

Eco Commerce Review



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Mobilizing Investment in Climate-Risk

May 7, 2013, Atlanta, GA, Chamber of Eco Commerce (CEC)

It's inarguable that the sea is warmer and that there is a changing weather pattern, and the time to act is now. Climate-related risk presents economic and financial risks to businesses around the planet. Real challenges and opportunities from extreme weather events, offer new opportunities for innovators and investors.

The Eco Commerce Exchange (ECE) business to business platform, demonstrates how strong leadership combined with strategic support from motivated customers can drive investment in innovation.

ECE's focus is on climate-related risk mitigation and management for business, providing training, access to technology, funding, and advisory, and bringing together experts in technology, finance, and commerce.

Since, 2009, the ECE has successfully implemented workforce training programs, with impressive results. The Key to ECE's success is FREE access to Webinars and critical information. The ECE portal was designed in close coordination with experts from the private and public sector, and is widely disseminated through public awareness campaigns. The ECE has exceeded its own targets resulting in strong support from small to large size organizations. Furthermore, the training platform is expected to undergo considerable expansion in 2013 to build its capacity to effectively implement its global expansion plan.

While the ECE training platform has yielded positive results, an important barrier remains. Business leaders have a limited understanding of how to finance Eco Commerce projects, making it challenging for them to access financing for such projects.

The ECE took action by organizing the 2nd Annual 'Investing in Innovation'

Forum in February 2013 in Atlanta, with great success. The forum offered technology and other business leaders an opportunity to share success stories and shake hands with investors, so they could learn how to become more effective in financing innovation for their projects. This event made key decision makers from around the world more familiar with secrets to success in issues such as climate-related risk for business, resulting in cost savings and new business opportunities for organizations across the planet.

The financial incentives, combined with the enhanced awareness of unique business opportunities, are keys to the success of ECE. Another critical factor is that the governments have sources of funding available for projects, so companies do not need to solely rely on private funding support.

What can we learn from ECE?

The ECE has been able to transition smoothly from readiness activities, such as capacity-building, awareness-raising and demonstration -- to large-scale investments in Eco Commerce projects. It is now embarking on a three year development plan (2013-16), which aims to export climate-related risk expertise and experience across the planet.

Businesses can learn from ECE's experience of combining strong leadership with strategic use of private and public funds for carefully targeted activities. But building an enabling environment for investment in climate-related risk is an ongoing process. As ECE moves forward with its three year plan, it must continue undertaking long-term stakeholder activities - such as workforce training programs to address remaining skill gaps and to ensure it has the right resources in place to scale up for climate-related risk. To join ECE portal, working groups, learning programs, trade missions, & more, visit: www.EcoCommerceExchange.com

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