



A framework for understanding microfinance-driven climate adaptation: engaging small farmers in the Andes

THE NEED

The UNEP and Frankfurt School wanted to engage small farmers in the Andean region of Peru and Colombia to undertake Microfinance for Ecosystem-based Adaptation (MEBA) projects in order to help the local population better prepare for and understand climate change, adaptation, ecosystems and microfinance. It was important to convey the information in a way that resonated with the farmers and their communities.

OUR APPROACH

Milepost researched, compiled, organized and analyzed secondary data to create a framework and determine the most compelling, relevant messages for the audience. We also developed a methodology to quantify the potential agro-climatic risks, opportunities and impacts on different local crops, which enabled us to include examples tailored to the target communities. Finally, we supported the Frankfurt design team in the creation of infographics, from ideation to final product.

THE RESULTS

The highly visual final document allows non-experts to understand the issues and risks of Andean agriculture under climate change and the opportunities for microfinance sector involvement. Our research highlighted the role the microfinance sector could have in promoting climate change adaptation, with a particular emphasis on sustainable approaches. The data and report provide a foundation for localized awareness and education campaigns to be created.



QUESTIONS

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