

## Social Capital Conference – Session Summary

**Conference:** 31<sup>st</sup> May, 12.10pm, Archief Damrak.

**Panel Topic:** Landscapes and lenses

**Panel Description:** 6.2 Latin America: Strengthening Ecosystems of Transformation Investments

### Moderator & Panelists:

Moderator/ Panelist	Name	Organisation	Website	Experience	Qualifications
<b>Moderator</b>	Maria Cavalcanti	AVINA/ Chief Strategy Officer	www. <b>avina</b> .net	She oversees the foundation's efforts to foster collaborative partnerships with sustainable businesses and programs throughout Latin America. She has over twenty years of senior-level business and consulting experience in design and implementation of business strategies, organization effectiveness, and business transformation.	She holds an MBA from The University of Texas at Austin, and a MS in Information Science from Columbia University in New York City.
<b>Moderator</b>	Carmen Correa	AVINA/ Inclusive Markets Lead	www. <b>avina</b> .net	November 2005 to December 2009 she was the Executive Director of Endeavor Uruguay. January 2000 to 2005 she worked as Operational Director in the same organisation.	She has a BS in Business Administration from the National-Louis University of Virginia, USA, a postgraduate diploma in Business

				<p>Between 1999 and 2001 she worked as Administration and Finance Manager of DeRemate.com in Uruguay. From 1992 to 1999 she occupied various administrative positions in the InterAmerican Development Bank (IDB) in Washington DC and from 1990 to 1992 she worked in the Representation of Organisation of the United States (OUS) in Uruguay.</p>	<p>Administration from Georgetown University in Washington DC, a postgraduate diploma in Staff Administration from the USDA in Washington DC and a management diploma from ESADE in Uruguay.</p>
<b>Panelist</b>	Tim Radjy	<i>AlphaMundi/</i> CEO	<a href="http://www.alphamundi.ch">www.alphamundi.ch</a>	<p>He previously worked first for Morgan Stanley Capital International and then for UBS, from 2000 to 2007. In 2004, he became a founding member of UBS Philanthropy Services, providing the bank's wealthiest international clients with guidelines on foundation governance, NGO selection and impact evaluation. Tim also spent time in Bolivia in 2006 to review the Swiss Development Agency's microfinance</p>	<p>Tim holds a Master of Arts in Political Science from the University of Geneva and a Private Banking Diploma from UBS.</p>

				program and help it spin off into an independent foundation.	
<b>Panelist</b>	Alex Pryor	<i>Guayaki/V.P and Co-founder</i>	<a href="http://www.guayaki.com">www.guayaki.com</a>	16 years experience with International Business, Food Science and Natural Resource Management. Currently promotes Life Regenerating Businesses models such as Guayaki in order to value Natural and Social Capital in the business world.	Food Engineering degree from CAL POLY, San Luis Obispo, California, USA.
<b>Panelist</b>	Alberto Riano	<i>Inversor/ Executive Director</i>	??	He worked in <i>Bancolombia Investment Bank</i> as Capital Investment Manager where he was responsible for the management of <i>Grupo Bancolombia's</i> portfolio of companies. He also worked at <i>Altra Investments</i> , one of the most important private capital funds in Colombia and at <i>Akiris de Colombia</i> as project manager of mass transport for important cities in Latin America.	He is an Industrial Engineer from Andes University and he studied International Business at the ESC in Marseille, France.
<b>Panelist</b>	Rodrigo Villar	<i>Adobe Capital/Funding Partner</i>	<a href="http://www.adobecapital.org/newventuresmexico/">www.adobecapital.org/newventuresmexico/</a>	The President of the New Ventures Global Network where he is leading the growth and consolidation	He holds an MBA from the Royal Melbourne Institute of Technology as

				<p>strategy for the network which operates in the United States, Brazil, Colombia, Mexico, China, India and Indonesia. He was also instrumental in the creation of Las Paginas Verdes, the only sustainable goods and services directory in Mexico and one of the largest in the world. As an Ashoka Fellow, Rodrigo is widely recognized as one of the region's leading figures on social and environmental sustainability, and accordingly received the 2008 UBS Visionaris.</p>	<p>well as a Bachelor of Accounting and Financial Management degree from the Tecnologico de Monterrey.</p>
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**Design, Methodology, Approach:** Reports and expert opinions from panelists.

**Outcomes & Analysis:**

Cheers to sessions like this one that was seeking new ways to value services provided by nature, how to integrate those vital elements that the ecosystems give us into a market or mechanism that compensates landowners for conservation practices. Extreme poverty communities own the natural capital of the planet, so we must understand the local context, the huge gaps faced by the highlanders trying to gain access to formal markets, and the sense of urgency to put financial value on ecosystem services from the forests and jungles. The planet's natural heritage is in the hands of families in extreme poverty.

Nature's permanence is at risk, local threats that don't have an economic benefit put the highest biodiversity values at risk and yet they are the stewards of the Biospheres and areas important to conservation.

It is only with an open mind and generous heart that we can create the interest among financial investors in a new concept that puts the established investment beliefs on their head. Let's convert real life values and find the investor that isn't looking for financial compensation but rather a common good and a return that goes beyond the clink of metal. Harmonizing investors and operating in extreme poverty contexts teaches that not all that shines is gold.

The cosmic law of cause and effect will make sure the return in blessings and tranquility of mind, if we have the courage to break with old schemes and really innovate. Rather than "preparing new soups in old pots" this is an invitation to think purposely in generating the solutions that allow conservation for the sacred presence in our forests and biodiversity in the face of global warming.

**Keywords:** Mexico, finance, social entrepreneurs, Avina, Ashoka, Schwab Foundation

**Paper type:** Review of conference panel.

By Pati Ruiz Corzo