

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

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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, multi-laterals, 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 impacts



Resource scarcity



Environmental degradation



Poverty & inequity



Inadequate policy framework



Material-based consumption



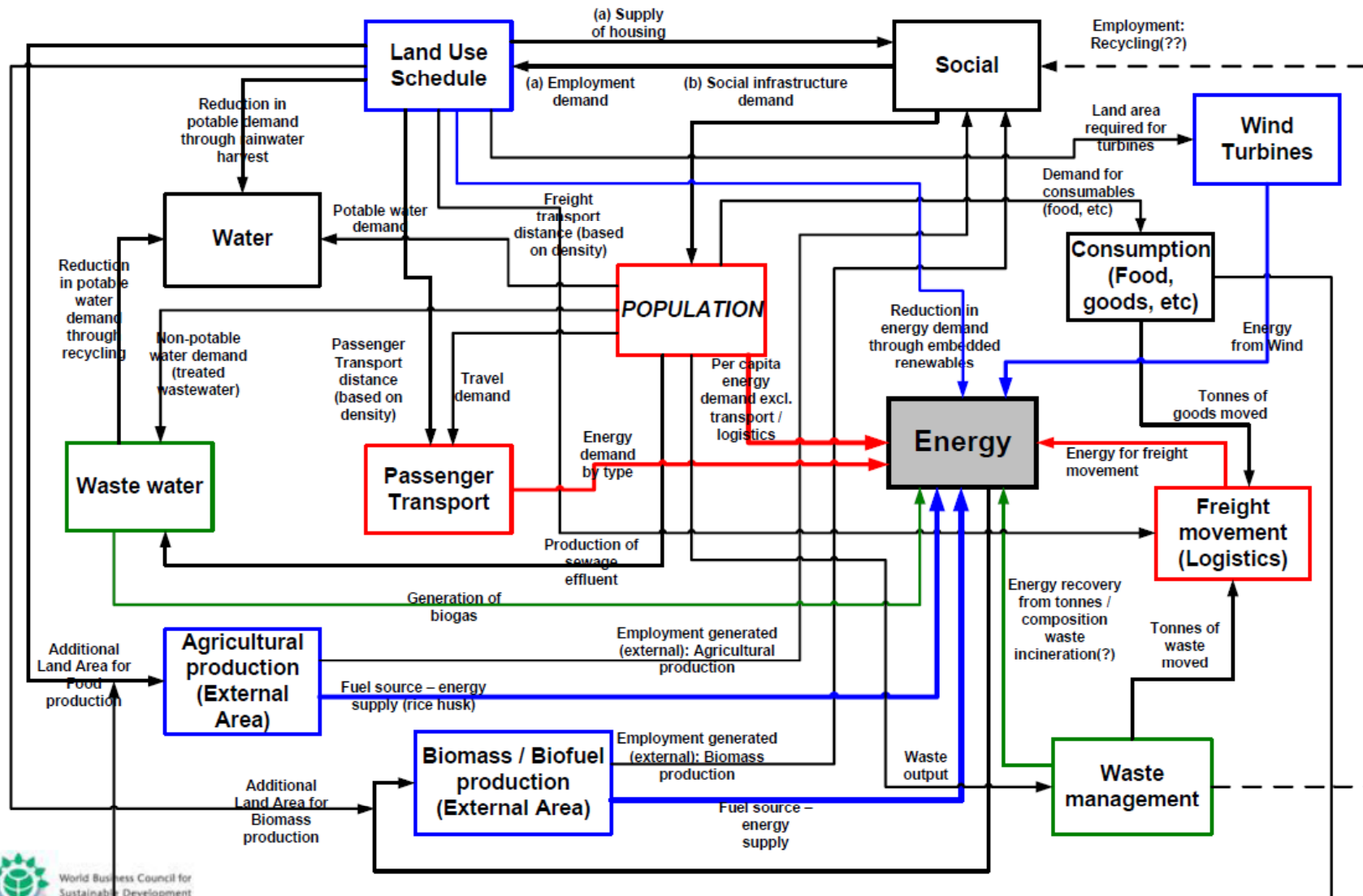
Energy security



Climate change



Complexity of transforming cities into more sustainable ones requires collaborative actions





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

- Dialogues
- Workshops



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

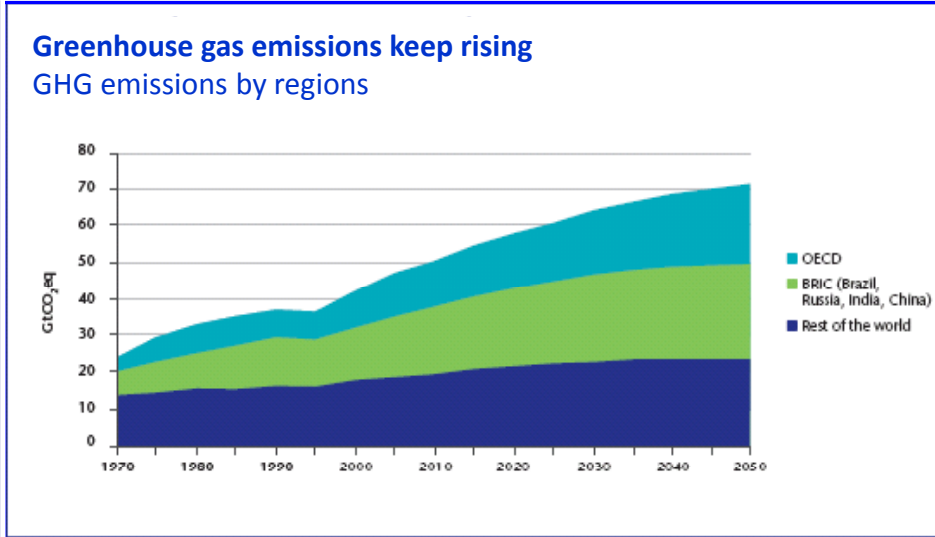
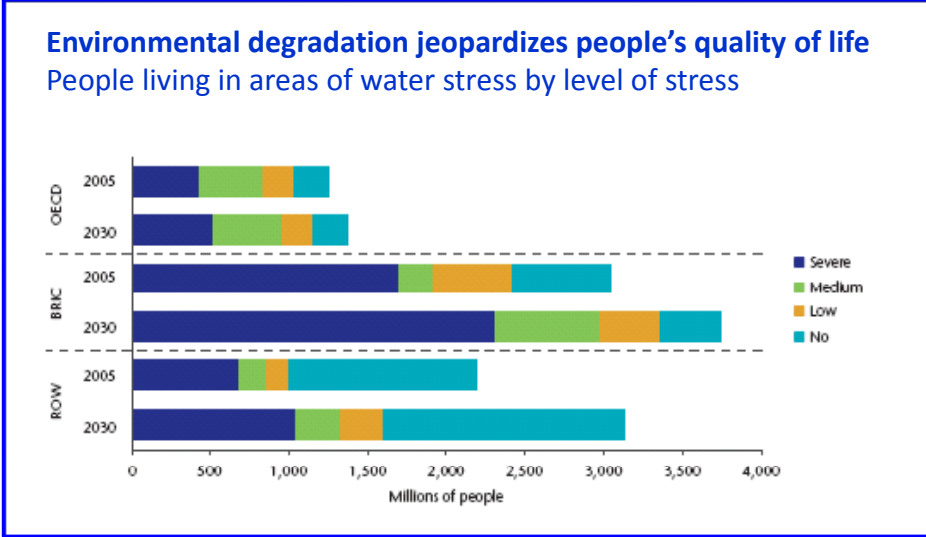
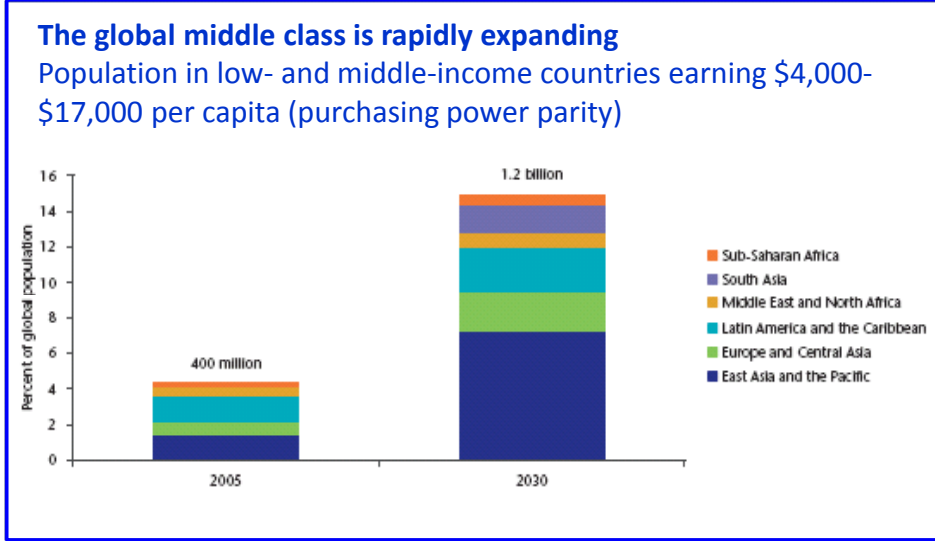
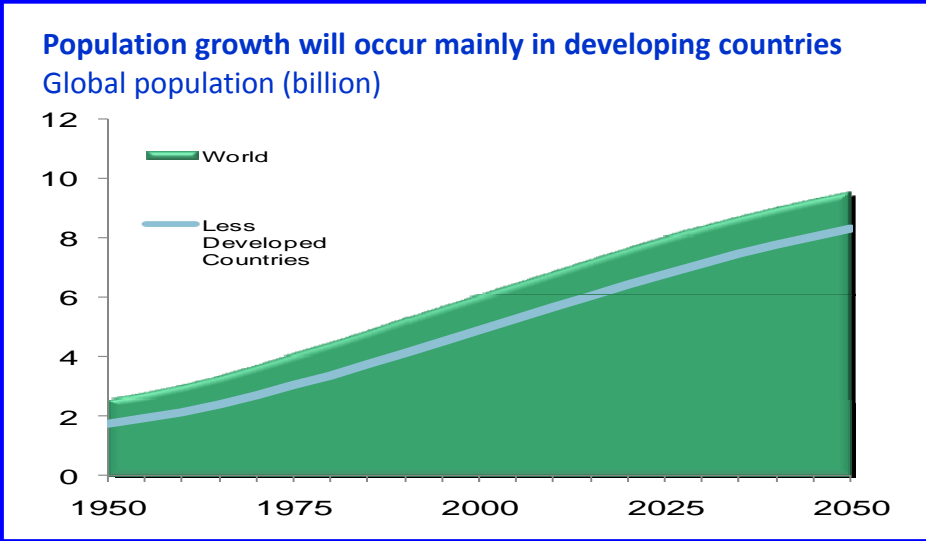


29 companies from 14 industry sectors





The world is on an unsustainable path

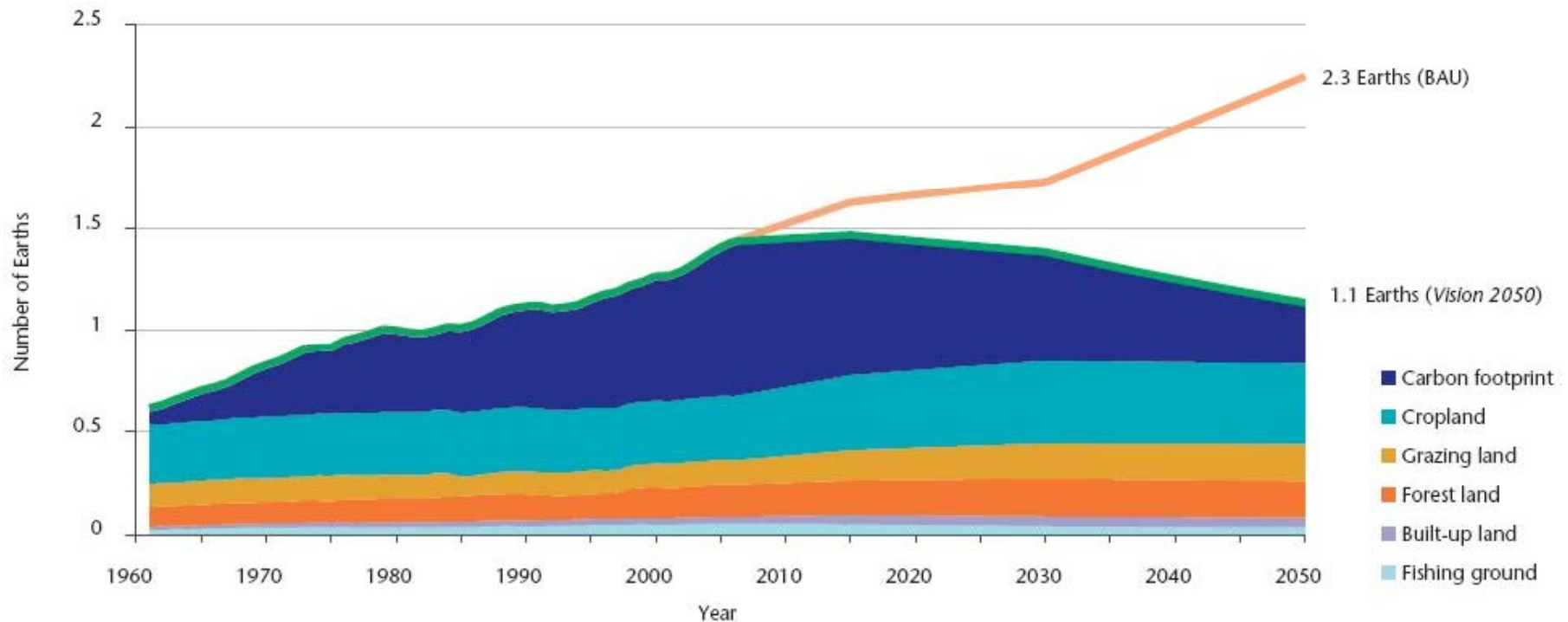


Sources: UNPD, World Bank, OECD

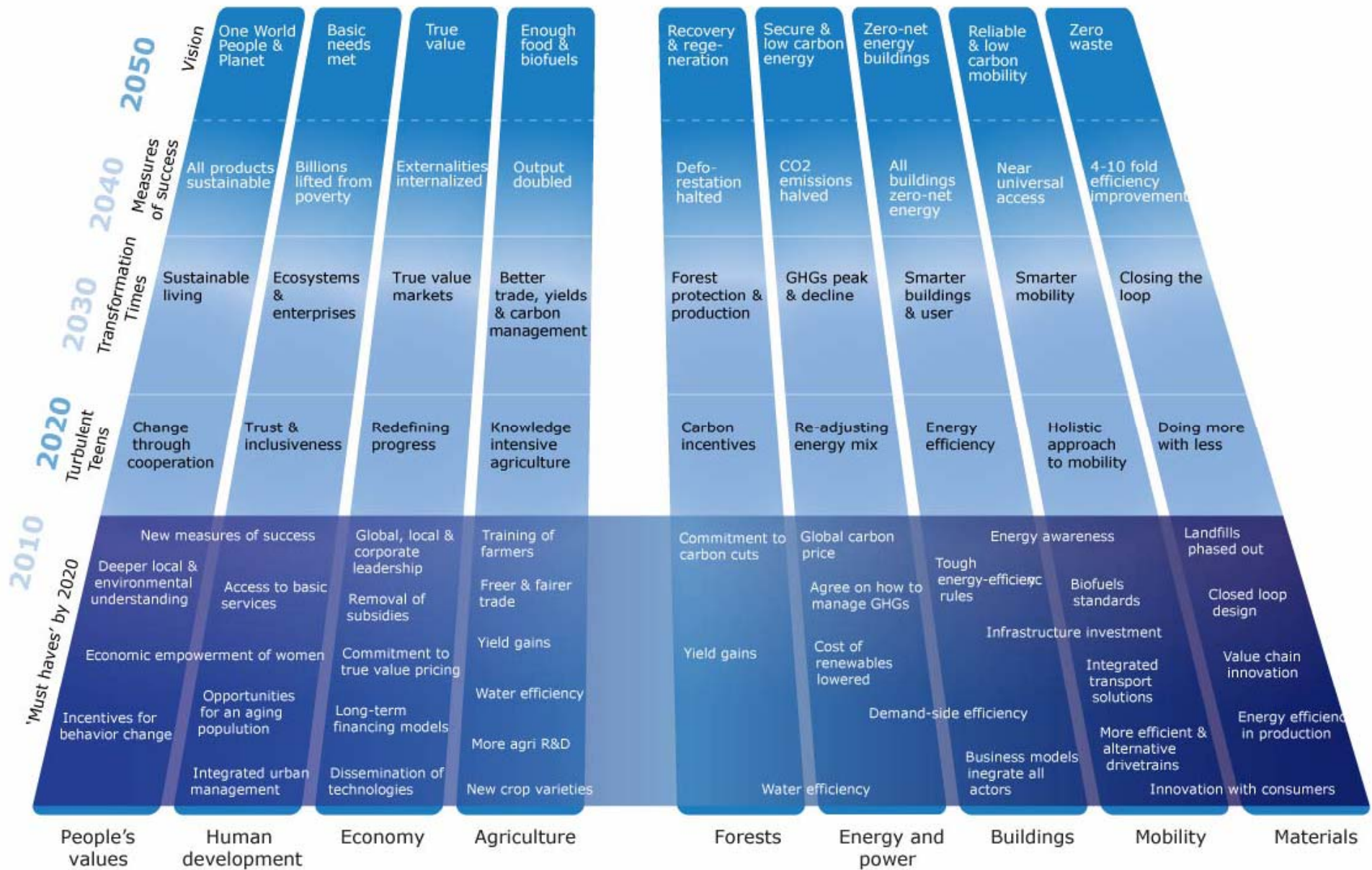


Widespread recognition things must change

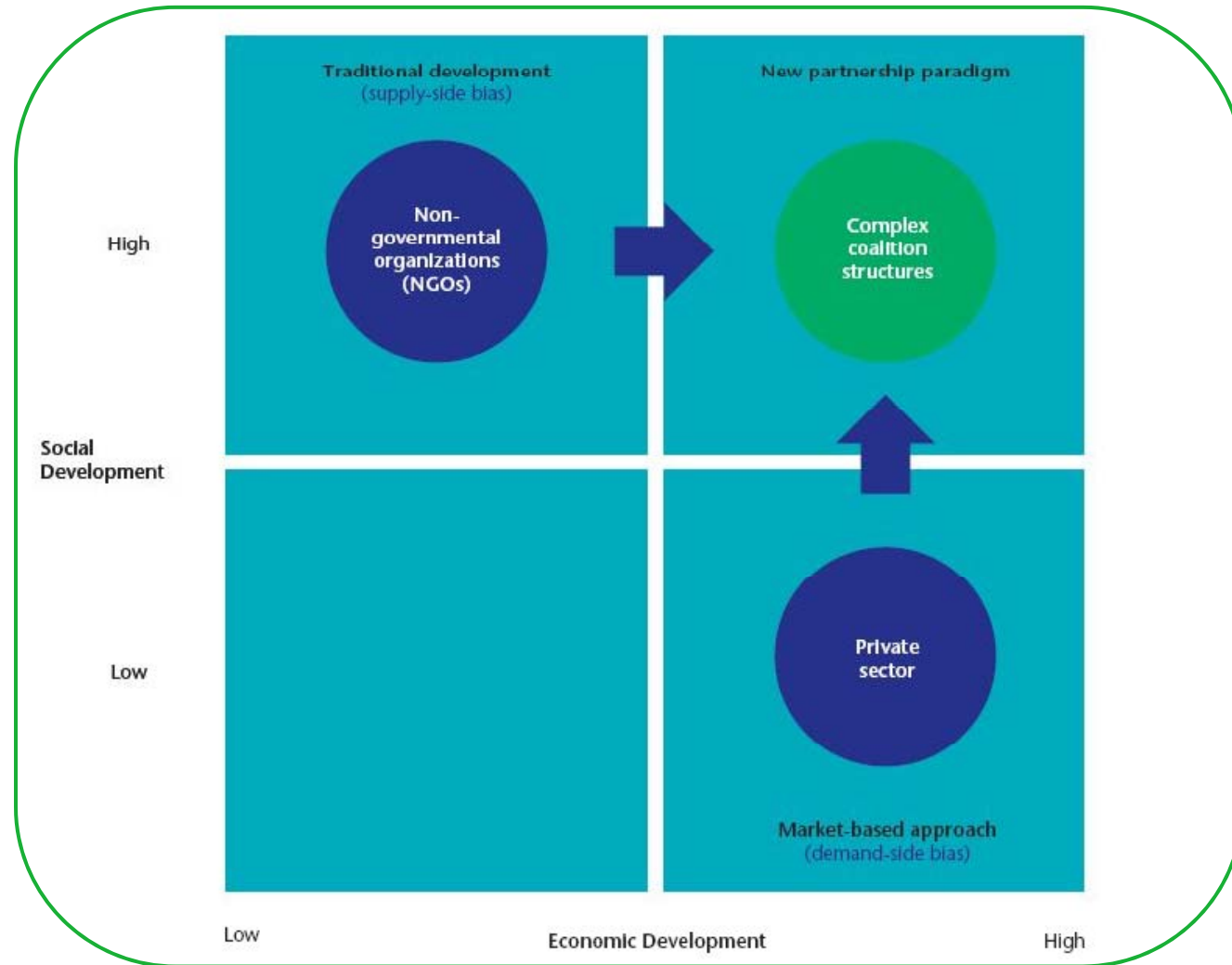
Business-as-usual (BAU) projection: We will consume 2.3 Earths in 2050



The pathway to *Vision 2050*



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



Source: Accenture, *Development Collaboration, None of our Business?*, 2009

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



Source: Global Partnership Forum

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?

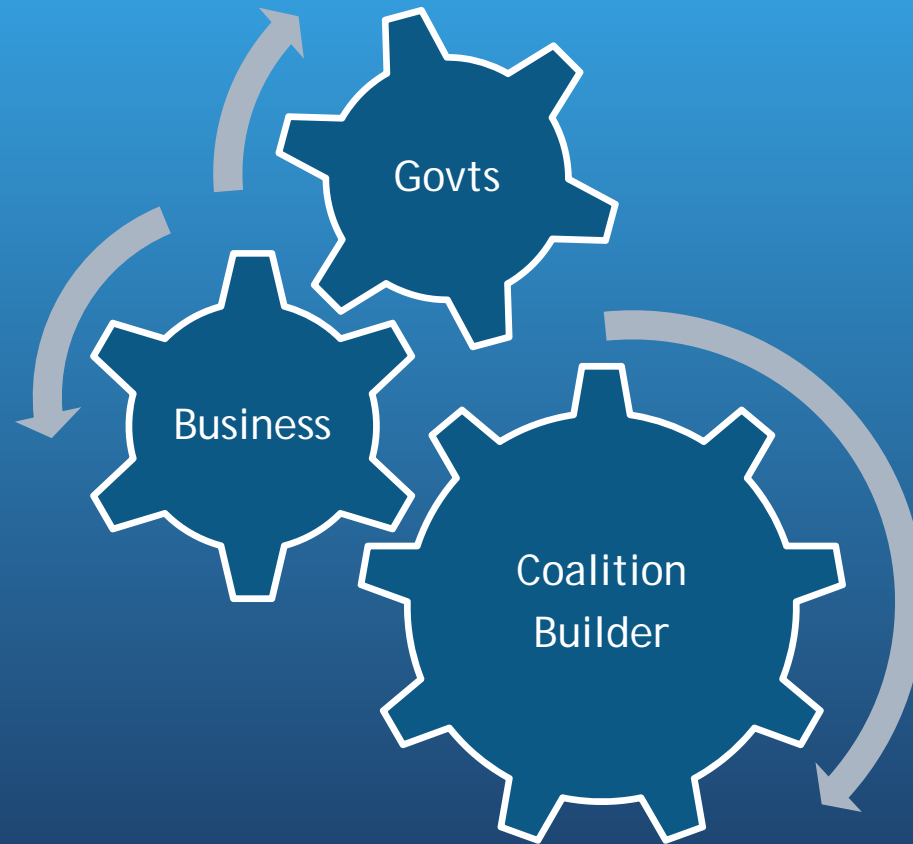
Create platform for engagement

- 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

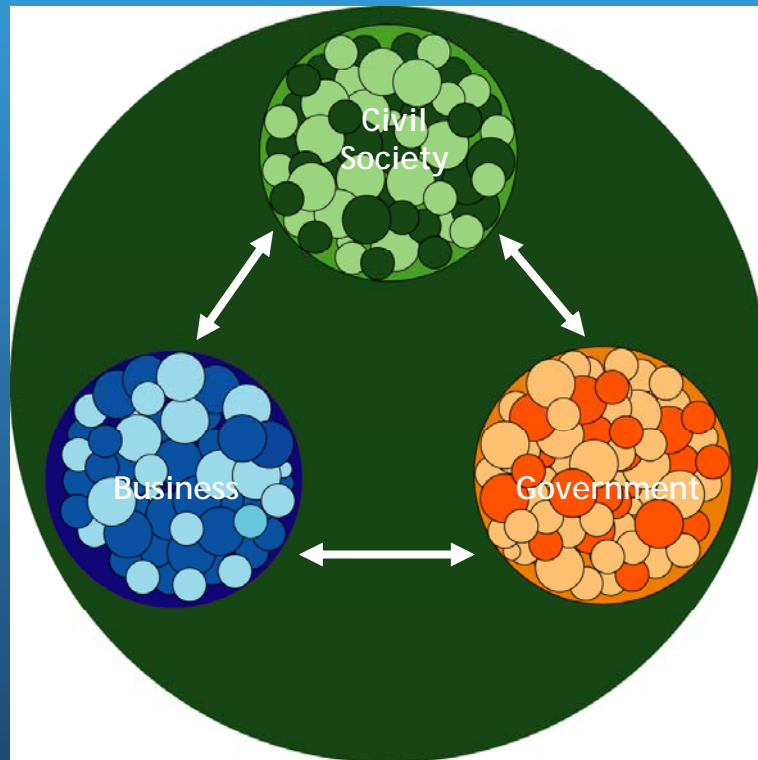
Solutions are in creating and nurturing complex coalitions



Partnerships provide a more systemic holistic approach

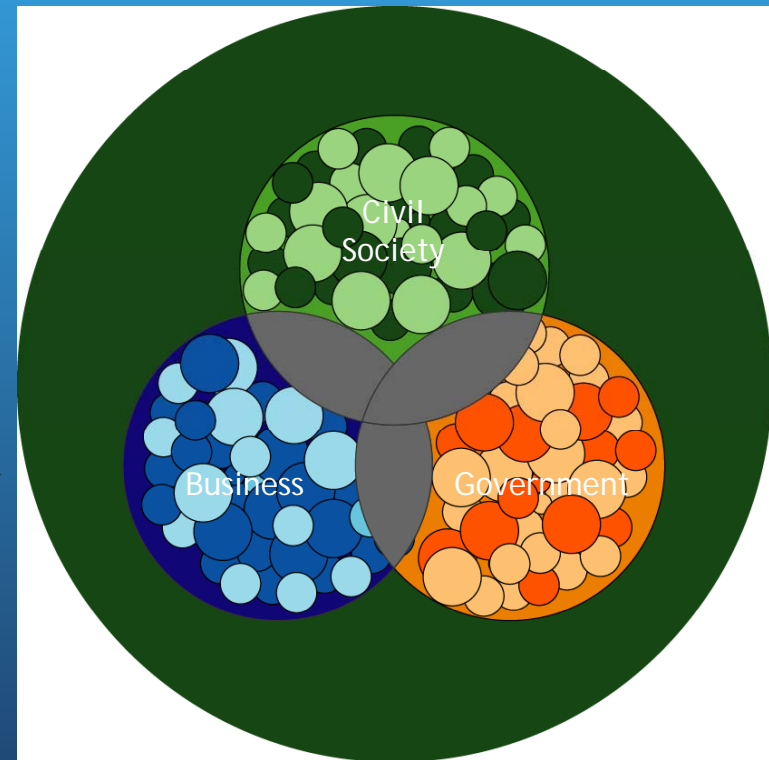
Past

Sectorial, segmented, conflicting

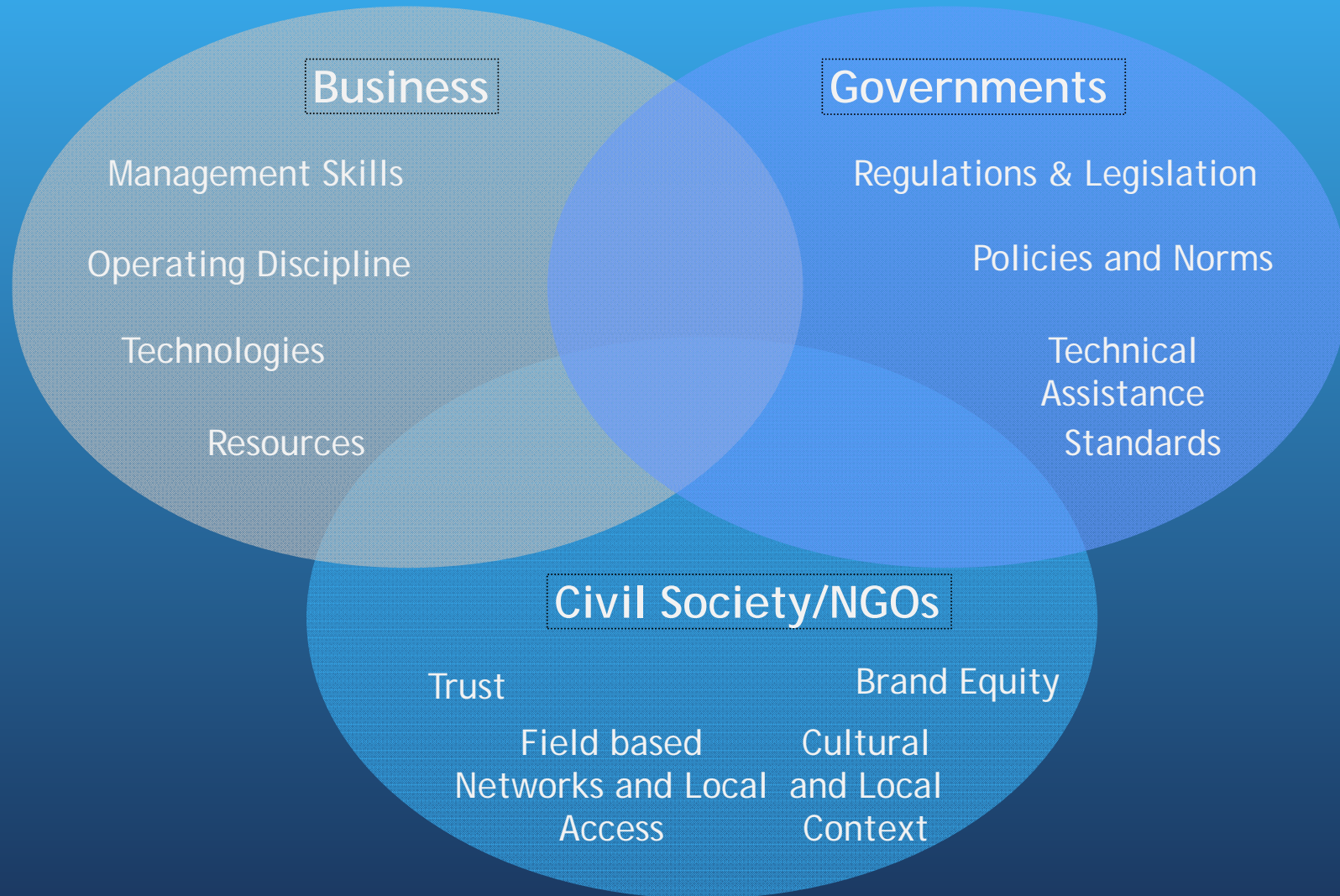


Future

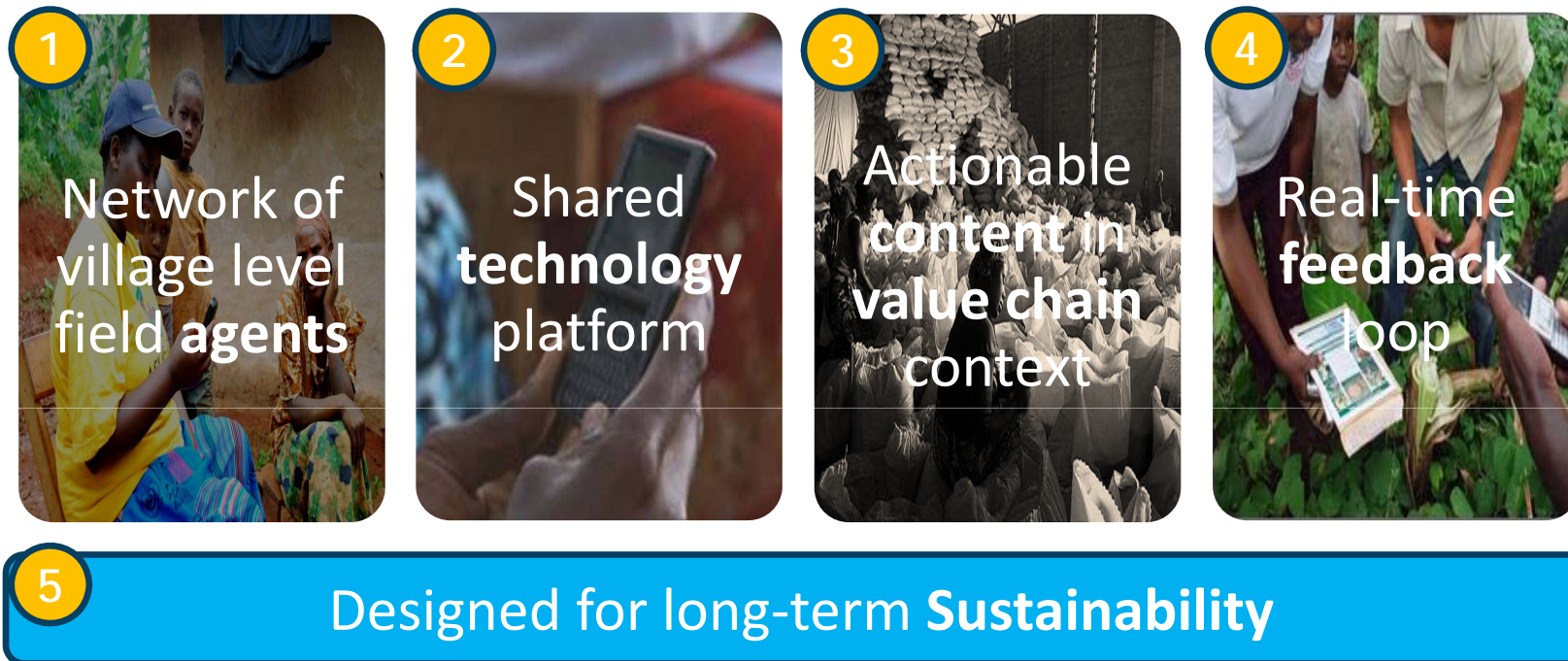
Systemic approach



Parties bring different things to the table



An example: Community Knowledge Worker



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

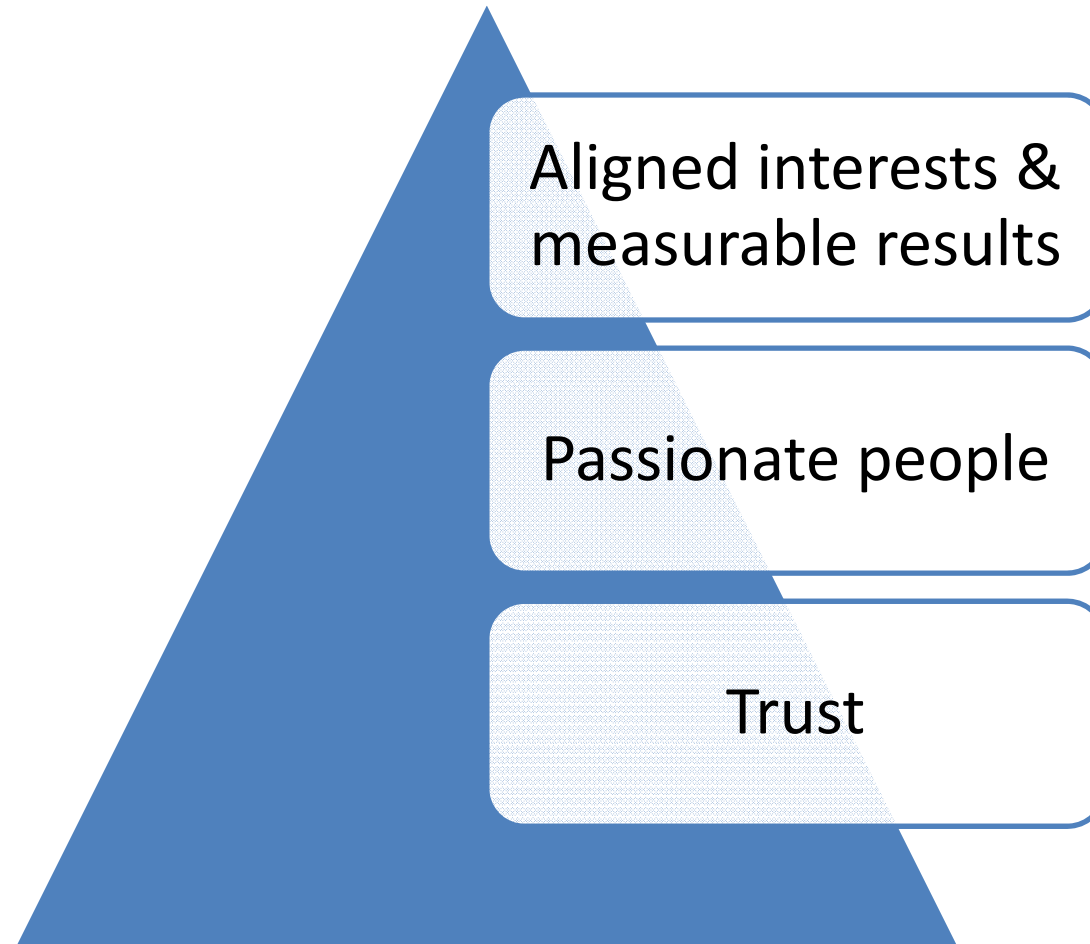
Exercise – Partnership barriers

- 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
-

Trust is the basis for all successful partnerships



There is no ONE model for success !

Convergence !



Thanks!

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