014-2017)

The DEMOWARE project brings together public authorities, regulators, water utilities and companies, the research community and the general public to generate and share knowledge on innovative water reuse schemes, with the objective of demonstrating the technical feasibility of innovative technologies for water reclamation and reuse. Among the main objectives, the project aimed at strengthening innovative business models of SMEs. GlobalCAD has led the work package on business modelling and has designed an online knowledge management platform to help SMEs add value and improve business efficiency for better water reuse systems.

6

Photo: stock.adobe.com

7

Photo: techinasia.com

WEB-BASED SME DEVELOPMENT PROGRAM ADMINISTRATION (2014-2017)

The consultants were responsible for managing the platform www.smetoolkit.org, a website which leverages the very latest information and communication technologies. It provides SMEs in emerging markets with access to online business management information, interactive tools and training to help them stabilise, formalise, and grow their businesses. Services provided included on-going partner support, content management and online marketing, management of all the programme administration (including fee collection), monitoring partner and program performance and partner implementation support, including capability building and training.

ENTREPRENEURSHIP AND INNOVATION: OUTCOMES AND LESSONS LEARNED (2013-2014)

GlobalCAD, in partnership with Haiku Media, participated in infoDev's 'Creating Sustainable Businesses in the Knowledge Economy (CSBKE)' programmme, helping to increase the growth of small, innovative technology businesses – primarily in the ICT and agribusiness sectors. As part of the project, consultants developed various knowledge products (50+ case studies, 10+ videos and infographics) as well as several outcome assessments.

8

Photo: chelseagreen.com

9

Photo: collegemagazine.com

IDB

IMPLEMENTATION OF A SUSTAINABLE BUSINESS MODEL FOR MICRO INSURANCES IN CENTRAL AMERICA

The overall project objective was to reduce vulnerability of micro-entrepreneurs conducting business among the low-income population of Central America. This was achieved by the design and implementation of a sustainable micro insurance model for REDCAMIF (the Microfinance Network of Central America and the Caribbean) in collaboration with insurance companies and MFIs operating in the region. Within this project, the consultants designed and implemented a training program for the staff of participating MFIs to provide them with the necessary skills and knowledge required for effective commercialisation of micro insurance, as well as for the implementation of financial education workshops for the clients.

giz

CREATION OF EMPLOYMENT IN INDUSTRIAL ZONES THROUGH INCLUSIVE BUSINESS CYCLES (2012-2013)

GlobalCAD designed and implemented a new inclusive growth methodology aimed at creating new services in industrial areas that respond to the unsatisfied demand of services, while at the same time creating new jobs for unemployed people in the local communities. The project was developed through an extensive partnership strategy with Tunisian bodies (Ministry of Industry, Ministry of Employment and Vocational Training) to achieve the creation of 40 jobs in the short term.

10

Photo: globalexpandia.com

11

Photo: identity-mag.com

YOUTH EMPLOYMENT THROUGH ENTREPRENEURSHIP DEVELOPMENT IN THE MIDDLE EAST REGION: DESIGNING STATE OF THE ART INTERVENTIONS IN EGYPT AND TUNISIA (2012)

Following the mandate of UNIDO, GlobalCAD produced a review paper that provided a direct contribution in the area of enterprise creation and development in Egypt and Tunisia, two countries particularly impacted by both demographic and political challenges. By developing an inventory of state-of-the-art technical cooperation interventions on job creation for young people, the paper not only identified best practices in project design and evaluation, but also viable options to mainstream youth employment strategies within national policies.

FINAL EVALUATION OF THE FACILITY FOR SMALL PROJECTS AND TECHNICAL COOPERATION FOR MARGINALISED GROUPS IN THE SOUTHEAST OF MEXICO (2011)

Evaluation of the design, efficiency and effectiveness of the microfinance programme, operated by the Inter-American Development Bank (IDB) in the poorest and most dangerous states of Mexico. The evaluation took place at the institutional, intermediary and beneficiary level, with a focus on the following topics: microfinance, agricultural production and environment, sociology/community development and gender issues/women empowerment.

12

Photo: centerforsharing.org

SUPPORT OF THE STRATEGY PROCESS FOR THE DEVELOPMENT OF THE SECOND PHASE (2014- 2016) OF THE BUSINESS CALL TO ACTION (BCTA)

The objective of this project was the development of a strategy White Paper for the second phase of BCtA, which needed to be consistent with its original mission while creating new milestones in terms of service delivery, commitments signed and generating an enhanced BCtA profile.

EUROPE 2020 – COORDINATION OF THE TWO YEAR PROGRAM ON INCLUSIVE BUSINESS AND INNOVATION FOR SUSTAINABLE DEVELOPMENT (2011-2013)

GlobalCAD co-hosted a two-year initiative called "Inclusive Business Models. Smart, Sustainable and Inclusive Growth at the Base of the Pyramid", where leading European companies on inclusive business took part. Built around the belief that a good deal of expertise and resources on inclusive business exist across Europe but is lacking visibility, this project aimed to provide companies with the knowledge and tools to optimise inclusive business models that could increase shared value creation at the local level.

GLOBAL

CONTACT US

info@globalcad.org

www.globalcad.org

BARCELONA
Carrer de Puigmartí, 52
08012 Barcelona
Tel: +34 93 495 0383

WASHINGTON DC
1413 T Street Apt. 306
Washington DC 20008

BERLIN
Weidenweg, 51
10249 Berlin
Tel: +49 15732464461

SAN CRISTÓBAL DE LAS CASAS, CHIAPAS
1ero de marzo 51b. Barrio de La Merced.
Tel: +52 9671354250

FOLLOW US

@GlobalCAD1 @GlobalCAD_ @GlobalCAD1 @GlobalCAD

GLOBAL CAD

GLOBAL

CAD