

# Economíaaverde.pe: a response to challenges of green SMEs

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## PERU



33 million people aprox

One of the 17th megadiverse countries in the world.

SMEs represent 95% of business in Peru.

More than 70% of the economically active population work under informal conditions.

## CHALLENGES

Critical gaps in educational opportunities, access to health system, equality among others.

Illegal activities, such as illegal mining, drug trafficking, deforestation among others, threatens vulnerable groups as well as the environment.

COVID-19 has enhanced many of these inequalities and revealed many vulnerable groups.







# Objectives



Strengthening the green MSMEs community: connect opportunities and relevant information with the green community, construct useful alliances that can help green MSMEs thrive, and showcase the benefit of the green MSMEs.



**economía verde**  
COALICIÓN PERÚ

## FIRST STAGE:

Meetings with relevant actors, breakfast workshops, review information.


## SECOND STAGE:

Two surveys: 243 and 210 respondents. This gave us data on the impact of the pandemic and new needs for green MSMEs, and their financial knowledge and resources.

## THIRD STAGE:

Analysis of Peru's financial ecosystem for Local Green Enterprises (LGEs): Macroeconomic, regulatory, institutional, and financial framework

 [Directorio de Pymes Verdes](#)



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La Coalición Perú

# Nuestra misión es impulsar el ecosistema de Pymes verdes en el Perú

La Coalición para la Economía Verde busca el desarrollo de la economía verde, en beneficio de las personas y del ambiente, propiciando el diálogo entre los diversos actores públicos y privados.

 [Añade tu empresa](#)



Oportunidades

Eventos



**Emprendimientos sostenibles por la gestión responsable del agua**

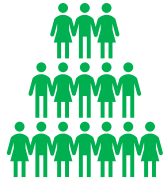
Hasta el 30 de abril del 2021



**Fondo de Apoyo Empresarial a las MYPE del Sector Turismo - FAE TURISMO**

Hasta el 30 de abril del 2021

[Más oportunidades →](#)



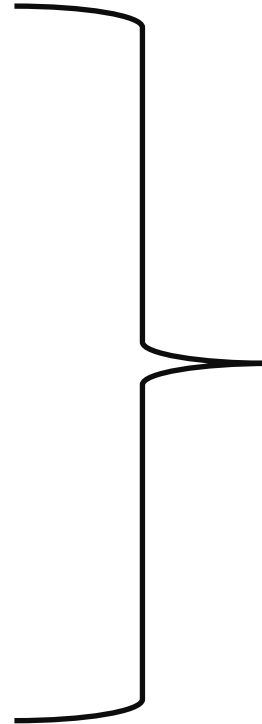
Bigger community



Online shopping



More visibility



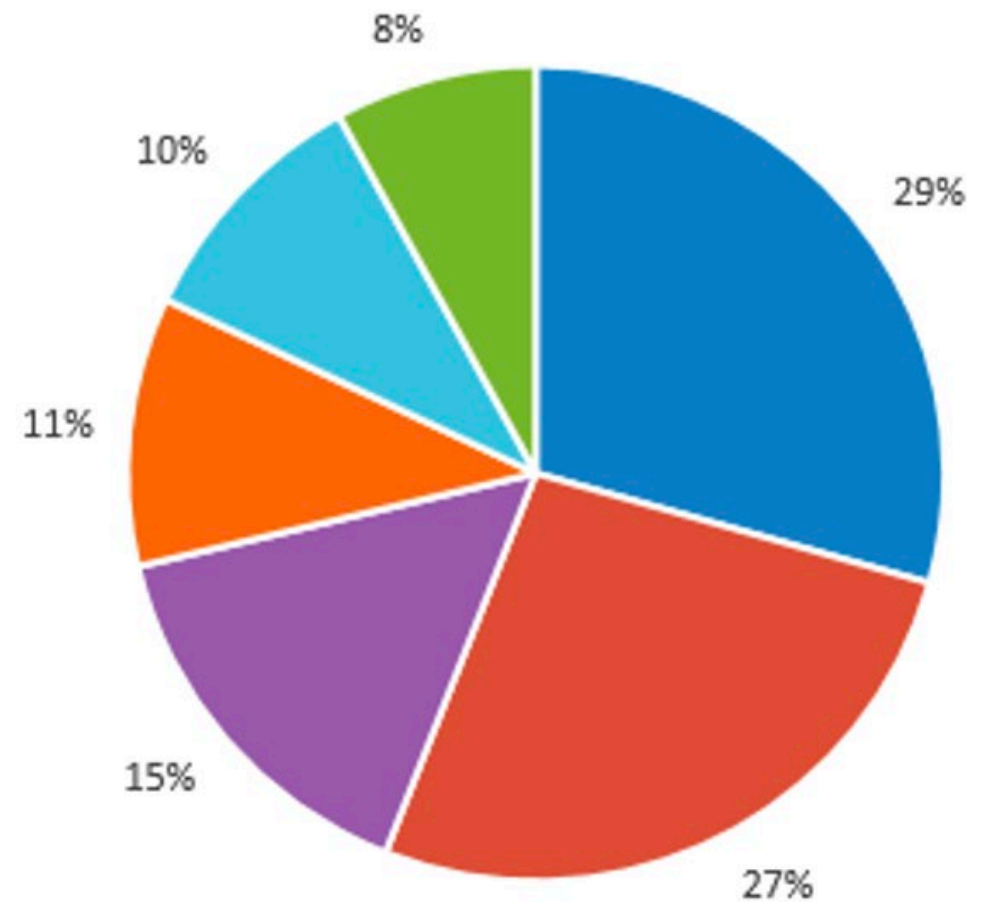
Unlocking opportunities of the financial system

Preparing the ground for fruitful dialogue events.

Strengthening the green MSMEs community.

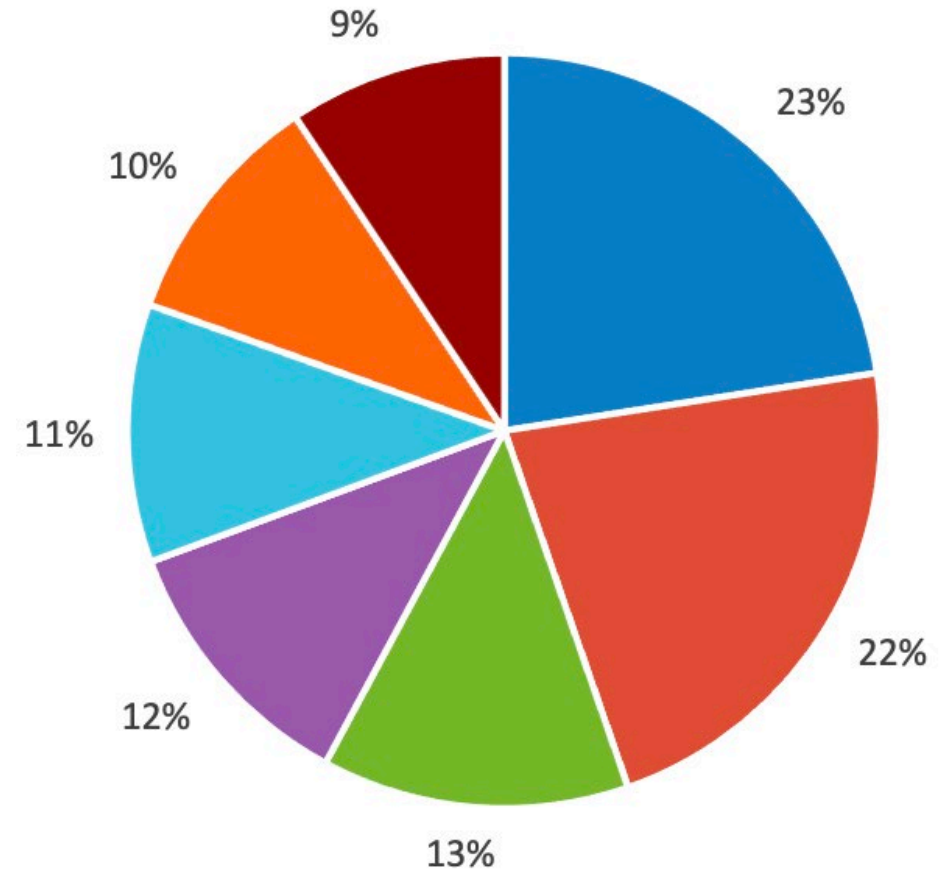
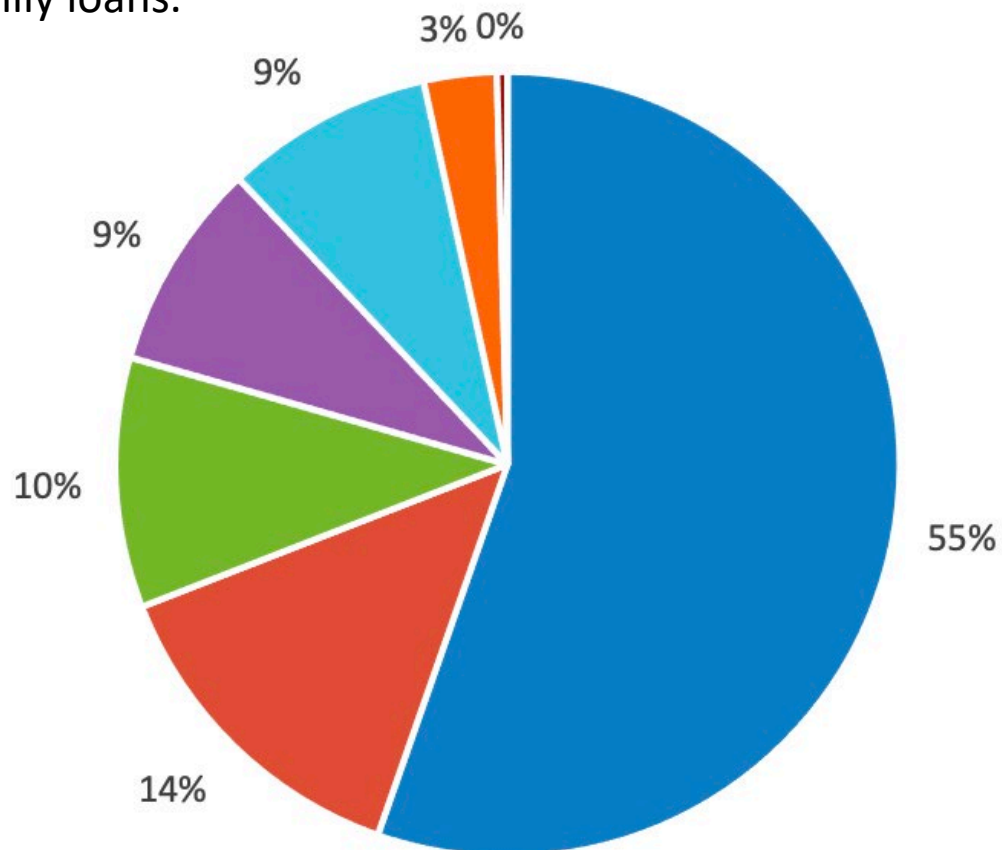
## Rejection on credits applications

**29%** because of not enough budget.  
**27%** difficulties in complying iwth requirements



## Sources of capital for beggining business

**69%** of SMEs begin with personal savings or family loans.



**13%** of business closed because of restrictions around COVID-19 (7% were newy 6% more than 3 years).





**6 webinars** related to SMEs needs .



**10 bulletins**, one per month. The format of bulletins consisted in three main sections i) financial sources; ii) tools for transformation or actualization; iii) Interview.



Formulation of **6 policy briefs**.

## Analysis of Peru's financial ecosystem for Local Green Enterprises

### GREEN SMEs?

No definition of LGEs in Peru. Hence, there is neither a regulatory and policy framework nor data available for this sector.



Opportunity?

### DIFFICULTIES

Main external difficulties: Unsensitized FI's senior management on environmental issues, FI's lack of knowledge of specific activities and risks entailed in environmental enterprises/projects, lack of definition of LGEs.



Main internal difficulties: No collateral and low productivity of LGEs, lack of knowledge about financial instruments and how to access them.

## Barriers to access finance:



Lack of physical infrastructure (electricity and communications) within the country



Lack of legal documents (as required by the FI's)



High operating costs in remote areas and/or low connectivity



Lack of innovative and/or alternative channels other than conventional FI's premises



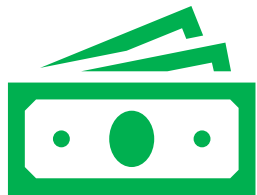
## Other general aspects:



LGEs are in need of technical assistance on financial literacy, managerial capacities regarding book-keeping and marketing



No national strategy focused on LGEs: Green Growth Guidelines and Roadmap to a Green Economy lack results, goals and indicators.



Financial inclusion pending agenda: diversification of financial products (loans prevail), mobile banking expansion

# Recommendations

A specific regulatory/policy framework is needed for the promotion of LGES.  
(Beyond BIC LAW)

Technical assistance focused on broadening knowledge of financial products available to LGES and how to access them, managerial capacities in accounting and marketing, improvement of credit record and eligibility (collateral)

A specific regulatory framework is needed to facilitate financial services to LGES (e.g., guarantee funds).

# Thank you

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