**ROADMAP FOR SECTOR INTERVENTION**

**Why is it necessary?**

**In the world**
- 1,5 BILL. OF BRICKS PRODUCED PER YEAR
- 45,000 PRODUCERS IN LATIN AMERICA
- 90% OF THE PRODUCTION IS LOCATED IN CHINA, INDIA, PAKISTAN, ETHIOPIA AND BANGLADESH
- 2,435 BRICK KILNS
- 70% RUNS WITH FOSSIL FUELS
- CONTRIBUTE TO THE 20% OF THE GLOBAL BLACK CARBON EMISSIONS
- THERE ARE 8,000 PEOPLE DUE TO POLLUTION EXPOSURE
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**In Colombia**
- The Colombian model is consolidated as a methodological route that has different tools such as:
  1. Sector inventory
  2. Climate accounting, measurement and analysis generated by unregulated pollutants that affects climate variability and health
  3. Business Sector workshops
  4. Networks and knowledge transfer at national and international level
  5. Communication and socialization of the results achieved through webinars, social networks and events
  6. Information and data provision

**Strategies per business sector**

**Artisanal entrepreneurs**
- Stepped conversion model
- Public policy actors management
- Portfolio of actions between state actors

**Medium entrepreneurs**
- Energy efficiency project implementation
- Measurements
- KPI monitoring
- Monitoring, verification and report
- Positioning strategy
- Market diversification strategies

**Large entrepreneurs**
- Environmental certifications
- Innovation and development of new products
- New markets: Sustainable building and alternative materials
- Sectorial strategy for the guild promotion and strengthening in the value chain
- Business mentoring

**STEP BY STEP**

1. **Conventions**
   - Environmental authority
   - Association
   - Industry Guild
   - NGO’s
   - Citizenship
   - Academy
   - Surveys
   - SWOT
   - Actor mapping
   - Focus Groups

2. **Recognize business sector particularities and its environment**

3. **Technical assistant management and project implementation**

4. **Agreement on regulatory and technical solutions**
   - Guides, manuals
   - Training plan
   - Technology conversion plan
   - Journals
   - Proposals
   - Documents
   - Guides

5. **Validation, implementation and monitoring**
   - Roadmap
   - Monitoring and tracking system