



2023

# Impact study

Premios Verdes on  
participating projects  
and their communities



# Introduction



Premios Verdes is an event that has been held for 10 years to encourage the participation of companies and projects in promoting entrepreneurship and innovation, while also contributing to socio-environmental development.

Premios Verdes aims to promote and implement a fairer society in balance with nature, generating activities and training programs for the projects that register.

In 2022, Premios Verdes evolved and decided to open its doors outside of Latin America, including participants from around the world, becoming a global event.

The objective is to recognize and promote the most outstanding environmental initiatives and projects around the world.

During this year, 2023, PwC conducted a survey to measure the impact and influence that Premios Verdes has had on different projects for their development and success, while also measuring the impact of the projects on the community and society.

It is important to mention that the figures presented in the study report reflect the responses that the participants have chosen to share with PwC.





# Welcome



In 2023, PwC decided to work on an Impact Study to measure the impact that the Premios Verdes initiative has on participating projects and their communities. The objective was to evaluate the participants who made it to the ranking of the 500 finalists and winners of the editions from 2013 to 2022. To achieve this measurement, we obtained the collaboration of 517 projects who shared their experiences and testimonials with us.

For this study, participants contributed by responding to a survey, which aimed to quantify the impact of the project on the community and also aimed to measure the impact that Premios Verdes had on the project. The main objective is to make known to the general public not only the perspective of the participants but also the result of a previously quantified analysis.

For the preparation of this report, our work was divided into 2 phases:

- Phase 1: Survey conducted on the ranking of the 500 best, finalists, and winners of the last ten editions (Total: 3000 projects from 2013 to 2022).
- Phase 2: Interviews with the leaders of three participating projects from previous editions, a coordinator, a specialized jury, and a representative of the technical commission of Premios Verdes.



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# Executive Summary



Premios Verdes aims to find, connect, and amplify the impact of the registered projects and work together to strengthen sustainable development. The best social and environmental projects in the world are awarded from a ranking of 500 selected projects. Over the past 10 years, PwC has accompanied Premios Verdes by endorsing the certificates awarded to the winners at each of their categories' award ceremonies.

For the 2023 edition, PwC has conducted an "Impact Study of Premios Verdes on participating projects and their communities." The objective of the study was to measure the impact that Premios Verdes had on the 500 best projects over these 10 years, as well as the impact of these projects on society. This study consisted of two phases: the first consisted of a survey of 517 participating projects from previous editions, and the second an interview to leaders of winning projects, a specialized jury, a representative of the technical commission, and a Premios Verdes coordinator. This has provided feedback from the projects to Premios Verdes, and the impact of these surveyed projects on their communities could be measured.

One notable finding from the survey is that 71% of the projects had been implemented for over 2 years prior to their participation in Green Awards.

An important aspect to highlight is that 9 out of 10 projects would participate in Premios Verdes again and recommend new participants to do so. This shows that the effort that Premios Verdes puts into its mentoring, workshops, and other tools provided to the projects has a positive impact on them.

The projects indicated that the income of the communities to which their project is directed increased by an average of 80%. 8 out of 10 participants state that the greatest impact on their communities was in education.

It can be observed that Premios Verdes have a high level of importance, impact, and acceptance in the development of the participating projects. Attending the event is a great opportunity for everyone who is part of it, including participants, judges, organizers, authorities, public and private sector companies, among others.



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Our purpose is to  
build trust in society  
and solve important  
problems



# Premios Verdes: 10 years

- Premios Verdes was born in **2013** as **Premios Latinoamerica Verdes** within the Cumbre Internacional del Medio Ambiente (CIMA).
- The 2015 edition of Premios Latinoamerica Verdes included participants from all over Latin America for the first time.
- Finally, in **2022**, Premios Verdes evolved and decided to open its doors outside of Latin America and include participants from all over the world. This is how it changed its name from Premios Latinoamerica Verdes to **Premios Verdes**.







# Profile of the surveyed participants:

Confidence Level: **99%**

Margin of Error **6%**

## Origin of participants:

10 countries in South America

7 countries in Central America

4 countries in Asia

2 countries in North America

2 countries in Europe

2 countries in Africa

**20%** of the participating projects  
were from the year **2021**

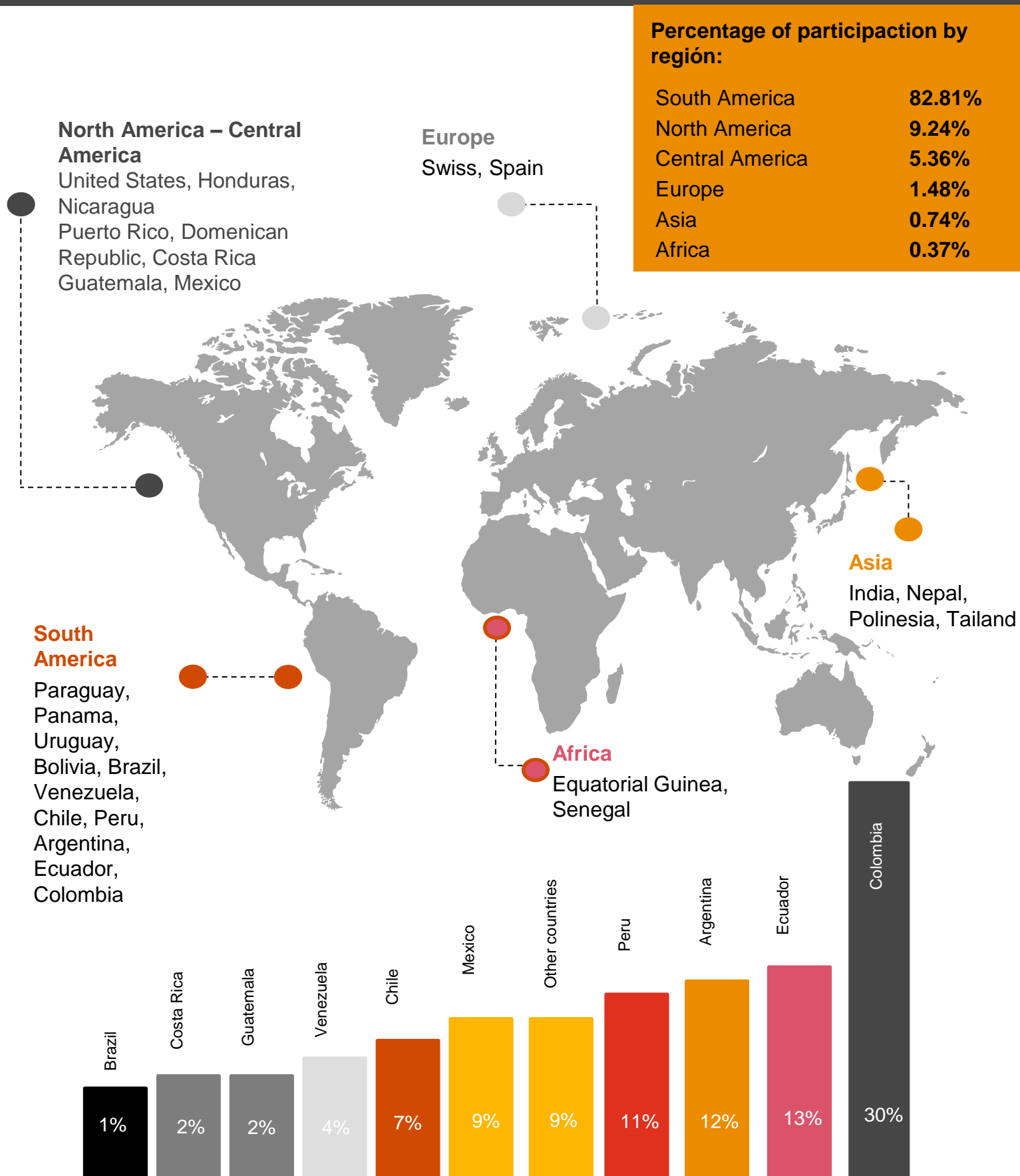
**47%** of the surveyed participants **have**  
**participated** in **more than one edition** of  
Premios Verdes.

**71%** of the surveyed projects **have been**  
**implemented for more than 2 years.**

**517**  
projects

**were surveyed**  
\*covering all the  
editions of the  
awards.

# Survey participating projects:



The projects with the highest participation in the survey came from Colombia (30%), Ecuador (13%), Argentina (12%), and Peru (11%).



# 9 out of 10 surveyed projects:

would participate in Premios Verdes again and recommend new participants to do so.

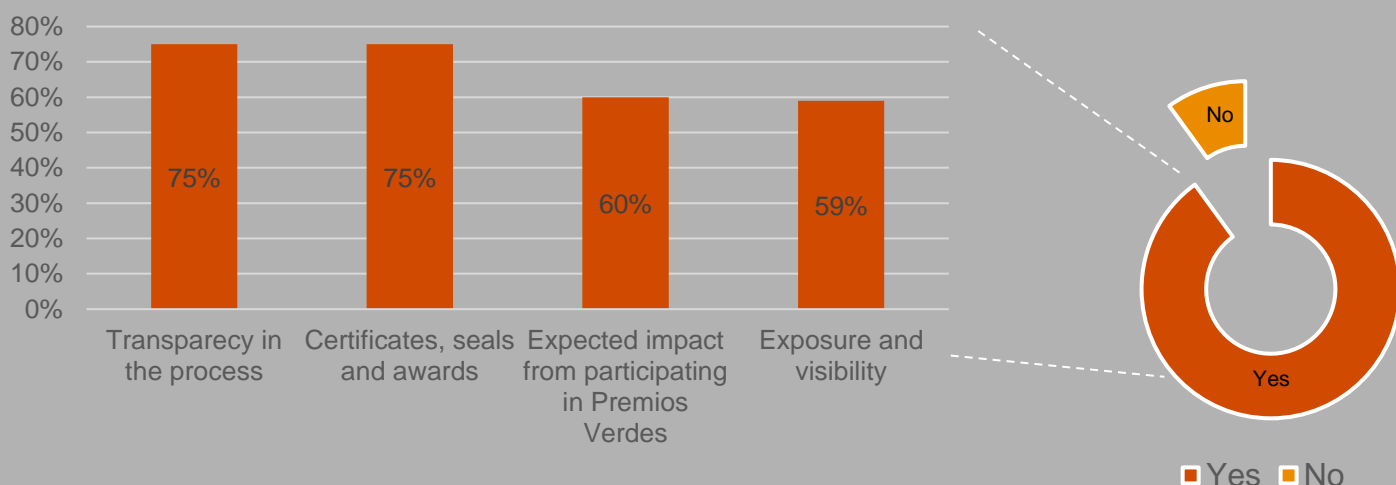
Being part of Premios Verdes allows participants to receive mentorship, attend events, trainings, and workshops. In addition, they gain visibility to the world and develop their network.

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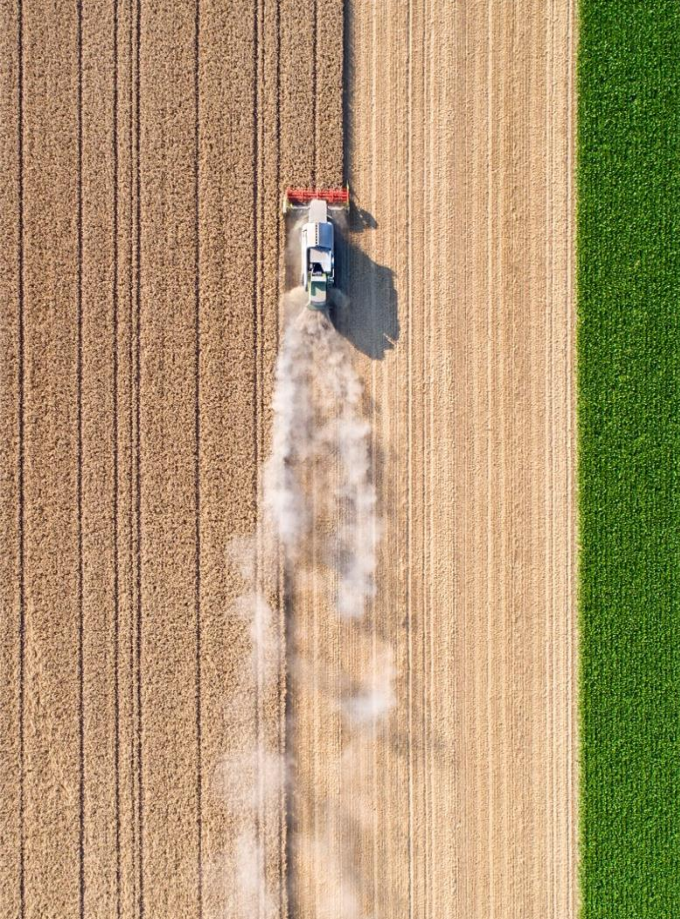
To future participants, I recommend that they apply to Premios Verdes, even if they think their project is small. You will learn from the trainings that are given or just from learning how to summarize years of work in one minute. Everything that Premios Verdes allows you to do and develop during the time it lasts is magnificent, the learning networks are of excellence, learning from others is what enriches us.”

Irma Padilla

Project: “Efficient housing in Jujuy.”



What the projects value the most, and what would make them recommend and participate in Premios Verdes again, is the transparency of the process, the certificates, seals and awards obtained after their participation, the impact they receive, and the exposure and visibility.



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From the initial stage, Premios Verdes helps you to organize your ideas better, align your goals, and ensure that your project is having the impact you want to have. The ceremony allows you to do a lot of networking, not only to find allies, but also to find clients on the other side of the world. Premios Verdes helped us achieve visibility. Our award was news that reached various local media. The award has been very important for us; we have grown in sales and it has pushed us to expand to Panama and Costa Rica.”

Mónica Abarca  
Project: “Qaira”

## After their participation in Premios Verdes, the projects:

**47%** Improved their processes  
245 projects

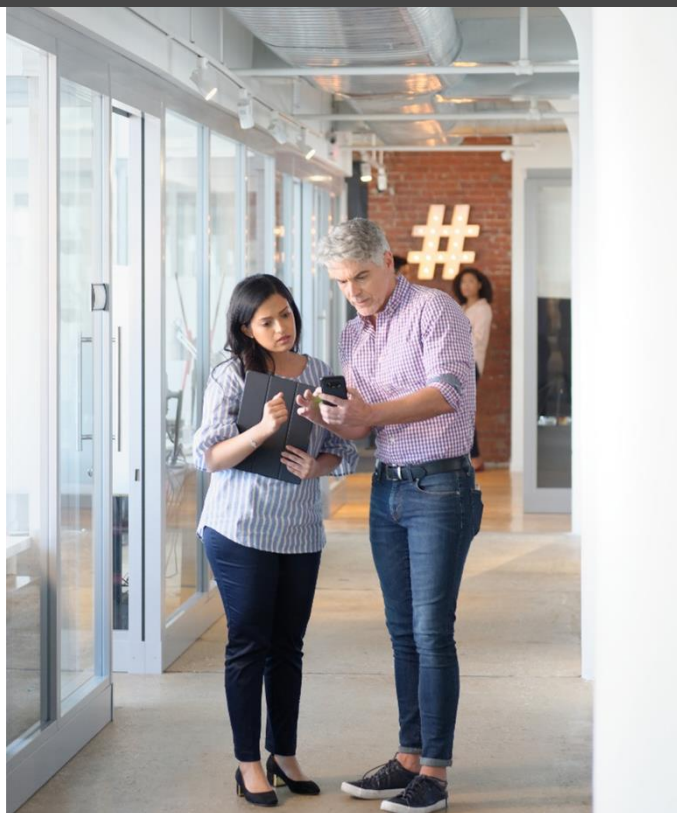
**24%** Attended similar events to Premios Verdes  
127 projects

**23%** Amplified and grew nationally  
124 projects

Other achievements that former participants highlight after Premios Verdes include: securing new projects, joining an association or group in the socio-ecological sector, and amplifying and growing their projects internationally.



# Out of 10 projects:



7 indicate that the **greatest impact** has been the **recognition and involvement of the community** in their project.

5 indicate that they were able to **increase their digital media audience**.

2023

2019

36%



29%

**36%** indicate that after their participation, they were able to **access third-party financing**. According to the study conducted in 2019, this percentage was at 29%.



# Growth of surveyed projects after Premios Verdes:

The surveyed **projects**, after their participation in Premios Verdes, **experienced a 74% increase in sales.**

According to the study conducted in 2019, this percentage was at 70%.

The surveyed **projects**, after their participation in Premios Verdes, **created 3,000 job positions.**

This means that, if **all participating projects are considered**, approximately **17,000 job positions** could **have been created.\***

\*Extrapolated data





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We seek to educate the community about our project and involve them, and for that, education is necessary. We verify that they have knowledge about the importance of conserving the species and its ecosystem, and in exchange, they receive benefits such as selling their products, generating income and employment. In summary, we measure social impact through income, knowledge, and attitudes.”

Rosamira Guillén  
Project: “Tití”

The survey also measured the impact that the projects have had on their nearby communities.

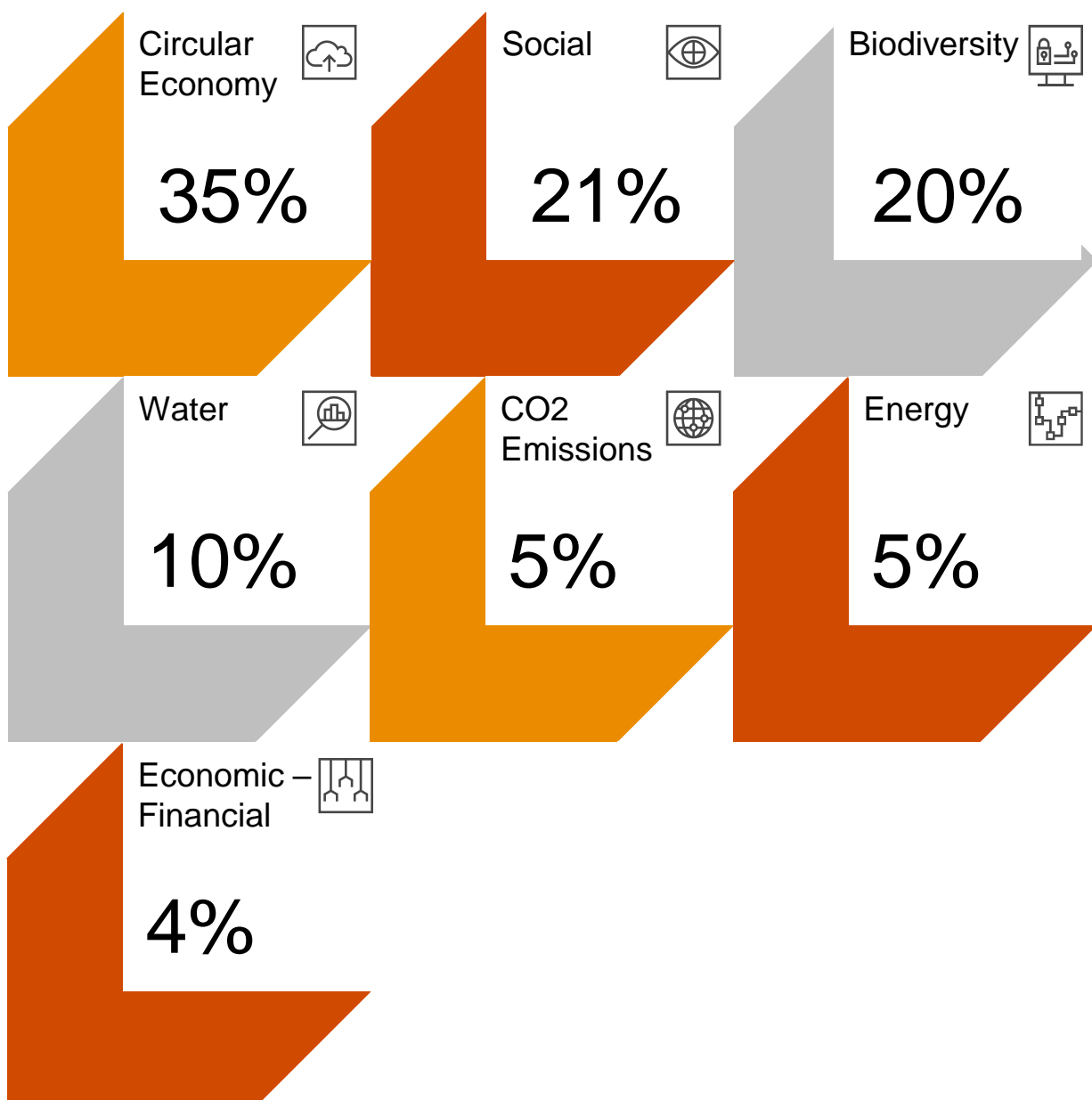
The surveyed **projects** indicated that the **income of the communities** to which their project is directed **increased** by an average of **80%**.

Another important fact is that **8 out of 10** surveyed indicated that the **main impact of their projects** in their communities was in **education**. They also claim to have had an impact on the economic and health aspects of their communities.



The surveyed projects were asked about the main focus - impact of their project. The percentage indicates the representativeness in the sample.

Based on their response, questions were formulated, and data were obtained, which are presented below.





# Data obtained according to the impact or focus indicated by the projects:

**3511** communities have **implemented circular economy practices** in their value chain.

Circular Economy

**763,000 tons** of **materials** have been **reduced, recycled, and/or reused**.

Circular Economy

**34% more people** received a more **dignified and fair remuneration** after these projects participated in Premios Verdes.

Social



The projects  
indicate that:



919

Marine species have  
been protected.

Marine Biodiversity

73,000

Hectares of forest  
have been conserved  
and/or restored.

Terrestrial Biodiversity

42,000

Species of flora and  
fauna have been  
preserved and/or  
conserved

Terrestrial Biodiversity

663

Tons of waste have  
been removed from  
coastal-marine areas.

Marine Biodiversity

3 millions

Trees have been  
planted.

Terrestrial Biodiversity



64%

Carbon footprint is measured by this projects.  
**Co2 Emissions**

5 years

These projects aim to reduce their carbon footprint to 0 net CO2 emissions within an average of 5 years.  
**Co2 Emissions**

50%

Of the surveyed projects, indicated that their community had access to energy through their management.  
**Energy**

2.5

Millions of new people obtained access to energy through their management.  
**Energy**

25%

Of the surveyed projects, indicate that their community had access to water through their management.  
**Water**

89

Thousand new people gained access to water through their management.  
**Water**





I think the evolution of Premios Verdes over all these years is due to the persistence we've had. In 2015, Premios Verdes were pioneers in sustainability awards and thanks to this, there are now many awards of this kind."

**Catalina Silva**

**Position:** Coordinator of Premios Verdes

**Country:** Colombia

**Years of participation:** 2015 - present

**A**lmost 10 years ago, I started as the coordinator of Premios Verdes. In 2013, I met the Sambito team and I remember that Gustavo wanted to implement a type of sustainability award. When they started in 2016, they contacted me and said they wanted me to help create, move, and position Premios Verdes in Colombia because no one really knew about it at that time.

Colombia has had a high participation in Premios Verdes and I think it has been a work of dedication.

We have put a lot of effort into the issue and have made many

relationships with entities that can replicate us or that have many projects under their charge.


For example, the Ministry of Environment has an office with 4000 green businesses, which is an important base for us. We have an alliance with the Ministry of ICT, which also had an application issue. We have sought out major players who have important project bases.

The Ministry has been a fundamental pillar and a very good ally of ours, as well as large organizations and some universities. Currently, I have 25 ambassadors working in the country. In 2018-2019, Gustavo and I came up with the "ambassador" position, and Colombia was the pilot country to get ambassadors.

We started looking for people who are always attentive to Premios Verdes, who are active all year round, writing in the chat and asking questions, telling about projects, looking for opportunities where they can talk about us. We realized that this is the profile that works to be an ambassador. We need a good spokesperson and people who are passionate about communicating the purpose of Premios Verdes.

**"Strategic alliances and the ambassador strategy have been the most effective way to position Premios Verdes in Colombia."**





I think Premios Verdes has been evolving with respect to what is happening in the world. We don't stay in the same categories as ten years ago, which also makes it attractive.

"Premios Verdes has an impact on society because of the visibility it gives to projects."

For example, there was a case of a project called "Bucarretes", which is one of last year's winners, they sell cables for telephony and internet. They told me, "I used to be the cable guy, I won Premios Verdes and today I am Engineer Giovanny." That is, it completely changed the way they relate to their environment. It is surprising to see how a small act can change the life of a company and the person because it empowered them, raised their self-esteem, and changed their perception of the community, which is important.

My experience with Premios Verdes has opened many doors for me and the possibility of meeting more people. I approach the Minister and say, "I am Catalina from Premios Verdes" and they open the door for me, in many other areas as well.

"It is an option for me to generate new opportunities."

I was appointed a member of the Board of Directors of the Green Chamber of Commerce in Colombia because of Premios Verdes; I have been invited to meetings, panels because I am the coordinator of Premios Verdes in Colombia.



I believe that Premios Verdes helps beneficiaries generate trust and improve their skills as contestants due to the technical assistance provided in the process, as well as the support they receive from mentors."

### **Gonzalo Pizarro**

**Position:** Technical Committee - Ambassador

**Country:** Chile - Ecuador

**Years of participation:** 2016 - present

I became part of the Premios Verdes Technical Committee in 2016 after being invited to participate. Later on, I was offered the position of mentor and most recently, I became an ambassador to promote Premios Verdes mainly in Chile and Ecuador, while still remaining in the technical committee.

I have always been involved with sustainability issues, and I even have an initiative where I promote volunteering on sustainability topics, and we have carried out projects with a group of professionals in municipalities, different cities, and schools. Both of my master's degrees are related to sustainability.

"I am convinced that we can work on these issues and achieve change."

I believe that Premios Verdes is important for society because it helps projects become more visible. There are different initiatives that allow them to improve and perfect the ongoing project and to open a much wider horizon to develop that project at an international level.

It is always important for projects to keep growing and to have greater support, not only from Premios Verdes and the network that is formed, but also from mentors, ambassadors, and members of the technical committee.

"Everyone in Premios Verdes forms a support network where information is shared, and we learn from each other's expertise."

Being part of the committee involves being fair and interpreting in the best

possible way what the project presenter is trying to show.

"It provides me with professional and personal enrichment, as it is highly motivating to see that from different parts of the world, there are thousands of stories and initiatives that work tirelessly to make the world a better and more sustainable place for future generations."

Being a member of the technical committee helps me gain strength and commitment to continue contributing to supporting these projects and connecting with wonderful people. I would love to continue being part of it. There is always plenty to do, and sometimes time is a constraint, but I am interested in giving more time. Sometimes, country restrictions can be a bit limiting, but there is so much to do.





Thanks to participating in and winning the Premios Verdes, it allowed us to place our project on an international level. We have achieved more visibility, especially in the United States and Europe, which is where most of the funding comes from."

**Rosamira Guillén**

**Project:** Tití

**Country:** Colombia

**Year of participation:** 2019

**T**he Titi project's mission is to protect the White-headed Titi Monkey, which only inhabits a small piece of the Colombian Caribbean. It is not found anywhere else in Colombia or the world. This endemic species is critically endangered, as they are hunted for sale as pets. Additionally, the forests in which the Titi Monkey lives are used for livestock, farming, and mining. Our project seeks to reduce these threats and ensure the species persists in the long term.

In order to conserve the species, the people living in these communities need sufficient income to avoid cutting down the forest and hunting animals as a means of subsistence.

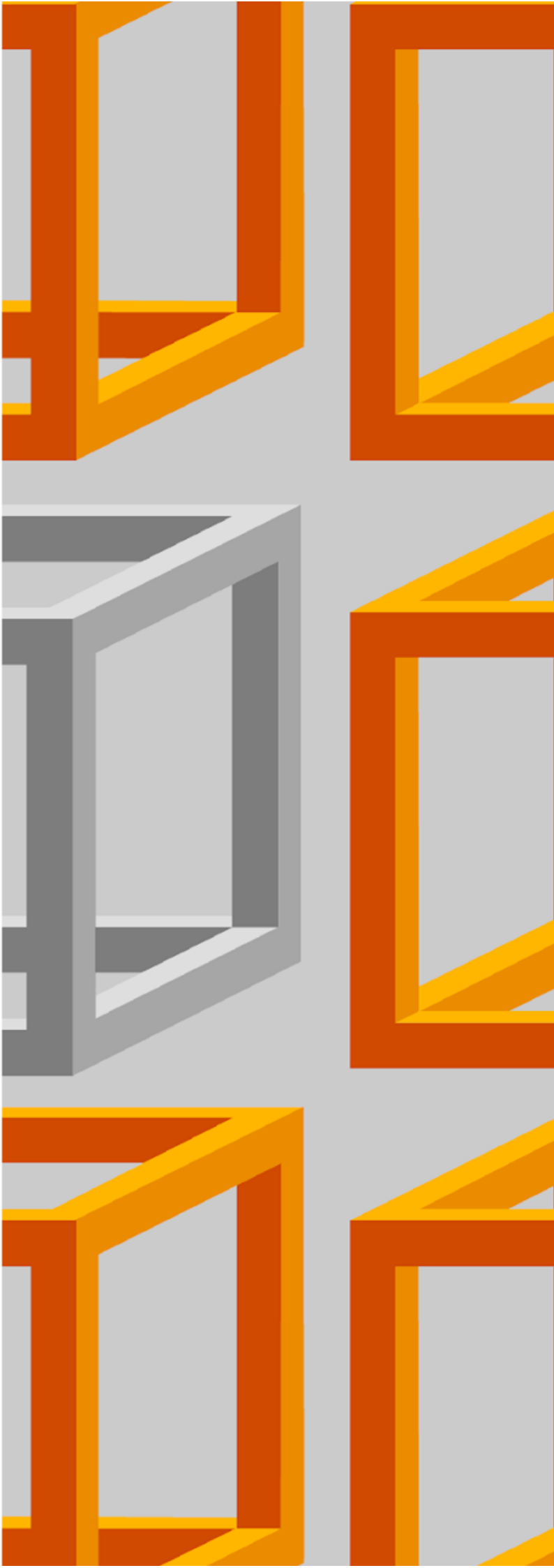
We aim to educate people about the uniqueness of the White-headed Titi Monkey, and the importance of protecting and restoring the forests to prevent their disappearance.

All the factors mentioned above are associated with research. If people do not know the species, they will not know what it needs to survive. While the main objective is to safeguard the Titi Monkey species, protecting the forest also helps other species and preserves an ecosystem that serves to protect the climate, water sources, and generate employment, among other benefits.

We have encountered many challenges in the conservation of the project over time.

At the beginning, it was difficult to gain recognition, and institutions were hesitant to provide funding because it is seen as somewhat abstract and altruistic. In conservation matters, it is more challenging to see the outcome of your work unless the impact grows, which is why it has taken us a long time to strengthen the project.

"It was wonderful to share our project in Latin America. Also, the experience of meeting the Green Awards team, the exposure the event has in the media and social networks, had a positive impact on our project."



We were impressed to see so many people in Latin America doing interesting things in environmental issues. It was a very enriching experience.

"It was one of those events where you leave recharged, energized, and motivated to keep going, and you're happy to be doing what you're doing."





Our experience in Premios Verdes was very enriching. From the initial stage, they help you to organize your ideas, align your objectives, and ensure that your project is having the impact you want to have."

### **Mónica Abarca**

**Project:** Qaira

**Country:** Perú

**Year of participation:** 2022



**Q**aira is a company that develops alternative technology to measure air quality. Our goal is to achieve a healthier environment for people through air quality monitoring.

"We want to reach all of Latin America; we want it to be a region where people can breathe better air quality and enjoy good health."

We can work with municipalities, companies, or some civil societies to multiply the monitoring points and have more data on air pollution levels that allow us to take action plans.

Some of these plans may include expanding green areas, areas where vehicles do not pass, bike paths, among others, or imposing some ordinance for the use of less polluting vehicles. Working with companies also means that they can implement technologies that reduce pollution levels in their operational plants.

These improvement plans benefit the health of people who breathe these pollution levels. We are focused on Latin America because of the main problem of air pollution that exists. Although several countries in the region have high pollution levels, this is aggravated because there are no alternative technologies to monitor pollution.

There are traditional alternatives that are quite expensive and this limits monitoring in Latin America. If we compare Latin America with North America, Europe, and part of Asia, the measurement points are very few.

The biggest difficulty was finding suitable leaders in companies and institutions who understand the importance of this issue and give it enough relevance. It is important to measure what actions can be taken. At the beginning, in 2016, it was more difficult, perhaps due to the pandemic, the issue began to be better known, and we don't have to struggle as much on this path of teaching people. That has made it easier to implement the project over time.

"We arrived at Premios Verdes through a call for proposals. We saw the importance of the Awards in the Latin American region, which was precisely where we wanted to have the strongest impact."

Our idea was not only to be in Peru, and well, now we have a partner in Ecuador. We are about to open an office in Costa Rica this year, and we have an alliance in Panama.

Premios Verdes helps you in several teaching modules that reinforce certain important concepts and in the later stages of the ceremony, there is the event where you can do a lot of networking, not only to get allies but also customers on the other side of the world. It was also interesting to be able to learn about the ideas of other projects and even align them with what you do. Premios Verdes helped us achieve visibility. It was news that reached several local media. The award has been very important for us, we have grown in sales, and it has driven us to expand to Panama and Costa Rica.

I would like to recommend to future applicants to work conscientiously and in detail on the application. It is very important to go not only with the intention of moving on to the next round or winning (which is fine, it's the goal) but it helps to have clear ideas and know how to express them in the form. You must review the value proposition well, and that is already enriching. You must dare to participate.







Participating in Premios Verdes meant a before and after for us. Premios Verdes empowered us, gave us the confidence that we had chosen the right path."

### Irma Padilla

**Project:** Efficient housing in Jujuy.

**Country:** Argentina

**Year of participation:** 2021



Our project involves the design, construction, and measurement of three prototypes of energy-efficient homes in three different geographic regions of the Jujuy province in Argentina. These regions are the Puna, with a cold and dry climate, the Valley, with a temperate climate, and the Yungas, with a warm and humid climate, each with different sociocultural and economic contexts.

"The main objective of this project is to raise awareness among the community and public officials in the Jujuy province of Argentina about the importance of building energy-efficient homes, which has a triple impact: environmental, social, and economic.

This improves people's quality of life, saves primary energy from fossil fuels, generates economic savings, and reduces environmental pollution."

We designed three housing prototypes using bioclimatic architecture, passive and active measures for energy efficiency, and renewable energy sources such as thermal and geothermal solar, which improve thermal comfort results for different seasons of the year, while making rational use of energy and water, and significantly reducing electricity, gas, and water bills.

We were able to compare the energy savings of the prototypes with neighboring homes with similar characteristics.

We hope to undertake more ambitious sustainable architecture projects in buildings with great energy savings, both for homeowners and the state, reducing the carbon footprint, and obtaining energy certification.

As a project, we passed the stage of the top 500, and then we were selected as one of the 63 finalist projects, where 11 were from Argentina, and we became finalists in the "Clean Energy" category in 2021.

We reached Premios Verdes through social media, two years after starting the project, when we were stuck in administrative issues.

I believe in the universe's responses, a dear friend told me, "When others see the project from the outside, everyone will be turning to look at it," and that was our journey with Premios Verdes, a magical path.

"Premios Verdes believed in our project, and today, they are family to us. They protected us, trained us, and strengthened us to achieve an impressive advance. I see and acknowledge it as a professional and as a person."

Personally, and professionally, it empowered me, made me respect my intuitions, and listen to my inner voice. Today, I am designing the implementation of a National Housing Labeling Program nationwide, of which I have been a certifier since 2018.

To future participants, I recommend that they apply for Green Awards, even if they think their project is small. Ours was, with only three homes, but we were convinced it was a unique and replicable model project anywhere in the world. I always post on my social media that anyone developing a project should apply for Green Awards, as they will learn from the wonderful training offered, or just from learning to synthesize years of work in one minute.

"Everything that Premios Verdes allows you to do and develop during the time it lasts is magnificent. The learning networks are of excellence; learning from others is what enriches us."







I love being part of the Premios Verdes jury because it's generally an oasis where you receive a lot of information and optimism that things are happening and that there are change agents involved in building a more sustainable development model and combating very specific problems with innovative and motivating solutions; it's quite inspiring."

### Luis Suarez

**Position:** Jury member

**Country:** Ecuador

**Years of participation:** 2015 - present



Sometimes, environmental issues are only seen as negative, and rewarding positive initiatives sends a signal of optimism to a society that is increasingly caught up in bad news.

On the other hand, interacting with other jurors is very interesting and establishing friendships. It has been remarkable to see that although the Premios Verdes has grown in terms of participants and countries, it remains an accessible award.

"I really like that it's very democratic, it's not set up as an award that only reaches those who have access to information, resources or large technologies, but it's an award that is open to everyone."

Premios Verdes stands out first as an international award and with an increasingly wider scope. The fact that it includes multiple actors and has a wide possibility of rewarding different initiatives in different fields of environmental management. These factors make it a very attractive award that opens many doors for many people and organizations. It is also noteworthy that it has been maintained all these years, even despite the pandemic, it adapted to the conditions and was able to continue. Perhaps other entities would have thrown in the towel, but they adapted using virtuality and took advantage of it. Now they have expanded and, for example, changed the venue for the award ceremony and achieved new partnerships.

"From my point of view, Premios Verdes helps participants have a great boost that allows them to access new markets, financing, exchange of experiences, capacity building, but undoubtedly helps socialize and disseminate these ideas and specific projects."

I think that to award a project, it must already be in execution and not just an idea. Criteria for impact on environmental, socioeconomic initiatives, and the project generating social benefits for more vulnerable groups should also be evaluated. It would be interesting to see projects that include the issue of gender, diversity, equity, and inclusion that is increasingly gaining momentum in society, and it needs to be made more visible because it is a key issue for sustainable development.

We also evaluate how the project is presented: the quality of the information, the clarity when presenting the project to the jury, and the impact of the speech. Everything plays an important role in presenting their initiatives. The initiatives must be good and seem good.

"Projects that receive the award have more opportunities to amplify impact, scale up, and replicate."



# The survey results:



The results show that the experience of the surveyed projects in participating in Premios Verdes is positive. 90% of the projects would recommend and participate again in the event. This figure demonstrates the level of acceptance by the respondents who also rate the benefits that Premios Verdes offers as within their expectations and even surpass them.

Premios Verdes has impacted the participating projects in such a way that 7 out of 10 indicate that they were able to improve their processes. Other relevant achievements they consider include being able to amplify and grow their project nationally, as well as realizing new projects and more.

The finalists and winners perceive Premios Verdes as a seal of quality and importance for their project. According to the interviewees, after the event, they were able to gain visibility and recognition from their environment. This visibility has helped them obtain funding, continue promoting their project, and can expand it.

A recurring theme in interviews with participants and collaborators of Premios Verdes is how the experience has personally helped them to empower themselves within their areas. Another thing they value most about their participation is the opportunity to network and form a support network where everyone identifies strengths and weaknesses and shares experiences, so that each other's expertise benefits the other.

Finally, taking into account the results and comments received during the elaboration of this study from the respondents and interviewees, Premios Verdes during these 10 years continues to strive every day to fulfill its purpose: **to find, connect and amplify** social and environmental projects in the world, thus becoming a very relevant social and environmental event for its participants.



# 2023 Impact Study of Premios Verdes on participating projects and their communities

At PwC, our purpose is to build trust in society and solve important problems. We are a network of firms present in 152 countries and we have more than 328,000 professionals committed to delivering quality services.

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