

RESOLUTION

of the participants of the Inclusive Business Development Conference
November 22-23, 2017
PLEDDG Project, Kyiv

Participants of the conference mention that inclusive entrepreneurship development, in the current context, is viewed as a policy providing for private business startup or self-employment opportunities for all groups of population. The emphasis in this policy is made on the support of the social groups, which are not sufficiently represented among the entrepreneurs, or are vulnerable at the labour market: youth, women, disabled, immigrants or unemployed. In Ukraine, they also include internally displaced persons (IDPs) and antiterrorist operation (ATO) veterans.

Inclusive business development and inclusive business activities in Ukraine are slowed down because of a number of reasons, barriers and obstacles at the national, regional and local levels. It can be stated that neither state officials nor representatives of small and medium size businesses (SME) are aware of the fact that inclusive approach to business development can become an effective tool of economic development of the society.

In the result of the debates and discussions, conference participants developed practical recommendations the implementation of which will facilitate the development of the inclusive business eco-systems and improved access of all members of the society to economic benefits through private business startup or employment. Specific proposals for development of woman owned business, social entrepreneurship and environmentally friendly business were developed.

Woman owned business

- Encourage involvement in the inclusive enterprises of women, including in difficult straits, internally displaced persons, and single women with children, and women from rural areas;
- Provide legal, financial and administrative consultations to women intending to work in inclusive business, create the conditions for gender equality regarding access to financial resources and products and services markets;
- Disseminate best practices of the inclusive business activities through organization of the trainings, round tables, conferences, meetings with women having successful experience of work in this segment of small and medium size enterprises.
- Facilitate overcoming of the stereotype of “gender” as feminist movement “against men”, increase awareness of the goal of the gender equality as partnership, equal opportunities, unlocking potential and talents of a person, irrespective of gender;
- Facilitate the optimal work-life balance for the working fathers and mothers, including through creation of the kindergartens at the SMEs or other associations;
- Carry out social advertising campaign in order to form positive image of women in business, disseminate the success stories of women-entrepreneurs;
- Improve the access of women to the financial resources for business development through implementation of the new specialized programs and/or quotas and preferences in the existing SME funding models;
- Ensure gender balance at the enterprises through setting quotas with clear sanctions for non-compliance;
- Initiate and lobby legislative regulation of the introduction of the mandatory division of the maternity leave in a way that each of the parents use not less 30% of its total duration;
- Support the creation of the unions and associations of the women-entrepreneurs as manifestation of their solidarity.

Environmentally friendly business

- Popularize the idea and best practice of “green” business development, as the factor of communities’ and regions’ sustainable development;
- Encourage creation of the new inclusive businesses in the sphere of green energy, energy efficiency and eco-services, ecotourism, eco-construction, waste processing and recycling, providing different types of ecological services, organic production.
- Encourage public-private partnerships and creation of the new training and consulting centers for the people intending to create inclusive enterprises and work in the environmentally friendly business.
- Support the development of the innovative businesses and startups, developing environmentally friendly green technologies with the potential for growth, and SMEs complying with the national and international norms and regulations;
- Initiate and encourage the creation of the financial and credit products for SMEs, producing goods or providing services in environmentally friendly manner;
- Encourage creation of the businesses in the area of SMEs’ environmental impact assessment, monitoring SMEs compliance of with current environmental norms, and development of the recommendations regarding decreasing SMEs’ environmental impact.

Social entrepreneurship

- Demonstrate the prospects of social entrepreneurship development in the inclusive economy environment;
- Popularize among private investors and wide public social impact and meaning of the social enterprises for inclusive economic development;
- Facilitate the growth and development of the potential of the social enterprises through support and follow up of startups, training, skills upgrade, involvement into public procurement;
- Actively involve socially vulnerable groups of population into social entrepreneurship and use other inclusive business models;
- Encourage initiating new types of activities, search for new technologies, business ideas and innovative approaches in the social entrepreneurship environment;
- Facilitate the formation of the social entrepreneurship community;
- Study and summarize the accumulated experience of social enterprises operation, disseminate and exchange the experience.

General recommendations

- Popularize and disseminate knowledge about inclusive business and inclusive economic development among the representatives of the local self-governance bodies, SMEs, non-governmental organizations;
- Ensure favourable conditions for the development of the social entrepreneurship between governmental organizations, business and non-commercial sector, initiate the discussion of issues of inclusive business models development;
- Facilitate SMEs access to the credit resources in the framework of inclusive business development, in particular through the development and implementation of the targeted credit programs and with the help of the grant funds;
- Popularize the ideas of the inclusive business development among entrepreneurship community, study and disseminate the national and international success stories of the inclusive small and medium-size enterprises through conducting seminars, trainings, meetings with the working entrepreneurs;
- Define the most prospective and socially important development niches, where the competition with the commercial business is absent or minimal, encourage creation of the

network of business partners, which have relevant contacts and skills, and are prepared to provide support to the inclusive business enterprises;

- Help in refining business ideas of the inclusive business initiators-beginners and their integration into local community of entrepreneurs (membership in the unions, providing advice and consultations, recognition, like Entrepreneur of the Year award etc.);
- Provide services to inclusive business at different stages of its development – from the registration to wrap up of activities;
- Emphasize to the society the most pressing social problems at the local and regional levels, which can be resolved through inclusive entrepreneurship development;
- Stimulate the interest of the private investors, wide public to inclusive business and its potential opportunities to solve the social problems of the cities;
- Initiate creation of the inclusive business models for solving specific social problems.