



This company meets the
highest standards of social
and environmental impact

#shopbyimpact

Verified for impact MSMEs measure impact to become 'green' companies of the future

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Inclusivetrade.com

MSMEs and their role

#shopbyimpact

Domestic and international supply chains represent an estimated 90% of corporate emissions according to the World Economic Forum, and small businesses play an integral part.

Source: *MSME informal working group SBC call for proposals 2022

Inclusive Trade is an “eco-commerce” marketplace for sustainability vetted MSMEs.

Inclusive Trade’s global community brings together sustainable MSMEs, conscious consumers, ethically driven businesses and industry stakeholders to create shared value for a sustainable future.

Inclusive Trade aims to eliminate greenwashing and enable transparency across the value chain by vetting and verifying micro-businesses (MSMEs) for sustainability impact globally.



Who are we?

Inclusive Trade is lead by Rupa Ganguli,
Founder and CEO

a former United Nations employee, a sustainability champion with 20+ years of expertise in international micro and small business (MSME) trade facilitation, textiles, gender and sustainable development.

<https://www.linkedin.com/in/rupaganguli/>

The team includes experienced professionals in technology, finance, operations, investment, academia and research, an SEO and internet strategy agency, a visual media agency, photography and video



Project: Verified for impact

The objective of this project is to make accessible a self-assessment verification tool kit (backed by the UN SDGs), to MSMEs and to train them to measure and report on their sustainability to enable them to commence on their trajectory to becoming “the green” companies of the future and to start actively participating in global value chains.



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Why now?



65% of global GDP is now under a 2050 net-zero commitment—that means 65% percent of the world economy is committed to becoming carbon neutral.

1 out of 4 consumers say they are planning to focus more on **environmental** issues and will pay more attention to **social** aspects in their shopping behaviour.

Sustainable products have been a growth driver in the past; across consumer categories, have been growing **5 to 6 times faster** than the average market.

Source: Mckinsey, August 5, 2021

Verified for impact – 100 MSMEs

Outcome1: MSMEs have gained awareness on measuring social, environmental and gender impact

Activity 1.1: MSME training and capacity building

Short term impact: Inclusive Trade will offer 10 – 12 training videos on demonstrating social impact, environmental impact and gender impact.

Outcome 2: MSMEs have conducted self-assessment for sustainability and demonstrated impact

Activity 2.1: MSME verification and communication

Short term impact: 100 selected MSMEs will undergo the self-assessment process with support from Inclusive Trade's team through online sessions and group webinars organised to support these selected MSMEs to demonstrate their sustainability impact linked to SDGs

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We are setting a new standard; connecting impact driven MSMEs to consumers and businesses, improving transparency

Our vetting process is elevating an industry that has lacked structure and oversight

1

Pipeline: small businesses enter the funnel

2

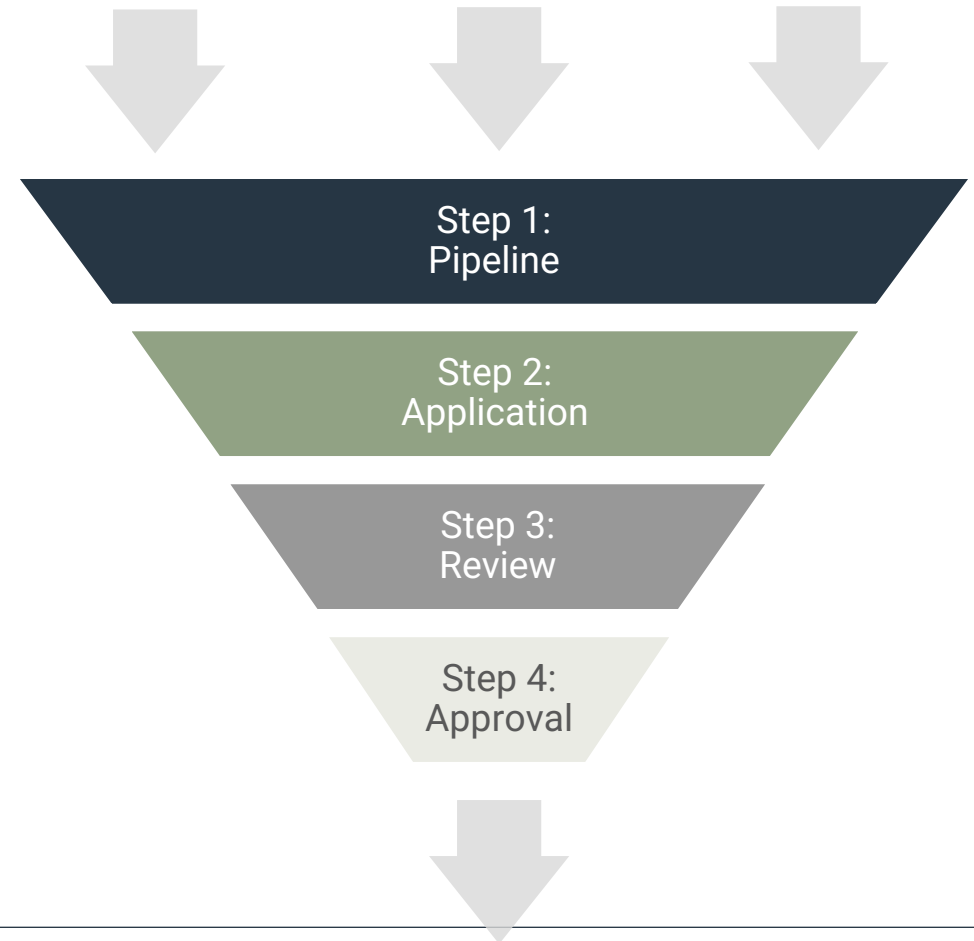
Application: MSMEs complete a 2-step application process providing information about their products, impact and background.

3

Review: small businesses are reviewed and rated based on their product quality, skill level, growth-plans and impact on SDG5, SDG12 and SDG13 through vetting process.

4

Approval: On successful completion of the vetting process, small businesses receive a score based on their inputs. The successfully vetted MSMEs are reviewed annually and provided access to training materials and programmes to engage in continued improvement.



Supporting sustainable trade: some of our stories - Jaspe Maya Moderno, Latin America



<https://inclusivetrade.com/products/infinity-scarves-11>

Jaspe Maya Moderno is a young brand created by two enterprising ladies, Gabriela and Victoria from Guatemala. Their love for sustainability combined with their passion to convey the beauty and skills from Guatemala lead them to come together and develop this beautiful environmentally friendly and contemporary brand.

The collection includes a combination of fabrics such as recycled denim jersey sourced from a local mill made using off cuts of denim jeans and Guatemalan traditional fabrics sourced from across different parts of Guatemala. Each garment can be traced back to the source and is free from harmful chemicals and is manufactured in Guatemala. Gabriela and Victoria handpick each type of vintage fabric sourced from different regions across the country to ensure quality and sustainability of the complete collection.

Our impact has been globally recognised

By vetting just 20 MSME artisan businesses we have already reached 4500+ direct beneficiaries across Asia, Africa, Latin America and Europe



This company meets the highest standards of social and environmental impact

	Purpose driven entities	No of end beneficiaries (only workers, not families)	Region	Segment	Info source
1	Muya	600	Ethiopia	Hand spinners, hand weavers and their families	visit to site
2	Antonio Prah	200	Guatemala - Aldea Chichimecas	socks manufacturers and their families in one of the poorest villages	visit to site
3	Eden	500	Myanmar	trafficked women and girls who have been rescued	self reporting / data gathering
4	Aarohan	1000	India - Rajasthan	Women in a cooperative in one of the poorest areas	visit to site / data gathering
5	No Name chocolates	2000	Colombia	Cocoa farmers and their families	self reporting / data gathering
6	Paradise Fashion	95	Ethiopia	Hand weavers	self reporting / data gathering
7	YONDER Living	100	Morocco	Carpet weavers	self reporting / data gathering
8	Seble	1	Ethiopia	Young female Artist	visit to site
9	Tribe	3	Uk	female business owner immigrant	visit to site
10	Nissim	2	Uk	female business owner immigrant	visit to site
11	Jaspe Maya Moderno	50	Guatemala	Mayan hand weavers	visit to site
12	The Kat and Monocle	10	UK	young female artist	visit to site
13	Karigar	20	India - Himalayas	hand weavers	self reporting / data gathering
14	Design by Nasha	100	India - south west	block printers and screen printers	self reporting / data gathering
15	Khit Sun Yin	100	Myanmar - lake Inle region	Lotus stem weavers	self reporting / data gathering
16	Coraline Skincare	3	UK		self reporting / data gathering
17	By Karin	3	Uk and Nigeria	Female owned business, Single mother and immigrant	visit to site
18	Sucremor		Japan	Female owned business	self reporting / data gathering
19	The Kindr Company		UK	Environmentally eco friendly cleaning	self reporting / data gathering
20	Yogacycled		UK	Female owned business, immigrant working with recycled materials	self reporting / data gathering
21	Yummy by Yamy	3	UK	Female owned business, immigrant working with hand made products	visit to site / data gathering
	Total	4790			

Note: one can assume each worker would have a family of approx 5+ people on avg. So the household impact would be greater.

Verified for impact

How promotion by the ICC, ITC and WTO MSME Informal Working Group support this initiative:

- By jointly organising virtual face-to-face workshops and training sessions with the MSMEs, where Inclusive Trade can explain, not only the process and training for sustainability along with evolving global trends, but also provide advice and suggestions on most effective ways to learn about sustainability and impact measurement going forward.
- By having support from the ICC, ITC and the WTO to promote at the government level worldwide, Inclusive Trade's sustainability training and certification to enable many more MSMEs to benefit from an opportunity to connect with markets globally.
- With the support of the ICC / ITC / WTO MSME Group in the dissemination of this project, through their communication media and network of contacts, Inclusive Trade would be able to share know-how and learnings with all institutions interested in supporting the growth of sustainable MSMEs by helping them to have access to affordable measurement and communication channels globally.

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Fill in the online form to be part of this initiative!



Expression of interest to connect with Inclusive Trade and verified for impact

This is a first step towards verifying your small business for sustainability and starting your journey towards joining global value chains. Please take a few minutes to share our story and impact with us. We look forward to engaging with you! On completion of the form, if your application is successful we will get back to you to take you through the next steps. We will work with you on developing and telling your story, as well as supporting you to develop transparency across your business and share our learnings and information.

Email me to request the link by email

Email: social@inclusivetrade.com

Email *

Your email

Inclusive Trade Journey

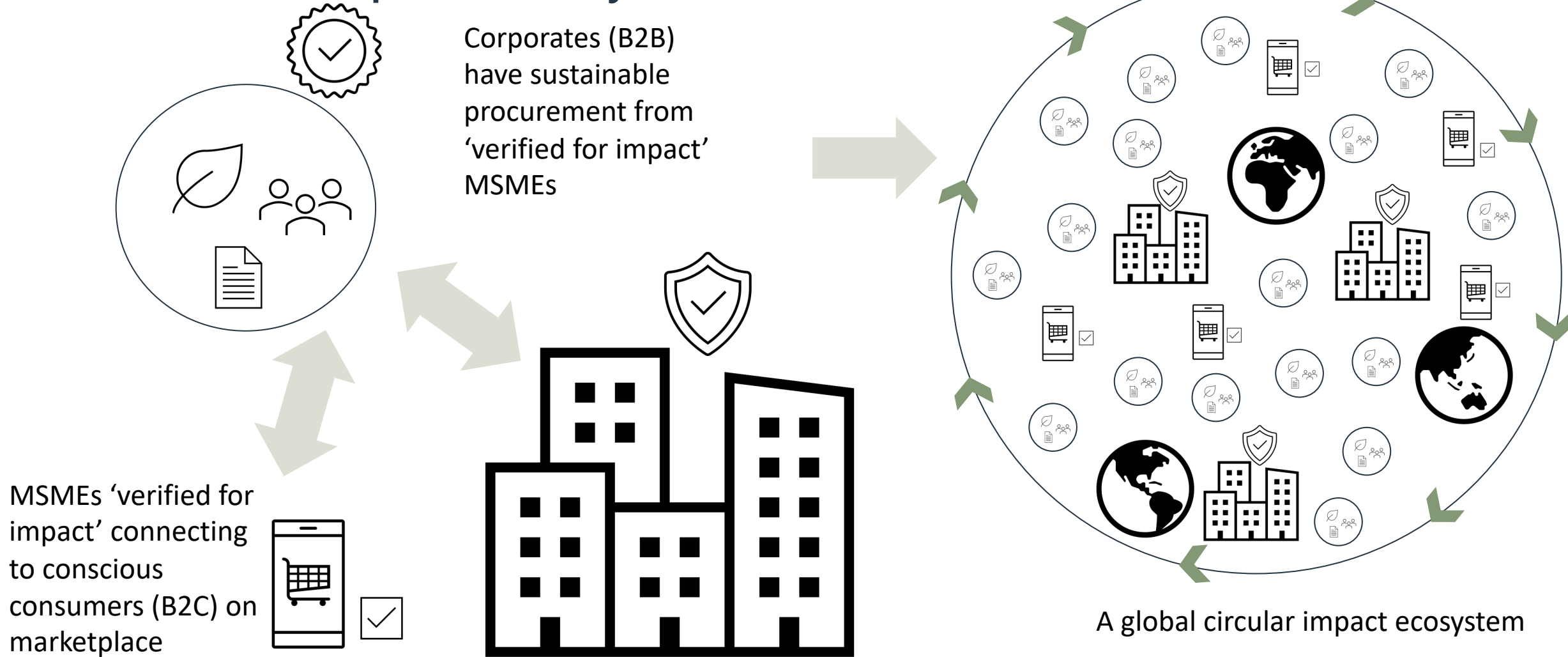


First Name *

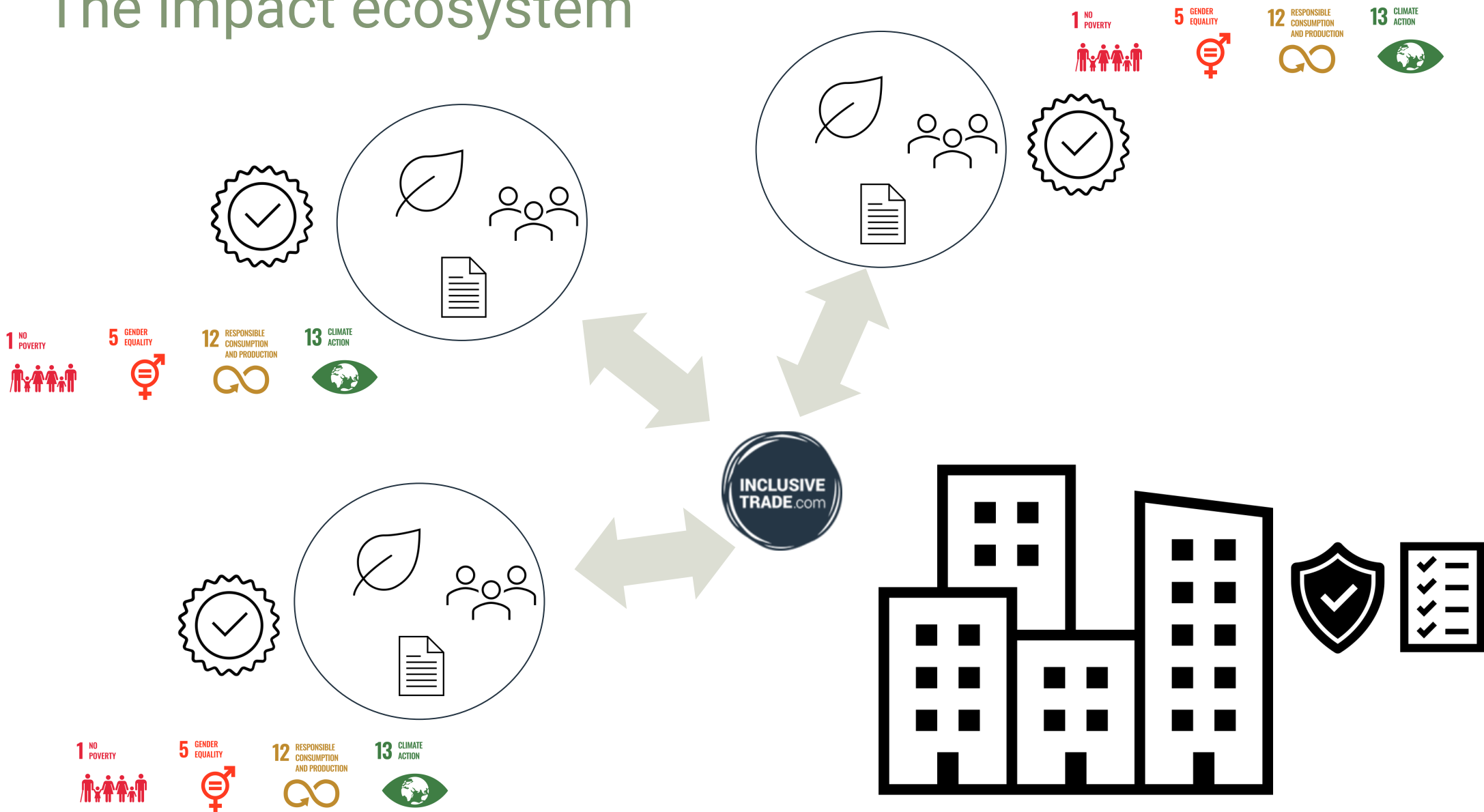
Your answer

Form: <https://forms.gle/KZZwiiabqNQeM8NLA>

Verified for impact ecosystem



The impact ecosystem



Some examples of representative vetted small businesses

Supporting sustainable trade: some of our stories - Seble, Africa



Luxury Silk Scarf - The Coffee Picker (limited edition) £192
<https://inclusivetrade.com/products/silk-scarf-coffee-picker>



Seble, proudly displaying her drawings in her studio in Addis Ababa, Ethiopia

Seble is an artist in Addis Ababa, Ethiopia... She loves creating her art based on traditional stories from her childhood Inclusive trade loves helping her bring her art to consumers globally!... (SDG5)

Supporting sustainable trade: some of our stories - Eden, Asia



<https://inclusivetrade.com/products/18-carat-gold-plated-threads-of-joy-earrings-teal>

All profits from the jewellery social enterprise directly benefit each woman who comes to Eden (salary, services, shelter and other programs), so that more of the women who leave the red-light districts can be provided with the opportunity to gain training and employment

When your jewellery brings hope to victims of the darkest human-trafficking hubs, you know you have done something right!
Eden reaches, rescues, and restores the livelihoods of women across 5 countries in Asia (SD5 and SDG12)

Inclusive Trade - our impact ecosystem



Marketplace

Already operational with 2400+ registered customers.



Community

Engaged community of 20k+ value-driven, ethically minded consumers, sustainable MSMEs, thought-leaders, industry stakeholders and corporations globally.



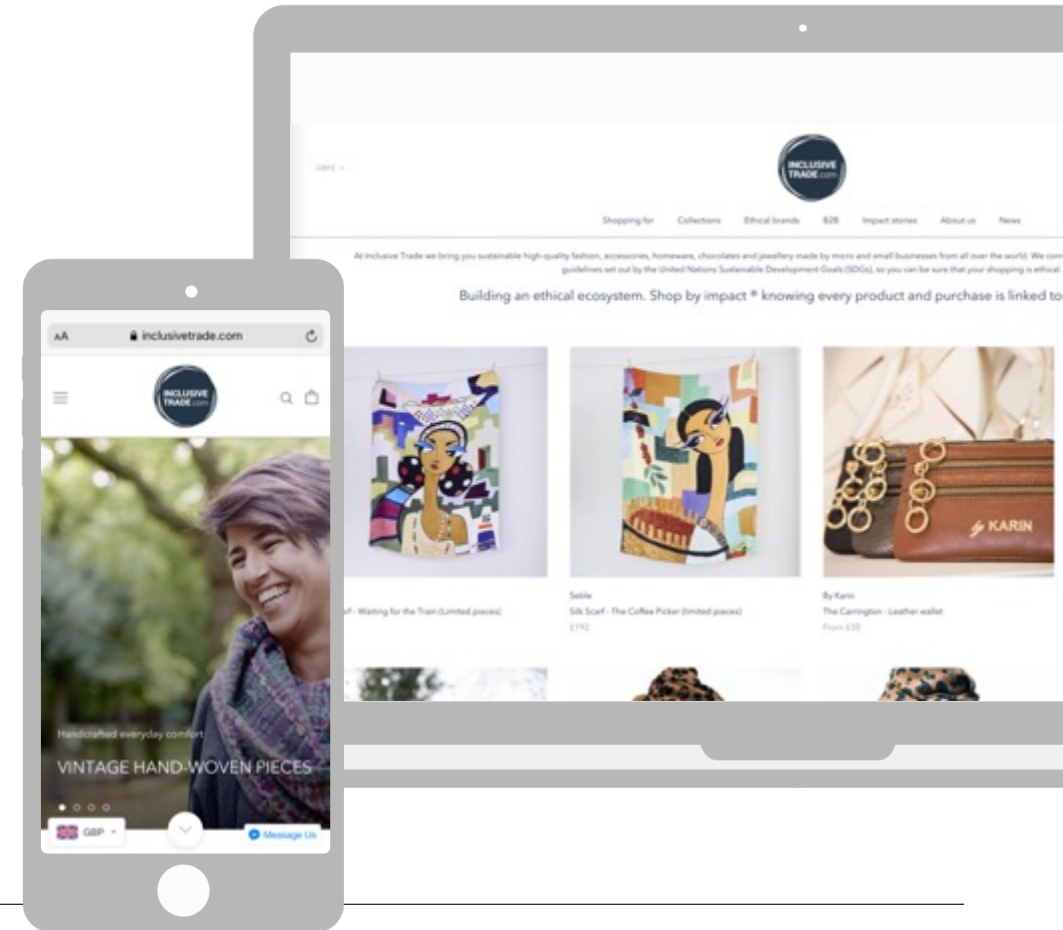
Brand

Consumers, corporates and industry stakeholders look to Inclusive Trade as a trusted voice in the industry, with a thoughtful curation and visible impact.



Platform

Developing an app that will seamlessly integrate with our web platform to offer consumers, MSMEs and corporates, sustainability vetting at their fingertips.



Don't just take our word for it



Helen Baillot

1 review

★★★★★ a year ago

I have made several purchases from this fantastic website. A really gorgeous range of items, and they arrive beautifully presented. Fast efficient service and great to shop with the knowledge that you're supporting independent, sustainable producers. Highly recommended.



maithili raut

3 reviews

★★★★★ a year ago

Sustainability and Empowerment of LOCAL products from developing nations... Inclusive is all about bringing that unique experience to our doorstep. Loved their selection and service! Would shop again



Katrina Wight

The Kat & Monocle

August 9, 2018, Katrina worked with Rupa but at different companies

I have worked with Rupa for 5 years now and she has provided endless support for my business, both from her mentoring via SPINNA and selling my products through Inclusive Trade. Rupa has such passion for quality, creativity, innovation and inclusivity and her values for honest, sustainable and ethically made goods provide an excellent match for promoting small, independent businesses (such as mine). Rupa's energy and personable nature have also contributed towards an effective partnership and through this, I feel my business can flourish. [See less](#)



Jake Colvin • 1st

Executive Director of the Global Innovation Forum and Vice President at t...
1yr • 🌐

Thanks [Rupa Ganguli FRSA](#), [Paul Tribble](#), and [Daniel Porcelli](#) for the optimism you shared with your networks from your small businesses over the past few days in the face of the [#coronavirus](#).



These Small Doses of Optimism from Entrepreneurs in the Face of the Coronavirus Are Oddly Reassuring

[modernfellows.com](#)

PRESS & RECOGNITION



This company meets the highest standards of social and environmental impact



conscious
fashion +
lifestyle
network



FASHION
IMPACT FUND

Modern
Fellows

the
simple
things



Taylor Vinters*
ZEBRA PROJECT

Be Kind
MAGAZINE

WINSIGHT



school for
social
entrepreneurs
fellow

LEEDS



Fashive



MSMEs
WTO Joint Initiative
on MSMEs

PARTNERS & EVENTS



Sendoso

Om
yoga show
London

SPINNA

SPRINGFAIR
@HOME



servedge
"THE FABRIC OF YOUR LIFE"



Watch Live



eCommerce
Week
1-5 April 2019
Palais des Nations, Geneva
From Digitalization to Development



MC12
GENEVA
2022

Our **global community** brings MSMEs, consumers, businesses and stakeholders together to jointly create a shared sustainable future!

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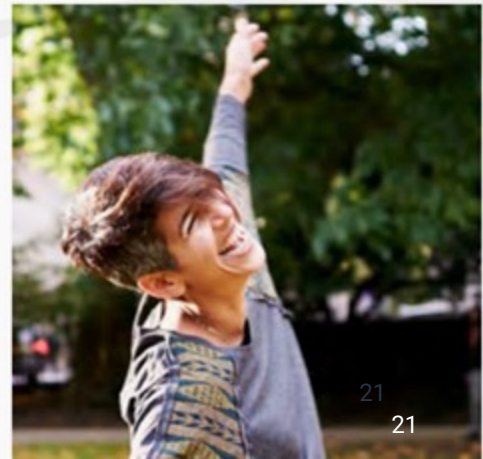
Social impact



Environmental impact



Gender inclusivity



Thank you

Join us and become part
of the change!

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<https://www.linkedin.com/in/rupaganguli/>

