



Certified



Corporation

This company meets the highest standards of social and environmental impact

Wednesday, 2 November 2022

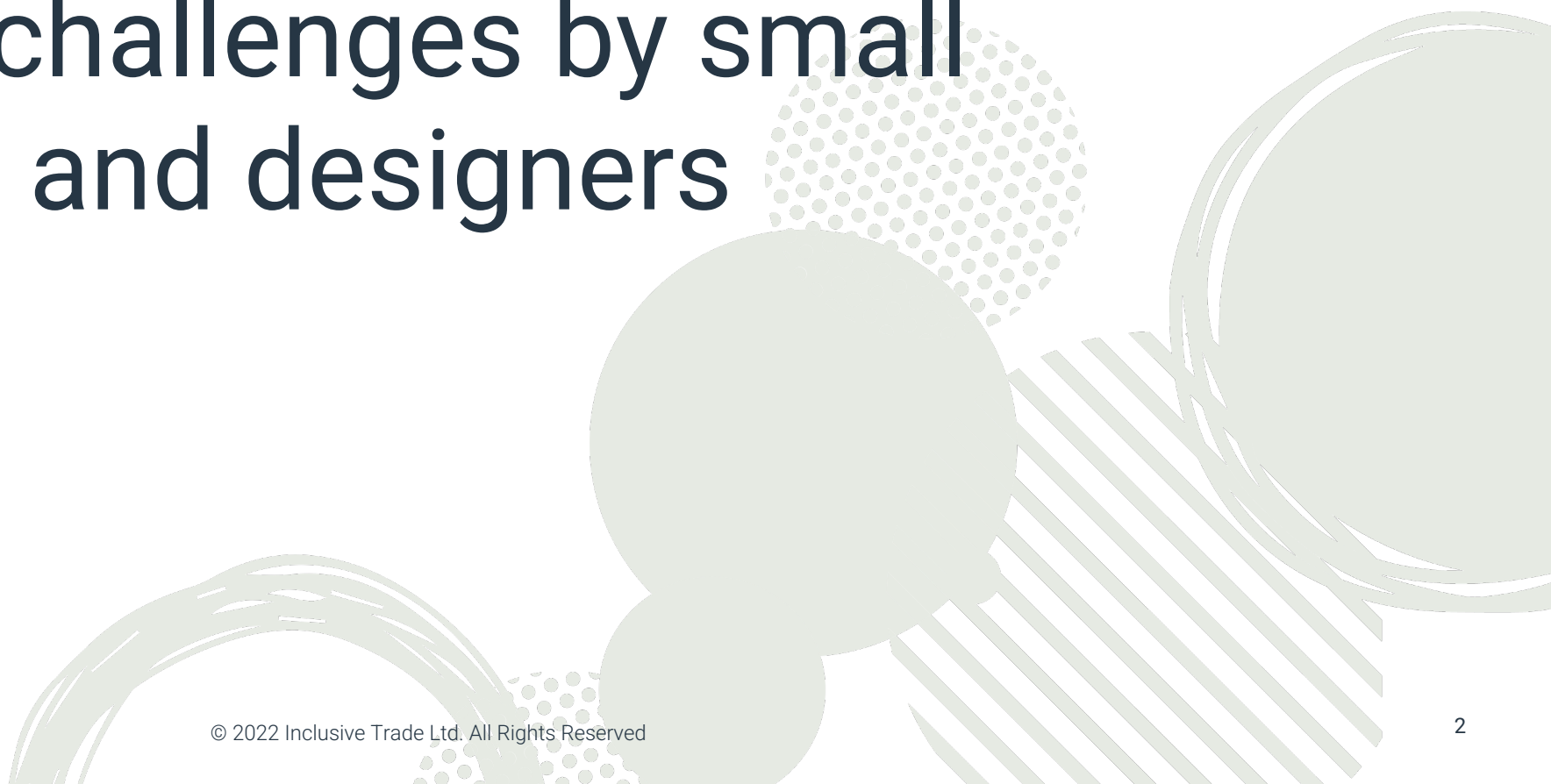
WIPO - Sub-Regional Workshop on the Hague System for Stakeholders in Botswana, Ghana, Namibia, Rwanda and Sao Tome and Principe

Empowering designers to access global markets – our experience and solution

# Building an ethical eco-system

By  
Rupa Ganguli  
Founder & CEO  
#shopbyimpact  
Inclusivetrade.com

# Part 1: key challenges by small businesses and designers



# Some initial findings sent through from participating countries based on a questionnaire I had sent out:

Preparatory questions

Q.No	Guiding questions	Comments / details	Organisation /city / country
1	Is there a university for design in the country? How many?		
2	How many students graduate from design and associated programmes each year?		
3	Where do students get their raw materials to make products during their design programme?		
4	Do students go through a costing and marketing elements in their design programme?		
5	Are there international university affiliations with the local university?		
6	Are there design shows in the country where students / graduates are able to showcase?		

# Some highlights of findings from responses received

## Good news:

Academia: There are universities for design

Affiliation with international: Yes

Sourcing /access to raw materials: local

Regional shows: yes some

Access to industry: Yes some

Trade association: yes

Access to markets and shows: some

Access to IPR information : Yes

# Some highlights of findings from responses received

## Challenges:

Academia: Not in all countries or not visible enough

Affiliation with international: Limited

Sourcing/access to raw materials: Limited/not cost effective

Market access/consumers: limited

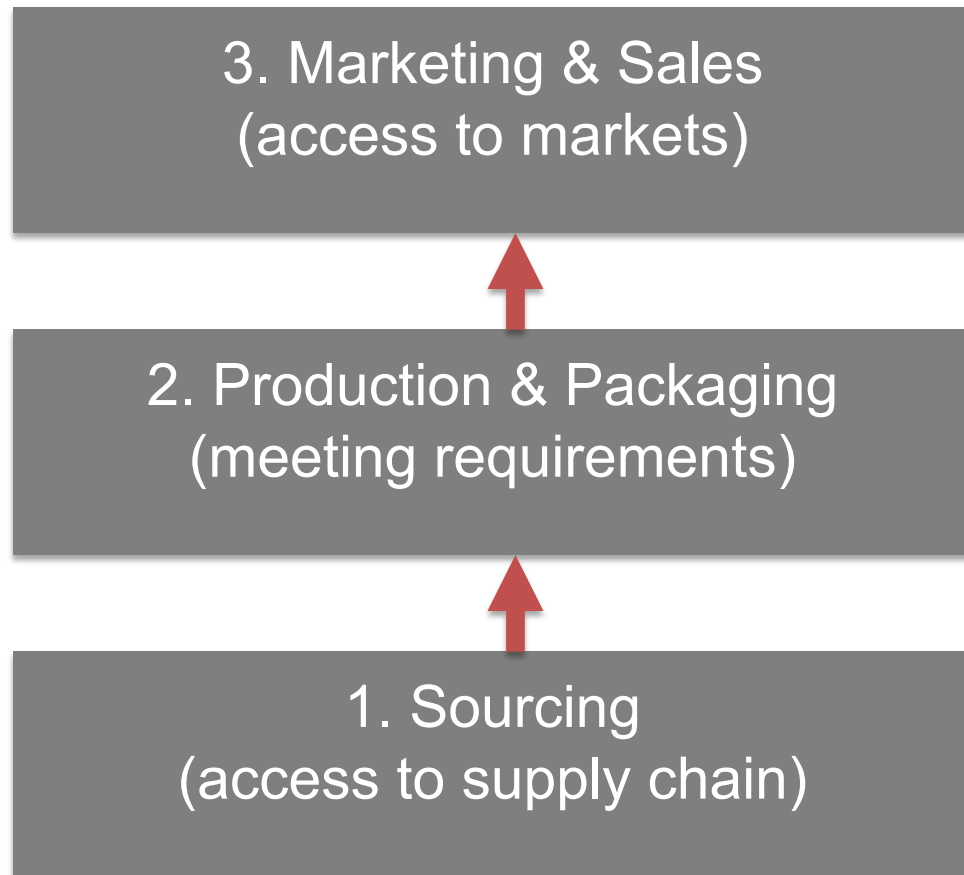
Access to industry: Links could be stronger

Trade association: Yes and could have more services

Access to markets/shows: need for international events

IPR: linking to business development could be improved

# How can designers participate in a Global Value Chain



Lets break the business issues into basic issues

- Sourcing (supply chain) : finding and buying raw materials at reasonable prices
- Production : finding a cost effective method to create / produce small volumes
- Market Access : Reaching clients / customers / buyers with limited budgets and resources

# Some common challenges seen across the world with small businesses and designers – Information access



- Lack or low levels of skills in knowing where to look and what is relevant
- Finding easy to understand information on global trade is difficult
- Having the time to go through and short list what is relevant to the business
- Knowing how to implement even if the information has been accessed



# Some common challenges seen across the world with small businesses and designers – payments and costs of transactions online and offline

The image shows a comparison of three Shopify pricing plans. The 'Basic Shopify' plan is the most popular, priced at \$29 USD/month (displayed as \$26 USD/month), and includes 2 staff members and up to 4 locations. The 'Shopify' plan is priced at \$71 USD/month and includes 5 staff members, up to 5 locations, and professional reports. The 'Advanced Shopify' plan is priced at \$299 USD/month (displayed as \$266 USD/month) and includes 5 staff members, up to 5 locations, and professional reports. All plans include USPS Priority Mail Cubic pricing. The 'Payments' section for each plan lists: Domestic (2% + £0.25 GBP for Basic, 1.7% + £0.25 GBP for Standard), In-person credit card rates (1.7% + £0.00 GBP for Basic, 1.6% + £0.00 GBP for Standard), and Currency conversion fee (2.0% for all).

Plan Name	Price (USD/month)	Staff Members	Locations	Professional Reports	Shipping
Basic Shopify	\$26	2	Up to 4	No	USPS Priority Mail Cubic® pricing
Shopify	\$71	5	Up to 5	Yes	USPS Priority Mail Cubic® pricing
Advanced Shopify	\$266	5	Up to 5	Yes	USPS Priority Mail Cubic® pricing

- Finding credible organisations that will lend / offer credit / debt that is affordable
- Having reasonable cost of payments / pricing per transactions (1.5 – 4.00 % currently) online
- Being able to make small payments locally and globally at reasonable rates
- Recent ‘future of work and future of finance’ report by PayPal (Jan 2019) shows how “Retail financial services were designed largely for a world where individuals had a handful of fixed salaried jobs over the course of their lives. There is an increasing consensus that this will no longer be the case going forward”.

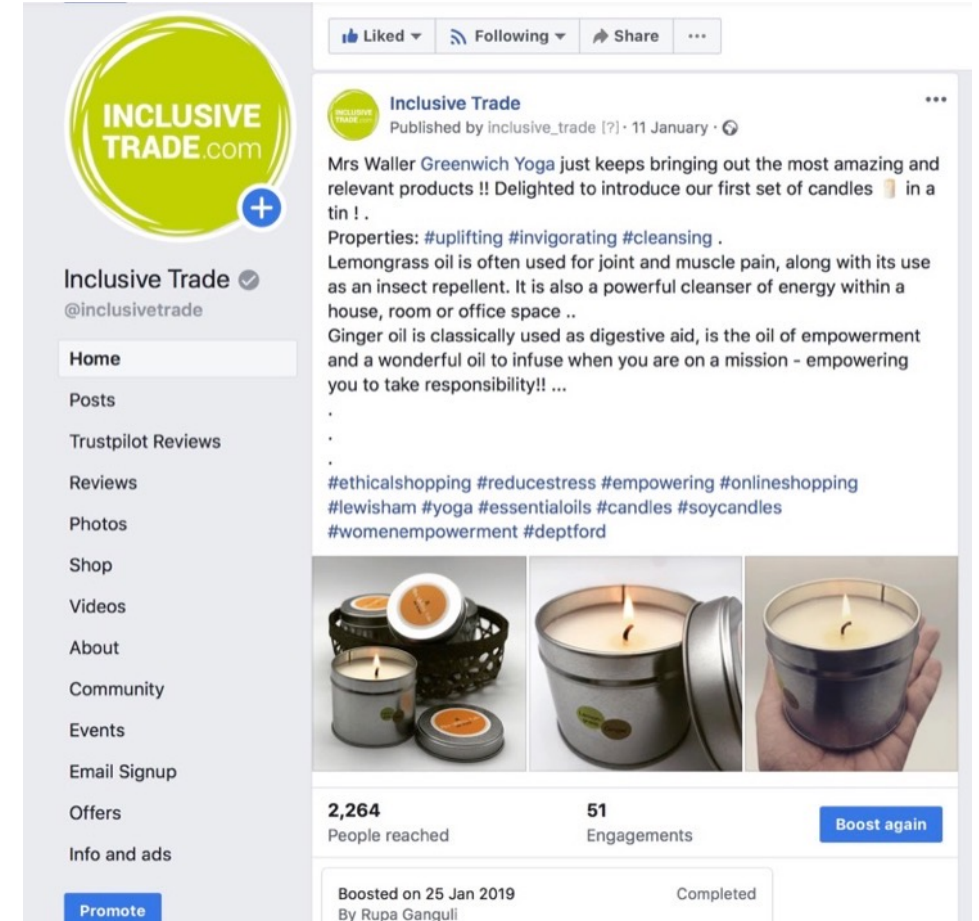


# Some common challenges seen across the world with small businesses and designers – logistics and shipments



- Finding reliable shipping agents other than just national postal service that offer affordable shipping rates for single parcels and packages as against just for volumes (B2C vs B2B)
- Having transparency of the process with negotiating power ... linking to the WTO Trade Facilitation Agreement (TFA)
- Knowing the costs involved in advance including tariffs applied at destination

# Some common challenges seen across the world with small businesses and designers – difficulty in harnessing the power of online and offline together



# Some common challenges seen across the world with small businesses and designers – Using IP tools in the context of business and size of business

- Is my design ready for registration?
- What designs do I shortlist and why?
- What market do I want to approach with my design?
- Is it a prototype or a finished product?
- Which IP tool is right for me? And when?

The screenshot shows the WIPO | HAGUE website. The main heading is "Hague – The International Design System". Below it, there is a statement of provisions potentially applicable to WIPO global IP services regarding Ukraine and the Russian Federation. The main text describes the Hague System for the International Registration of Industrial Designs, which provides a practical business solution for registering up to 100 designs in 77 contracting parties (PDF) covering 94 countries, through the filing of a single international application. There are three bullet points: "Who can use the Hague System?", "Where can you obtain protection?", and "How much does it cost?". Below these is a link to "Access the full list of Hague System Q&As." and a "Contact Hague" button. On the right side, there are two promotional boxes. The top one features a photo of a person working on a laptop and says "New to eHague: Download documents directly from your workbench". The bottom one features a network diagram and says "eHague – your digital gateway to international design protection. File online and manage your design portfolio in over 90 countries." and "Access the eHague gateway".

# Part 2: Illustrating access to market through our experience



# Two friends decided to change the way business was done!

## 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/>



## Emma Dick, Co-founder

a multilingual textiles and fashion industry researcher with 20+ years of academic experience, recognised for her depth of knowledge and network in the industry.

<https://www.linkedin.com/in/emma-dick/>



Wouldn't it be great if every small impact driven business (MSME) and designer around the world had access to markets?

Wouldn't it be great if everything we bought, generated positive impact?



**HOW DO WE MAKE THIS CONNECTION HAPPEN?**



Wouldn't it be great if we could trust impact statements?

# Our story

- We started our journey with **6 impact driven** small businesses (**MSMEs**) in **fashion** and lifestyle from Ethiopia, UK and Guatemala through our years of trusted relations and networks in the field
- We learnt about **their remarkable impact** and wanted to share their stories.
- We vetted every business for **sustainability** and connected them to global consumers whom we knew
- Consumers kept coming back and **bought lots of sustainable** products
- We saw **incredible B2B demand from corporates** and international organisations and sold to them
- Many more small businesses came on board, many more consumers came on board. We built a **global community**



**...and in the process we built a sustainability platform and process linked to the UN SDGs, focussed on small businesses.**



*\* We are a certified B Corporation*

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## Inclusive Trade

is a sustainability-first “eco-commerce” platform connecting **VERIFIED** impact artisans and small designers from around the world with conscious consumers and businesses.

“We aim to eliminate greenwashing and enable trust between consumers and brands”



Esther is wearing a silk and lotus hand woven scarf from Myanmar ! Celebrating the art of hand weaving...

*\* We are a certified B Corporation*

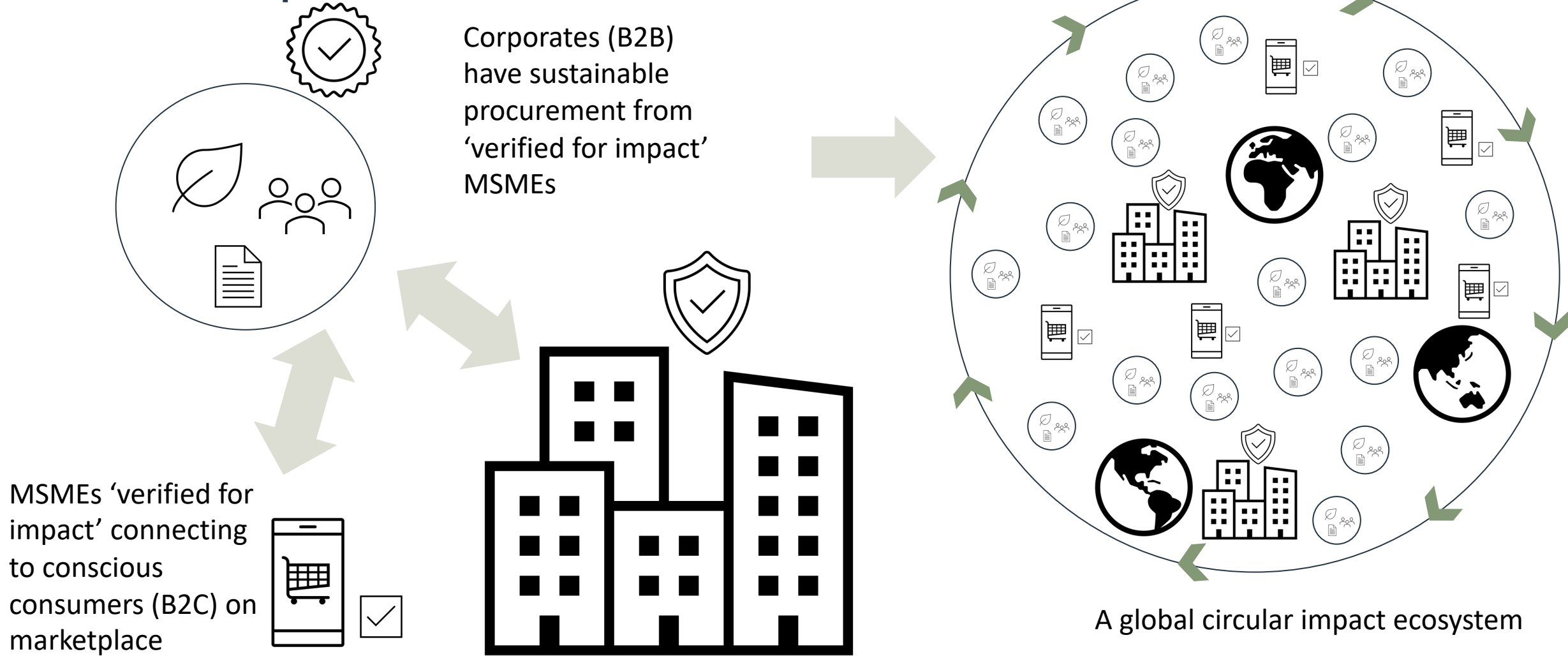
We are recognised by the WTO MSME working group (92 countries) in Geneva

We are 1 of the 4 businesses GLOBALLY to have won this award - Joint Initiative of the WTO ITC and ICC “small business champions award 2022”

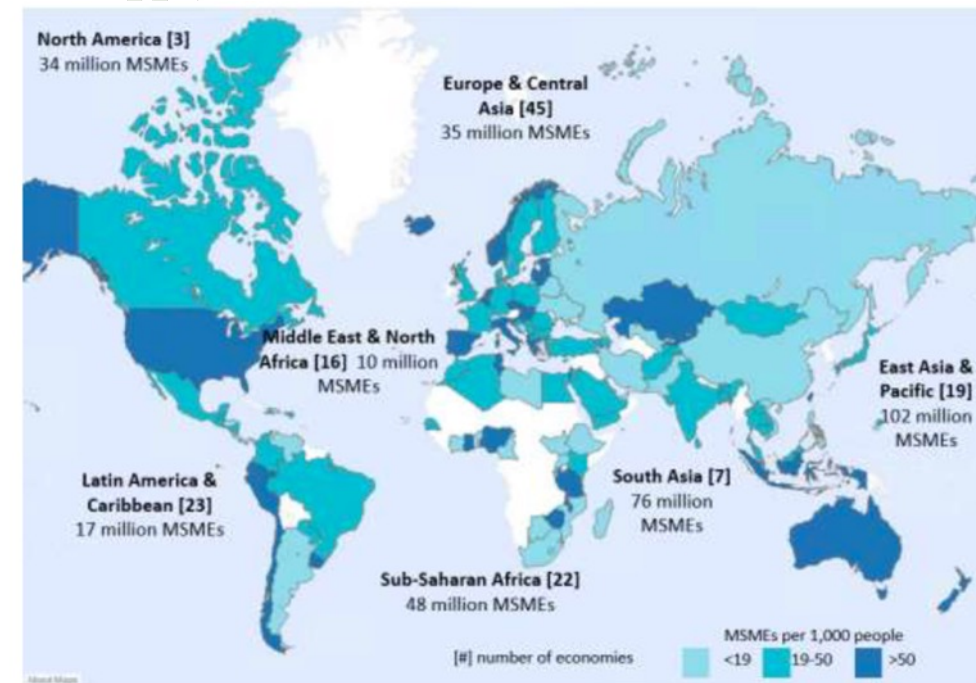
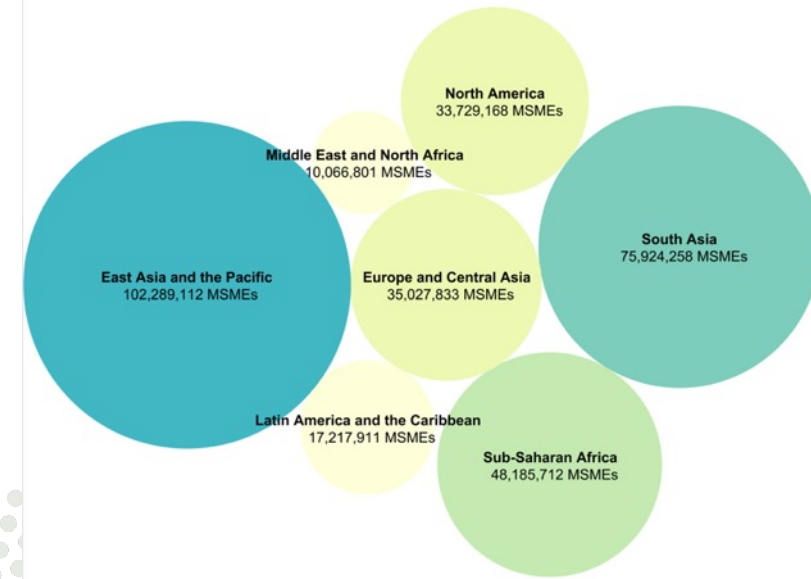
We are also the **only female led** business to have won globally



# Our Concept



# Globally, 500 million+ micro and small enterprises (MSMEs) and small artisan designers remain an untapped opportunity



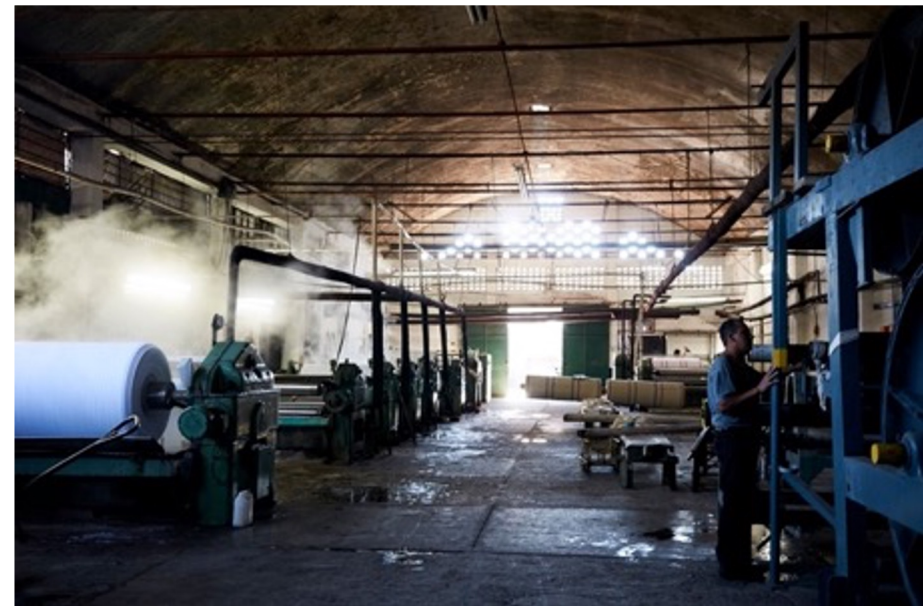




## For impact driven MSMEs (small businesses):

- We champion visibility for impact driven small businesses by verifying their impact and showcasing their sustainability stories linked to the UN SDGs,
- putting them in front of B2B supply chains
- Onboarding onto a marketplace for conscious consumers to shop by impact ©

# There is growing demand for B2B sustainable procurement





## For businesses:

- We de-risk supply chains and help businesses procure in line with their ESG goals
- We have helped High profile B2B clients get access to credible sources and conduct sustainable procurement (including WTO, FAO...)
- Corporate gifting is a trillion-dollar business, we are now discussing a partnership with a US gifting company



# B2B Example | VIP delegate gifts | Client: World Trade Organization (WTO), Geneva

Brief: 20 VIP packages for delegates, bespoke tags, individually gift wrapped, custom messages

Lead time: 5 – 7 days from confirmed order (existing product categories)

- We work closely with our producers and brands to ensure that every product for corporate procurement is sustainable, credible and tells an authentic story
- 20 delegate VIP gift bags with hand-woven scarves beautifully wrapped with hand-printed paper, bespoke cards and notes for all delegates



**B2B Example | World Cotton Day launch | Client : FAO, United Nations, Geneva**  
**Brief: Bespoke 500 delegate bags in organic cotton, 100% transparency and customised tags**  
**Lead time: 6 – 8 weeks from start of conversation, with design to delivery of finished product**

- Over 500 delegates from more all member countries took a story and a great bag home
- Unlike other conference / events, this is a bag they would happily re-use again and again.
- FAO was successful in meeting their requirement for sustainable sourcing





95+ million B2C conscious minded consumers\* across UK, Switzerland, Netherlands, France, India, Singapore and US want sustainable products



## For consumers:

- we provide a platform where consumers can shop by impact ®, making informed choices.
- 200+ paying B2C consumers across UK, Switzerland, Netherlands, France, India, Singapore and US have confirm they want more
- Acc. to WGSN, 77%+ consumers in UK would move to sustainable shopping if it was easy to access

Our focus:

Increase and enable sustainable trade through a wholistic quality approach...



People

Planet

Profit

*Another way of measuring ESG !*

# A simple online process to connect and get vetted and onboarded



## 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](mailto:social@inclusivetrade.com)

**Email \***

Your email

**Inclusive Trade Journey**

```
graph TD; S1[Step 1: Apply online] --> S2[Step 2: Complete the sustainability and ethical self assessment process]; S2 --> S3[Step 3: Inclusive trade evaluates and vets application]; S3 --> S4[Step 4: Shop by impact @ journey takes off]; S4 --> S1;
```

**First Name \***

Your answer

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

# Our impact ecosystem – as it evolves



## Marketplace

Already operational with 2400+ registered customers.  
Initial paid sales with repeat customer journey testing.



## Community

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



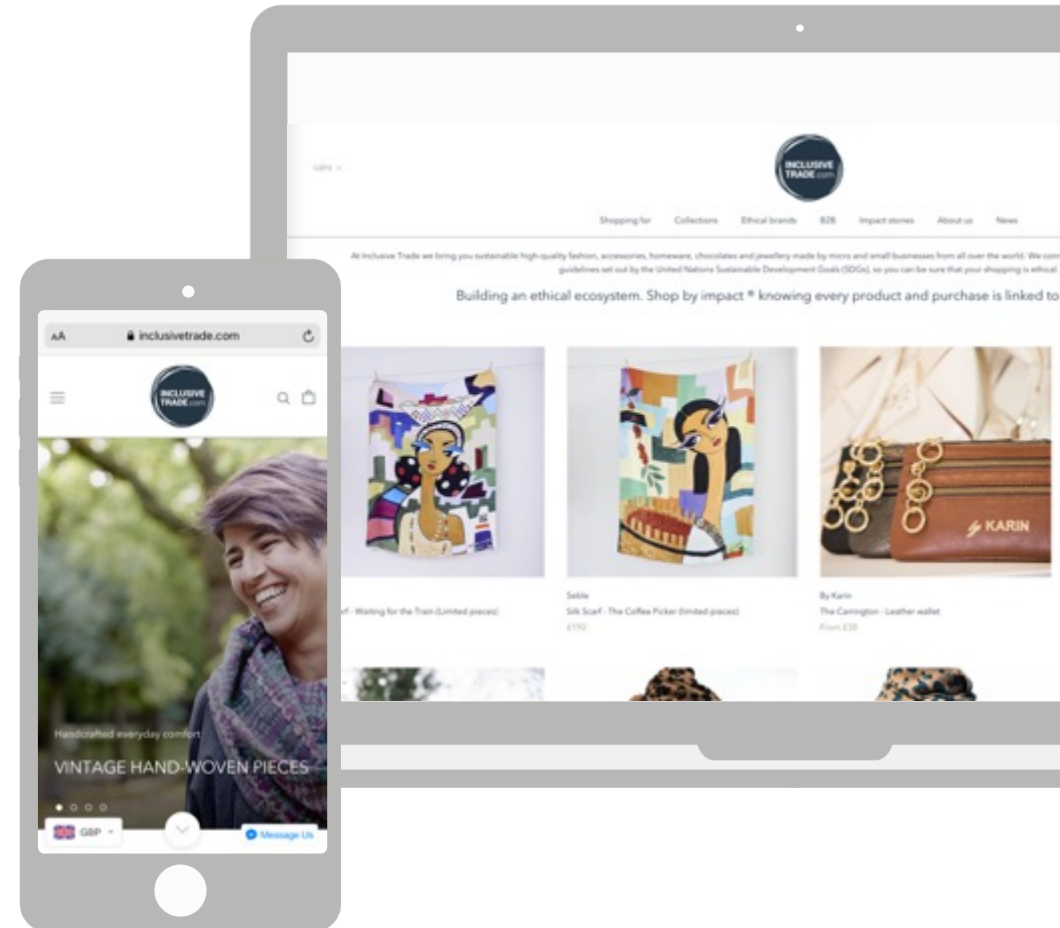
## Brand

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.





# Recognised for efforts – now certified B corporation

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

We are now a certified B corporation!



**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.

# Part 3: Examples of some of our designers and small brands on the platform from Asia, Africa and Latin America

# 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>



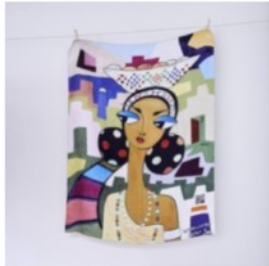
Seble, proudly displaying her drawings in her studio in Addis Ababa, Ethiopia

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)

**Artist & Designer**  
Seblewongel Gelan

Seble's original paintings are printed onto 100% pure silk. Each of the scarves have a QR code which takes you back to her story and the inspiration and concept of the painting. Some of her original paintings are exhibited online and are available to buy. These originals are one of a kind and are made in mixed media with oil and acrylic on canvas.

**OUR PRODUCTS** SHIPPING SHOP BY IMPACT



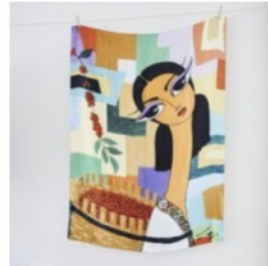
**£192.00**

Silk Scarf - Waiting for the Train (Limit...



**£650.00**

"Life is Colourful" - Original Painting o...



**£192.00**

Silk Scarf - The Coffee Picker (limited ...



**£675.00**

"She Can 2" - Original Painting on Ca...

# Seble collection

Type of product	In stock currently	Lead time
Silk Scarf coffee picker	15	2 months
Silk Scarf waiting for the train	15	2 months

Please note, these are limited editions so available currently 15 pcs each



# Supporting sustainable trade: some of our stories - Muya, Africa



<https://inclusivetrade.com/products/kora-scarf>

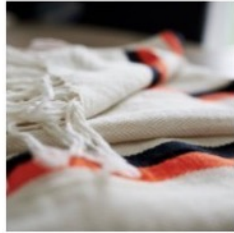
Muya: Sara Abera, the founder of 'Muya Ethiopia' started the business in 2005 to create authentic yet contemporary products made using Ethiopian weaving and pottery skills. It was also the first Ethiopian company to have membership to the World Fair Trade Organisation. Muya Ethiopia currently has brought together and employs about 150 weavers with an aim to bring onboard another 600 weavers and potters over the next 3-4 years.





Muya Ethiopia, a fair trade certified company in Addis Ababa, offers a range of hand spun and hand woven cotton accessories and lifestyle products.

**OUR PRODUCTS** SHIPPING SHOP BY IMPACT



£72.00

Denguza Shawl - Bright Orange and B...



£48.00

Kora Scarf - Sand Dunes



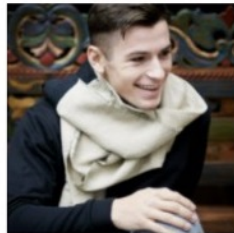
£48.00

Kembata Scarf - Violet Slate



£96.00

Michot Gabi - Shawl - Twilight Zone



£48.00

Zimita - Neutral Shimmer



£48.00

Sidama Scarf - True Blue



£48.00

Sidama Scarf - Brushed Orange



£48.00

Shega Scarf - Blue Sky



£96.00

Michot Gabi - Shawl - Gold Dust

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# Muya collection

Type of product	In stock currently	Lead time
Denguza Shawl	20	2 months
Kora scarf, Zimita, Kembata, Sidama	45	2 months

Please note, the exact colours may differ, these are the two key price points mentioned above. They are made in limited numbers in each colour.

GBP



# 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)





What if your jewelry brought hope to the darkest trafficking hubs in Asia? Eden jewelry does just that. We reach, rescue, and restore women coming out of human trafficking.

**OUR PRODUCTS** SHIPPING SHOP BY IMPACT



£30.00

24 carat gold plated - Desert Rose - e...



£30.00

24 carat gold plated - Desert Rose - e...



£35.00

18 carat gold plated stainless steel br...



£45.00

18 carat gold plated - Threads of Joy -...



£45.00

18 carat gold plated - Threads of Joy -...



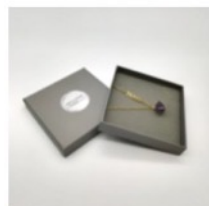
£25.00

18 carat gold plated - Threads of Joy -...



£25.00

18 carat gold plated - Threads of Joy -...



£45.00

18 carat gold plated - Desert Rose - n...



£45.00

18 carat gold plated - Desert Rose - n...

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# Eden collection

Type of product	In stock currently	Lead time
Earrings	100	2 months
necklaces	75	2 months

Please note, these are representative of the type of products and price points. There are a variety of necklaces and earrings available. We suggest, threads of joy as the theme for both. But you are open to select a combination if you prefer.

GBP

# 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.



Environmentally conscious - recycled denim jersey fabric made in Guatemala, put together stylishly with vintage Guatemalan traditional 'jaspe' handwoven pieces of fabric from 'Jaspe Maya Moderno' !

inclusivetrade.com offers you the story and journey of your top!





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.

**OUR PRODUCTS** SHIPPING SHOP BY IMPACT



**£54.00**  
Infinity Scarves - The Orchid



**£54.00**  
Infinity Scarves - Sand Dunes



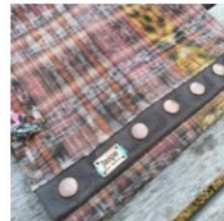
**£54.00**  
Infinity Scarves - Serene



**£54.00**  
Infinity Scarves



**£54.00**  
Infinity Scarves - Black & White



**£54.00**  
Infinity Scarves - Energy



**£54.00**  
Infinity Scarves - Night Train



**£54.00**  
Infinity Scarves - Inspire



**£54.00**  
Infinity Scarves - Berry Blue

[Message Us](#)

# Jaspe Maya Moderno collection

Type of product	In stock currently	Lead time
Infinity scarf	50	2 months
		2 months

Please note, these come in a variety of colours, the size and details remain the same, but the product fabric will change as this is the USP of the product since these are vintage Mayan fabrics. We currently have 15, but can get 100 as it's a fast moving product

GBP



We also educate consumers and engage with small designer and impact brands and businesses as part of the process! Please connect with us!

<https://inclusivetrade.com>





Quick Links

- About us
- Sell on Inclusive Trade** For designers and impact brands please click and fill to express interest
- Ethical brands
- Shipping and Returns
- Privacy policy
- Trade terms & conditions
- Contact

Subscribe for updates and offers

- REGISTER NOW** For everyone interested in learning more about sustainable living and information about brands
- to receive our '10 point Sustainable Shopping Cheat Sheet' e-book.

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[Chat with us](#) 1

## PRESS & RECOGNITION



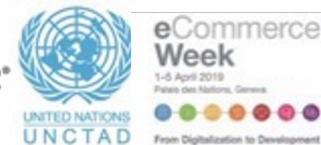
This company meets the highest standards of social and environmental impact



conscious fashion + lifestyle network



## PARTNERS & EVENTS



# Thank you

Join us in making  
#shopbyimpact the new  
normal and become part  
of the change!

Rupa Ganguli  
Founder, CEO

[rupa@inclusivetrade.com](mailto:rupa@inclusivetrade.com)

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

