

Viet Nam Inclusive Business Accreditation System

Presentation

Pan Pacific Hotel, Hanoi

13 June 2023

Background and rationale

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.

Inclusive businesses models are specific innovative business models that explicitly seek to address the needs of low-income groups (such as small holder farmers) by “providing 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”.¹

ESCAP is working with AED to promote inclusive business by supporting the design and piloting of an inclusive business accreditation system in Viet Nam.

Accreditation systems for IB models are a relatively new concept and are an important component of the [Guidelines for Promoting Inclusive Businesses in ASEAN](#) (regional guidelines that have been agreed by the ASEAN member states). Some ASEAN member states, such as Cambodia, have put in place an accreditation system based on these guidelines, which include voluntary application, assessment of IB lines based on detailed criteria and sector benchmarks, consideration of past performance and future plans, the periodic confirmation of accreditation and the use of a composite rating tool with transparent criteria and weighting principles. Accredited companies could enhance their branding and receive specific IB incentives. These incentives may include recognition, financial, technical, market, and input access incentives. Viet Nam has taken these guidelines as a basis for the design of its national inclusive business accreditation system.

The design of the accreditation system will leverage an [inclusive business landscape study](#) which was completed in 2019 by ESCAP, in partnership with AED and the Inclusive Business Action Network (iBAN). The study resulted in strategic recommendations to promote inclusive business in Vietnam.

¹ <https://asean.org/wp-content/uploads/2012/05/ASEAN-Inclusive-Business-Framework.pdf>

Objective

The dialogue will have the following objectives:

- To present the inclusive business accreditation system to key stakeholders and collect recommendations and inputs to refine the proposed accreditation system.
- To identify concrete actions and stakeholder interest in supporting and participating in the IB accreditation system.

Participants

The dialogue will welcome about 30 participants from the public and private sectors in Viet Nam, including:

- government agencies (central and provincial)
- business associations
- impact investors
- inclusive business leaders
- united nations country representatives

Expected Outcomes

As a participant, you will be able to

- Understand the proposed inclusive business accreditation system, including its rating system and the accreditation process.
- Contribute to the design of the inclusive business accreditation system and identify concrete actions that will support the development and promotion of the inclusive business accreditation system in Viet Nam.

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PROGRAMME

13:30-14:00	Registration
14:00-14:10	Opening Remarks <ul style="list-style-type: none">Ms. Huong Thi Trinh, Deputy Director General, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam
14:10-14:30	Accreditation Systems to Promote Inclusive Business <p><i>This session will focus on defining what IB is, why accreditation is important, what the general components of an accreditation should include and what it measures, and international experiences including ASEAN guidelines.</i></p> <p>Presented by Ms. Marta Pérez Cusó, Economic Affairs Officer, ESCAP</p>
	Inclusive Business Accreditation: Experience of Cambodia <p><i>The experience of another ASEAN member country will be shared, including an overview of their inclusive business accreditation system, as well as their learnings and challenges.</i></p> <p>Presented by: Mr. Chorn Vanthou, Deputy Director, Planning, Statistics, Cooperation and ASEAN Affairs, Ministry of Industry, Science, Technology and Innovation, Cambodia</p>
14:30-15:20	The Inclusive Business Accreditation System: Process <p><i>This session will discuss the proposed process to conduct and receive an IB accreditation. It will also explore the role that different agencies and organisations may play in this process.</i></p> <p>Presented by Ms. Pham Hoang Ngan, Researcher and policy consultant</p> <p>Interactive discussion facilitated by ESCAP and AED</p>
15:20-15:40	Coffee/Tea Break
15:40-16:30	The Viet Nam Inclusive Business Accreditation System: Criteria and Benchmarks <p><i>This session will introduce the proposed inclusive business accreditation system for Viet Nam. It will discuss the composite rating system – including the weights of different components and the national benchmarks – and the tools and indicators to be used for accreditation.</i></p> <p>Presented by Ms. Pham Hoang Ngan, Researcher and policy consultant</p> <p>Interactive discussion facilitated by ESCAP and AED</p>
16:30	Closing Remarks <ul style="list-style-type: none">Presented by Ms. Marta Pérez Cusó, Economic Affairs Officer, ESCAP