



CBFP Technical Stream 4: Green Economy and Creating Conditions for Growth

Date: June 18, 2015, 8:30AM – 5:00PM

Facilitators: Rachid Hanna, IITA Cameroon
Alain & Edgar Ikombo, Ikompani
Praveen Moman, Volcanoes Safaris
Kimberly Holbrook, The Nature Conservancy

8:30am to 9:00am – Opening remarks

1. Keynote Address: Amb. Karitanyi, Rwanda Development Board
2. Linking Sustainable Agriculture, Forest Conservation, and Ecotourism to Economic Development and Improved Business Climate

9:00 am to 10:30 am – Session #1: Successful Models / Building Partnerships

1. IITA for Agricultural Research, Training and Product Development
2. TNC: Nairobi Water Fund
3. CRELICAM: Responsible Private Sector Forestry Actions
4. Volcanoes Safaris: marketing the landscape, attracting development
5. Ikompani – a regional partner of entrepreneurial business services

10:30 Coffee Break

11:00 am to 12:30 pm – Session #2: Training/Workshop: Creating the conditions

6. Thematic Deep Dives
Structure: Workshop/small group breakout sessions, Panel, Powerpoint
 - Building and Expanding Public-Private Partnerships (TNC)
 - Ecotourism development: working to create the conditions (Volcanoes Safaris)
 - What it takes to create profitable sustainable agriculture (IITA)

Lunch (Posters, stands, handouts)

2:00 pm to 3:00 pm – Session #3: Tools for the future

7. Activating Green Economy: Ikompani, (World Bank)
Structure: Panel, Workshop/Small breakout sessions/Notable players
 - Theme 1 – Importance of Web presence
 - Accessibility (24/7, multi-lingual, etc...)
 - Brand building
 - Greater Audience (global reach)
 - Reviews
 - Easier Selling and Marketing

- Powerful communication tool (perception, bridge gaps, etc...)
- Theme 2 – Policy Initiatives that promote and support business
 - What’s been done around efforts of CBFP
 - What more needs to be done
 - Leveraging Cross-market Synergies

3:30 pm– 5:00 pm – Session #4: Reflection and Recommendations

8. Panel/participant discussion
9. Articulate policy recommendations