



INSIGHTS SUMMARY

DRIVING INCLUSIVE EMPLOYMENT AT THE BASE OF THE ECONOMIC PYRAMID

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We would like to thank the following opening speakers:

Alexis Geaneotes, Operations Officer, Gender and Economic Inclusion, **IFC**
Iqbal Muslimin, Co-founder & Chief of Sustainability, **Evermos**

As global economies evolve, the quest for inclusive employment at the base of the economic pyramid has taken centre stage, highlighting the undeniable synergy between sustainable business growth and inclusive practices.

A recent comprehensive report on the matter delved into intricate strategies and practical examples, unravelling key tenets – participation, advancement, resilience and empowerment. These facets elucidate both the challenges and solutions in the arena, offering a roadmap for businesses and investors.

PARTICIPATION

The bedrock of inclusive employment is undeniably trust, nurtured through dedicated investments in training and community-building. Establishing this rapport remains pivotal, especially in regions where integrating local culture and habits into business practices is essential. It's not merely about presenting opportunities but genuinely convincing individuals of their tangible benefits. Several global firms have exemplified this by seamlessly weaving training and community engagement into their core operational strategies.

What the report says:

- Target recruitment through outreach to base-of-the-pyramid workers, and leverage partnerships with organizations that represent these workers.
- Ensure worker safety through investments in the physical environment and provide protective equipment and safety training programs.
- Address discrimination, stigma and

harassment through robust implementation of policies and training programs.

- Reduce entry and retention barriers by supporting workers' access to transportation, childcare or housing, for example, and by lowering up-front capital costs for informal entrepreneurs.

ADVANCEMENT

The trajectory of an individual's professional journey should be marked by continual growth, not mere initial bursts of success.

This sentiment encapsulates the challenge faced by many businesses, where motivation sometimes plateaus post initial achievements. It underscores the significance of unwavering guidance and a comprehensive curriculum, catering to both online and offline environments. Multiple businesses globally have reaped dividends by investing in

Try to find and start with the local culture and the local habits. So in Indonesia, entrepreneurship, socializing and the habit of helping each other are fairly common here. What we've been doing is to amplify what we already have from the beginning.

Alexis Geaneotes, Operations Officer, Gender and Economic Inclusion, **IFC**

structured skill-building and carving distinct career progression avenues, ensuring their workforce remains engaged and motivated.

What the report says:

- Offer fair pay through regular wage reviews and updates, especially for the lowest earners.
- Upskill workers and provide support to adapt to technological or operational changes.
- Support leadership and career development through mentoring and leadership training programs.
- Build capacity for self-employment, such as providing inputs and training to improve earnings.

RESILIENCE**An enterprise's stability is invariably tethered to the consistency of its workforce.**

By offering ancillary support structures, such as loans and savings accounts, especially to seasonal workers, businesses tackle two key objectives. Firstly, they enhance their workforce's financial acumen, equipping them with the tools to navigate their personal economic landscapes. Secondly, they ensure continuity in their labour supply, effectively solidifying the very foundation of their operations, making them resilient to market fluctuations and uncertainties.

What the report says:

- Improve access to benefits, including pensions, insurance and health services, among others.
- Facilitate access to finance and financial literacy by offering credit and savings schemes directly or through partnerships with financial intermediaries.
- Enhance job and income security through minimum working hours, and formal or permanent employment for interested workers.

EMPOWERMENT –**Beyond the tools of the trade and the skillsets, there lies the crucial domain of empowerment.**

An empowered workforce isn't just more productive; they're more invested, they're advocates, and they're representatives. Initiatives like recruiting refugees, facilitating their integration into the formal employment ecosystem, or offering platforms for open dialogue and feedback are just the tip of the iceberg. Such endeavours not only foster a sense of belonging but also equip the workforce to actively champion and articulate their interests.

What the report says:

- Support worker representation and worker-management dialogue by engaging proactively with workers and worker associations, including trade unions.
- Provide effective communications and grievance channels.
- Support self-organization of informal workers through development and capacity-building of cooperatives.
- Provide fair and clear terms of work and payment transparency.
- Recognize the value of work done by individuals at the base of the pyramid and raise public awareness.

IN SUMMARY

The realm of inclusive employment, though riddled with complexities, holds a wealth of untapped potential. By anchoring their strategies around participation, advancement, resilience and empowerment, businesses and investors can unveil a plethora of opportunities. In a world where the contours of work are in flux, these insights act as guiding lights, illuminating a path marked by collaboration, innovation and an unwavering commitment to people. For those with the foresight to adopt this inclusive lens, the journey ahead, though challenging, promises sustainable growth and a mosaic of possibilities.

The majority of jobs for the base of the pyramid are in the informal sector.

**Iqbal Muslimin, Co-founder & Chief of Sustainability,
Evermos**

RESOURCE

- ifc.org/en/insights-reports/2023/inclusive-employment-advancing-economic-opportunities-at-the-base-of-the-pyramid