

A Guide for Public Managers

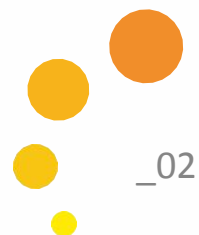
*How city halls, secretariats and other government agencies
can qualify and promote ventures that respond to social and
environmental issues*

Co-realisation



Strategic Partnership





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**Entrepreneurship is
not all the same.**

**Public managers can
make a difference.**

Public managers have the responsibility and the opportunity to create policies and environments that promote the development of innovative and sustainable businesses. Public policies can encourage positive socio-environmental transformation, directly impacting society and the environment.

Making public policy is not all the same, so public managers can be leaders in social transformation by promoting businesses with products and services aimed at solving cities' socio-environmental challenges.

This guide was developed to support public managers in navigating this transformation journey, providing insights, strategies and practical examples of how to stimulate an economy focused on generating positive socio-environmental impact.

Enjoy your journey!

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(COMETRANSFORM)**

coalizão pelo
impacto

What Will You Find Here?

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Businesses with Positive Socio-Environmental Impact

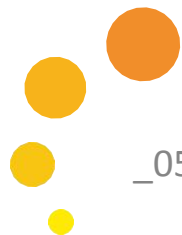
CONTEXT

- ➔ Brazil has serious, recurring environmental and social challenges, which affect people and territories disparately.
- ➔ Public policies and the third sector already deal with these challenges directly but cannot resolve them.
- ➔ It is necessary to commit more people and resources to resolving these challenges.
- ➔ There is an opportunity to stimulate a new economy that rethinks market logic to combine entrepreneurship, technology and innovation to solve social and environmental problems.

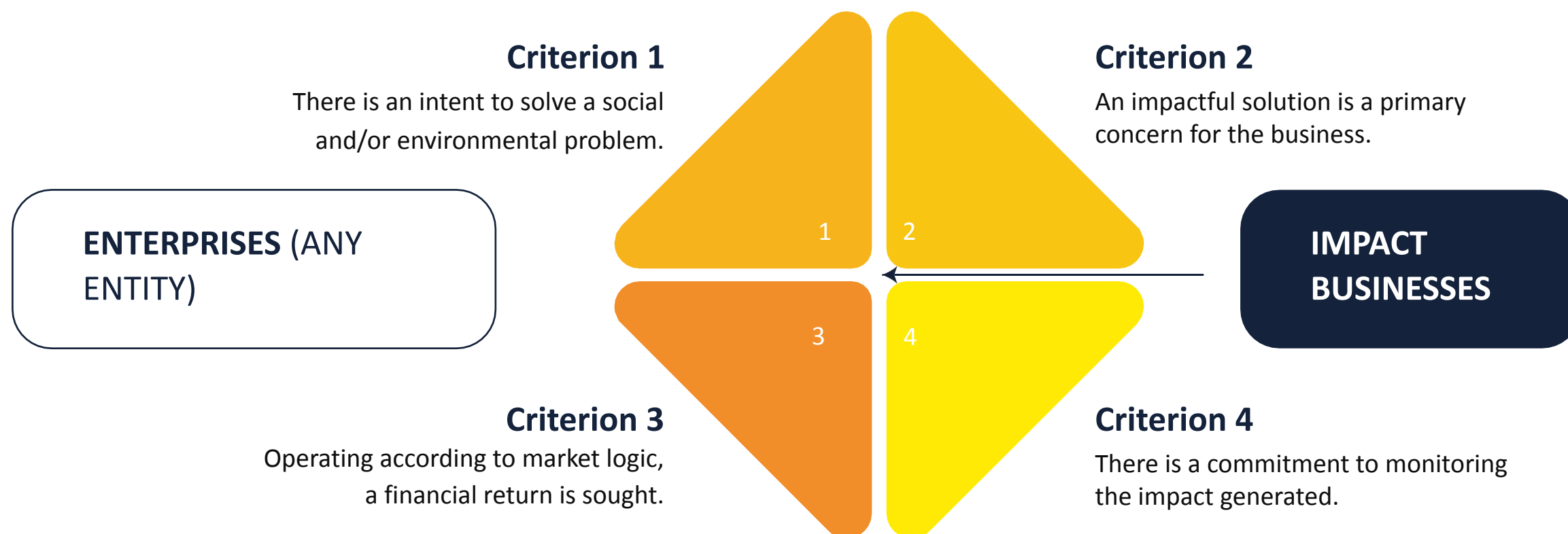
PROPOSAL

- ➔ It is necessary to stimulate and strengthen more business models committed to solving social and environmental problems.

IMPACT BUSINESSES ARE ENTERPRISES THAT USE BUSINESS LOGIC TO IMPROVE THE LIVES OF PEOPLE AND THE PLANET.



Businesses with Positive Socio-Environmental Impact



About the Coalition for Impact



R\$34 Million – 4 Strategic Objectives

Strengthen Local Infrastructure Supporting Impact Businesses

Provide technical and financial support to dynamising organisations.

Promote Impact Businesses

Indirectly promote at least 600 impact businesses.

Generate Investments in Impact Businesses

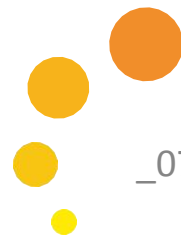
Stimulate public and private investments of R\$15 million for impact businesses.

Generate Financing for Dynamising Organisations

Stimulate financing of R\$15 million from outside the Coalition for dynamising organisations.

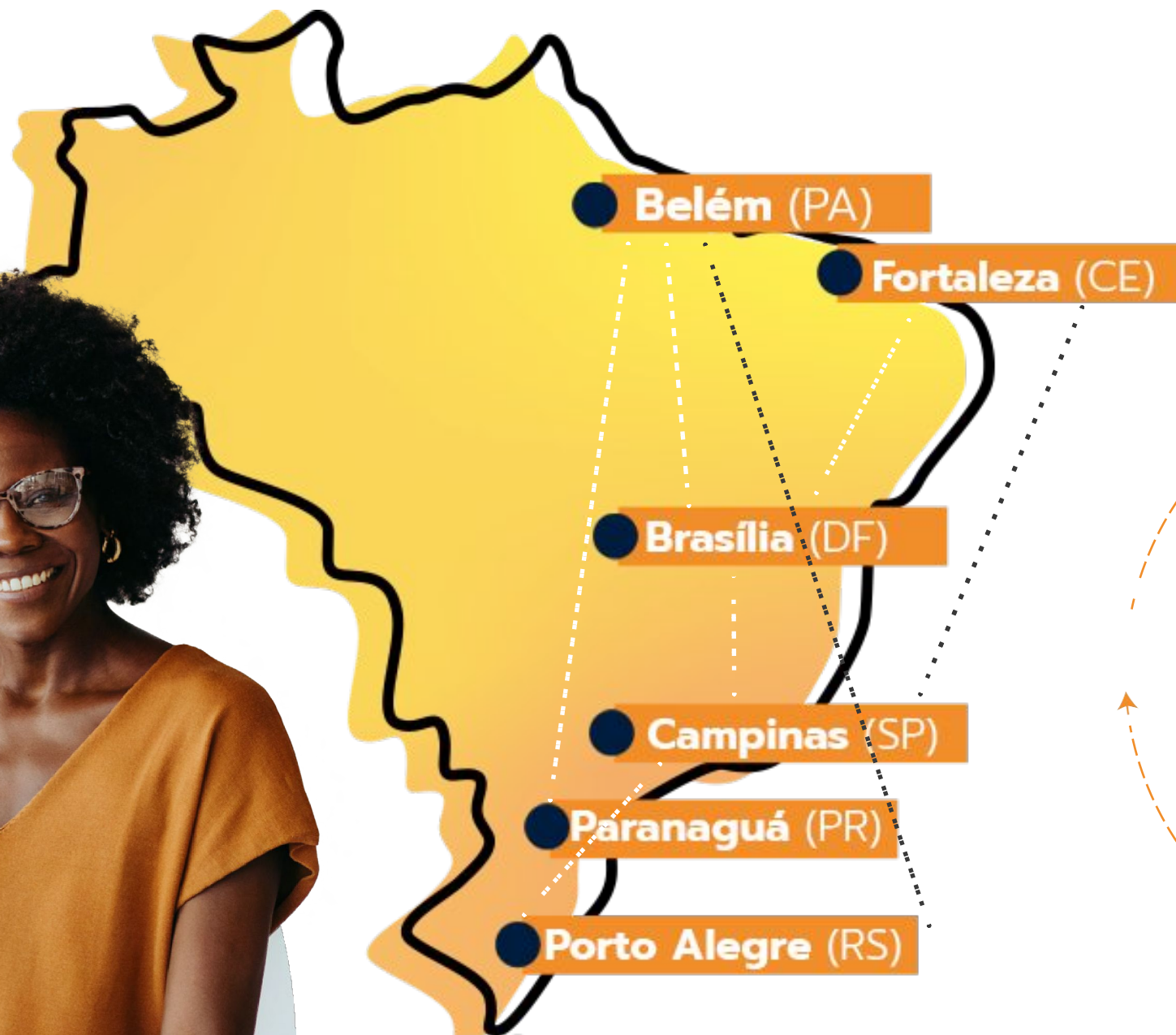
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It's a Coalition of Cities

Each city has local coordination and governance.



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What Positive Socio-Environmental Impact Has to Do with Public Management



Strengthen the role of the mayor and public managers as brokers of the best resources and solutions available to the population

Municipal managers are expected to be knowledgeable about the reality in which they operate, but they do not necessarily have the best answers to the challenges posed.

In addition to being executors, they have the opportunity to foster a network of partners that can help them qualify their understanding of the challenges and promote innovative solutions.

The idea is not to delegate the resolution of problems to third parties but to orchestrate intellectual, financial and network resources around critical issues.

Engage entrepreneurs, the private sector, and innovation and technology centres in solving social problems

Civil society, the private sector, the government, and the third sector must jointly take responsibility for improving living conditions in their territories.

There is a growing predisposition for collaboration, but public management must play its role in the process, showing where the deficiencies and opportunities for improvement lie, encouraging entrepreneurship and innovation programs based on real challenges, offering infrastructure and financial resources for the beginning of the entrepreneurial journey, mobilising educational institutions, the “S system” and development banks for the agenda, and son on.

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How Public Management Can Connect with the Agenda of Positive Socio-Environmental Impact



1

Including the Impact Lens in Local Legislation

Create policies specific to the topic or include criteria, themes and audiences linked to impact businesses in existing policies.

2

Training Public Managers on Innovation and Impact Issues

Expand the repertoire and encourage managers to promote innovation, entrepreneurship and impact agendas.

3

Financing Businesses Committed to Impact

Include impact lenses in public notices, sector funds, credit programs and public procurement policies.

4

Creating Open Innovation Initiatives with Impact

Call for the innovation and impact ecosystem to respond to challenges faced by management and public services.

5

Disseminating Structured Data on Local Socio-Environmental Challenges

Guide entrepreneurs to seek effective solutions to real problems that are a priority for the city.

6

Develop an Impact Measurement Culture

Expand the use and dissemination of impact measurements of social interventions and their effectiveness and potential for amplifying the best solutions developed.

Mapping Public Initiatives to Promote Businesses Committed to Socio-Environmental Agendas



STARTING POINT

The Coalition for Impact, in partnership with the Impact Hub, mapped and analysed public initiatives on the social and impact entrepreneurship agenda of the six cities where we operate.

This is our starting point for developing concrete recommendations, jointly with public managers, on how the public sector can boost its performance.

- [Belém/PA](#) [ACCESS](#) >>
- [Brasília/DF](#) [ACCESS](#) >>
- [Campinas/SP](#) [ACCESS](#) >>
- [Fortaleza/CE](#) [ACCESS](#) >>
- [Paranaguá/PR](#) [ACCESS](#) >>
- [Porto Alegre/RS](#) [ACCESS](#) >>

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Good Practices and Inspiring Examples of Impact Businesses for Public Management



ENIMPACTO PRESENTATION

This is an educational video on the National Strategy for Investments and Impact Businesses (ENIMPACTO), a presidential decree that has guided federal efforts for this agenda since 2017.



MOBILIZATION OF MUNICIPAL MANAGERS

This publication presents an educational invitation for municipal managers to include innovation and impact lenses in their purchasing policies.



GOVTECH OPPORTUNITIES

This publication gives an overview of startups with technological solutions for government demands (B2G) and the ecosystem supporting this business

[Access here](#)



OPEN INNOVATION CASE STUDY

This video presents the 16 businesses selected by PitchGov.SP to test their solutions to resolve some of the 42 challenges mapped out by the government of São Paulo.

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Next Steps on Your Journey with the Coalition for Impact

Would you like to learn more about this topic and share it with your team, leadership and partners?

**AWARENESS
ROUNDS**

The Coalition can hold bilateral meetings and events to present the topic and promote connections with leading organisations.

Would you like to know if a city already has public initiatives on this topic?

**MAPPING AND
ANALYSIS OF
PUBLIC
INITIATIVES**

Learn about the mapping that the Coalition has already carried out in the six cities with existing public initiatives to promote businesses committed to socio-environmental agendas.



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**For more
information,
contact the
Coalition's
local
coordinator in
your city.**

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