



**Growing Inclusive Markets**  
Business Works for Development • Development Works for Business



## Regional Growing Inclusive Markets Initiative for Eastern Europe and the CIS

**As part of its efforts to deepen the Growing Inclusive Markets Initiative, UNDP is currently preparing its first Regional Report on Inclusive Business Models in Eastern Europe and Commonwealth of Independent States (CIS), aiming at inspiring small and big businesses in the region to develop sustainable businesses that benefit the poor and vulnerable.**

### **Inclusive Business Models**

Inclusive business models include the poor and vulnerable on the demand side as clients and customers, and on the supply side as employees, producers and business owners at various points in the value chain. They build bridges between business and the poor for mutual benefit. The benefits from inclusive business models go beyond immediate profits and higher incomes. For business they include driving innovations, building markets and strengthening supply chains. And for the poor they include higher productivity, sustainable earnings and greater empowerment.

### **Growing Inclusive Markets Initiative (GIM)**

Growing Inclusive Markets ([www.growinginclusivemarkets.org](http://www.growinginclusivemarkets.org)) is a platform led by the United Nations Development Programme (UNDP) to facilitate the engagement of all actors for more inclusive business models so that the pursuits of wealth creation and human progress can work to mutual advantage. GIM gathers relevant information, highlights good examples, develops practical operational strategies and creates space for dialogue.

### **Global Report on Inclusive Markets**

Growing Inclusive Markets first global report, [Creating Value for All: Strategies for Doing Business with the Poor](#), released in July 2008, highlights portraits of successful simultaneous pursuits of revenues and social impact by local and international small and medium sized companies, as well as multinational corporations. It offers strategies and tools for companies to expand beyond traditional business practices and bring in the world's poor as partners in growth and wealth creation. The report draws on extensive [case studies](#) and demonstrates the effectiveness—both for human progress and for wealth creation—of more inclusive business models.

### **Regional Report on Inclusive Business in Eastern Europe and the CIS**

UNDP is currently seeking to deepen its Growing Inclusive Markets (GIM) Initiative by producing a regional report highlighting examples of successful inclusive business models in Eastern Europe and the CIS. The Regional Report will focus on showcasing examples of companies' core business activities, as long-term impact is likely to be greatest in areas where commercial and development interests overlap. The report will entail several case studies and provide data on Bottom of the Pyramid (BoP) markets in Eastern Europe and the CIS.

### **For more information:**

Growing Inclusive Markets: [www.growinginclusivemarkets.org](http://www.growinginclusivemarkets.org)

Growing Inclusive Markets FAQ: <http://www.undp.org/gimlaunch/press/docs/GIM%20FAQ%20FINAL.pdf>

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