PRIVATE SECTOR STRATEGY

UNDP COLOMBIA

2021
PRIVATE SECTOR STRATEGY
3 TRANSITIONS ON THE PATH TO THE 2030 AGENDA

**IMPACT**
We accompany MSMEs and investors to move towards a purposeful logic to enhance their understanding, alignment and contribution to the SDGs.

**DEVELOPMENT**
We strengthen the financial, management and digital capacity of MSMEs to generate more productive, resilient and sustainable business models.

**ENVIRONMENT**
We contribute to the generation of an institutional, political and market environment that favors and enables the contribution and mobilization of private capital towards the SDGs.

Mechanisms of investment, insurance and financing
INTEGRATED NATIONAL FINANCING FRAMEWORK

Public Sector

Private Sector

Dev. Cooperation

Joint SDG Fund

Integrated National Financing Frameworks

Insurance and Risk Finance Facility

SDG Impact

SDG Finance Geneva Summit 2021

Business Call to Action

COVID-19 Private Sector Global Facility

Recover Better Together
INITIAL IDEA
- FAMILY / ENTERPRISE FINANCE, FINANCIAL AND RISK MANAGEMENT PRODUCTS, DIGITAL CHANNELS AND ALTERNATIVE MEANS OF PAYMENT
  - COLOMBIA PRODUCTIVA

START-UP
- ACCOMPANIMENT IN FORMALIZATION, PREPARATION OF FINANCIAL STATEMENTS, FINANCIAL SELF-DIAGNOSIS
  - AMPLO

GROWTH PHASE
- SAVINGS
  - USAID
- INCLUSIVE INSURANCE
  - USAID – RFF2 - IRFF
- DIGITAL CHANNELS AND ALTERNATIVE MEANS OF PAYMENT
  - USAID
- MICRO-FINANCE
  - USAID

ACCELERATED GROWTH
- FACTORING
  - USAID

STABILITY & MATURITY
- COMMERCIAL BANKS
- ACCELERATORS AND ANGEL INVESTORS
- RISK CAPITAL
  - SDGIMPACT
- ASSET MANAGERS
  - SDGIMPACT/GISV
- ALLIANCES AND PRODUCTIVE VALUE CHAINS
  - SDG IMPACT/GISV
ASSET MANAGERS

1. Impact Intelligence
   - Identify those investment opportunity areas in which policy meets development needs and opportunity

2. Impact facilitation
   - Populate an investment pipeline to identify real businesses that are aligned with investment map results

3. Impact management
   - Make sure investment opportunities and funds fulfill impact requirements (SEAL) to ensure SDG contribution

PORTFOLIO EVALUATION

THE OPPORTUNITY

Investors want to transition their investment portfolios into an investment portfolio that is contributing towards advancing the 2030 agenda but don’t know how.
1. **Impact Management**
   - Impact standards aimed at companies in the GISV call.
   - Concrete work plan within the framework of the project with Sweden

2. **Impact Intelligence**
   - Successful experience of appropriation of the investment opportunity map
   - Positive response from the ecosystem and interest in strengthening the pipeline
   - Exchanges in regional webinar and reference point for other offices
   - OI map on global platform and inclusion of BCtA companies within the pipeline

3. **Impact Facilitation**
   - SDG Impact facilitation event: More than 100 participants, new opportunities and consolidation of the role of UNDP
   - GISV Colombia Call: More than 90 companies nominated by 60 nominating actors
   - Impact Investing Summit with InnSpulsa, NAB and B Companies
   - New opportunities: Accelerate 2030
   - SDG Finance Geneva Summit 2021

"The UNDP GISV call, and the investment opportunities map are fundamental tools to strengthen the impact investment ecosystem in the country."

Francisco Noguera
INpulsa President
## Investment Opportunity Map Colombia

### 7 sectors and 22 investment opportunity areas

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Sub-Sectors</th>
<th>Investment Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOOD &amp; BEVERAGE</strong></td>
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<td><strong>HEALTHCARE</strong></td>
<td>Healthcare Delivery</td>
<td>Medical consultation and telemedicine platforms</td>
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<td><strong>FINANCE</strong></td>
<td>Finance, consumer and insurance</td>
<td>Financial technology to expand access to credit for MSMEs</td>
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<td><strong>INFRASTRUCTURE</strong></td>
<td>Waste management, water services and transportation</td>
<td>Recycling of concrete and precast materials from demolitions</td>
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<td><strong>SERVICES &amp; EDUCATION</strong></td>
<td>Hotels and lodgings, educational infrastructure and educational technology</td>
<td>Hybrid education for remote and hard-to-reach places</td>
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<td><strong>Healthy plant-based sustainable food alternatives</strong></td>
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<td><strong>Blockchain-powered software that enables supply chain tracking</strong></td>
<td><strong>Digital tool that facilitates the labor formalization of self-employed workers</strong></td>
<td><strong>Technological solution for traceability and images for the formalization of land tenure</strong></td>
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<td><strong>Platform to connect freight transport providers with companies</strong></td>
<td><strong>On-demand micro-learning corporate digital platforms</strong></td>
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<td><strong>Platforms that connect Adventure experiences and rural Eco-tourism with international clients</strong></td>
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### 7 sectors:
- **FOOD & BEVERAGE**
- **TECHNOLOGY & COMMUNICATIONS**
- **RENEWABLE ENERGY**
- **HEALTHCARE**
- **FINANCE**
- **INFRASTRUCTURE**
- **SERVICES & EDUCATION**

### 22 investment opportunity areas:
- Big-Data solutions for the earth and its performance through remote sensing technologies
- Free and independent Wi-Fi stations to increase rural connectivity
- Biofuels and biochemicals from palm and sugar cane biomass
- Medical consultation and telemedicine platforms
- Financial technology to expand access to credit for MSMEs
- Recycling of concrete and precast materials from demolitions
- Hybrid education for remote and hard-to-reach places
- Software and technology services and internet media and services
- Solar technology
- Health care delivery
- Waste management, water services and transportation
- Hotels and lodgings, educational infrastructure and educational technology
- Agricultural products and processed foods
- Production and export of high-quality, natural cosmetics and cleaning products
- Unconventional renewable energy in remote and hard-to-reach areas
- Electronic Medical Records and technology services
- Financial technology to expand access to credit for MSMEs
- Recycling of concrete and precast materials from demolitions
- Hybrid education for remote and hard-to-reach places
- Labor market connectivity platforms aimed at newcomers
- Prepaid electricity from renewable sources for off-grid communities
- Private and self-sufficient water treatment plants
- Platform to connect freight transport providers with companies
- On-demand micro-learning corporate digital platforms
- Blockchain-powered software that enables supply chain tracking
- Digital tool that facilitates the labor formalization of self-employed workers
- Technological solution for traceability and images for the formalization of land tenure
The Colombian country office has managed to integrate very effectively several of the FSH tools for the promotion and development of the sustainable finance ecosystem.

The articulation of the IOA Map of Colombia and the Call for Companies that contribute to the SDGs (GSIV Colombia), have made it possible to identify the sectors that contribute to advance the SDGs in the country, as well as a group of companies and key actors in the ecosystem, prepared to facilitate partnerships with local and foreign investors for sustainable development.

Marcos Neto
Director Finance Sector Hub
PNUD
Pipeline builder

1. FOOD & BEVERAGE
   1. EW Tech S.A.S
   2. Ecosistema Jaguar
   3. Páramo Snaks S.A.S BIC
   4. Heincke SAS
   5. Lohas beans
   6. ECOFLORA S.A.S

2. TECHNOLOGY & COMMUNICATIONS
   7. Valopes
   8. SYMPLIFICA
   9. Teate
   10. Epepha

3. RENEWABLE ENERGY
   11. SunColombia
   12. HYBRYTECH
   13. Emergente Energía Sostenible
   14. Ambiente Soluciones
   15. Azimut Energía

4. HEALTHCARE
   16. Bive
   17. SaludTools

5. FINANCE
   18. Quipu Market
   19. Agrapp
   20. FINAMIGA
   21. Finaktiva S.A.S
   22. Sempli S.A.S

6. INFRASTRUCTURE
   23. Mueblea
   24. Gaia Vitare S.A.S

7. SERVICES & EDUCATION
   25. Coschool
   26. Awake Travel
GRACIAS

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