

## Promotion of inclusive business in Viet Nam

To meet the ambitions of the 2030 Agenda for Sustainable Development, the private sector will need to play a greater role in supporting development objectives. Inclusive businesses offer the opportunity to address development challenges and leave no one behind. Inclusive businesses are companies that: “provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the base of the economic pyramid making them part of the value chain of companies’ core business as suppliers, distributors, retailers, or customers.”<sup>1</sup>

Inclusive business provide triple wins. They provide market opportunities to enterprises; they provide above market-rate income opportunities and access to affordable essential goods and services for low income and marginalised groups; and they help governments deliver affordable goods and services and lift people out of poverty at scale.

Governments can encourage more inclusive businesses to emerge and thrive through policies that generate greater awareness on these business models, recognise and reward them with targeted incentives, and facilitate services and investments that enable firms to develop inclusive business models.

Given the critical importance of inclusive business for supporting social impact at scale, a number of governments, including Viet Nam, have started to put in place strategies to promote inclusive business. Moreover, ASEAN member states adopted in 2017 the ASEAN Inclusive Business Framework and in 2020 adopted the Guidelines for Promoting Inclusive Businesses in ASEAN.

In 2019, the Agency for Enterprise Development (AED) under the Ministry of Planning and Investment of Viet Nam sought the support of ESCAP and iBAN to conduct a study on the status of inclusive business in the country. The study analysed over 100 enterprises and the enabling environment for inclusive business in Viet Nam. Based on this analysis, the report put forward several strategic recommendations to promote inclusive business. The results of the study were presented in 2021, and the Agency for Enterprise Development prepared an action plan to promote inclusive business.

Following this work, in February 2022, the Prime Minister approved the 2022-2025 Program on Support for private Enterprises in Sustainable Business to promote sustainable businesses, including inclusive business. Among others, the programme makes a strategic commitment to inclusive business, seeks to institutionalize support for inclusive business through promoting awareness about inclusive business, establishing an inclusive business accreditation system, providing inclusive business coaching services and encouraging investment in inclusive business.

This programme will be supported by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), who in collaboration with the Bill & Melinda Gates Foundation, have recently launched the “*Regional Inclusive Business Models in Agriculture and Food Systems*” initiative with the aim to accelerate the adoption of and promote innovative business models that support inclusive agricultural transformation.

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<sup>1</sup> As defined by the Inclusive Business Framework of the G20 and referenced in the Guidelines for the Promotion of Inclusive Business in ASEAN.