



Business Call to Action (BCtA)

- Launched at the **United Nations** in 2008
- **BCtA** aims to accelerate progress towards the Sustainable Development Goals (SDGs) by challenging companies to develop **inclusive business** models
- Inclusive business models engage people at the base of the economic pyramid (BoP) – people with less than US\$10 per day – as consumers, producers, suppliers, distributors of goods and services and employees.

203

MEMBER
COMPANIES

68

COUNTRIES

200+M

PEOPLE REACHED



An increasing number of businesses, investors and governments are measuring their social and environmental impact, driven by the SDGs

Key stakeholders of social impact data



Governments and businesses are increasingly interested to better understand the private sector's contributions to the SDGs





BCtA Impact Measurement Services

SOUTH ASIA



AFRICA

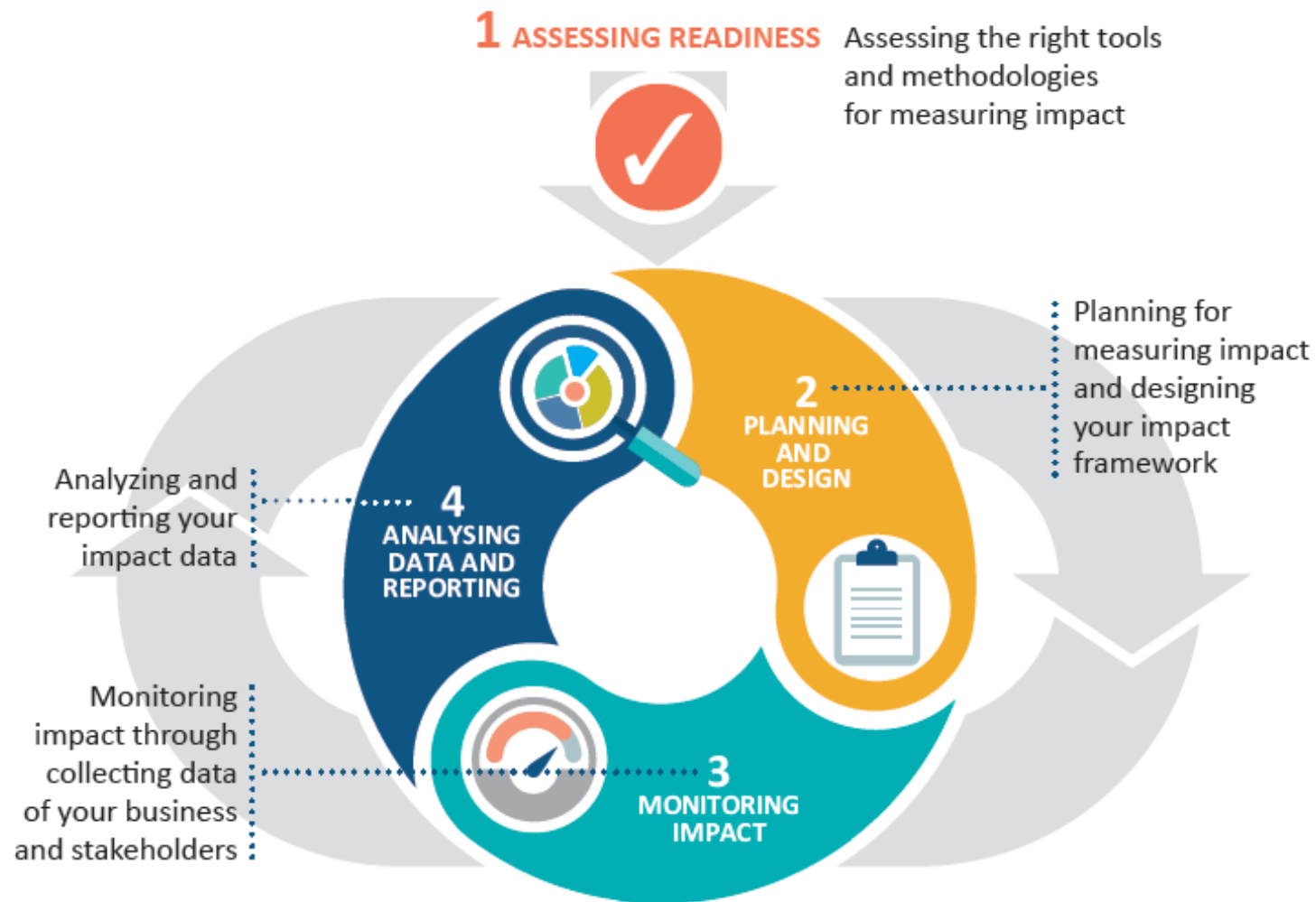


LATIN AMERICA





BCtA Impact Measurement Services



Repeating this process will create a positive feedback loop!