

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