



1 Main green economy issue that we have been working on

Enabling social enterprises to compete with unsustainable companies

Green MSMEs = Higher operating costs
(Investigation + raw materials + processes + formal suppliers + transport + marketing)

2 The role and status of MSMEs (both green and not green) in Peru's green economy transition

MSMEs represent:

96% of all companies
24% of GDP
60% of the economically active population

72.9%

of Peruvian workforce is informal, this means that these employments operate outside the legal and regulatory systems. Rural areas (95,5%)

6%

of all formal MSMEs in Peru can access to formal financing

50%

of MSMEs close before the third year

MSMEs represent a very important factor in the Peruvian economy, but on their own are weak, disarticulated and have little authority. Most of them operate on a survival mode and to transit to a greener conduct takes a lot of effort and risk.

3 Work done with MSMEs and its results

Connect



Green MSMEs directory	+190 MSMEs community
Web platform	8 support sections
Networking events	9 (3 fairs, 6 breakfast meetings)
Mailings	14 (relevant info, opportunities, impacts, etc)
Opportunities	4 (Lima Chamber of Commerce Green Award, Design support from PUCP University, access to nexos+1 Executive Meeting, finance-administration assessment discount)

Communicate



Press campaigns	+140 impacts (6 TV)
Conferences	5 (3 produced by us)
Web platform	35K new visitors - 146k page visits
Articles	11 case stories

Incidence



Alliances	3 (Sistema B, Kunan, Genes)
Documents	1 (baseline study on green MSMEs)
Politicians	5 (congressman Alberto de Belaunde - benefit enterprises of collective interest law, Mueve tu Curul Verde - event with 5 candidates to Congress and green entrepreneurs = doc with 57 demands)

4 Policy changes and investments that MSMEs seek in Peru

Issues to be addressed – policy changes

GEC Peru community demands	Government Policies
Access to finance	Emergency Decree to facilitate access for formal financing (includes a 70 million soles capital fund for innovative ventures). 24/01/2020
Conscious consumers	Single use plastic law
Visibility spaces	Law initiative for BIC enterprises (benefit of collective interest)
Tax benefits	New competitiveness policy (which promotes sustainability)

From the insights collected in our breakfast meetings to date, access to finance, has been a recurrent issue for Green MSMEs. Few options, tough lawn conditions and a slow market, makes it difficult for MSMEs to increase their capital and grow faster.

We want to:
1. Establish a communication channel with key stakeholders with the aim of unlocking obstacles and institutional barriers related to green economy (investors, political agents).
2. Create exchange spaces for green MSMEs and financial agents to connect financial opportunities.

We have articulated and empowered +190 Green MSMEs, to increase their competitiveness capabilities in order to increase their survival in the marketplace.