

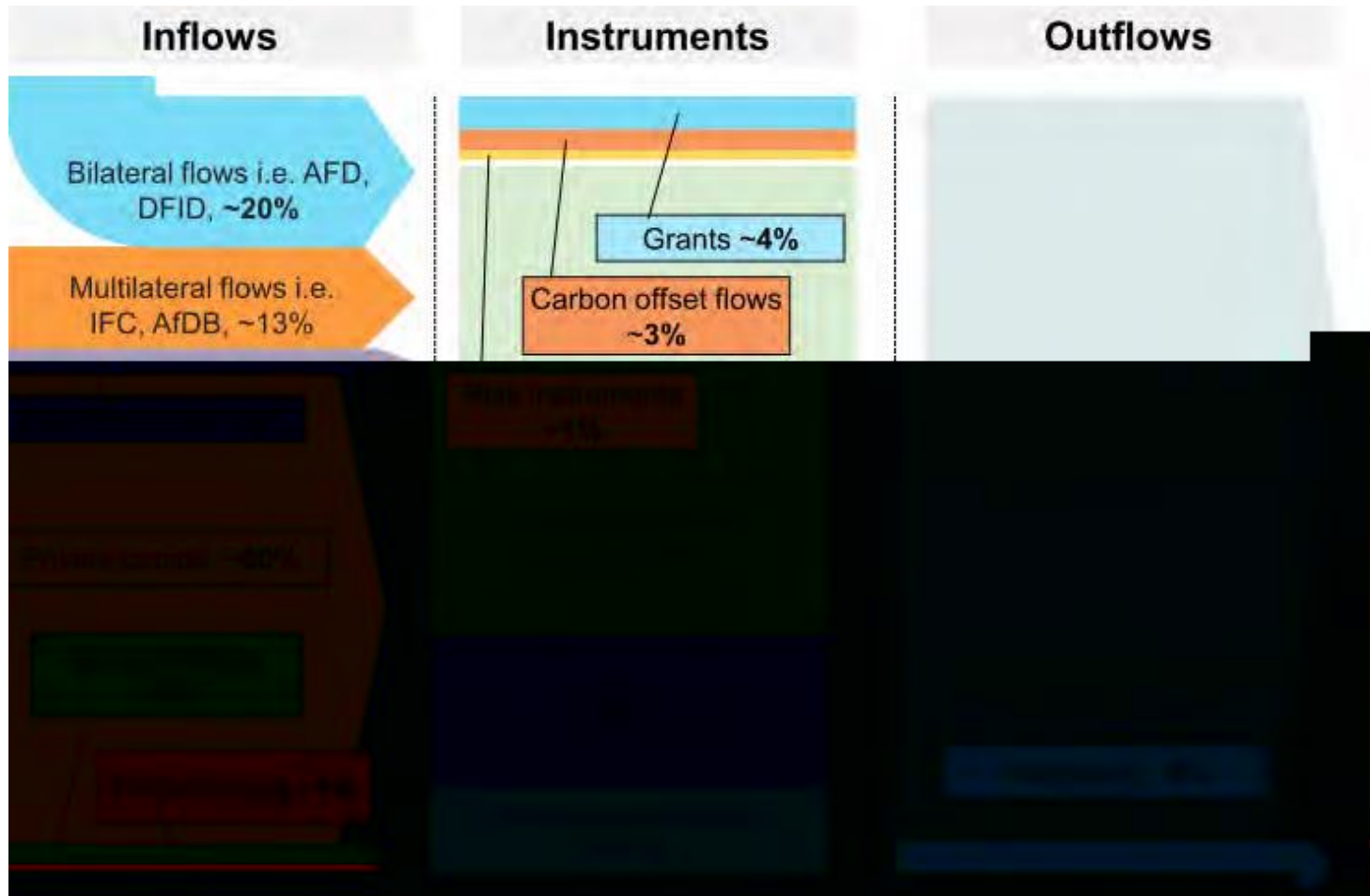
Private Sector and Climate Adaptation

Gareth Johnston, Complexitas

Why, Who, How?



WHY?



Average disbursements of different forms of climate finance, 2009-2010
Source Saleemul Huq 2013

Why?

- More than funding
 - Efficiencies and scale
 - Political influence and reach
 - Analytical and logistics capabilities
 - Educated highly motivated people
 - Powerful allies or difficult enemies?
 - Competitive and collaborative



WHO?



WHO

- Large TNCs and Multi Nationals
- “Skin in the Game” local companies
- Those with long term vision
 - Chaebol
 - Sogo Shosa
 - Politically connected

HOW?

- Use trusted brokers with close relationships
- Focus on co-benefits and mutual gains
- Start with strategic thinkers in power
- Slow, steady and concise
 - No “catastrophic” doom thinking or language
 - Clear understanding of risk and opportunity
 - No public disclosures
 - Its not a green issue but strategic



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