The Green Economy transition issues in Perú

Diagnostics and challenges

Despite a good start, Peru has not made substantive policies to transition towards a sustainable economy. Political turmoil now focuses on division of power and corruption. Despite slow public sector action, commitment to NDCs might start things moving.

Green economy status (2017 vs 2018)

Valuing nature

Few ecosystem service initiatives despite good understanding of the importance of stable and diverse natural resources, however efforts to reduce the use of plastic could reverse the degradation of nature.



Tackling inequality

Inequality is prevalent between cities and rural areas, Lima and the rest, big and small companies, men and women. Despite slow advances in the past 15 years, in 2018 there has been a setback in the reduction of poverty and inequality. Entrepreneurship offers an opportunity for change.



Greening economic sectors

Some efforts to green the "engines of growth" (mining, agro-industry, tourism, manufacturing, construction). Some state programs (Peru Responsable, Innóvate Peru, CITE) aim to reduce environmental liabilities and improve energy efficiency. Also, new ventures are taking advantage of the opportunities of a greener context.



Reforming financial sectors

Promising initiatives (green bond, payments for ecosystem services, tax exemptions for green innovation) but limited uptake.



Measuring and governing

Weak institutions are disconnected from markets and consumer demand that are asking for change. The measure of SDG in Peru is a step forward to more and better data for decision making.

Conclusion

Political struggles have slowed work to create policies for green economy, but the private sector is emerging as a new driver for change. A new type of green enterprise offers social and environmental practices and promote greener practices.



Implemented by:







libélula

As part of:



Financed by:



What is being done and by whom

Scattered and poorly aligned initiatives

In the last decade we have learned about environmental challenges, filled gaps on information about possible risks, and designed regulations on green growth and other issues of environmental sustainability. Many actions have been promoted by different actors in different periods, but there was no practice on continuing with the work started or to align existing actions to strengthen the impact of these.

Policies to follow up

Climate Change Law and regulation; National Green Growth Plan; Law of plastics; dictum of the law that promotes and regulates the use of bicycles as a sustainable means of transport; initiatives so that the government incorporates criteria to hire responsible suppliers.

The private sector has continued its dynamism

SMEs with purpose are introducing a new perspective, more environmental fairs have emerged, campaigns in networks with green themes appear and visibility of greener issues in social networks grows as enterprises and influencers find value in promoting greener habits.

International cooperation adapts and plans actions

Initiatives or actors such as PAGE, GIZ, GGGI and others will contribute to the implementation / to bring into action a green growth plan from the Ministry of Economy and Finance, and in general that productivity and competitiveness policies subsume environmental policies seeking synergies

Sustainability issues are appropriated in more forums

CADE, the most influential event of the private sector, includes sustainability as one of the 3 largest topics to be discussed; movements of CEOs that promote sustainability in their businesses, stimulating other entrepreneurs (L + 1); Circular Economy agenda driven by the EU with strength (Circular Economy Forum in Lima and AQP).



Implemented by:







New Initiatives for collective green economy action

Sistema B (B corps), Kunan, HAF Perú, Lima Chamber of Commerce, Perú2021, GEA, Council on Green Certification, Innovate Perú (Ministry of Production), Perú Responsable (Ministry of Labour), FIIS,+1 Community.

More events and careers related to sustainability and social innovation

Nexos+1, FIIS, The Other Market, Municipal Markets; as well as universities that promote careers with the sustainability theme: PUCP, Scientific, USIL, UNALM, and many promote it as a market strategy.

As part of:



Financed by:



How are *dialogues helping* the transition?

Dialogues that help the transition

Dialogues with **100 green SMEs** have started to give us some insights of common issues that could help green SMEs thrive if addressed. SMEs represent 96.5% of all enterprises in Peru. If green SMEs are empowered and show growth, other SMEs will turn their attention to this direction and an important ratio of our economy could show the way for change.

COALICIÓN PERÚ

Action and evidence

141

green SMES contacted

100 so far interested in being part of GEC Peru.



Handy tools

8 different options

to help green SMEs grow in the right direction

Visibility

for 9 SMEs

They were invited to participate with a stand in nexos+1 (sustainability event for the private sector), in the two day event they made 101 contacts and alliances, and sold 95 products or services. Directory

of greens SMEs

97 enterprises have the option of showing their initiatives and products



Implemented by:





Useful web platform

+ 10 K visitors in last three months (no campaigns).

economiaverde.pe

economía verde

Insights from 100 SMEs

- It is difficult for Green SMEs to access finance
- There are no labelling standards to differentiate green products
- Tax systems continue to favour "brown" businesses
- Green products are not visible in the market
- Consumers do not differentiate between green and brown products

What policies are being affected?

So far, we have focused our efforts in gathering information from our green SMEs community. The objective is to find common issues that need to be addressed and together start taking strategic actions that would solve these issues. This would probably imply some type of policy change and our role will be connecting our community with the decision makers.

Resonance: what are we learning?

Breakfast meetings allow us to understand peruvian context for green initiatives and enterprises. Green SMEs feel they are small and lonely in a competitive world, they feel very thankful to find that there is someone who cares for them. They also feel empowered when they connect with others that have something in common and stronger as a community, this will allow them to work together in order to achieve common goals.

tory SMEs s have the wing their products

libélula

As part of:



Financed by:

