Verified for impact

MSMEs measure impact to become ‘green’ companies of the future

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Domestic and international supply chains represent an estimated 90% of corporate emissions according to the World Economic Forum, and small businesses play an integral part.

Source: *MSME informal working group SBC call for proposals 2022*
Inclusive Trade is an “eco-commerce” marketplace for sustainability vetted MSMEs.

Inclusive Trade’s global community brings together sustainable MSMEs, conscious consumers, ethically driven businesses and industry stakeholders to create shared value for a sustainable future.

Inclusive Trade aims to eliminate greenwashing and enable transparency across the value chain by vetting and verifying micro-businesses (MSMEs) for sustainability impact globally.

* We are a certified B Corporation
Who are we?

Inclusive Trade is lead by Rupa Ganguli, Founder and CEO, a former United Nations employee, a sustainability champion with 20+ years of expertise in international micro and small business (MSME) trade facilitation, textiles, gender and sustainable development. [https://www.linkedin.com/in/rupaganguli/](https://www.linkedin.com/in/rupaganguli/)

The team includes experienced professionals in technology, finance, operations, investment, academia and research, an SEO and internet strategy agency, a visual media agency, photography and video.
The objective of this project is to make accessible a self-assessment verification tool kit (backed by the UN SDGs), to MSMEs and to train them to measure and report on their sustainability to enable them to commence on their trajectory to becoming “the green” companies of the future and to start actively participating in global value chains.
Why now?

65% of global GDP is now under a 2050 net-zero commitment—that means 65% percent of the world economy is committed to becoming carbon neutral.

1 out of 4 consumers say they are planning to focus more on environmental issues and will pay more attention to social aspects in their shopping behaviour.

Sustainable products have been a growth driver in the past; across consumer categories, have been growing 5 to 6 times faster than the average market.

Source: Mckinsey, August 5, 2021
Verified for impact – 100 MSMEs

Outcome 1: MSMEs have gained awareness on measuring social, environmental and gender impact
Activity 1.1: MSME training and capacity building
Short term impact: Inclusive Trade will offer 10 – 12 training videos on demonstrating social impact, environmental impact and gender impact.

Outcome 2: MSMEs have conducted self-assessment for sustainability and demonstrated impact
Activity 2.1: MSME verification and communication
Short term impact: 100 selected MSMEs will undergo the self-assessment process with support from Inclusive Trade’s team through online sessions and group webinars organised to support these selected MSMEs to demonstrate their sustainability impact linked to SDGs
We are setting a new standard; connecting impact driven MSMEs to consumers and businesses, improving transparency

Our vetting process is elevating an industry that has lacked structure and oversight

1. **Pipeline**: small businesses enter the funnel

2. **Application**: MSMEs complete a 2-step application process providing information about their products, impact and background.

3. **Review**: small businesses are reviewed and rated based on their product quality, skill level, growth-plans and impact on SDG5, SDG12 and SDG13 through vetting process.

4. **Approval**: On successful completion of the vetting process, small businesses receive a score based on their inputs. The successfully vetted MSMEs are reviewed annually and provided access to training materials and programmes to engage in continued improvement.

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The collection includes a combination of fabrics such as recycled denim jersey sourced from a local mill made using off cuts of denim jeans and Guatemalan traditional fabrics sourced from across different parts of Guatemala. Each garment can be traced back to the source and is free from harmful chemicals and is manufactured in Guatemala. Gabriela and Victoria handpick each type of vintage fabric sourced from different regions across the country to ensure quality and sustainability of the complete collection.

Jaspe Maya Moderno is a young brand created by two enterprising ladies, Gabriela and Victoria from Guatemala. Their love for sustainability combined with their passion to convey the beauty and skills from Guatemala lead them to come together and develop this beautiful environmentally friendly and contemporary brand.

https://inclusivetrade.com/products/infinity-scarves-11
Our impact has been globally recognised

By vetting just 20 MSME artisan businesses we have already reached 4500+ direct beneficiaries across Asia, Africa, Latin America and Europe

<table>
<thead>
<tr>
<th>Purpose driven entities</th>
<th>No of end beneficiaries (only workers, net families)</th>
<th>Region</th>
<th>Segment</th>
<th>Info source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Maya</td>
<td>600 Ethiopia</td>
<td>Hand spinners, hand weavers and their families</td>
<td>visit to site</td>
<td></td>
</tr>
<tr>
<td>2. Antonio Prihl</td>
<td>200 Guatemala - Atocha Chestmicas</td>
<td>socks manufacturers and their families in one of the poorest villages</td>
<td>visit to site</td>
<td></td>
</tr>
<tr>
<td>3. Eden</td>
<td>500 Myanmar</td>
<td>trafficked women and girls who have been rescued</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>4. Aarohan</td>
<td>1000 India - Rajasthan</td>
<td>Women in a cooperative in one of the poorest areas</td>
<td>visit to site / data gathering</td>
<td></td>
</tr>
<tr>
<td>5. No Name chocolates</td>
<td>3000 Colombia</td>
<td>Cocoa farmers and their families</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>6. Paradise Fashion</td>
<td>95 Ethiopia</td>
<td>Hand weavers</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>7. YONDER Living</td>
<td>100 Morocco</td>
<td>Carpet weavers</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>8. Scale</td>
<td>1 Ethiopia</td>
<td>Young female artist</td>
<td>visit to site</td>
<td></td>
</tr>
<tr>
<td>9. Tribe</td>
<td>3 UK</td>
<td>Female business owner Immigrant</td>
<td>visit to site</td>
<td></td>
</tr>
<tr>
<td>10. Nissim</td>
<td>2 UK</td>
<td>Female business owner Immigrant</td>
<td>visit to site</td>
<td></td>
</tr>
<tr>
<td>11. Josep Maya Moderno</td>
<td>50 Guatemala</td>
<td>Mayan hand weavers</td>
<td>visit to site</td>
<td></td>
</tr>
<tr>
<td>12. The Kat and Monisha</td>
<td>10 UK</td>
<td>Young female artist</td>
<td>visit to site</td>
<td></td>
</tr>
<tr>
<td>13. Karigars</td>
<td>20 India - Himalayas</td>
<td>Hand weavers</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>14. Design by Nacsia</td>
<td>100 India - south west</td>
<td>Block printers and screen printers</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>15. Kiit Sun Yin</td>
<td>100 Myanmar - lake Lala region</td>
<td>Lotus stem weavers</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>16. Caroline Skinzary</td>
<td>3 UK</td>
<td></td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>17. By Kain</td>
<td>3 Uk and Nigeria</td>
<td>Female owned business, Single mother and immigrant</td>
<td>visit to site</td>
<td></td>
</tr>
<tr>
<td>18. Sumeror</td>
<td>Japan</td>
<td>Female owned business</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>19. The Kind Company</td>
<td>UK</td>
<td>Environmentally Eco friendly cleaning</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>20. Yopicyled</td>
<td>UK</td>
<td>Female owned business, immigrant working with recycled materials</td>
<td>self reporting / data gathering</td>
<td></td>
</tr>
<tr>
<td>21. Yummy by Yamy</td>
<td>3 UK</td>
<td>Female owned business, immigrant working with hand made products</td>
<td>visit to site / data gathering</td>
<td></td>
</tr>
</tbody>
</table>

Total: 4790

Note: one can assume each worker would have a family of approx 5+ people on avg. So the household impact would be greater.
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How promotion by the ICC, ITC and WTO MSME Informal Working Group support this initiative:

• By jointly organising virtual face-to-face workshops and training sessions with the MSMEs, where Inclusive Trade can explain, not only the process and training for sustainability along with evolving global trends, but also provide advice and suggestions on most effective ways to learn about sustainability and impact measurement going forward.

• By having support from the ICC, ITC and the WTO to promote at the government level worldwide, Inclusive Trade’s sustainability training and certification to enable many more MSMEs to benefit from an opportunity to connect with markets globally.

• With the support of the ICC / ITC / WTO MSME Group in the dissemination of this project, through their communication media and network of contacts, Inclusive Trade would be able to share know-how and learnings with all institutions interested in supporting the growth of sustainable MSMEs by helping them to have access to affordable measurement and communication channels globally.
Fill in the online form to be part of this initiative!

Form: https://forms.gle/KZZwiabqNQeM8NLA

Email me to request the link by email

Email: social@inclusivetrade.com
Verified for impact ecosystem

Corporates (B2B) have sustainable procurement from ‘verified for impact’ MSMEs

MSMEs ‘verified for impact’ connecting to conscious consumers (B2C) on marketplace

A global circular impact ecosystem
The impact ecosystem
Some examples of representative vetted small businesses
Supporting sustainable trade: some of our stories - Seble, Africa

Seble, proudly displaying her drawings in her studio in Addis Ababa, Ethiopia

Seble is an artist in Addis Ababa, Ethiopia... She loves creating her art based on traditional stories from her childhood .... Inclusive trade loves helping her bring her art to consumers globally!... (SDG5)

Luxury Silk Scarf - The Coffee Picker (limited edition) £192
https://inclusivetrade.com/products/silk-scarf-coffee-picker
Supporting sustainable trade: some of our stories - Eden, Asia


All profits from the jewellery social enterprise directly benefit each woman who comes to Eden (salary, services, shelter and other programs), so that more of the women who leave the red-light districts can be provided with the opportunity to gain training and employment.

When your jewellery brings hope to victims of the darkest human-trafficking hubs, you know you have done something right!

Eden reaches, rescues, and restores the livelihoods of women across 5 countries in Asia (SD5 and SDG12)
Inclusive Trade - our impact ecosystem

**Marketplace**
Already operational with 2400+ registered customers.

**Community**
Engaged community of 20k+ value-driven, ethically minded consumers, sustainable MSMEs, thought-leaders, industry stakeholders and corporations globally.

**Brand**
Consumers, corporates and industry stakeholders look to Inclusive Trade as a trusted voice in the industry, with a thoughtful curation and visible impact.

**Platform**
Developing an app that will seamlessly integrate with our web platform to offer consumers, MSMEs and corporates, sustainability vetting at their fingertips.
Don’t just take our word for it

Helen Baillot
1 review
3 years ago
I have made several purchases from this fantastic website. A really gorgeous range of items, and they arrive beautifully presented. Fast efficient service and great to shop with the knowledge that you’re supporting independent, sustainable producers. Highly recommended.

Maithili Raut
3 reviews
2 years ago
Sustainability and Empowerment of LOCAL products from developing nations... Inclusive is all about bringing that unique experience to our doorstep. Loved their selection and service! Would shop again.

Katrina Wight
The Kat & Monocle
August 9, 2018, Katrina worked with Rupa but at different companies
I have worked with Rupa for 5 years now and she has provided endless support for my business, both from her mentoring via SPINNA and selling my products through Inclusive Trade. Rupa has such passion for quality, creativity, innovation and inclusivity and her values for honest, sustainable and ethically made goods provide an excellent match for promoting small, independent businesses (such as mine). Rupa's energy and personable nature have also contributed towards an effective partnership and through this, I feel my business can flourish. See less

Jake Colvin • 1st
Executive Director of the Global Innovation Forum and Vice President at ... tyx • 6
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Thanks Rupa Ganguli FRSA, Paul Trible, and Daniel Porcelli for the optimism you shared with your networks from your small businesses over the past few days in the face of the #coronavirus.

These Small Doses of Optimism from Entrepreneurs in the Face of the Coronavirus Are Oddly Reassuring
modernfellows.com
Our global community brings MSMEs, consumers, businesses and stakeholders together to jointly create a shared sustainable future!

#shopbyimpact
Join us and become part of the change!

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https://www.linkedin.com/in/rupaganguli/

Thank you