

**ASEAN INCLUSIVE BUSINESS AWARDS**

**APPLICATION FORM**

**Instructions** (applies for Part 1 and Part 2 of the form)

1. The term Base of the economic Pyramid (BoP) refers to those who lack access to basic goods, services or livelihood opportunities, typically earning less than USD 8.44 per day in Purchasing Power Parity (PPP) terms (the threshold used in the World Bank's Global Consumption Database).
2. Applicants must answer all questions in this form. If any question is not applicable or you do not have complete information, please specify so and state the reasons why in the field alongside the question.
3. For the purpose of this form, 'business' refers to the company, subsidiary or business unit that is applying for the award.
4. If the applicant is a company or subsidiary of a company, information should be provided for both the enterprise and the subsidiary unless otherwise stated. If the applicant is a business unit within a parent company, the applicant may need to provide information for the parent company where information on the unit is not available, or where it has been specifically asked.
5. Applicants should have the following information handy to answer questions in this form regarding:

* Business overview
* ownership structure
* details of engagement with the BoP
* data on BoP impact
* financial information (financial return expectations and primary funding type), and
* information on legal/regulatory compliance.

1. Information provided will be kept confidential and used only for evaluating the applicant for the ASEAN Inclusive Business Awards.
2. For any questions related to this form or the ASEAN Inclusive Business Awards, please contact *[to be completed later].*
3. Please send your application and supporting materials to *[to be completed later]* by *[to be completed later]* in the format below.

* **Email subject:** Last Name, First Name / Company / ABA2021IBApplication
* **File name:** Company Name\_ABA2021IBApplication

**Example:**

* **Email subject:** (Lopez, Miguel / ABCD / ABA2021IBApplication)
* **File name:** (ABCD\_ABA2021IBApplication)

**PART 1**

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| --- | --- | --- | --- | --- |
| **Basic information** | | | | |
| **Company Name** |  | | **Date:** |  |
| **If your business is a subsidiary or unit of a parent company, name of the parent company** |  | |  |  |
| **Business address (including name of the country)** |  | |  | |
| **Year of establishment of your company** *If your business is a unit of a parent company, year of establishment of the parent company* |  | |
| **Website** |  | |
| **Contact person** |  | |
| **Job title** |  | |
| **Telephone number** |  | |
| **E-mail** |  | |
| **A. Presence in ASEAN** | | | | |
| 1. **Company headquarters** | Choose an item. | | | |
| *If your business is a unit of a parent company, indicate in which country the headquarters are located* |
| 2. **Nature of operations in ASEAN** (max. 50 words)  *If your business is unit within a parent company, provide data for your unit.*  *Examples of operations: sourcing raw materials from farmers in Philippines; manufacturing or assembly plants in Indonesia; sales in Malaysia and Indonesia* |  | | | |
| **B. Business ownership** | | | | |
| *If your business is a unit within a company, provide data for the company. If the applicant is a subsidiary, provide data for the subsidiary.* | | | | |
| 3a. Is your business registered as a for-profit entity? | Select Yes/No | | | |
| 3b. If yes, specify the corporate form of the business  *E.g., private limited company, limited liability partnership, partnership, sole proprietorship* | Corporate form: | | | |
| 4. Ownership structure: | **Type of shareholder** | **Percentage shareholding in the business** | | **Percentage shareholding in the parent enterprise (if applicant is a 'unit')** |
| ASEAN citizens |  | |  |
| Non-ASEAN citizens |  | |  |
| Institutional investors  based in ASEAN |  | |  |
| Institutional investors based outside ASEAN |  | |  |
| Government |  | |  |
| 5. Are any management decisions of the business made or controlled by Governments or Governmental bodies? *Examples of Government control: Government nominees on the Board of Directors or senior management; voting and veto rights of the Government/Governmental body in decision-making.* | Select Yes/ No | | | |
| If yes, explain |  | | |
| **C. Financial information** | | | | |
| *If the business is a unit within a company, provide data for the company if data at the unit level is not available. If the applicant is a subsidiary, provide data for the subsidiary.* | | | | |
| 6. Financial details of the business for the last two financial years.  *Notes:*  *Commercial revenue refers to revenue generated from sale of goods and services only. Please exclude not non-commercial or one-time sources such as interest income, sale of assets, etc.  Commercial financing includes commercial debt and equity. Total capital includes commercial financing and non-commercial forms of financing such as grants, subsidiaries and soft loans.  Provide audited results. If audited data is not available for the latest financial year, provide provisional or forecast results.* | **Financial year:** | | | |
| **Reporting financial data for** | | | |
| **Parameter** | | **FY 2019/ FY 2019-2020** | **FY 2018 / FY 2018-2019** |
| Commercial revenue | *Local currency* |  |  |
| *USD* (estimate) |  |  |
| Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) margin (%) |  |  |  |
| Commercial financing as a % of total capital |  |  |  |
| **D. Base of the economic Pyramid (BoP) involvement** | | | | |
| 7. Did your business start working with people at the BoP on or before January 1, 2018? | *Select*  Yes / No | | | |
| 8. Which BoP stakeholders does your business engage with? (select all that are applicable) | **Suppliers** | *Select* Yes / No | **Customers** | *Select* Yes / No |
| **Distributors/ Retailers** | *Select* Yes / No | **Employees** | *Select* Yes / No |
| 9. Describe how the business works with the BoP. (max. 100 words) |  | | | |
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| **E. Social, environmental and legal compliance** | | | | |
| *If the applicant is a unit within an enterprise, provide information for the parent enterprise. If the applicant is a subsidiary, provide information for the subsidiary.* | | | | |
| 10. Is your business in compliance with applicable social and labour regulations and standards in the countries in which it operates? If ‘No’ or ‘Not sure’, please explain. (max. 50 words) | *Select* Yes / No / Not sure | | | |
| Explain if 'No' or 'Not sure': | | | |
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| 11. Is your business in compliance with applicable environmental regulations and standards in the countries in which it operates? If ‘No’ or ‘Not sure’, please explain. (max. 50 words) | *Select*  Yes / No / Not sure | | | |
| Explain if 'No' or 'Not sure': | | | |
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| 12. Are there any previous or ongoing litigation/legal proceedings or serious misdemeanours against your business? If 'Yes', describe. (max. 50 words) | *Select* Yes / No | | | |
| Explain if 'Yes': | | | |
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**PART 2**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **A. Business overview** | | | | | | | | | | | | | | | | | |
| **1. Primary sector in which the business operates** |  | | | | | | | | | | | | | | | | |
| **2. Are you a business or an NGO?** | **Business** | | | | | | | **NGO** | | | | | | | | | |
| **3. Business overview** *If the business is a unit of an enterprise, also provide an overview of the enterprise.* (max. 50 words) |  | | | | | | | | | | | | | | | | |
| **4. How does your company identify itself (as defined by the country where headquarter is located)? Please circle the relevant answer.**  i. Medium scale enterprise  ii. Small scale enterprise  iii. Micro enterprise  iv. Other | | | | | | | | | | | | | | | | | |
| **5. Number of employees as of 31 December 2020 (or previous financial year)**  *If the applicant is a unit within an enterprise, specify the number of employees engaged in the unit's operations. If this data is not available, provide data at the enterprise level.* |  | | | | | | | | | | | | | | | | |
| **6. Is your company commercially viable, growth oriented, and profit generating?** | **yes** | | | | | | | **no** | | | | | | | | | |
| **7. Do you aim to grow?** | **yes** | | | | | | | **no** | | | | | | | | | |
| **8. Does your company promote Environmental, Social, Governance (ESG) standards?** | **yes** | | | | | | | **no** | | | | | | | | | |
| Examples:   * **Environmenta**l: energy use, waste, pollution, natural resource conservation, and treatment of animals * **Socia**l: Does you work with suppliers that hold the same values as yours? Does your company donate a percentage of its profits to the local community or encourage employees to perform volunteer work there? Does your company’s working conditions show high regard for its employees’ health and safety? Are other stakeholders’ interests taken into account? * **Governance**: Do your company use accurate and transparent accounting methods? Are your stockholders are given an opportunity to vote on important issues? Do you avoid conflicts of interest in their choice of board members? Do you avoid political contributions to obtain unduly favourable treatment? Do you avoid engaging in illegal practices? |
| **9. Does your company strive to find solutions to social problems?** | **yes** | | | | | | | **no** | | | | | | | | | |
| **10. Please describe your business and how you integrate those at the bottom of the pyramid (BoP) as employees or stakeholders?**  Examples:   * How have your business model, processes, products and/or services become more affordable and/or better tailored to the needs of the poor? * What targeted measures have you undertaken to integrate the BoP, e.g. providing training, extending credit to customers, suppliers and sales agents, etc. | | | | | | | | | | | | | | | | | |
| **B. Financial sustainability** | | | | | | | | | | | | | | | | | |
| *The extent to which the nominee has a proven, commercially viable model.* | | | | | | | | | | | | | | | | | |
| **11.** **Please indicate % growth in commercial revenue from FY2019 / to FY2020 / FY2020-2021** |  | | | | | | | | | | | | | | | | |
| **If the business is reliant on non-commercial forms of financing** (such as grants, subsidies or soft loans), **please answer 11a and 11b)** | **11a. Is this primarily due to availing Government initiatives/schemes in your sector** (E.g., soft loans for businesses working in priority sectors)**? Describe the schemes and their importance to your inclusive business model. Is it standard industry practice to avail of these schemes?** (max. 50 words) | | | | | | | | | | | | | | | | |
| **11b. By when do you expect the business to be wholly commercially financed? What is the basis for your estimate? If you do not expect the business to be wholly commercially financed in the long run, explain the rationale.** (max. 50 words) | | | | | | | | | | | | | | | | |
| **C. IB social impact reach** | | | | | | | | | | | | | | | | | |
| *The proof and potential of the business model to be expanded in existing markets and product lines, as well as replicated in new sectors and/or geographies* | | | | | | | | | | | | | | | | | |
| **12**. **Explain market and organisational factors driving growth/reduction in BoP served over the last three financial years.** **Please provide numbers of BoP served, if available, or estimations.** (max. 100 words) | | | | | | | | | | | | | | | | | |
| **13. List the countries in which your business’ BoP stakeholders are based and specify the extent of concentration of those stakeholders within the countries** (E.g., spread across the country; concentrated in one district). (max. 50 words) | | | | | | | | | | | | | | | | | |
| **D. Depth of social impact** | | | | | | | | | | | | | | | | | |
| *Nominee's breadth and depth of impact on the BoP stakeholders that it works with/serves* | | | | | | | | | | | | | | | | | |
| **14. Profile of the BoP stakeholders that your business works with/serves, including educational background, age, geographic location, livelihood, income levels, size of farm, lack of access to basic goods/services or economic opportunities, etc**  (max. 100 words) | | | | | | | | | | | | | | | | | |
| **15. How do you know that these stakeholders are part of the BoP?** *Select all that apply.* | **Internal research/ interviews** | Select Yes/No | | | **General customer knowledge (anecdotes, frequent interactions)** | | | | Select Yes/No | | | **Other (specify):** | | | | | |
| **Specialised market research by a third party** | Select Yes/No | | | **I believe that most/all individuals in my market are living at the BoP** | | | | Select Yes/No | | |
| **16. How do you assess your company in terms of social impact?** Please indicate as much as possible how deep does your IB business line affect the BoP people. | | | | | | | | | | | | | | | | | |
| Please tick relevance. If multiple answers apply, please provide hierarchy from 1-6, 1 = low, 6 = high | | | | | | | | | | | | | | | | | |
|  | | | **yes / no** | **1** | | | **2** | | **3** | | **4** | | | **5** | | **6** | |
| 1. **What type of core problems does your business address?** | | |  | | | | | | | | | | | | | | |
| Income problems of the poor | | |  |  | | |  | |  | |  | | |  | |  | |
| Social problems of the poor | | |  |  | | |  | |  | |  | | |  | |  | |
| 1. **How does your business engage the BoP?** Whom do you reach? | | |  | | | | | | | | | | | | | | |
| poor | | |  |  | | |  | |  | |  | | |  | |  | |
| low income | | |  |  | | |  | |  | |  | | |  | |  | |
| middle class | | |  |  | | |  | |  | |  | | |  | |  | |
| socially excluded | | |  |  | | |  | |  | |  | | |  | |  | |
| women | | |  |  | | |  | |  | |  | | |  | |  | |
| 1. **To what extent does your company engage with:** | | |  | | | | | | | | | | | | | | |
| suppliers | | |  |  | | |  | |  | |  | | |  | |  | |
| labourers | | |  |  | | |  | |  | |  | | |  | |  | |
| distributors | | |  |  | | |  | |  | |  | | |  | |  | |
| shareholders | | |  |  | | |  | |  | |  | | |  | |  | |
| consumers | | |  |  | | |  | |  | |  | | |  | |  | |
| **E. Contribution to systemic change** | | | | | | | | | | | | | | | | | |
| **17. Please describe and indicate as much as possible how deep does your IB business line affect the BoP people by providing concrete examples or numbers if possible. Do you consider that your organisation contributes positively to the way things are done?** (max. 150 words) | | | | | | | | | | | | | | | | | |
| **18. Please describe if you believe your organisation contributes to systemic change (for example by addressing gender issue as well as issue of poverty) and please describe why giving one or several concrete examples.** (max. 150 words) | | | | | | | | | | | | | | | | | |
| **19.** **What potential do you see for replication of your business model vis-à-vis the BoP in other sectors or geographies? What aspects of the model are replicable?** (max. 50 words) | | | | | | | | | | | | | | | | | |
| **F. Innovation in the value chain** | | | | | | | | | | | | | | | | | |
| *The nominee's innovation across the value chain – whether in the form of product/service design, business model innovation and/or unique delivery models – to work with/serve the BoP* | | | | | | | | | | | | | | | | | |
| Please tick relevance. If multiple answers apply, please provide hierarchy from 1-6, 1 = low, 6 = high | | | | | | | | | | | | | | | | | |
|  | | | | | **yes / no** | **1** | | **2** | | **3** | | | **4** | | **5** | | **6** |
| **20. Has your business innovated?** | | | | | | | | | | | | | | | | | |
| in its model and technology to benefit the poor | | | | |  |  | |  | |  | | |  | |  | |  |
| corporate social responsibility | | | | |  |  | |  | |  | | |  | |  | |  |
| environmental innovation | | | | |  |  | |  | |  | | |  | |  | |  |
| **21. Along which part(s) of the value chain is your business model innovative in how it engages with the BoP?** *Select all applicable* | | | | | | | | | | | | | | | | | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Procurement** | Select Yes/No | **Distribution** | Select Yes/No | **Customer service** | Select Yes/No | | **Product or service**  **development** | Select Yes/No | **Sales and  marketing** | Select Yes/No | **Other (specify):** | | | | | | | | | | | | | | | | | | | | |
| **22. Describe the innovation with respect to the BoP** (whether in the form of a product/service, business model, delivery model, etc.)  (max. 50 words) | | | | | | | | | | | | | | | | | |
| **23. Why do you believe the innovation is unique vis-a-vis other players in the sector? Provide examples, if applicable, of how others in the sector are following your example.** (max. 50 words) | | | | | | | | | | | | | | | | | |