



INSIGHTS SUMMARY

PRIORITISING PEOPLE IN CLIMATE STRATEGIES



CLIMATE JUSTICE / COMMUNITY FORUM / 21 NOV 2024

The Business Fights Poverty [Climate Justice Community Forum](#) convened experts and community members to explore how businesses can embed people-centred approaches into climate action. This paper consolidates the key insights from the discussion, offering actionable recommendations to integrate social impact into climate strategies effectively. Below are five insights, followed by examples of actions shared during the forum.

INSIGHT 1: **PUT COMMUNITIES FIRST TO BUILD TRUST AND DRIVE COLLABORATION**

Place communities at the centre of climate strategies, empowering them as equal partners in decision-making and action. Building trust with vulnerable communities fosters mutual ownership, strengthens relationships and creates lasting impact. Successful models like American Climate Futures¹ emphasise the importance of understanding community needs, ensuring transparency and providing tangible guidance. Long-term presence, listening and co-creating solutions are critical to addressing mistrust and unlocking collective action across sectors.

Trust-building efforts, such as those by KOKO Networks² in low-income households or the Resilience Fund for Women in Global Value Chains³, highlight how collaboration with local leaders can shift power dynamics and

create sustainable solutions. Transparency, targeted interventions and accessible communication – like product demonstrations in underserved regions – help build credibility. This approach also benefits businesses by creating stronger customer and community support, reducing resistance and fostering a more inclusive, effective climate strategy.

INSIGHT 2: **REPRIORITISE FUNDING FOR RESILIENCE AND PRE-EMPTIVE ACTION**

Redirect financial flows to focus on resilience and early interventions, ensuring communities are prepared for climate impacts. Forum participants noted that funding disproportionately targets mitigation, leaving vulnerable regions exposed to risks. Investment in early-stage measures, such as inclusive insurance products and climate-resilient infrastructure, reduces long-term costs while strengthening adaptation efforts.

Insurance companies and financial institutions play a pivotal role in driving this shift. For example, Humanity Insured develops products for smallholder farmers to mitigate extreme weather risks and provide financial security. Such pre-emptive investments not only protect vulnerable populations but

1 Forum for the Future. (n.d.). *American Climate Futures*. Available at: <https://www.forumforthefuture.org/american-climate-futures> [Accessed 3 Dec. 2024].

2 KOKO Networks. (n.d.). *Home*. Available at: <https://kokonetworks.com> [Accessed 3 Dec. 2024].

3 *Resilience Fund for Women*. (n.d.). *Home*. Available at: <https://www.resiliencefundforwomen.org> [Accessed 3 Dec. 2024].

also enhance global stability, mitigating the costs of reactive disaster recovery.

INSIGHT 3: ADOPT HOLISTIC CLIMATE AND SOCIAL STRATEGIES

Take a systems-based approach by integrating social and environmental goals to maximise efficiency and impact. Initiatives addressing health, gender equity and economic inclusion can deliver compounding benefits when aligned with climate strategies. For example, CARE International's work empowering women in agricultural value chains⁴ enhances climate resilience and community well-being. Holistic strategies reduce the inefficiency of fragmented efforts, save costs and allow businesses to achieve greater impact across multiple issues simultaneously.

INSIGHT 4: IMPROVE MEASUREMENT OF SOCIAL AND ENVIRONMENTAL IMPACT

Develop robust and accessible methods for assessing both climate and social outcomes. Contributors emphasised the challenge of quantifying systemic changes like trust and community empowerment. Mixed-method approaches, such as those employed by the William Davidson Institute in a project assessing a malaria product market⁵, integrate programme design and data collection to ensure insights are actionable. Weekly updates and collaborative discussions with stakeholders, including policymakers and community health workers, enhance the validity of findings. Additionally, tools like human-centred design and co-developed theories of change, as emphasised by Yaquta from the William Davidson Institute⁶, serve as foundational measurement tools while

4 CARE France. (2024). *Gender Inequalities in Climate Change Adaptation: Beyond a Seat at the Table*. Available at: <https://www.carefrance.org/wp-content/uploads/2024/09/CARE-SEI-Gender-Climate-Report.pdf> [Accessed: 27 Nov. 2024].

5 William Davidson Institute. (n.d.). *Mixed-Methods Analysis for Malaria Market Assessment*. University of Michigan. Available at: <https://wdi.umich.edu> [Accessed 3 Dec. 2024].

6 William Davidson Institute. (n.d.). *Co-Creation and Human-Centred Design in Climate Strategies*. University of Michigan. Available at: <https://wdi.umich.edu> [Accessed 3 Dec. 2024].

improving communication and unlocking innovation by aligning stakeholders around shared goals and values.

INSIGHT 5: PROMOTE REGENERATIVE AND RESTORATIVE SOLUTIONS

Go beyond support to actively create regenerative and restorative outcomes. Initiatives like integrated waste management in Kenya⁷ show how circular economy models can leave ecosystems and communities in better condition than before. Businesses should prioritise funding and partnering on projects that repair environmental damage, restore biodiversity and generate economic benefits for local populations, fostering resilience and sustainability in the long term.

EXAMPLES OF ACTION FROM THE COMMUNITY THAT INSPIRE

EMPOWERING WOMEN IN GRASSROOTS COMMUNITIES

» **Barefoot College** – trains women in rural communities to become solar engineers, educators and entrepreneurs, addressing energy access, gender equality and climate resilience simultaneously.⁸

INCLUSIVE FINANCIAL SOLUTIONS FOR FARMERS

» **Humanity Insured** – offers insurance products tailored to smallholder farmers impacted by climate change, covering extreme weather risks and supporting financial protection.⁹

SUSTAINABLE WASTE MANAGEMENT

» **SUPA BUG LIMITED** (Kenya) – formerly known as Ento Farms – integrates waste management with agriculture by rearing black soldier fly larvae. These larvae are used

7 SUPA BUG LIMITED. (n.d.). *About Us*. Available at: <https://entofarms.com/index.html> [Accessed 3 Dec. 2024].

8 Barefoot College International. (n.d.). *Solar*. Available at: <https://www.barefootcollege.org/solution/solar> [Accessed 3 Dec. 2024].

9 Humanity Insured. (n.d.). *Insurance for Climate Vulnerable Communities*. Available at: <https://www.linkedin.com/company/humanity-insured> [Accessed: 27 Nov. 2024].

to produce protein-rich animal feed and organic fertiliser, reducing CO2 emissions while addressing waste challenges. This innovative approach supports sustainable agriculture, enhances nutrition for livestock and crops, and creates economic opportunities for local communities.¹⁰

GENDER AND CLIMATE JUSTICE ADVOCACY

- » **CARE International** – develops projects with corporate partners to ensure climate resilience within supply chains, prioritising gender equality and empowering women in agricultural value chains.¹¹

SUPPORT FOR INFORMAL WORKERS

- » **Decent Work Support Fund** – aims to improve conditions for informal workers globally, providing training, secure jobs and sustainable income opportunities.¹²

PROMOTING SUSTAINABLE AGRICULTURE

- » **Tembea Futures Institute (Kenya)** – empowers communities to adopt climate-resilient practices, including ecological farming methods and soil conservation initiatives. Their work supports local farmers in improving crop yields while reducing environmental impact. Through these initiatives, the organisation enhances agricultural sustainability and strengthens community resilience to climate change.¹³

ADVANCING CLIMATE JUSTICE IN THE US

- » **Forum for the Future** – created a comprehensive business guide to integrate climate justice principles into corporate strategies and operations.¹⁴

10 SUPA BUG LIMITED. (n.d.). *About Us*. Available at: <https://entofarms.com/index.html> [Accessed 3 Dec. 2024].

11 CARE France. (2024). *Gender Inequalities in Climate Change Adaptation: Beyond a Seat at the Table*. Available at: <https://www.carefrance.org/wp-content/uploads/2024/09/CARE-SEI-Gender-Climate-Report.pdf> [Accessed: 27 Nov. 2024].

12 Fundo Brasil de Direitos Humanos. (n.d.). *Projeto Labora*. Available at: <https://www.fundobrasil.org.br/labora> [Accessed 3 Dec. 2024].

13 Tembea Futures Institute. (n.d.). *About Us*. Available at: <https://tembeafuturesinstitute.org> [Accessed 3 Dec. 2024].

14 Forum for the Future and B-Lab US and Canada. (n.d.). *Business Guide to Advancing Climate Justice*.

CREATING CLIMATE RESILIENCE FUNDS

- » **UN Foundation's Universal Access Project** – mobilises corporate funds for women-led organisations in South and Southeast Asia, focusing on health and climate adaptation.¹⁵

TECHNOLOGY AND CLIMATE-SMART AGRICULTURE

- » **Safaricom DigiFarm (Kenya)** – uses digital platforms to support smallholder farmers with information, resources and access to climate-smart agricultural practices.¹⁶

STRENGTHENING HEALTH SYSTEMS FOR CLIMATE RESILIENCE

- » **National Cancer Society of Malaysia** – integrates health and climate initiatives to address challenges like extreme weather impacts on community health services.¹⁷

INTEGRATED INSURANCE SOLUTIONS

- » **AXA** – inclusive insurance models focus on combining health, natural disaster and personal accident coverage for vulnerable populations.¹⁸

ALIGNING SUSTAINABILITY CERTIFICATIONS

- » **People and Planet First** – harmonises existing sustainability and social impact certification systems under a unified label to reduce complexity and encourage adoption.¹⁹

Available at: <https://www.forumforthefuture.org/business-guide-to-advancing-climate-justice> [Accessed 27 Nov. 2024].

15 Universal Access Project. (n.d.). *Drive Private Sector Action*. Available at: <https://www.universalaccessproject.org/drive-private-sector-action> [Accessed 3 Dec. 2024].

16 Safaricom. (n.d.). *Climate-Smart Solutions via DigiFarm*. Available at: <https://www.safaricom.co.ke> [Accessed: 27 Nov. 2024].

17 National Cancer Society Malaysia (2022). *2022 Impact Report*. Available at: https://cancer.org.my/wp-content/uploads/2023/02/NCSM-Impact-Report-2022_DIGITAL-2.pdf [Accessed 3 Dec. 2024].

18 AXA (n.d.). *AXA EssentiALL: Inclusive Insurance*. Available at: <https://www.axa.com/commitments/axa-essential-inclusive-insurance> [Accessed 3 Dec. 2024].

19 People and Planet First (n.d.). *Home*. Available at: <https://peopleandplanetfirst.org/> [Accessed 3 Dec. 2024].

CONCLUSION

By embedding people-centred approaches into their strategies, businesses can achieve more equitable and effective climate action. The examples and insights above serve as a roadmap for aligning environmental priorities with social impact, ensuring that communities are both supported and empowered in the face of climate challenges.

RESOURCES

- AXA. (n.d.). *AXA EssentiALL: Inclusive Insurance*. Available at: <https://www.axa.com/commitments/axa-essenti-all-inclusive-insurance> [Accessed 3 Dec. 2024].
- Barefoot College International. (n.d.). *Solar*. Available at: <https://www.barefootcollege.org/solution/solar/> [Accessed 3 Dec. 2024].
- Build Change. (n.d.). *Technical Assistance Platform*. Available at: <https://bctap.buildchange.org/> [Accessed: 27 Nov. 2024].
- Business Fights Poverty. (2024). *Partnerships and Business: Aligning Social and Environmental Goals*. Available at: <https://businessfightspoverty.org/partnerships-and-business> [Accessed: 27 Nov. 2024].
- CARE France. (2024). *Gender Inequalities in Climate Change Adaptation: Beyond a Seat at the Table*. Available at: <https://www.carefrance.org/wp-content/uploads/2024/09/CARE-SEI-Gender-Climate-Report.pdf> [Accessed: 27 Nov. 2024].
- Clean Creatives. (2023). *Learn 2023*. Available at: <https://cleancreatives.org/learn-2023> [Accessed 27 Nov. 2024].
- DigiFarm. (n.d.). *Digital Agricultural Solutions for Smallholders in Kenya*. Available at: <https://www.safaricom.co.ke/media-center-landing/frequently-asked-questions/digifarm-faqs> [Accessed: 27 Nov. 2024].
- Ellen MacArthur Foundation. (n.d.). *Circular Economy*. Available at: <https://www.ellenmacarthurfoundation.org/> [Accessed: 27 Nov. 2024].
- Etiqa. (2024). *Phase 6 of Free Mammogram Programme Launched in Perak*. Available at: <https://www.ipohchecho.com.my/2024/06/10/queen-of-perak-launches-phase-6-of-free-mammogram-program/> [Accessed 2 Dec. 2024].
- Etiqa. (2024). *Phase 6 of Free Mammogram Programme Launched in Perak*. Available at: <https://www.ipohchecho.com.my/2024/06/10/queen-of-perak-launches-phase-6-of-free-mammogram-program/> [Accessed 2 Dec. 2024].
- Forum for the Future, B-Lab US and Canada. (n.d.). *Business Guide to Advancing Climate Justice*. Available at: <https://www.forumforthefuture.org/business-guide-to-advancing-climate-justice> [Accessed 27 Nov. 2024].
- Forum for the Future. (n.d.). *American Climate Futures*. Available at: <https://www.forumforthefuture.org/american-climate-futures> [Accessed 3 Dec. 2024].
- Fundo Brasil de Direitos Humanos. (n.d.). *Projeto Labora*. Available at: <https://www.fundobrasil.org.br/labora/> [Accessed 3 Dec. 2024].
- Grean World Technologies. (2024). *Empowering Women Through Clean Cookstoves*. Available at: https://agrilinks.org/sites/default/files/media/file/MSP%20WI-ROI%20Grean%20World%20Case%20Study_Final_508%20Compliant_1.11.24.pdf [Accessed: 27 Nov. 2024].
- Humanity Insured. (n.d.). *Insurance for Climate Vulnerable Communities*. Available at: <https://www.linkedin.com/company/humanity-insured/> [Accessed: 27 Nov. 2024].
- KOKO Networks. (n.d.). *Home*. Available at: <https://kokonetworks.com/> [Accessed 3 Dec. 2024].
- National Cancer Society Malaysia. (2022). *2022 Impact Report*. Available at: https://cancer.org.my/wp-content/uploads/2023/02/NCSM-Impact-Report-2022_DIGITAL-2.pdf [Accessed 3 Dec. 2024].

RESOURCES cont.

- Next Billion. (2024). *Rethinking Approach to Multilateral Collaboration: Time to Give Philanthropic and Private Sectors Equal Seat at the Table*. Available at: <https://nextbillion.net/rethinking-approach-multilateral-collaboration-time-to-give-philanthropic-private-sectors-equal-seat-at-table/> [Accessed 27 Nov. 2024].
- People and Planet First. (n.d.). *Home*. Available at: <https://peopleandplanetfirst.org/> [Accessed 3 Dec. 2024].
- Rainforest Alliance. (2022). *Hybrid Community-Based Monitoring System*. Available at: <https://www.isealliance.org/innovations-standards/innovations-projects/enabling-community-monitoring-geospatial-technology> [Accessed: 27 Nov. 2024]. Reckitt. (2021). *Protecting Ecosystems in Our Value Chain*. Available at: <https://www.reckitt.com/media/uajovzmy/protecting-our-ecosystems-2021.pdf> [Accessed 3 Dec. 2024].
- Reckitt. (2024). *Sustainable Livelihoods & Working Conditions*. Available at: <https://www.reckitt.com/our-impact/fairer-society/sustainable-livelihoods-working-conditions/> [Accessed: 27 Nov. 2024].
- Resilience Fund for Women. (n.d.). *Home*. Available at: <https://www.resiliencefundforwomen.org/> [Accessed 3 Dec. 2024].
- Safaricom. (n.d.). *Climate-Smart Solutions via DigiFarm*. Available at: <https://www.safaricom.co.ke/> [Accessed: 27 Nov. 2024].
- Starbucks. (2023). Starbucks to Open Sustainability Learning and Innovation Lab in Costa Rica. Available at: <https://about.starbucks.com/press/2023/starbucks-to-open-sustainability-learning-and-innovation-lab-in-costa-rica/> [Accessed 27 Nov. 2024].
- SUPA BUG LIMITED. (n.d.). About Us. Available at: <https://entofarms.com/index.html> [Accessed 3 Dec. 2024].
- Tembea Futures Institute. (n.d.). *About Us*. Available at: <https://tembeafuturesinstitute.org/> [Accessed 3 Dec. 2024].
- Universal Access Project. (n.d.). Drive Private Sector Action. Available at: <https://www.universalaccessproject.org/drive-private-sector-action> [Accessed 3 Dec. 2024].
- Universal Access Project. (n.d.). Private Sector Resources. Available at: <https://www.universalaccessproject.org/resources/category/Private+Sector> [Accessed 3 Dec. 2024].
- Universal Access Project. (n.d.). Commit. Available at: <https://www.universalaccessproject.org/commit> [Accessed 3 Dec. 2024].
- VEJA. (n.d.). *Fair Trade*. Available at: <https://project.veja-store.com/en/single/fairtrade/> [Accessed 3 Dec. 2024].
- Wildlife Works. (n.d.). *Kasigau Corridor REDD+ Project*. Available at: <https://www.wildlifeworks.com/> [Accessed: 27 Nov. 2024].
- William Davidson Institute. (2023). *Dynamic Business Models Focus of Clean Cooking Webinar*. Available at: <https://wdi.umich.edu/news/dynamic-business-models-focus-of-clean-cooking-webinar/> [Accessed 27 Nov. 2024].
- William Davidson Institute. (n.d.). *Co-Creation and Human-Centred Design in Climate Strategies*. University of Michigan. Available at: <https://wdi.umich.edu/> [Accessed 3 Dec. 2024].
- William Davidson Institute. (n.d.). *Mixed-Methods Analysis for Malaria Market Assessment*. University of Michigan. Available at: <https://wdi.umich.edu/> [Accessed 3 Dec. 2024].

Annex: Named Contributors

Agathe Bukasa, Executive Director,
Fair Cobalt Alliance (FCA)

Alice Allan, Director, Collaboration,
Business Fights Poverty

Ariana Karamallis, Global Advocacy and
Development Manager, Build Change

Benson Simba, Director of Social Determinants
of Health, Amref Health Africa

Claire Bosch Zuazo, Global Lead,
Social Impact, Anthesis Group

David Wofford, Senior Director,
Private Sector Strategy & Engagement,
United Nations Foundation

Elizabeth Ochieng, Founder and
CEO, Supa Bug Limited

Evgenia Kyanova, CEO Office & Project
Advisor, Forum for the Future

Hayley Capp, New Business Manager -
Climate Justice, CARE International UK

Hina West, Global Impact Director,
People and Planet First

James William Miltzer, Managing Editor,
NextBillion, William Davidson Institute

John Mwakima, Community Leader and
Environmentalist, Kasigau REDD+ Wildlife Works

Laura De Alba, Partnerships Coordinator
and Producer, We Make Change

Laura Hawkesford, Co-Director,
The Partnership Collective

Laura Monikowska, Coordinator, Impacts &
Evidence Coordinator, Impacts & Evidence, ISEAL

Lauren Ropp, Co-Founder and CEO,
Institute for Development Impact

Malkia John, COP29 Youth Ambassador,
Business Fights Poverty

Matt Deacon, Senior Programme Funding
Manager, SOS Children's Villages

Michael Ojo, Executive Director, Let's
Build for Humanity Initiative

Molly Burns, Manager, Development and
Strategic Partnerships, Women's World Banking

Neliswa Hare, Head of Projects and
Partnerships, Humanity Insured

Nicholas Ngesa, Chief Operating
Officer, Tembea Futures Institute

Dr Shyam Katta, Program Director, Heifer India

Sue Stevenson, Director of Strategic
Partnerships and International Development,
Barefoot College International

Teresa Gomes, Senior Project Officer -
Climate, Digital Opportunity Trust

Verity O'Shaughnessy, Co-Director,
The Partnership Collective

Dr. Vicky Vignesvari, Deputy Director,
National Cancer Society Malaysia

Vijay Palat, Chief Executive Officer,
Lawrencedale Agro-Processing (India)

Wendy Smith, Agriculture and Public-
Private Partnerships Lead, AXA EssentiALL

Yaquta Fatehi, PMI Services & Projects, William
Davidson Institute, University of Michigan