



Survive and Thrive

Information pack

April 2020

The TRANSFORM “Survive and Thrive” initiative

TRANSFORM, a unique joint initiative between Unilever, DfID and EY, is working fast to develop a platform that will enable impact enterprises to **Survive** during the COVID-19 crisis by receiving business continuity support, and to **Thrive** by pivoting quickly to contribute to the crisis response efforts and to develop a more resilient business model.

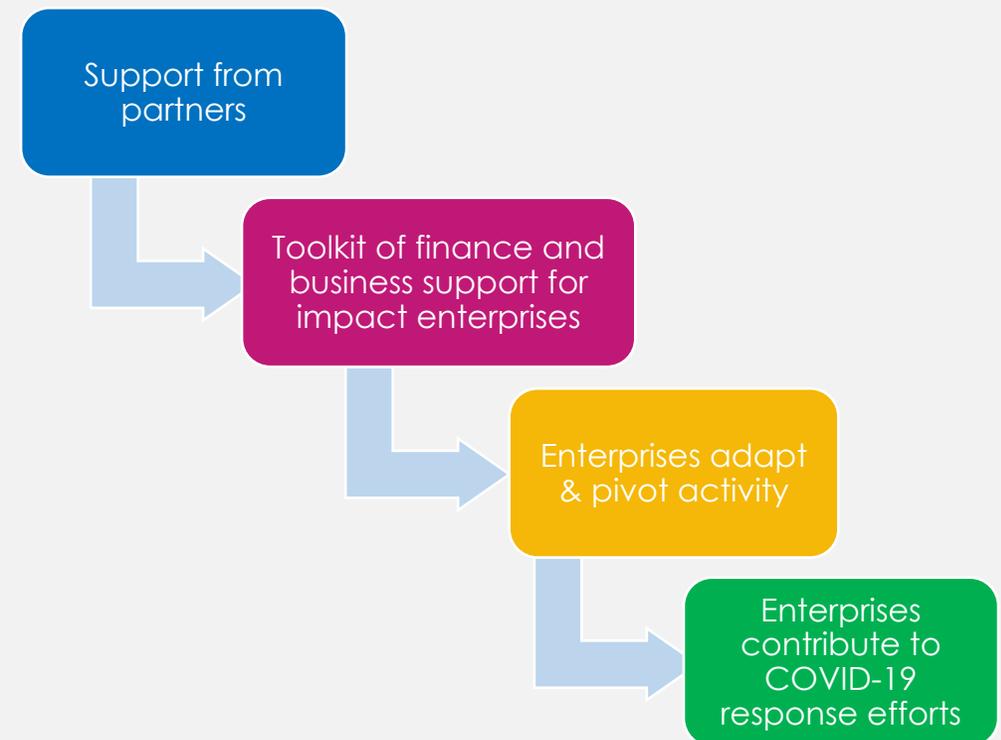
The COVID-19 crisis means **there is a risk that without support, a generation of impact enterprises will fail**, with long-term social and economic effects.

We are looking for organisations to collaborate with us so that we can expand and enhance Survive and Thrive’s impact together.

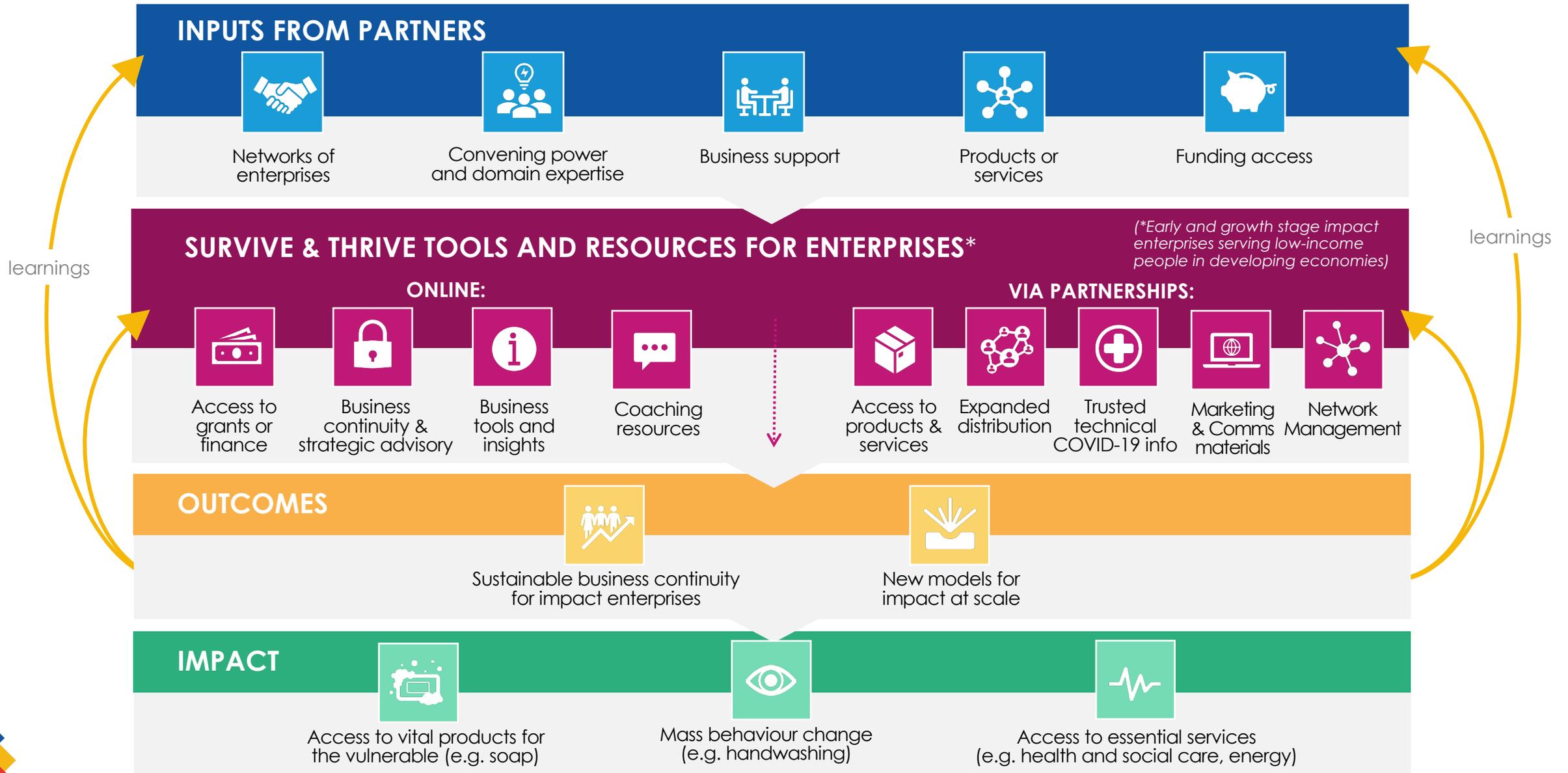
We aim to mount an impact enterprise-led response to COVID-19 while building resilience for the future of social entrepreneurship.

We are only targeting impact enterprises who will be able to pivot and respond specifically to the COVID-19 crisis.

The Survive & Thrive route to impact:



Survive & Thrive: structure and value chain





How you can collaborate with us

We aim to move quickly and help as many enterprises as possible to access the resources available. We hope that you will be able to expand and enhance the proposition to enterprises, scale and impact together, delivering access through the lens of your own expertise and experience.

- **Network of enterprises:** Do you work with an an existing network of enterprises than can be directed to the Survive and Thrive platform?
 - Help us to ensure business continuity for as many enterprise as possible.
- **Convening power and domain expertise:** Can you convene enterprises into larger scale project proposals for COVID-19 responses?
 - Help us to ensure that essential products and services can be delivered through collaborating social enterprises.
- **Business support:** Do you have resources you can share through our S&T toolkit and digital platform?
 - Join us in supporting businesses with the resources they need to survive and thrive right now.
- **Products or services:** Do you have corporate value chains and products you could provide access to?
 - Collaborate with us in protecting essential supply chains for critical products and services.
- **Funding access:** Do you have a funding mechanism that can help businesses respond to COVID-19?
 - Let's work together in ensuring enterprises can access the necessary finance to react and respond to the crisis.

THE ABOVE LIST IS INDICATIVE AND NOT EXHAUSTIVE.

WE WOULD WELCOME SUGGESTIONS OF ALTERNATIVE APPROACHES OR FORMS OF COLLABORATION.



Example: Access to enterprises

Do you work with an an existing network of enterprises than can be directed to the Survive and Thrive platform?

TRANSFORM is one of many initiatives that supports a network of impact enterprises. We hope to collaborate with similar organisations and initiatives to increase our reach and make tools and support available to a greater number of enterprises.

Why Survive and Thrive needs you

- Providing your network with access to the platform will result in greater reach, enabling more impact enterprises to Survive and Thrive
- Efforts to respond to COVID-19 will benefit a greater number of people in need

How others are doing it: TRANSFORM



Who:
TRANSFORM is one of many initiatives that supports a network of impact enterprises.

Active across sub-Saharan Africa and Asia, TRANSFORM has easy access to and communication with enterprises that know their communities deeply.

How:
TRANSFORM oversees a network of over 30 enterprises, each with capacity to pivot and contribute to a COVID-19 response or a need for business continuity support.

TRANSFORM is offering its network access to the Survive & Thrive platform, supporting enterprises in identifying relevant tools or mechanisms to make the most of the platform.

Example: Convening power & domain expertise

Can you convene enterprises into larger scale project proposals for COVID-19 responses?

Do you have specific domain expertise relevant to COVID-19 responses, such as hygiene projects or ensuring access to suitable nutrition, or could you collaborate on or potentially lead projects coordinating impact enterprises focused on specific areas?

Why Survive and Thrive needs you

- Domain expertise will enable specialised and targeted interventions.
- Expert conveners can help create and screen applications for sub-projects and interventions and increase the initiative's reach and impact.

How others are doing it: Global Innovation Fund



Who:

The Global Innovation Fund (GIF) is a non-profit headquartered in London that invests in the development, rigorous testing, and scaling of innovations targeted at improving the lives of the world's poorest people.

GIF provides grants, loans and equity to enterprises that benefit those living on under \$5, or preferably, under \$2 a day.

How:

GIF has years of experience of helping enterprises develop resilient and sustainable business models with impact and can blend this expertise with access to funding.

GIF are leveraging their world class impact and investment experience to work with Survive & Thrive to develop new scalable impact models involving networks of impact enterprises.

Example: Advice or business support

Do you have resources you can share through our S&T toolkit and digital platform?

This could include business support and consultancy, including accounting and financial modelling, marketing, human resources, or digital solutions that help enterprises survive and thrive through this situation.

Why Survive and Thrive needs you

- Impact enterprises must first ensure business continuity before they can pivot and respond to the crisis.
- Specialist finance and business support will help enterprises to ensure their pivots to respond to COVID-19 are sustainable.

How others are doing it: EY



Who:

EY is a global leader in assurance, tax, transaction and advisory services and extends the value of its knowledge to help impact enterprises scale.

EY has delivered over 500 projects with impact enterprises in over 60 countries, focussed on off-grid renewable energy, water & sanitation, sustainable products, gender equality & other SDG-aligned missions.

How:

Through Survive and Thrive, EY is offering impact enterprises support through not-for-profit professional services and self-service digital tools and resources.

Support includes structured crisis management, enterprise resilience (e.g. cashflow) and planning for recovery (e.g. financial modelling).

Example: Products or services

Do you have corporate value chains and products you could provide access to?

Do you have ready-to-go products or services that could be leveraged to advantage impact enterprises in the current situation? Do you have resilient distribution channels and supply chains that could be leveraged by other organisations to help them succeed?

Why Survive and Thrive needs you

- Many impact enterprises already operate effective last-mile distribution networks, ready to deliver your crucial products to vulnerable communities.
- You may already operate a distribution network or manage a supply chain that can scale the outputs of Survive and Thrive impact enterprises.

How others are doing it: Unilever

Who:

Consumer good company
Unilever's products are used by 2.5 billion people every day. Its distribution and marketing expertise enables 400+ brands to reach people in over 190 countries.

Unilever's Sustainable Living Plan aims to help 100 million people access products and services that improve their health, livelihoods, environment or well-being by 2025.

How:

Unilever is using its marketing expertise to support impact enterprises elicit behavioural change to increase healthy behaviours like handwashing.

It is also providing enterprises with crucial COVID-19 intervention products such as handsoap.



Example: Funding or finance access

Do you have a funding mechanism that can help businesses respond to COVID-19?

Are you a donor or investor whose mission aligns with our goal to help impact enterprises survive and thrive through the COVID-19 crisis?

Why Survive and Thrive needs you

- Many impact enterprises require emergency funding to maintain cashflow and survival.
- COVID-19 interventions may require a pivot beyond typical activity and require new products or models.

How others are doing it: DFID

Who:

The Department for International Development (DFID) leads the UK's work to end extreme poverty. DFID tackles the global challenges of our time including poverty and disease, mass migration, insecurity and conflict.

DFID is a major funder of targeted impact projects across the world, with expertise in accelerating solutions to global challenges.

How:

DFID provides strategic guidance and financial contributions, ensuring that funding is deployed and utilised as effectively as possible.

Survive and Thrive's goals are aligned with DFID's existing efforts to nurture burgeoning innovation ecosystems, meaning it can offer specialist guidance on the best use of funding to support promising entrepreneurs and leave no-one behind.





Supporting enterprises with tools and resources

Early and growth stage impact enterprises deliver positive social and environmental impact in developing economies which are heading into major health and economic crises due to the COVID-19 pandemic. Their innovation, local know-how and presence, and business focus on addressing low-income household issues are key to successfully responding to this crisis.

Through Survive and Thrive, impact enterprises will receive support and access resources with the following outcomes:

Online Resources

- **Access to grants or finance:** to ensure sustainable business continuity for impact enterprises
- **Business continuity & strategic advisory** to help businesses adapt and pivot to current market need
- **Business tools and insights** to help enterprises access best practice resources to help them survive
- **Coaching resources** to support entrepreneurs in finding a viable way through the COVID crisis

Partnership Contributions

- **Access to products & services** that they may deliver to vulnerable communities (e.g. hand soap)
 - **Expanded distribution** to help enterprises expand their reach and impact
 - **Trusted technical COVID-19 information** that can be communicated via enterprises' own channels and to guide behaviour change
 - **Marketing & comms materials** to support businesses in shifting marketing and comms activity to contribute to the efforts to combat COVID-19
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**For more information or to get involved,
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