Green and Sustainable Business Generation Program

Ministry of Environment and Sustainable Development

Cancun, December 03, 2016
Agenda:

1. Environmental Policy
2. National Plan for Green and Sustainable Business
3. Green and Sustainable Business Generation Program
Sustainable Consumption and Production Policy (SCPP – 2010)

**OBJECTIVE:** Guide Colombia’s society’s consumption and production patterns towards environmental sustainability, building and contributing to better competitiveness of businesses and Colombia’s welfare.

1. Sustainable Infrastructure
2. Environmental Regulation
3. Responsible Purchases
4. Capacity Building and Research
5. Culture and Self-Management
6. Supply Chain Management
7. Green Businesses
8. Integration and management of different actors

Changes towards patterns of sustainable consumption and production

- **Objective of the SCPP**
- **Strategies and instruments for policy management**
- **Sectorial Agendas**
- **SCPP Round Table**
- **Financing and cooperation**
- **Evaluation and Follow-up**
- **Follow-up Indicators**
National Development Plan 2014-2018

Components of the National Development Plan

Consolidation of the Social State and Law

Green Growth

Good Government

Peace

Equity

Education

Infrastructure and Competitive Strategies

Social Mobility

Rural Transformation

Consolidation of the Social State and Law

Pillars

Strategies

Tranversal Strategy
Green Growth – The Tunnel Metaphor

Equilibrium achieved with a Green and Sustainable Economy

Available resources

Demand for resources

Vision of a sustainable country

Sustainable Development

UNsustainable Development

The Natural Step methodology - FSSD
Green Growth Mission

Diagnosis and Prospective

Studies: 2016 - 2018
Horizon: 2030

Thematic Axis

- Growth based on efficient use of resources
  - Improve productivity in resource use
  - Transform sectors
- New economic opportunities
  - Green Markets
- Policy responses and opportunities
  - Economic Instruments
  - Promotion of Cience, Tecnology and Innovation
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National Plan for Green and Sustainable Business

Regional Programs
Categories, sectors and subsectors of green and sustainable businesses

GOODS AND SERVICES DERIVED FROM NATURAL RESOURCES
- Recursos genéticos y productos derivados
- Eco-tourismo - Turismo de naturaleza
- Productos derivados de la fauna silvestre
- Materables
- No materables

Restauration Buiness

Sustainable Agri-systems
- Sistema de producción ecológica, orgánico y biológico

INDUSTRIAL ECO-PRODUCTS
- Sustainable Construction
- Renewable Energy
- Sustainable Agri-systems
- Waste Management
- Other goods and services

Bio-Trade

CARBON MARKET
- Voluntary Market
- Regulated Market

Voluntary Market
- Green energy from renewable sources
- Biomass energy
- Energy from small water appropriations

Regulated Market
- Carbon trade
**Bio-Trade**: refers to those activities of collection and/or production, processing and commercialization of goods and services derived from the local biodiversity (species and ecosystems), under environmental, social and economic sustainability criteria (UNCTAD, 2012).
Sustainable Bio-Trade National Program (SBTNP)

Aims to promote the development of innovative and competitive businesses of Bio-Trade, contributing to the conservation of biodiversity, its ecosystem services, human welfare in Colombian Society, under the umbrella of the Integral Management of Biodiversity Policy.

Lines of Action (SBTNP):

- Policy strengthening
- Construction and strengthening of capacities
- Access to markets and product differentiation
- Science, Tecnology and Innovation
- Financial and Economic Resources
- Information systems for products and markets
- Monitoring, evaluation and adaptation systems
Strategies for Intervention

Policy and Norms
Science, Tecnology and Innovation

Communication, positioning and sensibilization to the consumer and producer of GSB
Institutional and Sectorial Coordination

Development and strengthening of the supply
Market information

Financial and Economics Resources and Incentives
Access to markets
Green and Sustainable Business Criteria

- Respect for the Environment
- Sustainable Development
- Be economically viable
- Aim for social interest

Ideal GSB
Advanced GSB
Satisfactory GSB
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Green and Sustainable Business Generation Program

**Objetive**

Foster and promote green and sustainable businesses as a medium to improve the opportunities of income generation of the businesses and communities involved in green and sustainable businesses, in the context of sustainable use of biodiversity.
Program Goals
Indicator No. 3: Green and Sustainable Businesses Generated

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<tr>
<th>Year</th>
<th>Micro-Enterprise</th>
<th>Small Enterprise</th>
<th>Medium Enterprise</th>
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<tbody>
<tr>
<td>2014-5</td>
<td>90</td>
<td></td>
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<tr>
<td>2016</td>
<td>142</td>
<td>182</td>
<td></td>
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<tr>
<td>2017</td>
<td></td>
<td>239</td>
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<tr>
<td>2018</td>
<td></td>
<td></td>
<td>653</td>
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Target Population

<table>
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<tr>
<th>Classification</th>
<th>Micro-Enterprise</th>
<th>Small Enterprise</th>
<th>Medium Enterprise</th>
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<tbody>
<tr>
<td>Personel</td>
<td>10 or fewer workers</td>
<td>Between 11 and 50 workers</td>
<td>Between 51 and 200 workers</td>
</tr>
<tr>
<td>Total Assets</td>
<td>Less than 500 SMMLV * (excluida la vivienda)</td>
<td>Between 501 and 5000 SMMLV *</td>
<td>From 100.000 to 610.000 UVT **</td>
</tr>
</tbody>
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Coverage and Focus

Social and Productive Endeavors in post conflict areas.

Percentage of Green and Sustainable Regional Programs implemented
Program Focus (over time)
Strategic Orientations and Lines of Actions

- Business Actors’ Front
- Institutional Actors’ Front
- Processes and Instrumentos for Business Competitiveness
- Environmental Authorities
- MIPYMES
Verified Green and Sustainable Businesses by category, sector, subsector and region
Green and Sustainable Businesses’s Good and Services Portafolio

This Portafolio of Good and Services and Catalog of Presenters of BIOexpo 2015 gathers sustainable alternatives that represents a process of change towards the construction of a more integrated country with its environment, its people and communities and with more favorable outlooks for its future generations.

331 Green and Sustainable Businesses that offer a wide variety of goods and services.
Thank you for listening

Mauricio Mira Ponton
Head of the
GREEN AND SUSTAINABLE BUSINESS
OFFICE
of the
MINISTRY OF ENVIRONMENT AND
SUSTAINABLE DEVELOPMENT
Calle 37 No. 8 - 40
Conmutador (571) 3323400
Ext: 2388

Bogotá, Colombia

mmira@Minambiente.gov.co
www.minambiente.gov.co