

Cambio Climático en CA y El Caribe: Soluciones orientadas hacia el mercado

*Cumbre Cambio Climático y Medio Ambiente
Centroamérica y El Caribe*

Willem Bron, SNV Centroamérica

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SNV: Netherlands Development Organisation

SNV acompaña mundialmente a personas en países en vías de desarrollo a vencer la pobreza.

SNV ofrece **asistencia técnico de manera estratégico y contextualizado** a mas de 1800 organizaciones prominentes del sector publico, privado y social en África, Asia, los Balcanes, y AL para acelerar su lucha contra la pobreza. Estamos enfocados hacia generación de empleo y oportunidades de ingresos para los pobres mientras aseguramos su acceso a y la calidad de servicios básicos.

En **Latino América**, SNV tiene mas que 150 profesionales en 20 oficinas, quines crean **soluciones a medida** con sus clientes maximizando oportunidades y apalancando dinámicas cross-sectoriales en el contexto de inclusión económico y social.

Efectividad
hacia impacto



Conectividad



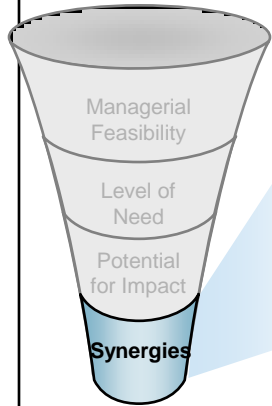
Escala



Nuevas Oportunidades para Catalizar Cambios Sociales Transformativas y Sostenibles ²

WHERE — Geographic Focus

SNV-LA Geographic Approach



Central American Region

Preliminary Conclusions

Andean Region

- Focus and deploy assets on a sub-regional basis, leveraging rather than replicating assets
- Expand scope and reach of SNV assets through LCBs to increase impact leverage
- Maximize complementarity with DGIS in Colombia and Guatemala
- Expand access to funding and opportunities to scale

Central American Region

Andean Region

- Economically linked, particularly through CAFTA
- Deeper focus on the private sector, enabling greater opportunity for work supporting “jobs and income”
- Culturally / socially similar

- Commonality in major industries across the region
- Government plays a more central role, creating opportunities for public sector management
- Culturally / socially similar

“Traditional Approach” with Limited Effect in Global Environment

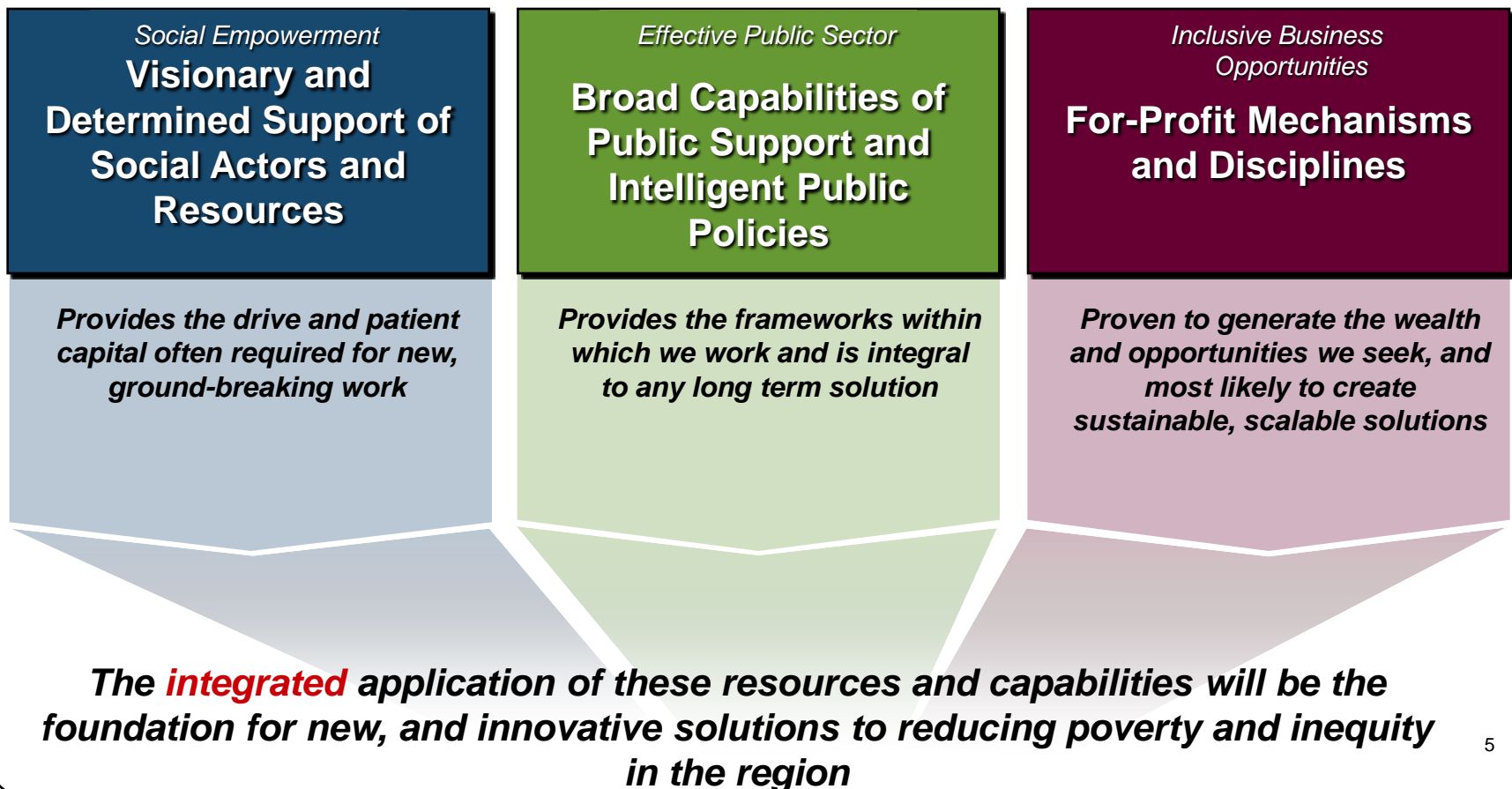
Traditional Models of working with the low income citizens in present context lack scope, scalability and sustainability focusing mainly on supply and capacity without sufficient consideration of “real” market opportunities



- Community-based initiatives focused on enhancing production, later looking for demand
- Providing limitless technical assistance without sufficient focus on competitiveness and markets
- Developing “the plan” without sufficient access to blended capital opportunities
- Community engagement focused on mitigating short-term risks, local compliance or values-based public social investment (peripheral not leveraged)
- Project v. Business orientation -- a project is finite, a business is scalable, short-term v. long-term
- Consumer Products “developed” w/o really understanding the needs or consideration of downstream effects on target populations

Inclusión Social y Económico

The solutions of tomorrow can be and must be more scalable, sustainable and effective than the traditional development funding of past decades. The most successful of these efforts will marry need with opportunity and proactively integrate the best thinking across the public, private and social sectors; therefore our strategy embraces the theme of economic and social inclusion, within which 3 pillars guide our activities:



- voluntario para la fundación **The Climate Project**

(<http://www.theclimateprojectcanada.org/>)

fundada por el



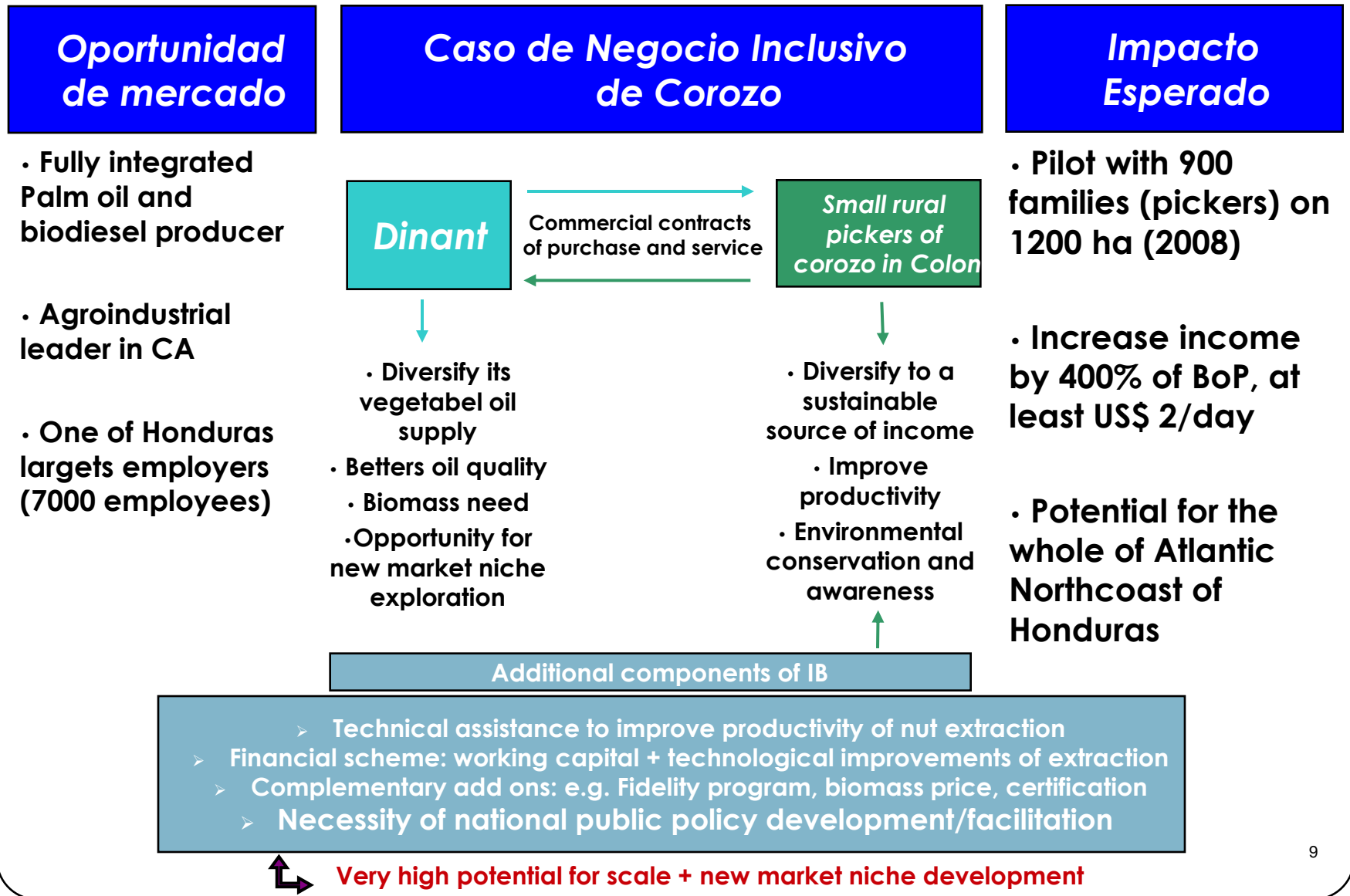
- ✓ ex vicepresidente de EEUU y ganador del premio **Nobel por la Paz 2007: Al Gore**

Cambio Climático – Pobreza

- ✓ interconexión directa
- ✓ necesidad de un abordaje integral (acceso a conocimiento, educación, toma de decisiones, financiamiento, etc.)

Caso concreto!





Declaración WWF – SNV sobre biocombustibles

- necesidad de trabajar enfoque a mercado y en base a oportunidades de negocio;
- cultivos deben proporcionar balances positivos en energía y GEI en relación a combustibles fósiles;
- producir a través de *mejoras practicas*;
- oportunidad para pequeños productores;
- gobiernos necesitan implementar medidas complementarias: ordenamiento territorial, políticas agrícolas, mejoramiento en hacer cumplir la ley, gobernabilidad;
- subsidios públicos y otros instrumentos financieras deben ser orientadas a asegurar sostenibilidad (ambiente, social y económico) y un enfoque pro pobre;
- etc.

soluciones desde un enfoque de mercado!

- Necesidad de una visión sistémica y holística:
 - ✓ Seguridad energético + Conservación ambiental + Desarrollo socio económico
- Necesidad de diseñar por parte del sector público, privado y civil nuevas formas para poner capacidades y necesidades de los pobres en el centro de sus operaciones: innovación en la cadena de valor
- El empresariado debe ser parte líder de la solución y contribuir al bienestar y las oportunidades
- Alianzas pueden mitigar los riesgos de las inversiones
- Más enfoque a ayuda efectiva es necesario para crear un clima inclusivo de negocios enfocado a inversiones para el cambio climático

Enfoque CA y El Caribe: 1 región en vez de 15 países!

- Enfoque de mercado → donde esta la oportunidad para la región en conjunto?
- Pro actividad y integralidad
- Sostenibilidad está en el potencial de lo que ofrece el mercado
- Solución está en el liderazgo compartida multisectorial y regional:
 - ✓ Sociedad civil: empoderamiento social, capacidades efectivas
 - ✓ Publico: clima de negocios, promoción de oportunidades
 - ✓ Privado: iniciativas empresariales, motor económico
- Políticas a nivel CA y El Caribe
 - ✓ **Efectividad**
 - ✓ **Conectividad**
 - ✓ **Escala**

Que ofrece SNV?



- A** **Blended Value Chain Development**
 - Joint analysis (between public and private actors) of value chains and their economic, social and environmental benefits
 - Value chain development with a focus on vertical integration of small producers and entrepreneurs

- B** **Inclusive Business and Private / Public Partnerships Development**
 - Awareness raising, analysis, facilitation and development of inclusive business opportunities
 - Brokering for equitable conditions for inclusive business development (financial, capacity development services, technology, natural resources, infrastructure)
 - Strengthen and promote multi-sectoral partnerships and models for sustainable development

- C** **Effective Public Sector Management**
 - Public policy development and implementation with focus on economic inclusion (integrating sectoral and territorial as well as public-private strategies)
 - Public services provision for economic development (infrastructure, rules and regulations, administrative services, basic services)

- D** **Financial Sustainability**
 - Awareness raising, analysis, facilitation and development of business models that focus on financial sustainability — with clients (including LCB's) and for sectors / chains and public sector actors

- E** **SROI / Impact Effectiveness**
 - Monitoring and evaluation of clients' performance, building their capacity to assess social return on investment and impact on beneficiaries

- F** **Entrepreneurial Development and Scalability**
 - Provide small and medium businesses and entrepreneurs with the tools, skills, and conditions they need to grow and to get access to both commercial and financial markets
 - Develop and scale good ideas for business (assessing risks, opportunities, contexts)
 - Help businesses consolidate, operate and access new markets on a longer term

Alianzas estratégicas

Global Partnerships



Regional Partnerships

MONITOR INSTITUTE
A Member of The Monitor Group



World Business Council for Sustainable Development



Inter-American Development Bank (IDB)



Harvard University
John F. Kennedy School of Government
Center for International Development



DEVELOPMENT GATEWAY FOUNDATION



imagination at work



The Avina Foundation
Network for Inclusive Markets



BUSINESS IN DEVELOPMENT NETWORK

Gracias!

Para mayor información:

Ing. Willem A. Bron MSc.

Coordinador del programa Biocombustibles/Bioenergía
para Centroamérica

SNV Centroamerica

Tel. +504 236.92.33 - +504 33.92.15.03

Email: wbron@snvworld.org

www.snvworld.org – www.snvla.org – www.inclusivebusiness.org