

Supporting the transition to green and inclusive growth

Enclude helps clients green their operations or expand their markets for green products and services.

CULTIVATING GREEN GROWTH

Green growth is a relatively new concept, based on the realisation that the economic growth of the past 20 years lifted over 660 million people out of poverty, but often at the expense of the environment.

Enclude bridges the technical, policy, business, and financial sides of the green growth equation. We work with clients to accelerate green markets by combining market development services with sector expertise in clean energy, sustainable agriculture, sanitation, and waste management.

MARKET-DRIVEN GREEN GROWTH

A successful transition towards a green economy requires private sector buy-in, innovation and investment, often a high hurdle. We assist corporations and financial institutions in evaluating the business rationale for investing in green growth. This analysis can spotlight new business opportunities as well as identify environmental risks.

MARKET DEVELOPMENT EXPERTISE

Market research and strategy for green products and services

- Market transformation and accelerations
- Delivery channels
- Value chain assessments
- Effective partnerships
- Green growth standards
- SME finance and risk management
- Financial product design and rollout
- Environmental risk mitigation
- Policy and regulation
- Business support systems
- Entrepreneurship, including amongst women and youth
- Corporate social responsibility, environmental and social performance management



SECTOR EXPERTISE

- Clean technology
- Energy access
- Energy efficiency
- Renewable energy
- Sustainable agriculture
- Sanitation
- Waste management



Enclude is supporting 30 women in becoming confident waste management trainers; they in turn are training groups of housewives in source separation and composting of household waste within four districts of Kathmandu, Nepal. (Funder: Nuffic)

BUSINESS DRIVERS FOR INVESTING IN GREEN GROWTH

MARKETS

Customer-driven

- Brand enhancement
- Corporate social responsibility
- New customer segments
- Premium pricing opportunities
- Reputation risk opportunities

IMPROVED EFFICIENCY

Business rationale

- Cost reduction
- Quality improvements

POLICY

Government regulation

- Regulations, policies and tax regimes related to energy, CO₂

FINANCE

Bank/investor requirements

- Socially responsible investors
- Environmental and social performance management
- Financing risks (“stranded assets”)

SCALING UP SUCCESS

Enclude applies its 360° understanding of green growth to help:

Corporations

- identify green business opportunities and start effective partnerships
- establish effective delivery channels to reach potential customers in remote locations
- partner with local financial institutions to provide loans to help customers purchase their products

Financial institutions

- develop profitable green lending lines, including financial products, policies, processes, and risk management procedures

Donor organisations

- promote green economic growth that benefits lower income households through market-based systemic change



The Sustainable Energy Market Acceleration project develops linkages between rural financial institutions and clean energy entrepreneurs in Kenya, Uganda, and Tanzania to increase access to clean energy. In the first two years, three microfinance institutions and 29 Savings and Credit Cooperatives assisted 3,515 rural households in acquiring biogas installations and solar products. (Funder: European Union Energy Facility)



Enclude assisted NLB Razvojna Banka in Bosnia Herzegovina in establishing energy efficiency credit products for households and SMEs. Enclude conducted market research, and developed and rolled out two loan products. (Funder: Green Growth Fund)



To learn more about our work in green growth, contact **Sönke Buschmann**, sbuschmann@encludesolutions.com or **Cathelijne van Melle**, cvanmelle@encludesolutions.com.

Enclude is an advisory firm dedicated to building more inclusive and sustainable local economies. We provide integrated capacity and capital services that help clients and partners design, connect, finance and build solutions that generate sustainable business results and positive social and environmental outcomes. Enclude's committed professionals work in five registered offices (Netherlands, United States, United Kingdom, Pakistan, India) and in project locations across the world, including Sub-Saharan Africa, Asia, Latin America and the Caribbean, Europe and Central Asia.