Mastercard launched 2KUZE, a digital platform connecting farmers, agents, buyers and banks in East Africa, enabling farmers to buy, sell and receive payments for agricultural goods through their phones.

The International Potato Center developed the Participatory Market Chain Approach in which it brought traders, processors, supermarkets, and researchers together to provide greater opportunities for farmers in Peru.

Social Outcomes Fund is an initiative by the UK government using payment-for-results based financing to improve the delivery of public services.

What is Inclusive Growth?
Inclusive growth is about both the process and outcomes of growth and the extent to which this growth translates into broad-based improvements, benefiting all citizens while respecting planetary boundaries. The private sector can be a critical driver of inclusive growth. This profit-for-purpose model allows for citizens’ basic needs to be met while connecting them to supply chains in sustainable and mutually beneficial ways. Inclusive business models not only expand access to goods and services but they increase opportunities for low-income people in commercially viable and scalable ways.

What are we looking for?
Public and private inclusive growth initiatives that are:
- Novel, innovative or future-oriented,
- Expected to have, or have had, a system-wide impact on both business and society,
- Scalable and potentially replicable in other contexts,
- Benefitting from a strong multi-stakeholder component.

Initiatives at all stages of implementation are welcome.

Why join the GrowInclusive platform?
Feature your initiative among the top 100 practices and benefit from:
- Promotion via the World Economic Forum and World Bank Group’s network of decision makers and to more than 4 million subscribers worldwide,
- Reference in leading media publications and at global events,
- Exploring a range of partnership opportunities to get your organization more actively involved,
- Connect and join forces with other leading actors on the platform.

Deadline: Friday, 15 February 2019

Questions? Email: inclusivegrowth@weforum.org