Engaging the Private Sector in the Delivery of Weather and Climate Information: Opportunities and Benefits

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CIRDA Workshop
October 14, 2014
Dar es Salaam, Tanzania
Engaging the Private Sector: Opportunities

• Diverse group of non-government entities including small enterprises, NGOs, as well as larger better financed companies

• Source of innovative ideas, products and services – better weather data generates new applications for farmers, banks, aviation, etc

• Multiple resources including know-how, latest technologies, and financial wherewithal, ability to reach consumers

• Often more rapid response and implementation than governments, greater efficiency

• Profitability implies sustainability and potential for shared revenue to support public objectives
A Process for Government Led, Private Sector Engagement

• Many examples of Public-Private Partnerships in Africa in other sectors – energy, health, education

• Very different from a simple procurement of hardware or services, rather a process of identifying shared interests with mutual benefits as the basis for an ongoing relationship

• Support available from international financial institutions including the International Finance Corporation (IFC)

• Begins with outreach to private sector across sectors, interests to identify needs, barriers, and opportunities