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

- **People & Values**
  - Shifting demographics
  - Poverty & inequity

- **Governance**
  - Interdependent world
  - Inadequate policy framework

- **Economy**
  - Valuing social & environmental
  - Material-based consumption

- **Resources, Energy & Environment**
  - Resource scarcity
  - Environmental degradation
  - Energy security
  - Climate change
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**Global Challenges**
- Shifting demographics
- Interdependent world
- Valuing social & environmental
- Resource scarcity
- Environmental degradation
- Energy security
- Climate change

**Policy Framework**
- Inadequate policy framework

**Social & Environmental Impacts**
- Material-based consumption
Complexity of transforming cities into more sustainable ones requires collaborative actions.

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

- Accenture
- Alcoa
- Allianz
- ArcelorMittal
- Boeing
- Duke Energy
- E.ON
- Eskom
- Evonik Industries
- Fortum
- GDF Suez
- Grupo Nueva
- Gruppo Falck
- Holcim
- Infosys
- Philips
- PricewaterhouseCoopers
- P&G
- Rio Tinto
- Sony
- Storebrand
- Syngenta
- Tepco
- Toyota
- Vattenfall
- Volkswagen AG
- Weyerhaeuser
The world is on an unsustainable path

Population growth will occur mainly in developing countries
Global population (billion)

The global middle class is rapidly expanding
Population in low- and middle-income countries earning $4,000-$17,000 per capita (purchasing power parity)

Environmental degradation jeopardizes people’s quality of life
People living in areas of water stress by level of stress

Greenhouse gas emissions keep rising
GHG emissions by regions

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

- Operational
- Philanthropic
- Policy/Norms
- Global Campaigns
- Management
- Advocacy/Outreach

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

- Business: Management Skills, Operating Discipline, Technologies, Resources
- Governments: Regulations & Legislation, Policies and Norms, Technical Assistance, Standards
- Civil Society/NGOs: Trust, Brand Equity, Field based Networks and Local Access, Cultural and Local Context
An example: Community Knowledge Worker

1. Network of village level field agents
2. Shared technology platform
3. Actionable content in value chain context
4. Real-time feedback loop
5. 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

- .....
Trust is the basis for all successful partnerships

There is no ONE model for success!
Convergence!
Thanks!

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