

# Green and Sustainable Business Generation Program

Ministry of Environment and Sustainable Development



**Cancun, December 03, 2016**



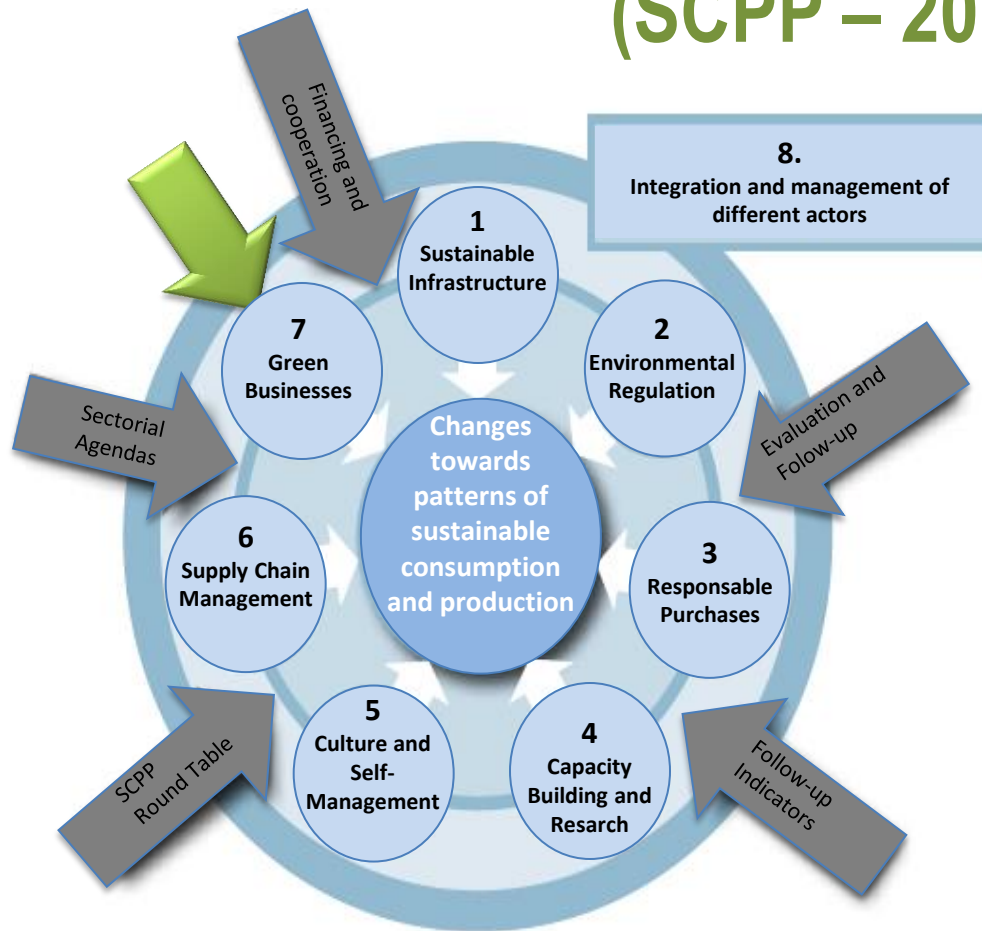
## Agenda:

- 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)

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



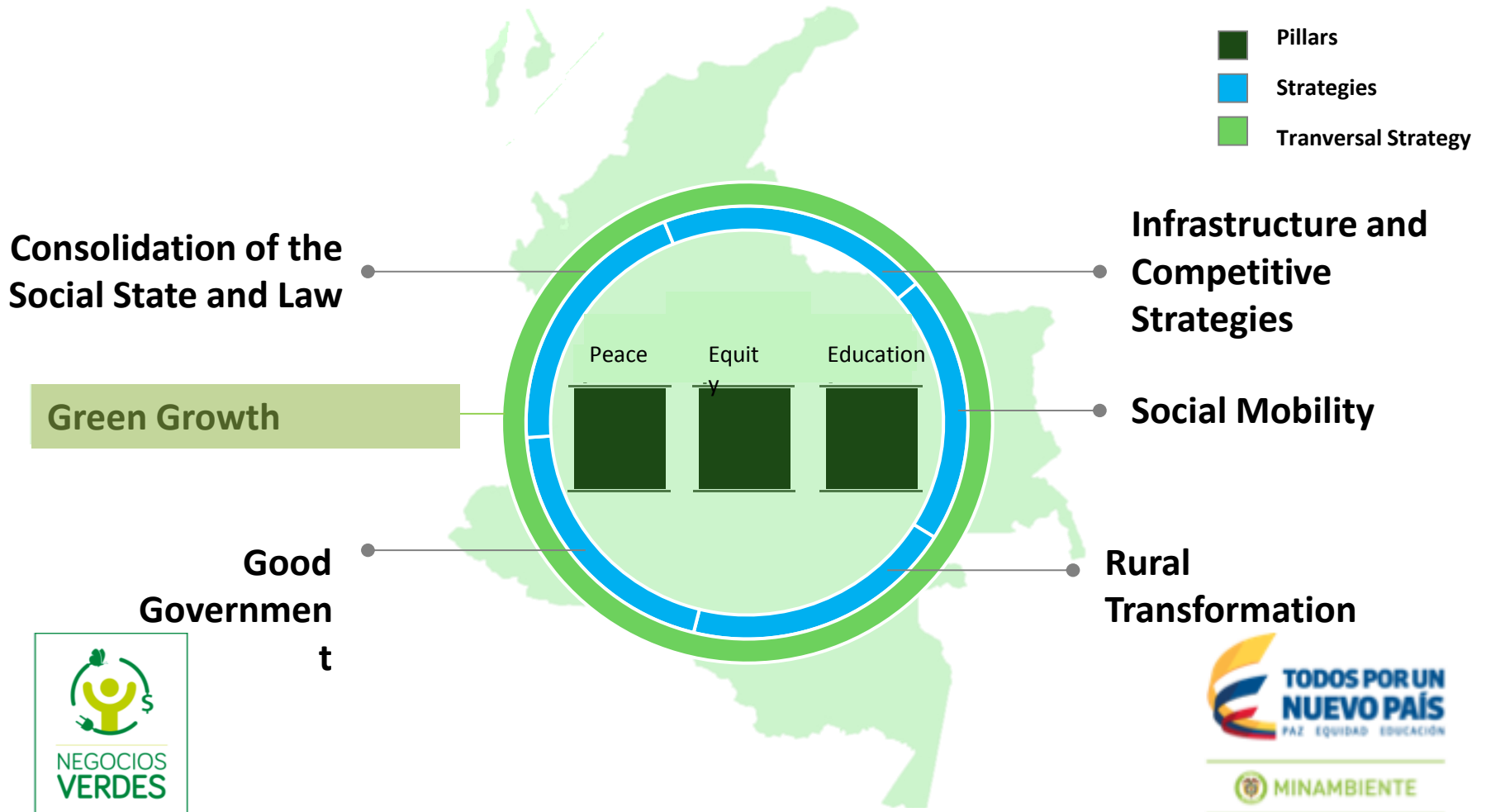
● Objective of the SCPP

● Strategy for the application of policies

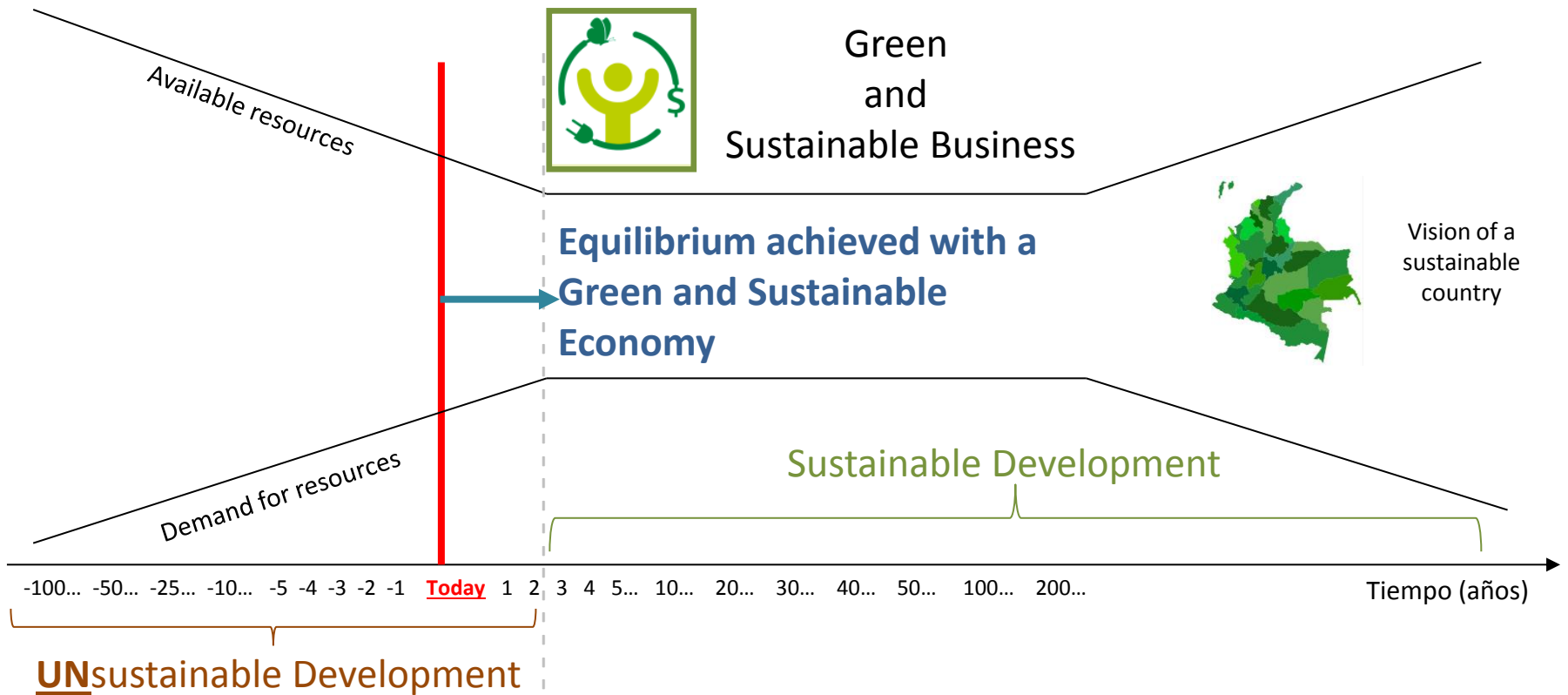
● Strategies and instruments for policy management

# National Development Plan 2014-2018

## Components of the National Development Plan



# Green Growth – The Tunnel Metaphor



# 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 Science, Technology and Innovation



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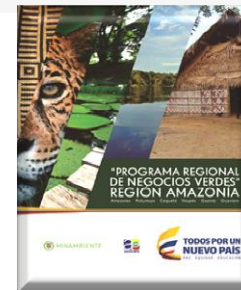
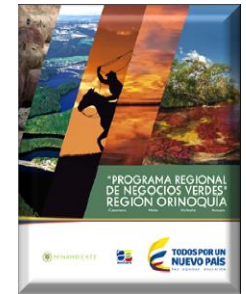
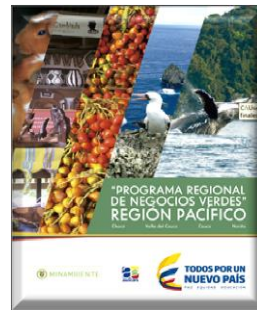
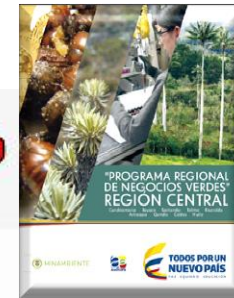
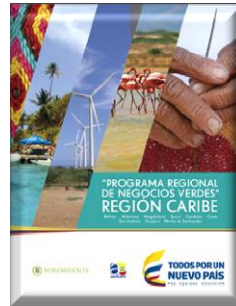
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# National Plan for Green and Sustainable Business



## Regional Programs





# Categories, sectors and subsectors of green and sustainable businesses



## GOODS AND SERVICES DERIVED FROM NATURAL RESOURCES

Restoration Buiness

Sustainable Agri-systems

Sistema de producción ecológico, orgánico y biológico

### Bio-Trade

Recursos genéticos y productos derivados

Ecoturismo - Turismo de naturaleza

Productos derivados de la fauna silvestre

Maderables

No maderables



## INDUSTRIAL ECO-PRODUCTS

Sustainable Construction

Waste Management

Other good and services

### Renewable Energy

Energía solar

Energía eólica

Energía geotérmica

Biomasa

Energía de los mares

Energía de pequeños aprovechamientos hidroeléctricos



## CARBON MARKET

### Voluntary Market



### Regulated Market



# Bio-Trade Sector

## Bio-Trade

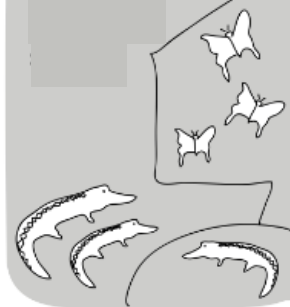
Genetic Resources and Products



Eco-tourism



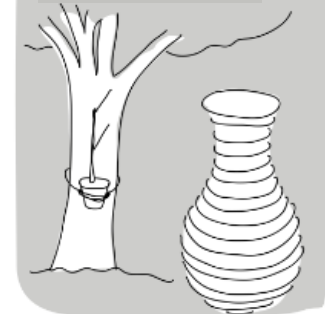
Products Derived from Local Fauna



Wood products



Non-wood products



**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

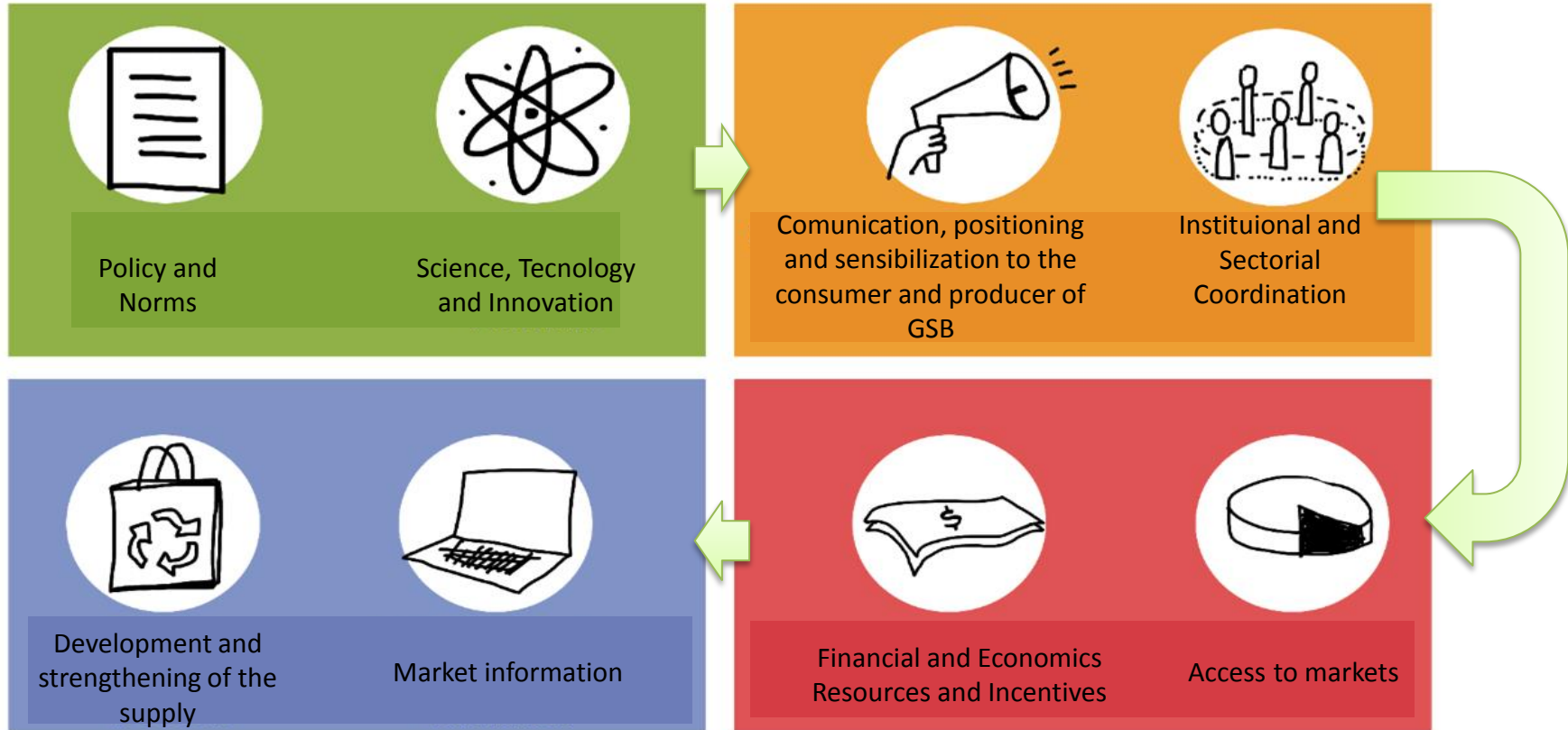
Science, Technology and Innovation

Financial and Economic Resources

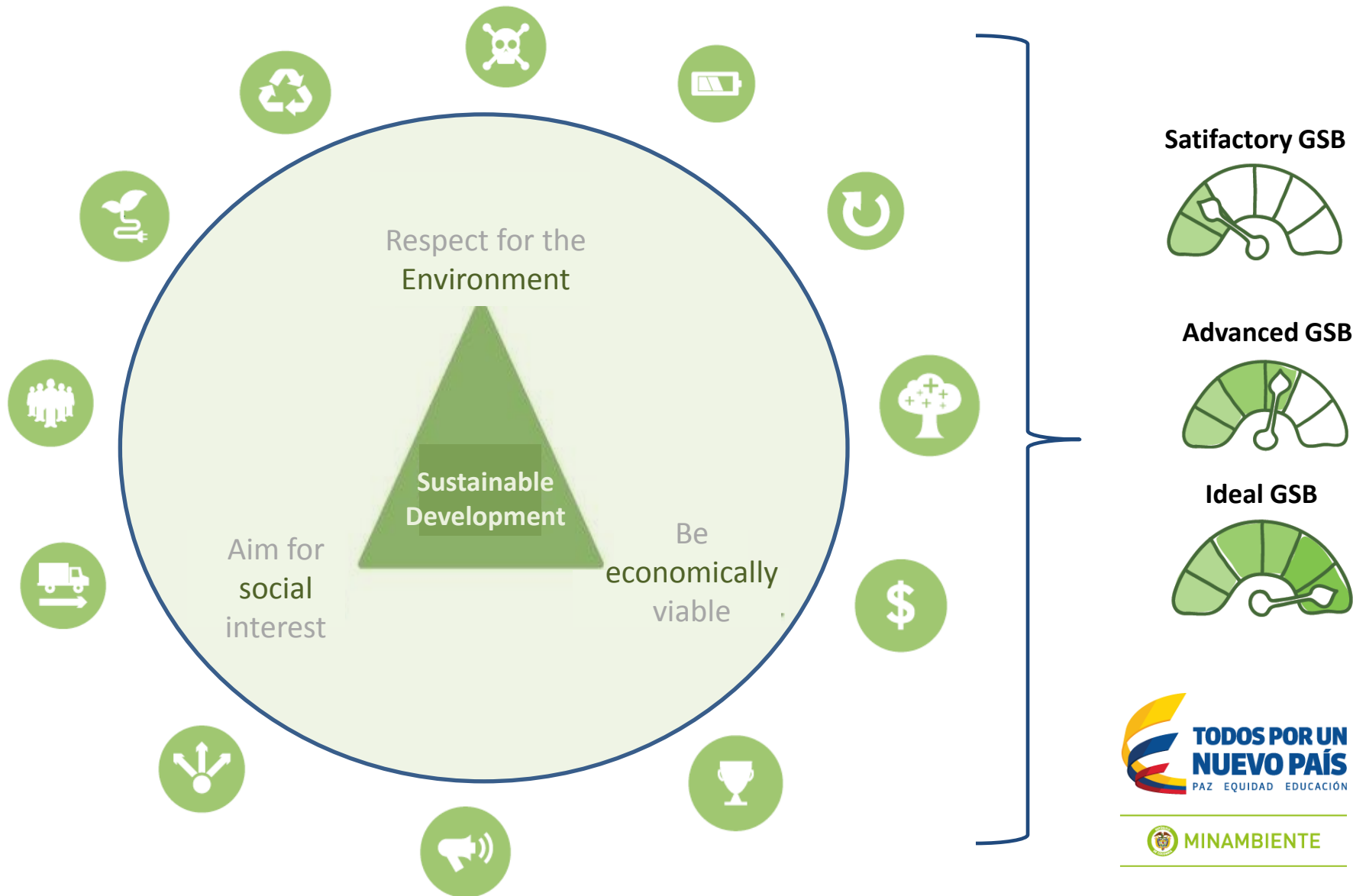
Information systems for products and markets

Monitoring, evaluation and adaptation systems

# Strategies for Intervention



# Green and Sustainable Business Criteria



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# Green and Sustainable Business Generation Program

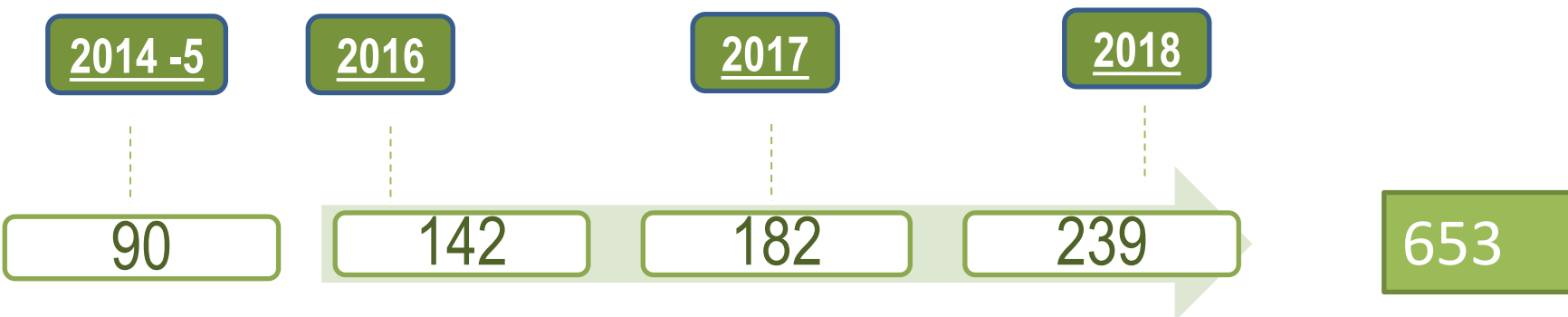
## Objective

*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



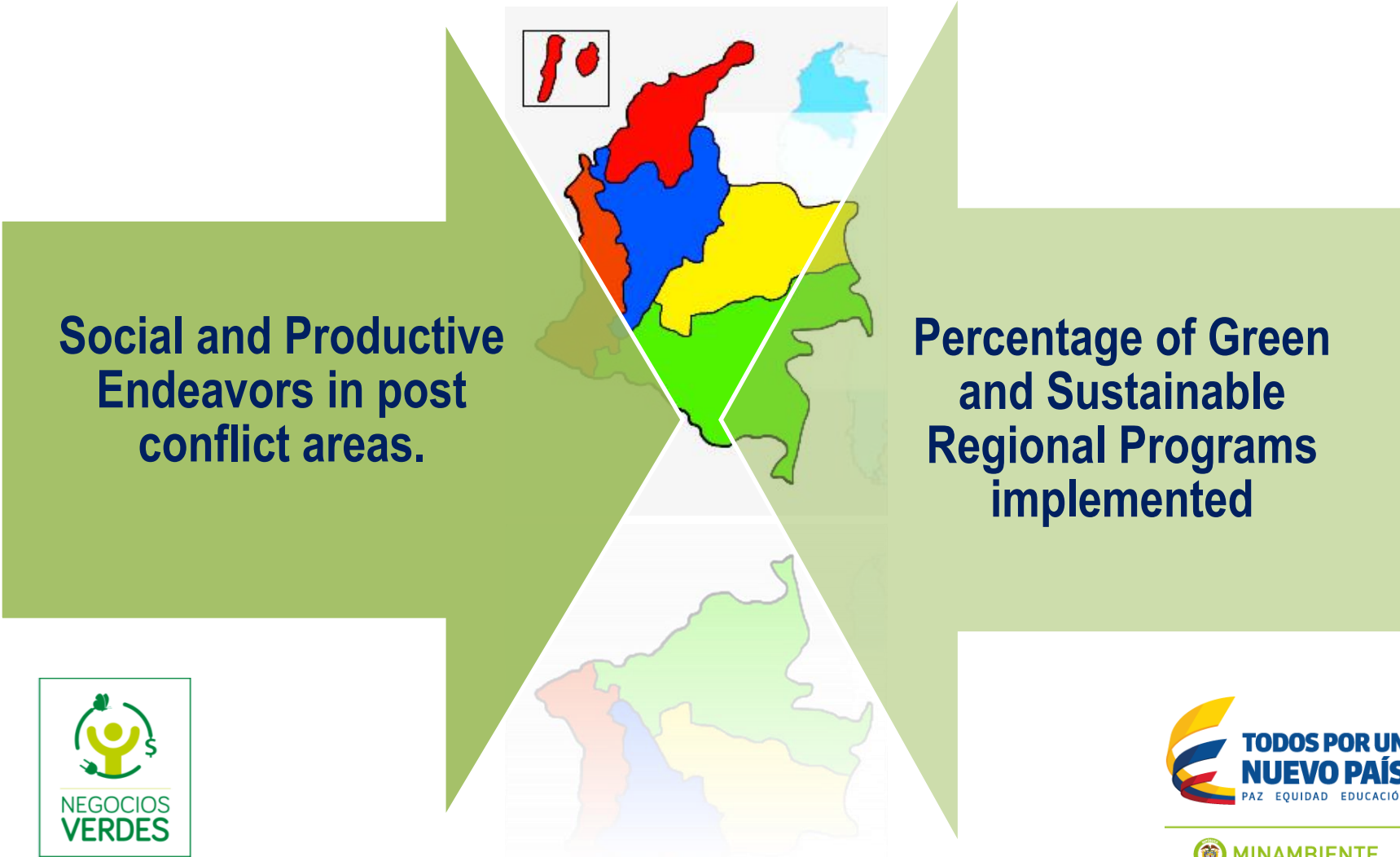
## Target Population

Clasificación	Micro-Enterprise	Small Enterprise	Medium Enterprise
<b>Personel</b>	10 or fewer workers	Between 11 and 50 workers	Between 51 and 200 workers
<b>Total Assets</b>	Less than 500 SMMLV * (excluida la vivienda).	Between 501 and 5000 SMMLV *	From 100.000 to 610.000 UVT **

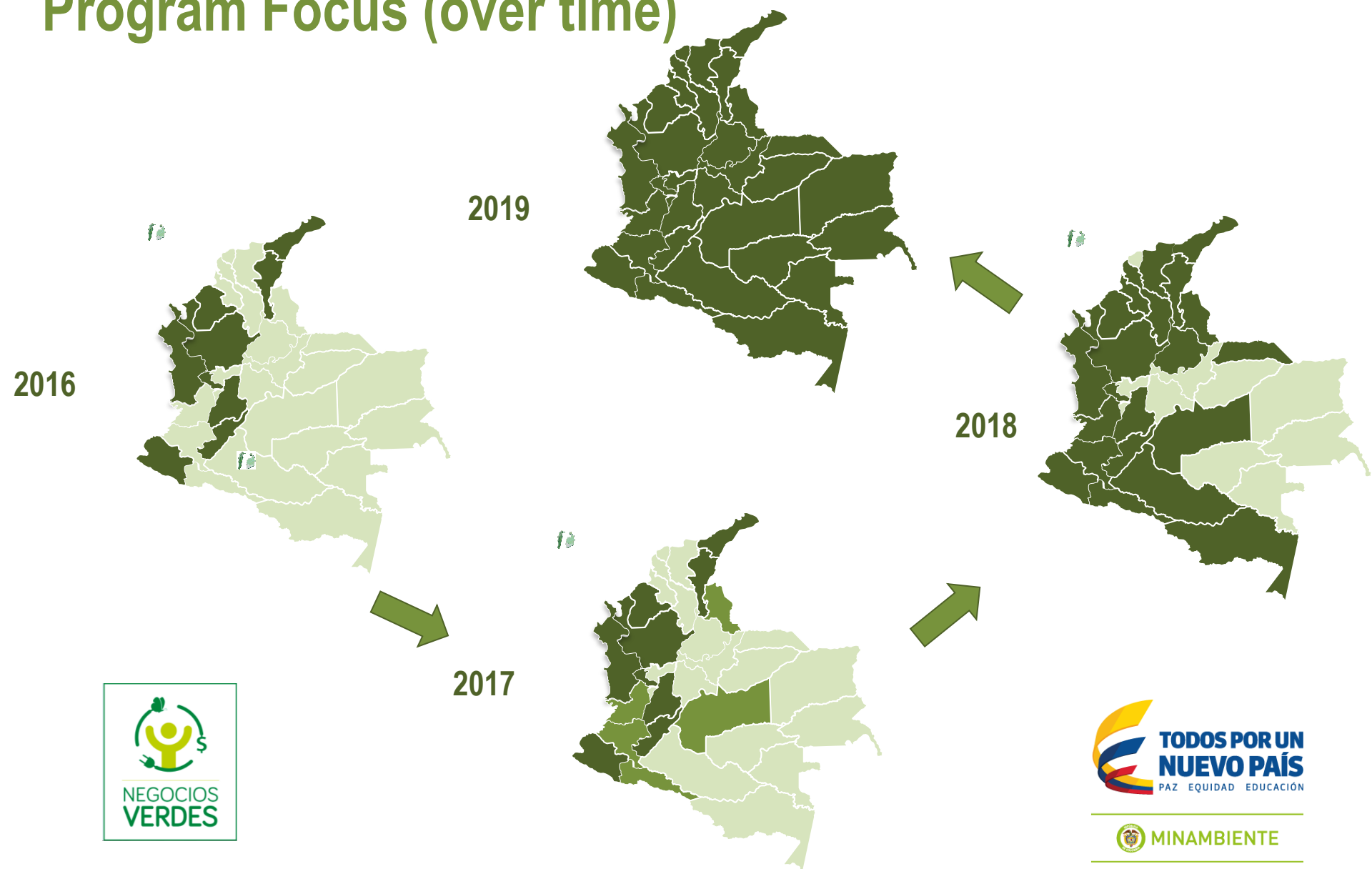




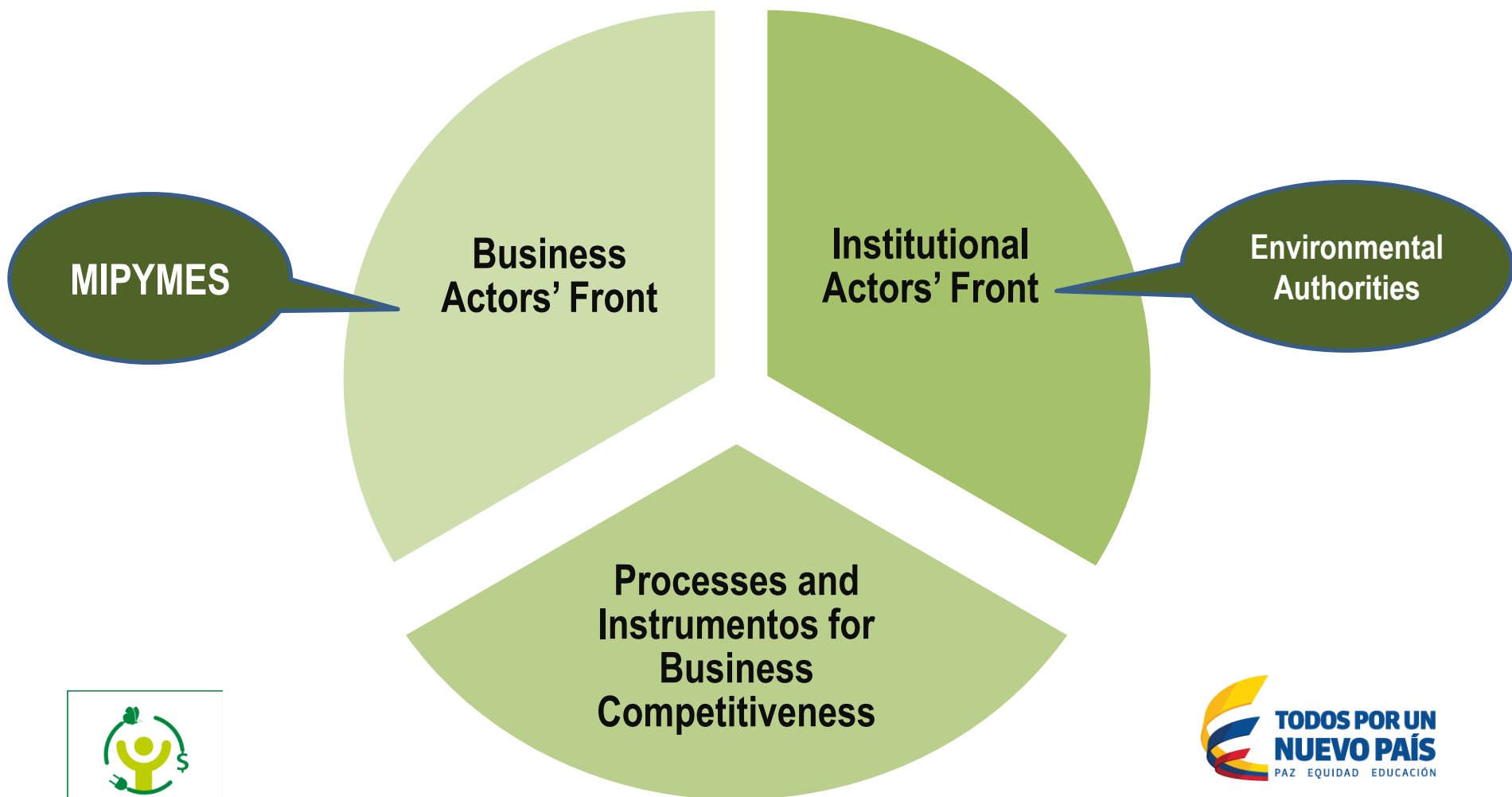
# Coverage and Focus



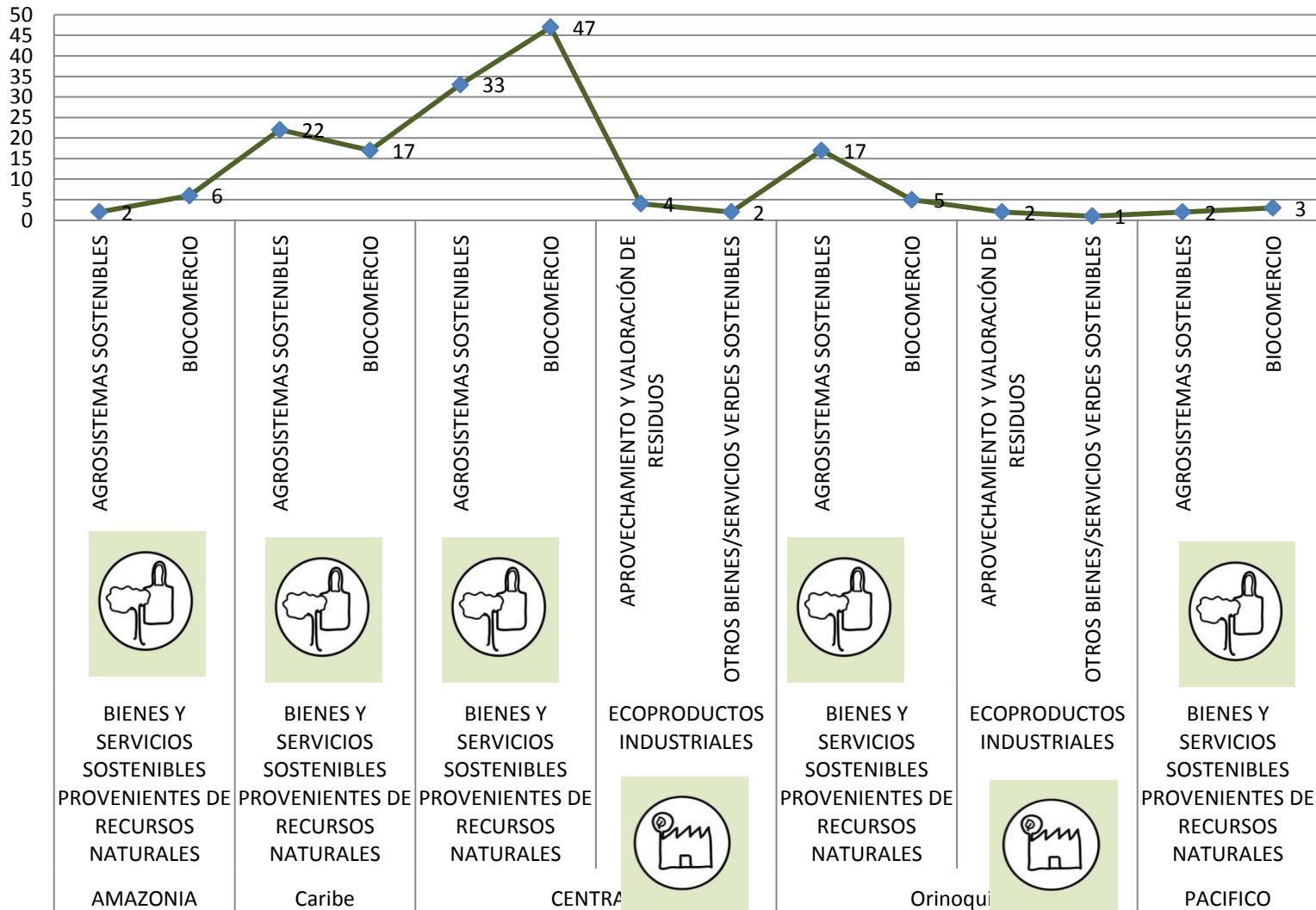
# Program Focus (over time)



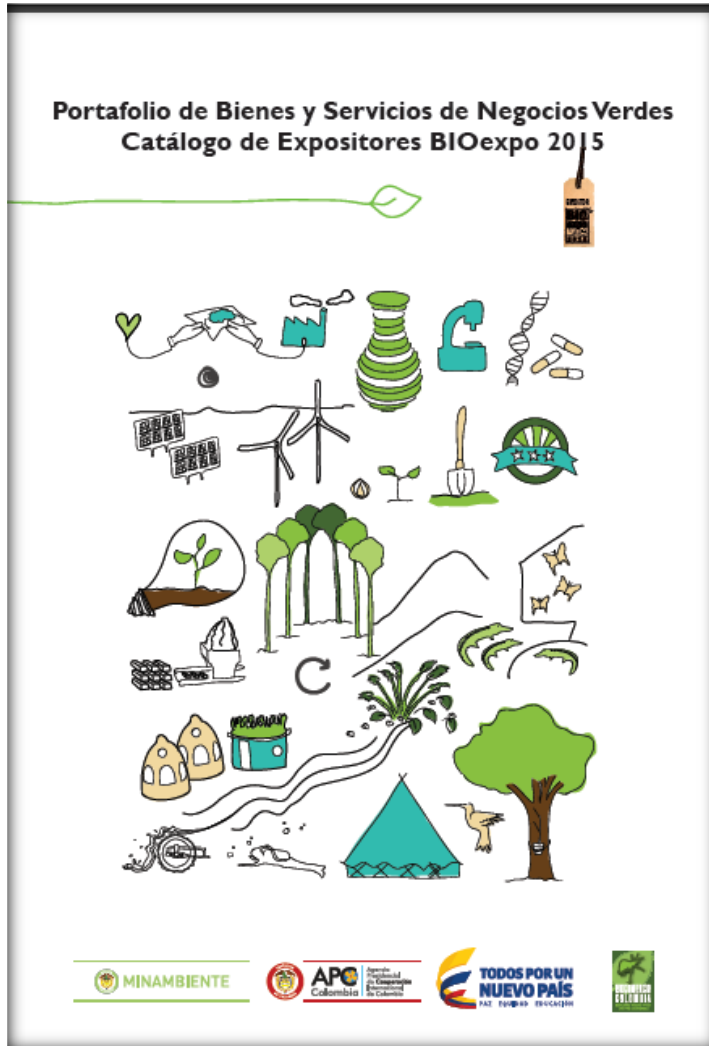
# Strategic Orientations and Lines of Actions



# Verified Green and Sustainable Businesses by category, sector, subsector and region



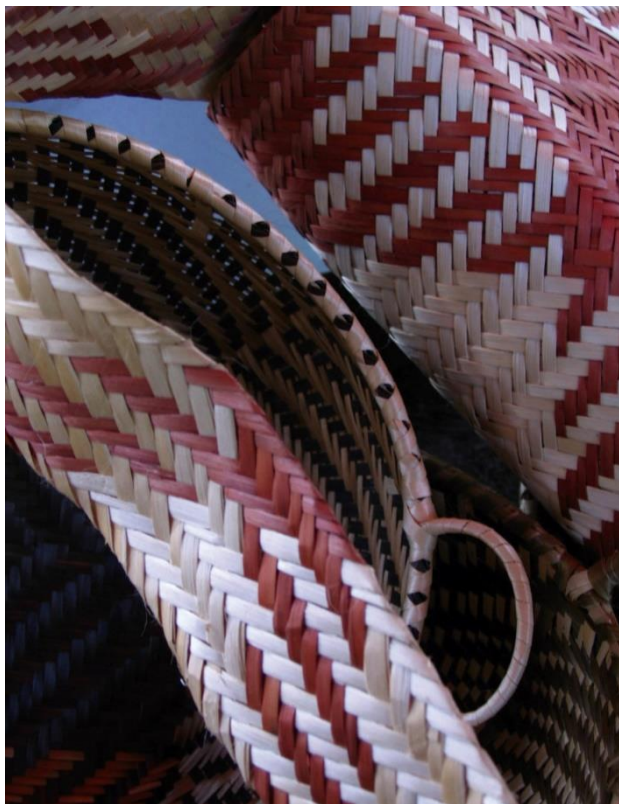
# Green and Sustainable Businesses's Good and Services Portafolio



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**

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OFFICE

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