As more companies are integrating inclusive business practices into their core business strategies, we are seeing a rising number of companies and development organizations who are interested in using impact measurement to create value for both business and society. Companies that measure results are able to refine their business practices, benchmark achievements against peers, and communicate their value to key stakeholders more effectively.

Business Call to Action will launch its flagship report on the progress of inclusive businesses during this invite-only session and present key findings from the research focusing on the achievements, challenges, opportunities, and lessons learned from the initiatives of BCtA members. This session will also focus on how some of the member companies are measuring social and operational results of their inclusive business initiatives. Representatives from these leading member companies will share their experiences in conducting real-time data collection and discuss how it can help improve the ways they manage their businesses.

THIS SESSION WILL BE LIVESTREAMED VIA THE BCTA CHANNEL ON BUSINESS FIGHTS POVERTY
http://bcta.businessfightspoverty.org/

For more information on Business Call to Action and the Forum, email: tatiana.bessarabova@undp.org