



13 May 2020

Re: Codifun's Initiative for Business Call to Action (BCtA)

Dear Veaceslav:

Congratulations on Codifun's membership in Business Call to Action, a confirmation of your company's leadership in inclusive business and commitment to achieving the Sustainable Development Goals (SDGs).

Codifun's initiative, approved by partners on 8 May 2020, is to:

- Providing affordable online education and employment opportunities to young people and women in Eastern Europe.

Objectives of this initiative include:

- By the end of 2022, Codifun will have delivered courses in IT and offered the chance to find a well-paid job to 125,000 low-income people in Romania, Moldova and Ukraine, of which 70% are women and 75% are under 35 years old.
- By the end of 2022, Codifun will deliver online courses to minimum 200 companies, as part of our B2B business model. We assume that those contracts will have great impact on SDGs, as most of the companies from targeted regions hire low-income staff: younger people, undereducated people, women with children, people from rural areas and other disadvantaged categories of employees.
- By the end of 2022, Codifun will hire or collaborate with at least 150 low-income staff. Out of them, 100 employees will represent younger college graduates, who will not have to leave the country for stable decent income. The rest of 50 sub-contractors will represent school and university professors (authors of courses) that have very low wages in targeted regions and get a chance to round up their income with Codifun.

The BCtA team will work with your team for the duration of your inclusive business commitment to identify opportunities for you to gain visibility, connect with relevant networks and peers, strengthen the impact of your inclusive business model and contribute to a stronger global ecosystem for inclusive business. As part of our community of practice, Codifun is welcome to use BCtA branding in support of this initiative.

BCtA's results-based inclusive business platform requires member companies to provide an annual progress update on the impact of their initiatives for the duration of the commitment timeline, in line with the [BCtA membership policy](#), in order to ensure credibility and impact. By capturing the quantitative and qualitative progress of its member initiatives, BCtA is able to better understand the challenges inclusive businesses face globally and capture important lessons learned as well as effectively demonstrate collective contributions of BCtA member companies toward achieving the SDGs.

As a BCtA member, you are now part of a platform of leading companies committed to sustainable business practices. Codifun can enjoy full membership benefits and has the complete support of the BCtA team as you



implement your inclusive business initiative. We are excited that you have chosen to join us and look forward to working with you.

Best regards,

Luciana Trindade de Aguiar

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Head of Business Call to Action

Bureau for Policy and Programme Support

United Nations Development Programme

www.businesscalltoaction.org

Launched at the [United Nations](#) in 2008, Business Call to Action (BCtA) aims to accelerate progress towards the [Sustainable Development Goals \(SDGs\)](#) by challenging companies to develop inclusive business models that engage people at the base of the economic pyramid (BoP) – people with less than US\$8 per day in purchasing power – as consumers, producers, suppliers, distributors of goods and services and employees.

BCtA is a unique multilateral alliance among donor governments – including the [Dutch Ministry of Foreign Affairs](#), the [Swedish International Development Cooperation Agency \(Sida\)](#), the [Swiss Agency for Development and Cooperation \(SDC\)](#), the [UK Department for International Development \(DFID\)](#), and with the [United Nations Development Programme](#), which hosts the secretariat.

Over 250 companies, ranging from multinationals to social enterprises, and working in 73 countries, have responded to the Business Call to Action by committing to improve the lives and livelihoods of millions in developing countries through access to markets, financial services, affordable healthcare, water and sanitation, education and other critical services. BCtA member companies are market leaders that provide examples of successful, profitable and scalable models for reaching poor communities and contributing to global development.

