Strategic Partnerships for Sustainable Consumption & Production (SCP) In Asia

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Cx Catalysts
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AGENDA

- Introduction
- Why are organizations actively seeking partnerships now?
- Partnership models and framework
- Exercise 1 Partnership frameworks
- Exercise 2 Partnership barriers
- Conclusion

Cx Catalysts

- A global network launched in 2010 to create and support innovative partnerships that help
 - companies profitably meet the needs of underserved markets and
 - governments achieve environmental and development goals
- Clients include multi-national corporations, multilaterals, bi-laterals, governments, NGOs and academia

An exciting time for partnerships



An exciting time for partnerships



Private & public sector funds are available for partnerships that address global challenges

People & Values



Governance



Economy



Resources, Energy & Environment



Shifting demographics



Interdependent world



Valuing social & environmental



Resource scarcity



Environmental degradation



Poverty & inequity



Inadequate policy framework



Material-based consumption



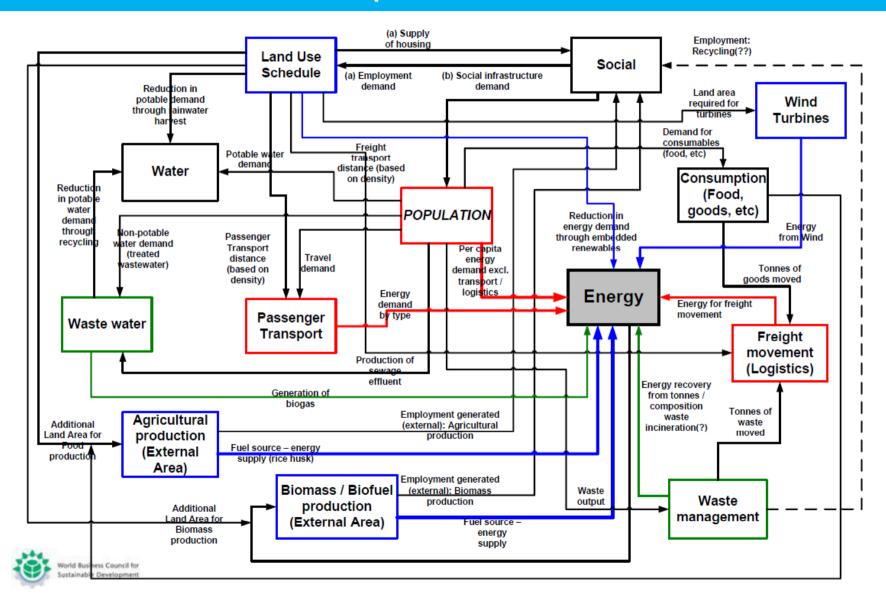
Energy security



Climate change



Complexity of transforming cities into more sustainable ones requires collaborative actions





Why? World Business Council for Sustainable Development's Vision 2050



A global multi-stakeholder initiative involving dialogues in 23 countries with NGOs, government officials and companies representing 14 industry sectors



29 companies from 14 industry sectors























































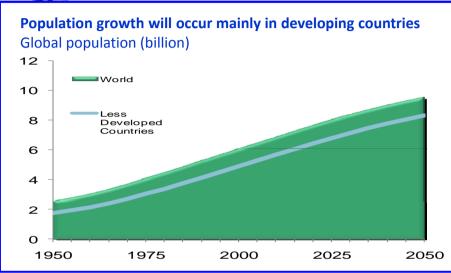
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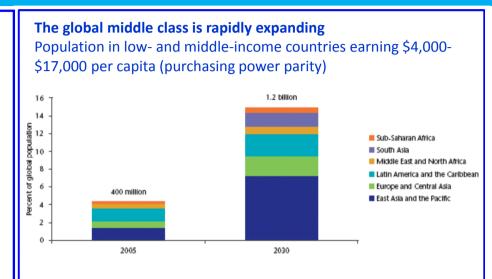


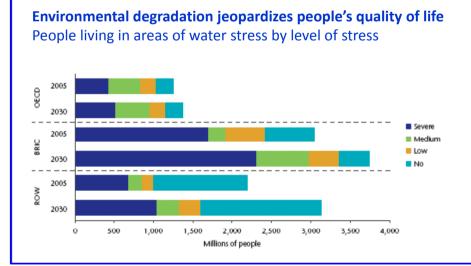
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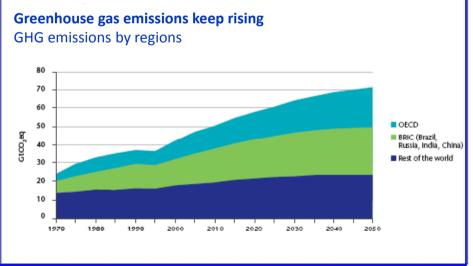


The world is on an unsustainable path







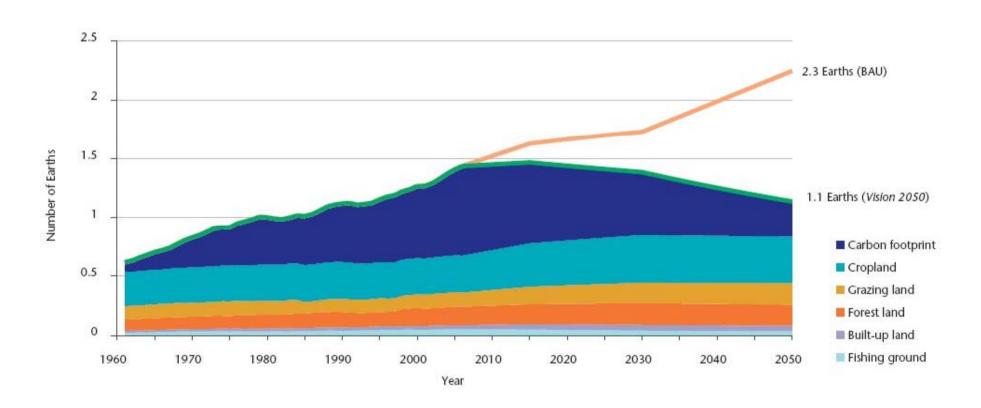


Sources: UNPD, World Bank, OECD



Widespread recognition things must change

Business-as-usual (BAU) projection: We will consume 2.3 Earths in 2050

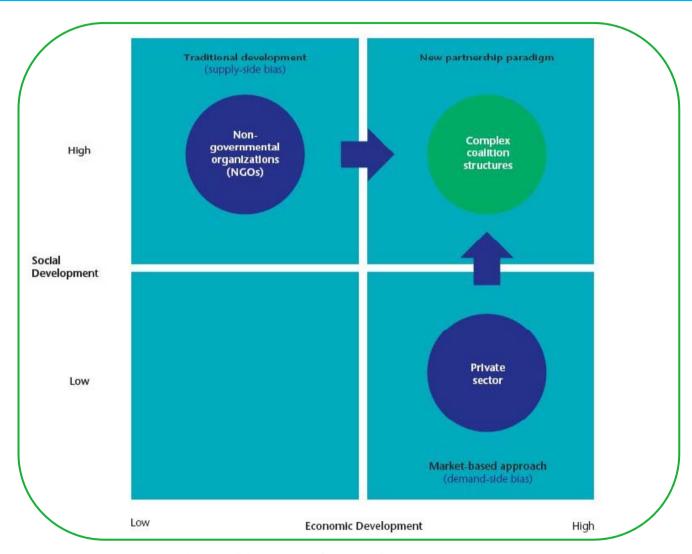


The pathway to *Vision 2050*

One World People & Planet Basic need met		food &	& rege- low	zure & Zero-net carbon energy buildings	Reliable & Zero & low carbon mobility	
All products sustainable lifted from poverty	Externalities internalized	Output doubled	restation e	CO2 All building zero-renerg	ngs universal effi net access im	LO fold iciency provement
Sustainable Ecosystems & enterprises	markets tr	Better rade, yields carbon anagement			arter Smarter dings mobility ser	Closing the loop
Change through cooperation	progress in	nowledge Itensive griculture	Carbon incentives		Energy Holistic approach to mobili	
The second secon	orporate farr adership	iining of mers er & fairer de	Commitment to carbon cuts	Global carbon price Agree on how to manage GHGs	Energy awareness Tough energy-efficiegc Biofue rules stand	phased out
Economic empowerment of women true Opportunities Incentives for for an aging Long	mmitment to e value pricing Wate g-term ncing models	d gains er efficiency	Yield gains	Cost of renewables lowered Demand-	trai sol side efficiency	estment egrated Value chain innovation utions Energy efficiend ore efficient & in production
Integrated urban Disse management techn	emination of lologies New o	crop varieties		Energy an	Business models inegrate all actors	Iternative drivetrains Innovation with consumers
People's Human Ec values development	onomy Agr	riculture	Forests	Energy an power	d Buildings	Mobility Materials

12 TODAY

Building and managing complex coalitions will help move us to a sustainable path



Crisis and change present opportunities

- Financial meltdown brought countries together like never before
- Debt-ridden governments, struggling NGOs and businesses have never been more open to collaborating as they are today

Emerging partnership models



Partnerships can take many forms



Partnership Framework

Define problem

- Start at broadest macro level
- But drill down to formulate several doable projects that can deliver tangible results
- Remember there is always more than one solution

Identify relevant parties

- Who is currently doing something about the problem?
- Which government agencies? NGOs? Industry sectors?
- Who benefits if the problem is solved?
- Who does not believe there is a problem?

Create platform for engagement

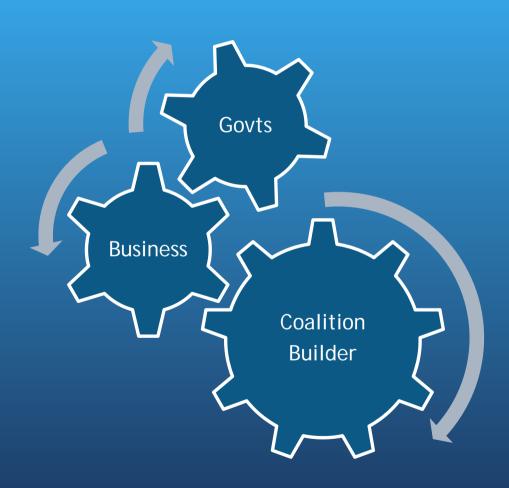
- Leverage existing projects, relationships and commitments
- Avoid re-inventing the wheel
- Always share the stage and credits
- Let people make it their own, aligning passionate people ensure success

Exercise - Partnership frameworks

What problems will be solved better with partners

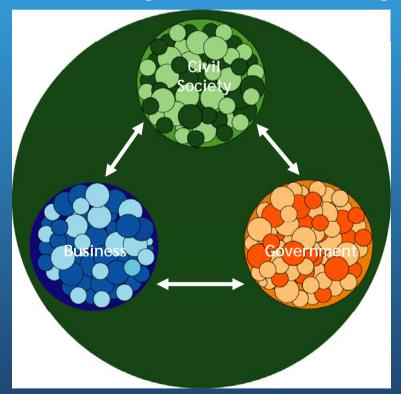
When will partnerships work better

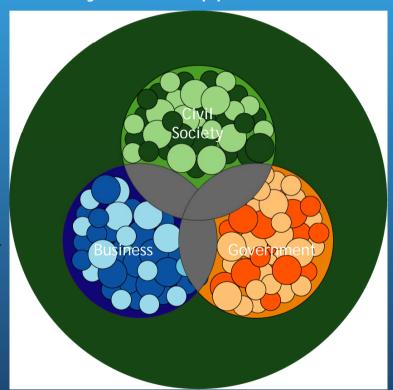
Solutions are in creating and nurturing complex coalitions



Partnerships provide a more systemic holistic approach

Past Sectorial, segmented, conflicting Future Systemic approach





Parties bring different things to the table

Business

Management Skills

Operating Discipline

Technologies

Resources

Governments

Regulations & Legislation

Policies and Norms

Technical Assistance Standards

Civil Society/NGOs

Trust

Brand Equity

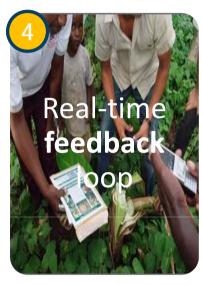
Field based Cultural Networks and Local Access Context

An example: Community Knowledge Worker











Designed for long-term Sustainability

- More, poorer farmers reached
- Contextualized content and services
- •Lower cost per interaction

Exercise - Partnership barriers

Why partnerships don't work

 What would you have done different with partnerships to improve outcomes

Partnership challenges

- Translating Challenge
 - Different languages
 - Different cultures
- Timing Challenge
 - Businesses work under short term time pressure
 - Governments have long term timelines in mind (but do they ?)
- Funding
 - Division of costs
 - Division of benefits

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Trust is the basis for all successful partnerships

Aligned interests & measurable results Passionate people Trust

There is no ONE model for success!

Convergence!



Thanks!

For more information contact catalysts

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