

Impact Study of Latin American Green Awards on the participating projects and their communities

Draft



Introduction

Latin American Green Awards (LAGA) is an event, held annually, designed to encourage the participation of companies and projects in order to promote entrepreneurship and innovation, which in turn, contributes to the socio-environmental development of the region.

This year LAGA reached more countries across the Americas and the Caribbean, continuing to be the largest event in Latin America that exhibits, connects and rewards social and environmental projects.

Each year, LAGA enlarges its reach to more cities and countries by convening experts and people who share the same desire, to witness, feel and return to our region the ability to be sustainable.



PwC conducted a survey to measure the impact that LAGA had on the participants of previous editions and their communities, with the purpose of continuing to create opportunities, transmit, propose and demonstrate that change is possible.

Foreword

This year, PwC launched the “Impact Study of Latin American Green Awards on the participating projects and their communities”. PwC achieved the collaboration of 155 projects that were part of the previous editions of LAGA and whose teams have cooperated with us by sharing their experiences and testimonies.

Latin American Green Awards is an event, held annually, that aims to encourage the participation of companies and projects in order to promote entrepreneurship and innovation, which in turn, contributes to the socio-environmental development of the region.

This event allows entrepreneurs to showcase their projects, benefit from financing, enjoy new experiences and collaborate with people who have an affinity with their ideals and decide to join their causes.

For this study, the participants contributed with us by answering a survey, which sought to quantify the impact of their participation in LAGA, before and after the event.

The main objective of the study is to acquaint the public, not only about the perspective of the participants but also the results of the quantified analysis. The impact generated by their participation in LAGA was demonstrated within the development of each project and its communities.

For the preparation of this study, our work was divided into two phases:

- **Phase 1:** Survey conducted to the ranking of "The best 500" of the last four editions (Total: 1640 projects from 2015 to 2018).
- **Phase 2:** Interview with 10% of the finalists of the last 4 editions (Total: more than 100 finalists between 2015 and 2018).

It is important to mention that the information analyzed is based on the responses that participants wanted to share with PwC.



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Executive Summary

Latin American Green Awards (LAGA) aims to exhibit, connect and reward the best 500 social and environmental projects of the region. PwC Ecuador has issued the certificates awarded to the winners of the 10 categories in all its editions.

On this occasion, PwC has carried out an “Impact Study of Latin American Green Awards on the participating projects and their communities”. The objective of the study was to measure the performance of the overall projects, before and after their participation during LAGA. This study consists of two phases. The first one consisted of surveying more than 150 participants from past editions. The second phase consisted in conducting in-depth interviews with a range of finalists from different editions of LAGA.

One of the most significant results is that project sales increased by 70% after their participation in LAGA. This rise is accompanied by more than 4,000 new jobs created in high-impact projects. In effect, it allows displaying a direct relationship between socio-environmental growth and economic growth.

An important aspect is that 8 out of 10 respondents claim that their project has been recognized by the community. At the same time, 7 out of 10, in addition to recognition, has also perceived that their community has been more actively involved in the development and operation of their projects.

About obtaining key resources, 71% of respondents felt that their participation in LAGA has enabled them to secure the resources needed, and 54% also claim to have received more access to interviews in mass media.



Executive Summary (cont.)

The impact of LAGA on participating projects can be manifested most clearly in the level of commitment and recognition among them. They claim to perceive LAGA as “a seal of quality”, which is highly significant for both the project and its impact. This is supported by the following data:

- 63% of the respondents have participated in more than one edition of LAGA
- 9 out of 10 respondents would participate in a new edition.
- 86% would recommend other entrepreneurs to take part in this well-known regional gathering.

LAGA has a high level of importance, impact and acceptance within the development of the projects that have participated. Attending the event is a great opportunity for all who are part of it; including the participants, judges, organizers, authorities of the city, public and private sector companies, among others.



“

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



Respondent Profile

155 Participants

First Participation

2018

39% participated for the first time in 2018

Average Involvement

More than once

65% have participated more than once

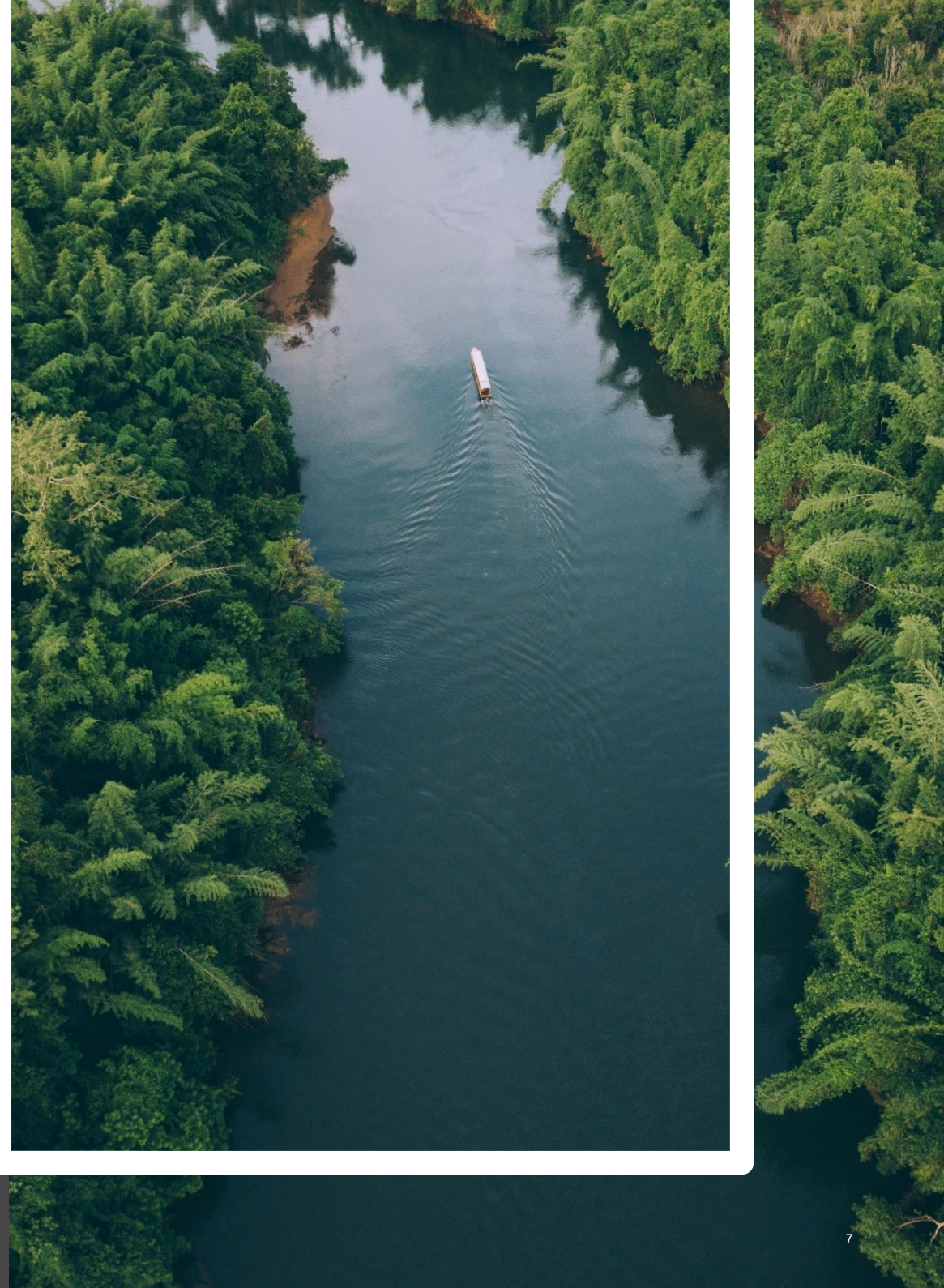
Project's Implementation Time

2+ years

54% had been implementing their project for two years before participating in LAGA

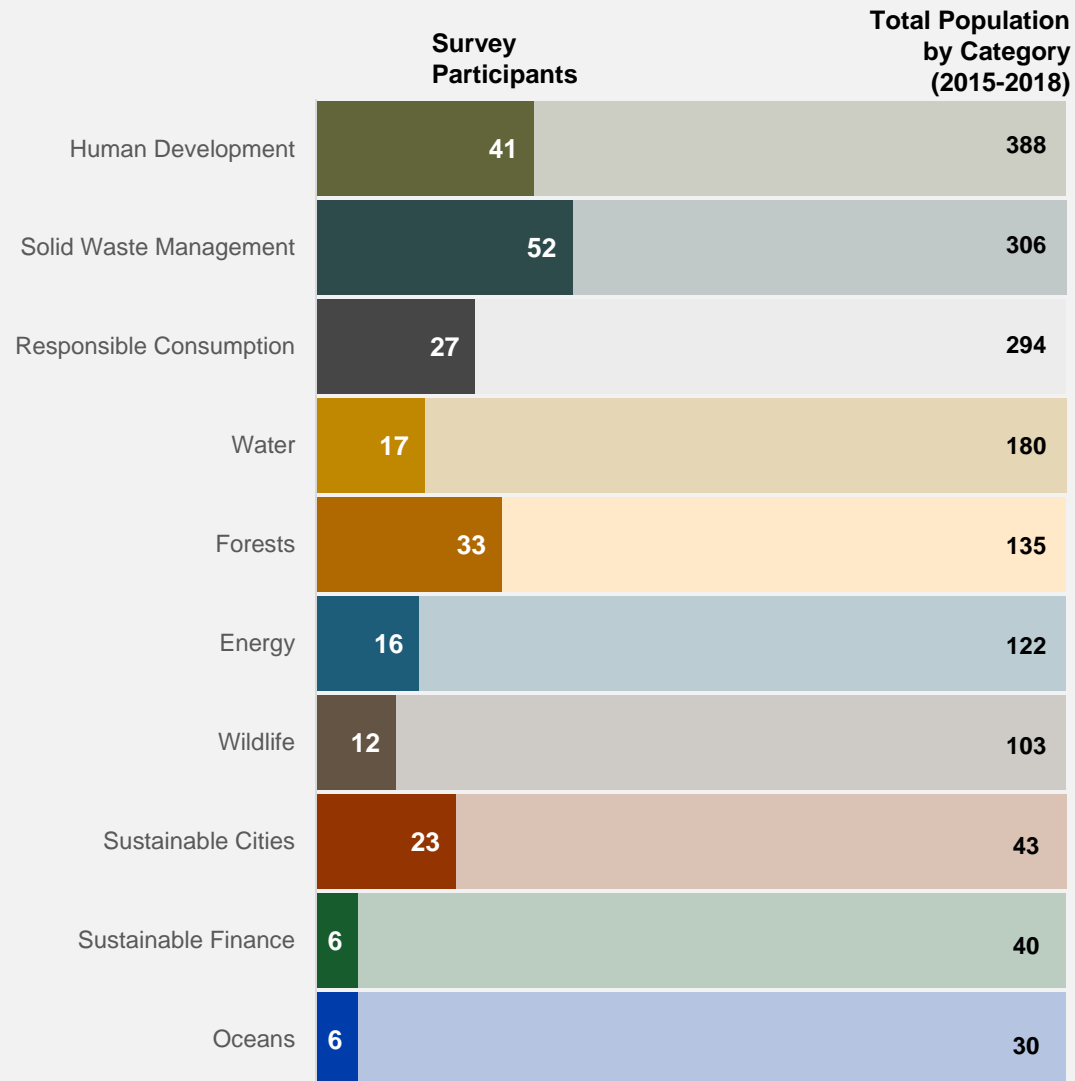
Level of confidence: **95%**

Margin of Error: **7.49%**



LAGA has 10 categories:

The categories with the highest representation in the survey were: Solid Waste Management, Human Development and, Forests



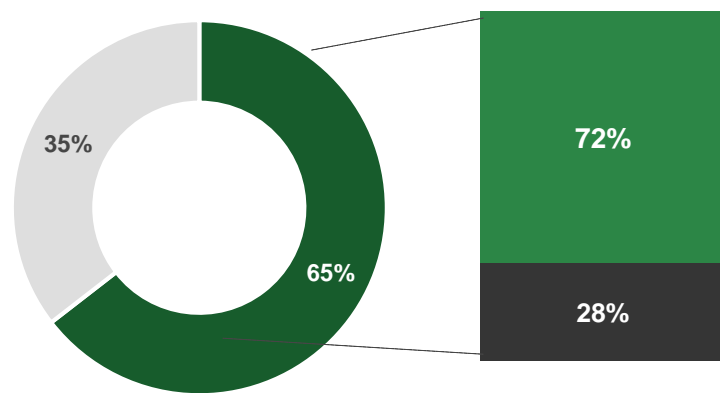
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LAGA is a very important event, unique for connecting with other entrepreneurs and other agents in the green world ecosystem.

Juana Miranda, 2017 Finalist
Reciclar para Crear y Emprender (Recycle to Create and Entrepreneurship)



65% of respondents participated in at least two LAGA editions.



Among the **65%** who participated in more than one edition, **72%** participated twice and **28%** in 3 or more occasions.

Juana Miranda, 2017 Finalist
Reciclar para Crear y Emprender (Recycle to Create and Entrepreneurship)



“

We would participate again for the opportunities that LAGA offers to continue growing, empowering ourselves, having those wonderful connections, and continuing to make a small contribution to the sustainability of the planet

”



63% of respondents who have participated on LAGA more than once are involved again in the current edition (2019).

Following their participation on LAGA...

63%

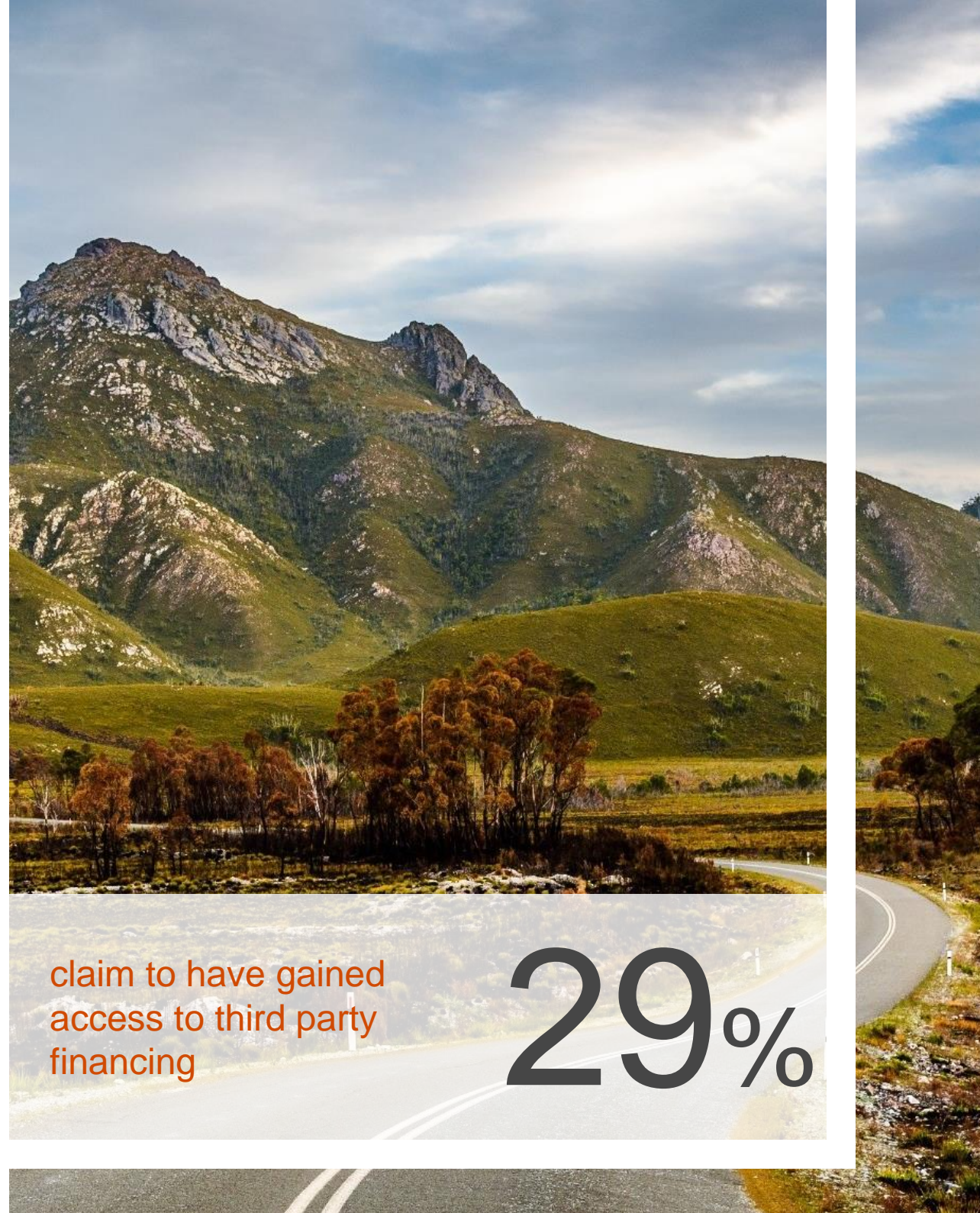
of the participants were invited to similar events to increase awareness of their project.

of the participants affirm that their project is recognized by the community. 81%

72% perceive that, in addition to recognition, they have managed to get their community involved in the development and / or operation of their projects.

of the projects had more access to interviews in mass media. 54%

* Community refers to the immediate surroundings where the project is implemented



claim to have gained access to third party financing

29%

71%

of respondents believe that LAGA had a positive impact on raising key resources for their project.



90% of respondents claimed that they **would participate again** in LAGA. This allows them to continue developing their project, attract new investors and more collaborators to join the cause.

86% would recommend other entrepreneurs to participate in LAGA so they can access these benefits.

“What makes LAGA different is the possibility of being in a unique place in the world such as Guayaquil with a surprising history and geography

Max Delporte, 2016 Winner
Plantsss



Average increase in sales after LAGA

+70%

According to the respondents, the projects increased their sales by 70% after participating in LAGA.

Jobs created after LAGA

4000+

representing an increase of 16% of individuals working in the projects.





Impact by Category

The 155 respondents in Phase 1 achieved the following results in the Energy and Solid Waste Management categories:

675 communities
have benefited
from **renewable**
energy projects

More than **12**
thousand tons of
solid waste were
processed and / or
recycled

* These data have not been extrapolated and correspond to the variation reported by the projects in these categories.

“

The first time I participated in 2017, we manufactured 1 ton of recycled paper per month. After two years, we processed 25 tons of recycled paper and also sold the first franchise to another city in Chile reaching 50 tons per month.

Victor Velastino, 2017 Winner
Papel Amigo de la Tierra (Paper,
Mother Earth's friend)





Horacio Llovet

Country: Argentina 

2nd Place

Category: Human Development
AT&T Award (given during the award ceremony)
2017

He was part of the ranking of the best 500 twice

TuPrimeraPega.cl
¿Te apoyamos en la búsqueda del primer empleo?

“ We wanted to design a digital platform to help all young people aged 18-29 look for their first jobs.

I had the opportunity to participate 3 times in LAGA. The first time was overwhelming, since we did not imagine the magnitude of the event and the number of people attending. The amount of disruptive and social entrepreneurs was impressive.

The relationships we gained were spectacular and the truth is that it was a wonderful experience. LAGA, is a really important community, especially because it gives us the possibility of looking at alliances, agreements, work, employment, etc.

In the second year, we were back in the best 500, we won second place by having a digital platform with a great socio-environmental goal that helps young people get their first job.

Thanks to LAGA, in February 2018, we had the opportunity to go to Dallas, USA, to be part of a coaching process with technology experts. It was a unique experience because we were able to technologically innovate our platform. In fact, we are currently launching the first project aimed at youth employment with a solid technological base.



Javier Krawicki & Horacio Llovet
Founders

“The most important thing about the awards is that everyone is a winner”

In this edition, we participated again and made it to the ranking of the best 500 projects.

Actually, participating in LAGA has helped us obtain many of the awards we have today.

“It was our first external seal of quality”

We got the award on the second year of the company. Currently, we have it in our brand, we display it in our logos and in our press releases, and on TV we talk about LAGA giving it maximum exposure, so that other entrepreneurs have the same opportunity that we had.

LAGA is an important platform to give added momentum in order to make all the progress needed.

Going to Guayaquil to present your project allows you to generate an incredible level of connectivity, and also invites you to realize, how well, how bad and how much you need to keep your project growing. You have the possibility to compare your project with another 500 projects. Even those connections that you generate allow you to make a benchmark with other projects and see how your project is currently positioned.

I believe that today LAGA has generated a very powerful social and environmental movement in Latin America. **It has earned its prestige.**

For us, LAGA meant many things: **recognition, exhibition, being present, feeling backed by the community**, and above all, allowed us to **build an important connection with the community.**

“More than 15,000 young people have gone through our mentoring programs”

We offer videoconferences, with a job coach and an online psychologist, who advise you on how to make your resume and practice job interviews. They train you in your development of soft skills to get ‘that’ job and give you some guidance on it.

“Today, more than 80% of these young people are working in a humane, formal and decent way”



Max Delporte

Country: Chile



Winner

Category: Wildlife
2016

My experience in LAGA was a major stimulus for all my senses. Being in a city with a unique history and geography, and feeling this green energy, was truly motivating. When I arrived in Guayaquil I made sure that, in this city, I was going to find new best friends and that was a very enriching experience.

My decision to participate in LAGA was mainly motivated by the fact that I was going to meet experts on the topic and Latin American entrepreneurs who are also enthusiastic to make this world greener.

“

Events like LAGA make governments take a look at environmental issues

What I liked the most about LAGA was the jury. It really is a luxury to be able to receive feedback from a jury of experts. Having everyone gathered in the same place so that they can evaluate your project, is something very positive. This happens when you are part of LAGA.



"LAGA is a unique meeting point that allows an important jury to evaluate your project, give you a validation and certification of what you are doing"

Having participated in LAGA greatly influenced the development of my project. Before LAGA, the companies that I offered "Plantsss" liked the general idea of it, but after LAGA they also wanted to be part of it.

What makes LAGA different is the possibility of being in a unique place in the world and bringing together many Latin American entrepreneurs in the same place during the same time where we are all reflecting about the same idea.

"The objective is to summon, gather, connect, exhibit and reward these green Latin American initiatives"

LAGA is one of the most important instances in Latin America for us as "Plantsss". It is important that people from different cities and with different points of view come together and be united for the same purpose: to make Latin America and the world a greener place.



Ruta Monarca seeks to perform various actions to preserve the habitat of the monarch butterfly along with the sustainable development of the communities settled in the migratory route in Mexico.

We started in the year 2000. It was an important experience for the preservation of sanctuaries, reforestation and ecotourism and to generate productive and economic alternatives. From 2010 to 2019, our mission broadened because the monarch butterfly travels from Canada to Mexico, and this was a challenge for us; since from our perspective, the butterfly dangerously decreased its migration.

That is why in 2013, we embarked on a mission to find a new way of habitat preservation along the monarch butterfly route with the Ruta Monarca project, and now we are seeing many results of our work.

“Recently we were recognized at the Congress of the Union in Mexico for our participation in LAGA”



Oscar Contreras

Country: Mexico 

Winner

Category: Wildlife
2018





The goal is to reach Canada from Mexico, because it travels around 5,000 kilometers.

We began to build gardens to fulfill pollination functions and also to give them the possibility to feed and reproduce.

In 2017, we received an invitation by email to a meeting in Mexico City, where they explained to us what LAGA was. However, we could not imagine the dimension of it. When we arrived in Guayaquil, we realized the greatness of the projects and the vast amount of participating countries.

“We need agents of change to continue through our path. There are many environmental themes however the world needs more agents and their creativity ”

That motivated us to participate again in 2018 and to improve our processes according to the global pact and the SDGs. That year we achieved first place.

Having participated in LAGA, made us **"visible"**. **Recently, we were recognized at the Congress of the Union in Mexico for our participation in LAGA.** It was very important because Mexican parliamentarians are interested in acting with environmental public policies. This is good because it is a very big job that we have to do for the environment.

On the other hand, 90 Mexican projects were encouraged to participate in LAGA this year (2019). Most have already taken part of it in previous years. They want to see if they can express and transmit their environmental efforts. That is very significant and is becoming more relevant.

The **Sanar Foundation Recycling Program** was established in 1989 as an alternative to fund raising for the development of our foundation's mission programs.

At the end of 2012, when we were thinking about the sustainability of the foundation, we came up with the **Tapas para Sanar** campaign.

We presented our project to LAGA because one day I was looking for calls for environmental projects and I thought the event looked very interesting. We presented ourselves with very few expectations of winning because there were many foundations dedicated to recycling. Ours was a beautiful campaign, but, in essence, we were only a foundation for children with cancer. We presented our project in the **Solid Waste Management** category and when the results arrived, we saw that we were in the 9th position out of the best 500, subsequently we won in our category.

"I think we managed to unite a very beautiful environmental cause with a social cause that moves people's souls so that really created a connection."



Elizabeth Campos

Country: Colombia 

Winner

Category: Solid Waste
Management
2016



I believe that now we have started to see how the community gets involved in our project.

We were one of the organizations that participated in the video made by DirecTV about the most relevant initiatives of the region. That video opened a very large window for us.

“What LAGA has given us the most, is the seal of quality of our work”

In all the presentations and appearances we are part of, we proudly say that we are LAGA, one of the winners in 2016.

I believe that the opportunity to make a speech, focusing on the objective, knowing the other initiatives and projects and meeting people who may be interested in our experience, is very important for these environmental initiatives. It is because, often, they do not have a space in Latin America to emerge and develop.

“I think it is very valuable that there are initiatives similar to that of LAGA, this is very important”

Sometimes we feel a lot of responsibility with this matter. Some people ask us how do we do it? Now we are working with “**Pilas con el Ambiente**” to invite people, not just to collect bottle caps, but also to collect batteries.

We are partnering with other people to tell them about our experience and it has worked.

In addition to LAGA, we have participated in two local events in Colombia organized by LAGA. This is important because it has brought together other organizations passionate about sustainability but that cannot travel to Ecuador.

Many organizations, although they are in the ranking and invited to the event, cannot attend, so these local events have been of great importance to them.





The results of the study ...

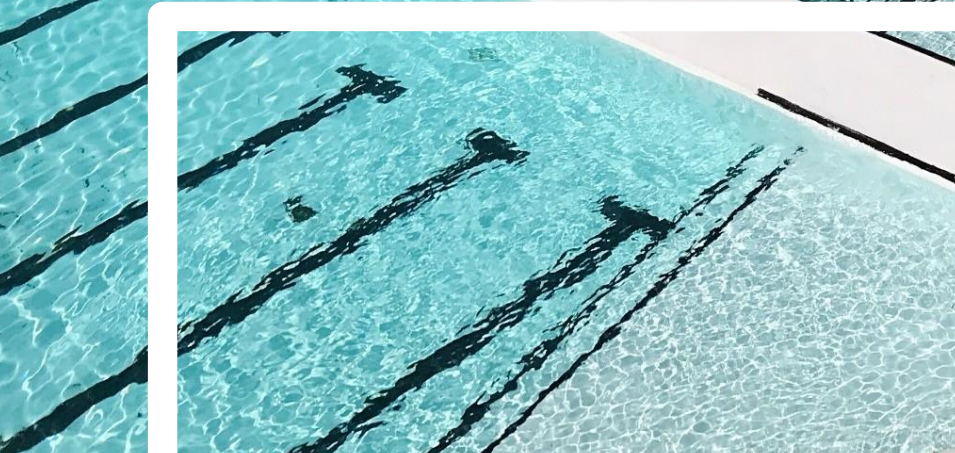
... show that 90% of respondents would participate again in the event and, in turn, 86% would recommend new entrepreneurs to be part of future editions of LAGA. 81% of participants affirmed that their project has been recognized by the community after their involvement in the event.

The data demonstrates the high level of acceptance of the event by the respondents. The participants believed they were benefited from their participation.

At the same time, the event seeks to encourage entrepreneurs to participate and thus provide more benefits, both for the project and for the community in which it is implemented.

The finalists and winners see LAGA as a seal of quality and importance for their project. According to the interviewees, the event has allowed them to partner with other organizations of great importance and at the same time, continue promoting their cause with a sustainable environmental purpose.

In some cases, respondents have participated several times to measure how their project has progressed from year to year. In this way, they have been able to identify strengths and weaknesses; in addition to sharing experiences with other similar projects, in such a way that the experience of each one is of benefit to both.



For the interviewees, going to LAGA is a great opportunity to build connections and a source of inspiration, since it allows them to learn about other activities similar to theirs that are carried out in the region. In some cases, it helped them to co-create projects together.

In conclusion, according to these results, LAGA has a high level of importance and impact within the development of the projects that have participated in the region.

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