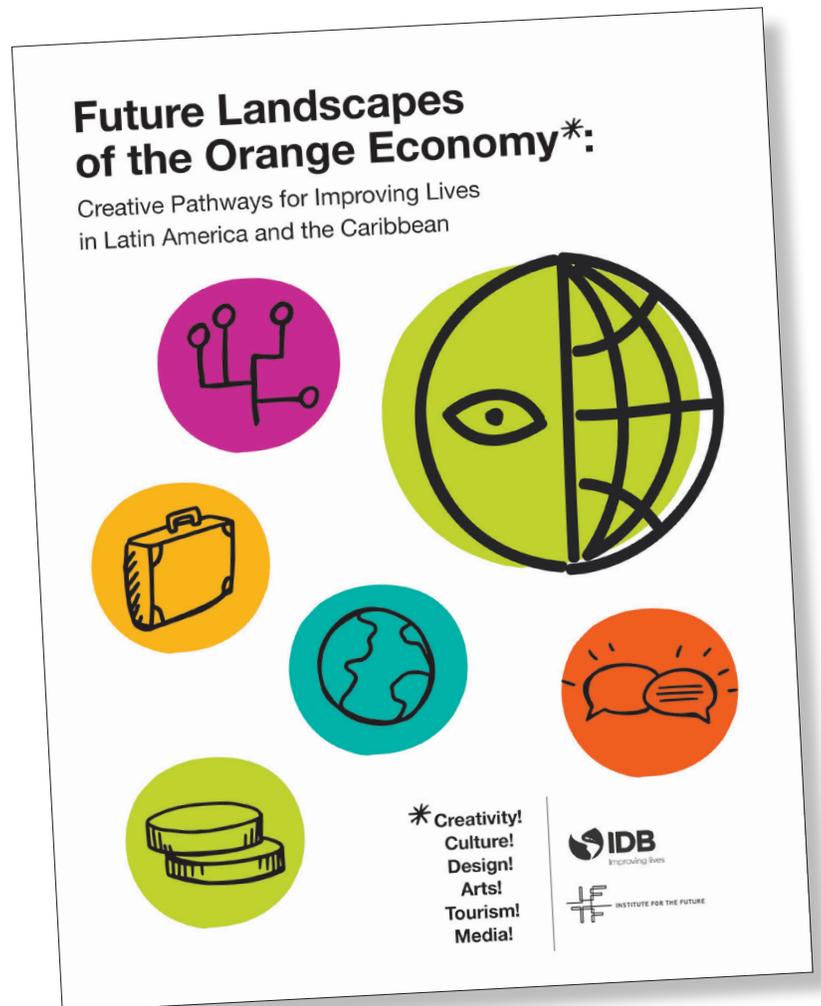# Report Quick-Start Guide

Why Read this Report

The challenges and opportunities for sustainable development are rapidly transforming in Latin America and the Caribbean. We see this in increasing disruption of our existing systems: ecological, financial, social. Pursuing sustainable development will require engagement with new sectors—such as the Orange Economy—as well as new strategies.

This report is intended to spark new ideas for how to leverage and support the leading edge of the Orange Economy as part of a robust strategy towards sustainable development. This report re-examines the way things are done, explores sources of change, and ultimately suggests new strategies to better serve the needs of the future.

Future Landscapes of the Orange Economy*:
Creative Pathways for Improving Lives in Latin America and the Caribbean

*Creativity!
Culture!
Design!
Arts!
Tourism!
Media!

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How to Use this Report

SOURES OF DISRUPTION IDENTIFIED IN THIS REPORT

Drivers (p. 2–3)

This report explores some of the broad contextual changes impacting development challenges and strategies in Latin America and the Caribbean. Some of these drivers, such as climate change, will be familiar. But even familiar forces may impact LAC in ways that could be surprising: for example, in LAC, climate change may have cultural impacts, as indigenous groups are disrupted and forced to migrate. Other drivers may be less familiar: for example, the emergence of decentralized (and currently lightly regulated) blockchain technologies for coordinating economic transactions. These drivers will inform the context for development in LAC. Read them to consider the impact on the sectoral work and country strategies.

Zones of Innovation (p. 8–17)

Zones of innovation are examples of business models, technologies, and practices that could be leveraged to do development differently. These examples are rooted in small-scale, sometimes experimental organizations and interventions already taking place today. They suggest what the future of the Orange Economy may look like within LAC in the next decade. Read them to consider new sectoral and country strategies to prepare for the future.

IF YOU HAVE ...

1-2 hours

Step 1: Review the drivers and make sure your organization, country or sector is prepared to address them in the coming decade. Upon reading the drivers, list assumptions your organization tends to make about these drivers when it designs projects. How might these drivers impact the projects you design over the next decade?

Step 2: Look through the zones of innovation that are mapped to the most important drivers for your organization, country or sector (page 4–5 of this guide). Read these mini-forecasts for ideas on how to leverage the Orange Economy to support successful development in the next decade.

How to Use this Report

1-2 weeks

Gather a group of stakeholders and/or colleagues to begin developing a pipeline of pilot projects.

Step 1: Review the drivers to understand the broader contextual changes impacting development in Latin America and the Caribbean. Explore how the new technologies, finance models, and changing environmental and social patterns impacting your country or sector of focus. Note down as many impacts as your team can uncover. Highlight which drivers (and the specific aspects of the driver) will open up new opportunities for the Orange Economy to drive sustainable development. What are these opportunities and what will their impact be on your development goals?

Step 2: Read each zone of innovation and explore the associated examples of business models, innovations, and practices. For each zone of innovation, identify several opportunities and challenges for your sector. How can the blockchain be leveraged to meet sustainable development goals, for example?

Step 3: Map sectoral or national level initiatives along the zones of innovation. How much of your portfolio reflects the emerging future of the Orange Economy? Are you prepared, or is there room for innovation?

Step 4: List one pilot project for each zone of innovation you can run to test a new strategic direction. The goal is to slowly learn best practices for meeting the needs of 2030. Make sure the experiment is small enough that failure won't have negative repercussions.

Possible Strategic Pilot Projects to Jumpstart Your Thinking

» **Run an internal competition:** ask program officers to read the report and design a new project or initiative. Give funding to the best ideas.

» **Find partners to conduct a blockchain experiment** tracking creative assets or micropayments to artists.

» **Reach out to some of the companies and organizations** that are included as signals to see if they'd like to partner to build LAC's future.

» **Map internal teams** looking at digital capabilities, see if they are able to support women-led digital design and coding businesses throughout LAC.

» **Run an RFP or competition** for services providing 'income smoothing' in a target community in LAC.

» **Invite artists to contribute** to an in-person or online conversation about how they see their work contributing to regional development and/or emergency response.

IDB Sectors: Guide to Relevant Parts of the Report

Have a particular area of interest? This chart provides an at-a-glance view of the most relevant parts of the report based on IDB's sectors of operations. Find the sectors that interest you most and start exploring!

Sector	Relevant Driver(s) of Change	Relevant Zone(s) of Innovation
Agriculture and Rural Development	• Geographies (p. 2)	• Amplified Cultures & Landscapes (p. 11) • Inspired by Nature (p. 14)
Education	• Narratives (p. 2) • Work (p. 3) • Technologies (p. 3)	• Platform Cooperativism (p. 8) • Empowering Women in Tech (p. 10) • Amplified Cultures & Landscapes (p. 11) • Quantifying Creative Impact (p. 17)
Energy	• Geographies (p. 2) • Finance (p. 3)	• Inspired by Nature (p. 14)
Environment and Natural Disasters	• Geographies (p. 2)	• Artists as First Responders (p. 9) • Amplified Cultures & Landscapes (p. 11) • Inspired by Nature (p. 14)
Financial Markets	• Finance (p. 3)	• Regional Creative Markets & Clouds (p. 12) • Pro-creative Finance (p. 13) • Blockchain for Authentication (p. 15) • Social Revenue Sharing (p. 16) • Quantifying Creative Impact (p. 17)
Health	• Geographies (p. 2) • Narratives (p. 2) • Work (p. 3)	• Platform Cooperativism (p. 8) • Artists as First Responders (p. 9) • Quantifying Creative Impact (p. 17)
Industry	• Narratives (p. 2) • Geographies (p. 2) • Finance (p. 3) • Work (p. 3) • Technologies (p. 3)	• Platform Cooperativism (p. 8) • Empowering Women in Tech (p. 10) • Regional Creative Markets & Clouds (p. 12) • Blockchain for Authentication (p. 15) • Social Revenue Sharing (p. 16)
Private Firms and SME Development	• Work (p. 3) • Finance (p. 3)	• Platform Cooperativism (p. 8) • Empowering Women in Tech (p. 10) • Regional Creative Markets & Clouds (p. 12)

IDB Sectors: Guide to Relevant Parts of the Report

Sector	Relevant Driver(s) of Change	Relevant Zone(s) of Innovation
Reform/ Modernization of the State	• Narratives (p. 2) • Geographies (p. 2) • Work (p. 3)	• Artists as First Responders (p. 9) • Regional Creative Markets & Clouds (p. 12) • Pro-creative Finance (p. 13) • Quantifying Creative Impact (p. 17)
Regional Integration	• Narratives (p. 2) • Work (p. 3) • Finance (p. 3)	• Regional Creative Markets & Clouds (p. 12) • Blockchain for Authentication (p. 15) • Quantifying Creative Impact (p. 17)
Science and Technology	• Geographies (p. 2) • Technologies (p. 3)	• Amplified Cultures & Landscapes (p. 11) • Inspired by Nature (p. 14) • Quantifying Creative Impact (p. 17)
Social Investment	• Narratives (p. 2) • Geographies (p. 2) • Work (p. 3)	• Platform Cooperativism (p. 8) • Artists as First Responders (p. 9) • Empowering Women in Tech (p. 10) • Amplified Cultures & Landscapes (p. 11) • Pro-creative Finance (p. 13) • Quantifying Creative Impact (p. 17)
Sustainable Tourism	• Geographies (p. 2) • Narratives (p. 2)	• Artists as First Responders (p. 9) • Amplified Cultures & Landscapes (p. 11)
Trade	• Finance (p. 3) • Work (p. 3) • Technologies (p. 3)	• Regional Creative Markets & Clouds (p. 12) • Inspired by Nature (p. 14) • Blockchain for Authentication (p. 15)
Transport	• Geographies (p. 2) • Work (p. 3)	• Artists as First Responders (p. 9) • Blockchain for Authentication (p. 15)
Urban Development and Housing	• Geographies (p. 2) • Narratives (p. 2) • Work (p. 3)	• Platform Cooperativism (p. 8) • Artists as First Responders (p. 9) • Inspired by Nature (p. 14) • Quantifying Creative Impact (p. 17)
Water and Sanitation	• Geographies (p. 2)	• Artists as First Responders (p. 9) • Inspired by Nature (p. 14)

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