



Enabling green and inclusive markets -a case for public private collaboration-

09:00 am to 12:00 pm, June 18, 2012

Overview

Businesses that go green can create a “win-win-situation” by spurring greater environmental sustainability while at the same time reducing costs and maximizing profits. Promoting **green inclusive business models** is a particularly promising approach in shifting towards more sustainable growth patterns that have a large impact on poverty reduction. For companies, this translates into pursuing a **triple bottom line**: people, planet, profit. And there are already examples of successful inclusive businesses that consider environmental protection as an essential component of their long-term business objectives, both by promoting eco-efficient production activities and/or by marketing sustainable products and services.

However, the potential economic opportunities that green and inclusive business models offer are still extremely underutilized. In many cases, the reason for this lies in a **lack of a supportive business environment** that hampers the development and upscaling of green inclusive business models such as inadequate regulatory frameworks, disincentives to invest in green growth sectors or missing access to relevant technology, seed funding and infrastructure. It is obvious that the development of green and inclusive markets will heavily depend on the **facilitating role that governments can play**, for instance by introducing tax incentives, simplifying legal and reporting procedures, providing personalized technical assistance, enhancing access to finance and so on.

The session **“Enabling green and inclusive markets – a case for public private collaboration”** will give policy makers and the private sector a unique opportunity to discuss “state of the art” approaches in facilitating green and inclusive businesses through an improved business enabling environment. Participants will have the opportunity not only to get inspiration from thought-leading practitioners, researchers and policymakers but also to get a glimpse on first-hand-experience from promising approaches on public-private collaboration in this regard. Results from a study on policy measures to create synergies in promoting green growth and inclusive businesses will be presented during the session

The **example of India** will be looked at in more detail during a high-level panel session. Together with researchers, government representatives and representatives from Indian businesses we will discuss ongoing initiatives in improving the framework conditions for green and inclusive businesses and how they can boost the development and upscaling of such business models.

Programme

Moderator:

- **Mr. Jim Tanburn**, Coordinator of the DCED

Speakers:

- **Mr. Sreyamsa Bairiganjan**, Lead- Research and Social Enterprise Engagement, New Ventures India
- **Mr. Christoph Beier**, Managing Director, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- **Ms. Svati Bhogle**, Founder and CEO of Sustaintech
- **Mr. Seethapathy Chander**, Director General of the Regional and Sustainable Development Department, Asian Development Bank (ADB)
- **Mr. Bhaskar Chatterjee**, DG & CEO Indian Institute of Corporate Affairs (IICA)
- **Ms. Giulia Christianson**, Research Officer, World Resource Institute
- **Ms. Susanne Dorasil**, Head of division Economic Policy; Financial sector, BMZ
- **Mr. Marcel Engel**, Managing Director, Regional Network, WBCSD
- **Mr. Martin Herrndorf**, Associate Expert, Endeava
- **Mr. Georg Kell**, Executive Director, United Nations Global Compact
- **Mr. Heinz Leuenberger**, Director Environmental Management Branch, United Nations Industrial Development Organisation (UNIDO)
- **Mr. Paolo M. Martelli**, Director Latin America and the Caribbean, International Finance Cooperation (IFC)
- **Ms. Cristina Martinez-Fernandez**, Senior Policy Analyst, OECD
- **Mr. Doug Peterson**, CEO of Vayugrid
- **Mr. Mohan Ranbaore**, Co-Founder of Waterlife
- **Mr. Henri Saint-Bris**, Senior Vice President Strategy, Suez Environment
- **Mr. Mayank Sekhsaria**, Co-Founder of Greenlight Planet

Agenda

- **Welcome remarks**, *Mr. Jim Tanburn, Coordinator of the DCED*
- **Opening**: Why green and inclusive businesses are key to implement a „Green Economy in the context of poverty reduction“ , *Mr. Christoph Beier, Managing Director, Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ*
- **Key note**: Making it happen – How business and policymakers can work together to enable green and inclusive markets, *Mr. Georg Kell, Executive Director, United Nations Global Compact*
- **Panel**: How India promotes green and inclusive businesses – what works and what does not?, *moderator: Mr. Sreyamsa Bairiganjan, New Ventures*

Coffee break / informal matchmaking discussion with Indian Entrepreneurs

- **Research input:** Policy measures to Support Inclusive and Green Business Models – an overview, **Mr. Martin Herrndorf**, *Associate Expert, Endeva*
- *Plenary discussion*
- **Interactive Panel:** What can donors and multilaterals offer in reacting to the needs and challenges in promoting green and inclusive businesses, *moderator: Ms. Giulia Christianson, World Resource Institute*
- **Conclusion:** Public Private Dialogue as an instrument to improve the business enabling environment for inclusive businesses – experiences of WBCSD, **Mr. Marcel Engel**, *Managing Director, Regional Network, WBCSD*
- **Closing remarks and farewell**

Background Materials

<http://www.enterprise-development.org/page/ggwg#Rio>

a Joint Initiative of



and



in collaboration with



Media Partner for this Session

