

# PRIVATE SECTOR STRATEGY

UNDP COLOMBIA

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## 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

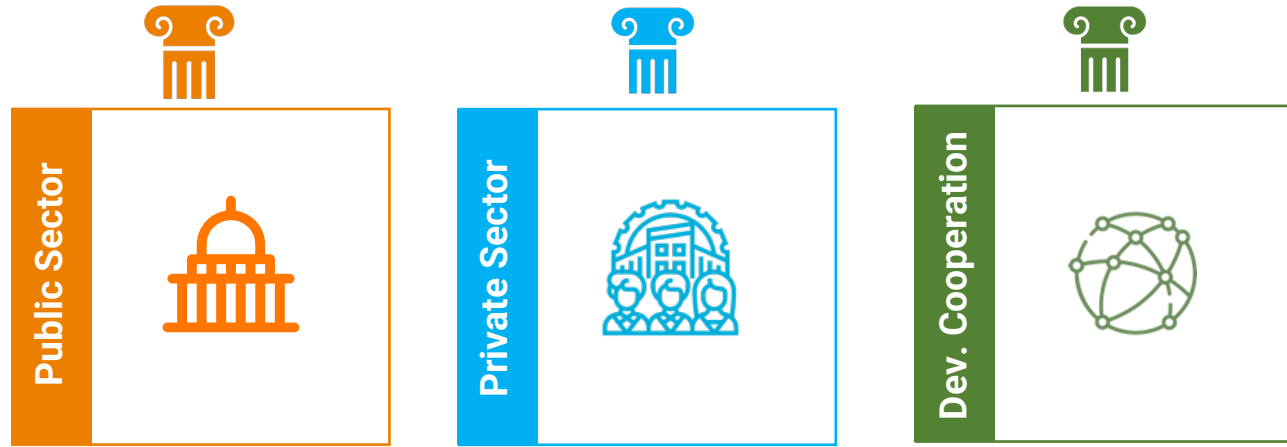


### ENVIRONMENT

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





1

INITIAL IDEA



2

START-UP



3

GROWTH PHASE



4

ACCELERATED GROWTH



5

STABILITY & MATURITY

FINANCIAL EDUCATION

FAMILY / ENTERPRISE FINANCE, FINANCIAL AND RISK MANAGEMENT PRODUCTS, DIGITAL CHANNELS AND ALTERNATIVE MEANS OF PAYMENT  
*COLOMBIA PRODUCTIVA*

FINANCIAL PRODUCTS AND EQUITY INSTRUMENTS

MSME FINANCE

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

FINANCIAL INCLUSION

SAVINGS *USAID*

INSURANCE. *IRFF*

INCLUSIVE INSURANCE *USAID – RFF2 - IRFF*

DIGITAL CHANNELS AND ALTERNATIVE MEANS OF PAYMENT *USAID*

MICRO-FINANCE *USAID*

FACTORING *USAID*

COMMERCIAL BANKS

ACCESS TO CAPITAL

SEED CAPITAL

ACCELERATORS AND ANGEL INVESTORS

ASSET MANAGERS *SDG IMPACT/GISV*

RISK CAPITAL *SDGIMPACT*

ALLIANCES AND PRODUCTIVE VALUE CHAINS  
*SDG IMPACT/GISV*





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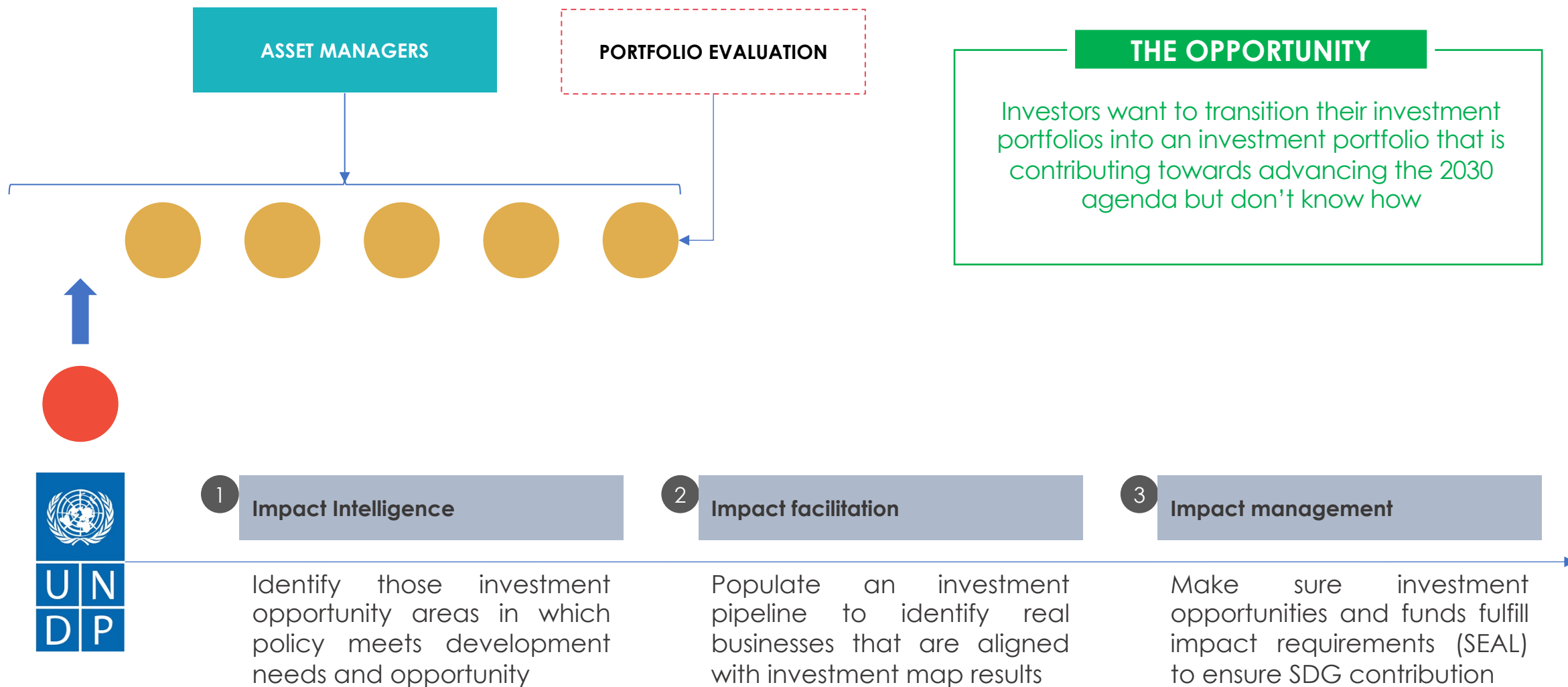
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RISK CAPITAL *SDGIMPACT*

ALLIANCES AND PRODUCTIVE VALUE CHAINS  
*SDG IMPACT/GISV*



# SDG Impact





## 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 Innpulsa, 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**  
**INNpulsa President**

## INVESTMENT OPPORTUNITY MAP COLOMBIA

7 sectors and 22 investment opportunity areas

Sectors	FOOD & BEVERAGE 	TECHNOLOGY & COMMUNICATIONS 	RENEWABLE ENERGY 	HEALTHCARE 	FINANCE 	INFRASTRUCTURE 	SERVICES & EDUCATION 
Sub Sectors	Agricultural products and processed foods	Software and technology services and internet media and services	Solar technology	Healthcare Delivery	Finance, consumer and insurance	Waste management, water services and transportation	Hotels and lodgings, educational infrastructure and educational technology
1	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
2	Production and export of high-quality, natural cosmetics and cleaning products	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	Parametric insurance for agriculture	Private and self-sufficient water treatment plants	Platforms that connect Adventure experiences and rural Eco-tourism with international clients
3	Healthy plant-based sustainable food alternatives	Labor market connectivity platforms aimed at newcomers	Prepaid electricity from renewable sources for off-grid communities			Platform to connect freight transport providers with companies	On-demand micro-learning corporate digital platforms
4	Blockchain-powered software that enables supply chain tracking	Digital tool that facilitates the labor formalization of self-employed workers					
5		Technological solution for traceability and images for the formalization of land tenure					

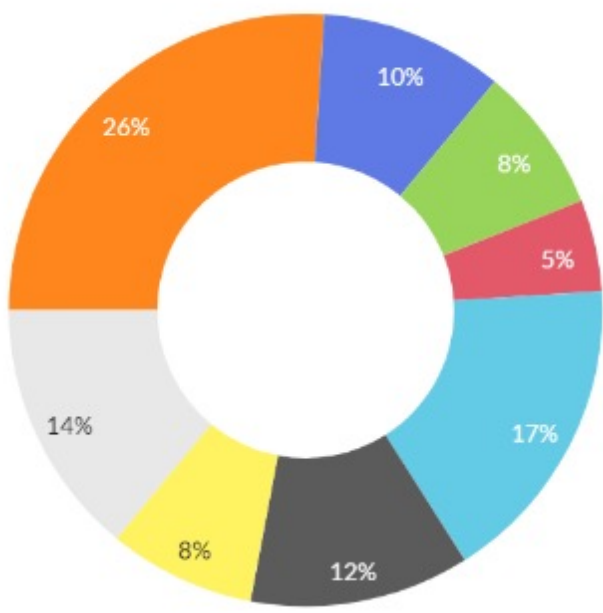


**91** Nominations

**61** Third party nominators >>>>

<b>32%</b>	Investors
<b>19%</b>	Accelerators
<b>18%</b>	Government

Alignment with the investment opportunity map



<b>FOOD &amp; BEVERAGE</b>	<b>TECHNOLOGY &amp; COMMUNICATIONS</b>
<b>RENEWABLE ENERGY</b>	<b>HEALTHCARE</b>
<b>FINANCE</b>	<b>INFRASTRUCTURE</b>
<b>SERVICES &amp; EDUCATION</b>	



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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.

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**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. Qipu 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



2021



# GRACIAS

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