



TO: GEF Partners
FROM: GEF Secretariat
SUBJECT: Private Sector Side Event at the GEF Assembly
DATE LAST UPDATED: April 10, 2014

Theme: Private Sector Live! Engagement for Innovation and Job Growth

Partners: Mexican Government, Mexican Private Sector (TBD), AfDB, Conservation International, EBRD, IADB, UNDP, UNIDO, World Bank, WWF-US.

Description: This side event will introduce innovative ideas for expanding the private sector engagement with the GEF partnership. The event will feature a panel discussion with key private sector experts followed by a networking (or “speed-dating”) session. The “speed-dating” session will give the partners a unique opportunity to discuss the partnership models, outstanding results and achievements, and potential future concepts. The Mexican private sector along with the Government representatives will conclude the event with a session featuring prominent local business players.

Proposed Layout: The structure for these two coordinated side-events is designed to highlight local private sector efforts in Mexico; followed by an innovative two part networking event in a highly interactive space promoting dialogue while exposing participants to innovative concepts, partnerships models, and outstanding projects.

- Prior to the both sessions, posters of outstanding GEF and private sector projects will be displayed in the room or on adjacent hallway.
- A special “speed-dating” networking section will help create excitement and direct engagement between country representatives, agencies, and private sector guests. High round “café” style tables will be used.

Date/Time: Tuesday, May 27, 2014, 12.45 – 17.30 (one 75-min session and two 90-min sessions)

Draft Agenda

12:45 – 14:15	<p>Joint Side Event with the Government of Mexico, Agencies, and Private Sector: <i>Part 1: Panel Discussion</i></p> <ul style="list-style-type: none"> • Official opening: GEF Secretariat (5 mins) • Welcome and introduction to the session and the panel members (5 mins) • Panel with four leading private sector experts (20 mins) <ul style="list-style-type: none"> ○ Keynote Speakers: <ul style="list-style-type: none"> • Peter C. Evans, <i>Center for Global Enterprise</i> OR • Duncan Pollard, <i>Stakeholders Engagement in Sustainability, Nestle</i> OR • Jules Kortenhurst, CEO, <i>Rocky Mountain Institute</i> ○ Private Sector Expert Panel: (30 mins) <ul style="list-style-type: none"> • Alvaro Silveira, Partner, <i>Atla Consultoria</i>, <i>Administrator of GEF-IDB Energy Efficiency Guarantee Mechanism</i> • Mr. Carlos Fadigas, CEO, <i>Braskem</i> • Rain Forest Alliance Private Sector Partner • IMO Globallast Partner • SME PCB or toxic waste disposal company ○ Topics: setting the scene on the importance on understanding the dynamics of the private sector, role for financial innovation, dependency on natural resources (Natural Capital Accounting), and techniques for sustainable partnerships. • Q&A to panel members from the Audience (20 mins) • Closing Session (10 mins) <ul style="list-style-type: none"> ○ Facilitator thanks the attendees and hosts; ○ GEF Secretariat announces next steps, if any (potentially a web-site with all attendees and hosts listed)
	<i>Break</i>
14:30 – 15:45	<p>Joint Side Event with the Government of Mexico, Agencies, and Private Sector: <i>Part 2: Speed Dating – Getting to know your New Partnership Colleagues</i></p>

	<ul style="list-style-type: none"> • Introduction on the critical role for public-private partnerships (10 mins) • Kick-off: Facilitator explains how the concept works <ul style="list-style-type: none"> ○ The Audience will then have the opportunity to visit speakers and other companies at their tables for 8 mins, view the posters up close, and obtain hand-outs, business cards, etc. ○ After 8 minutes, a bell will sound and participants move to a different table. If we have twenty tables and 100 attendees, each table can anticipate five guests per round. ○ This would be repeated eight times, allowing each guest to visit eight tables in the 65 min session. Each table could potentially interact directly with 40 attendees. • We are anticipating having more than two dozen representatives with "posters" for their successful private sector ventures, including the Energy sector, food and water sector, the financing sector as well as GEF implementing agencies.
	<i>Break</i>
16:00 -17:30	<p>Government of Mexico</p> <p>Private Sector event featuring major Mexican private sector players.</p>