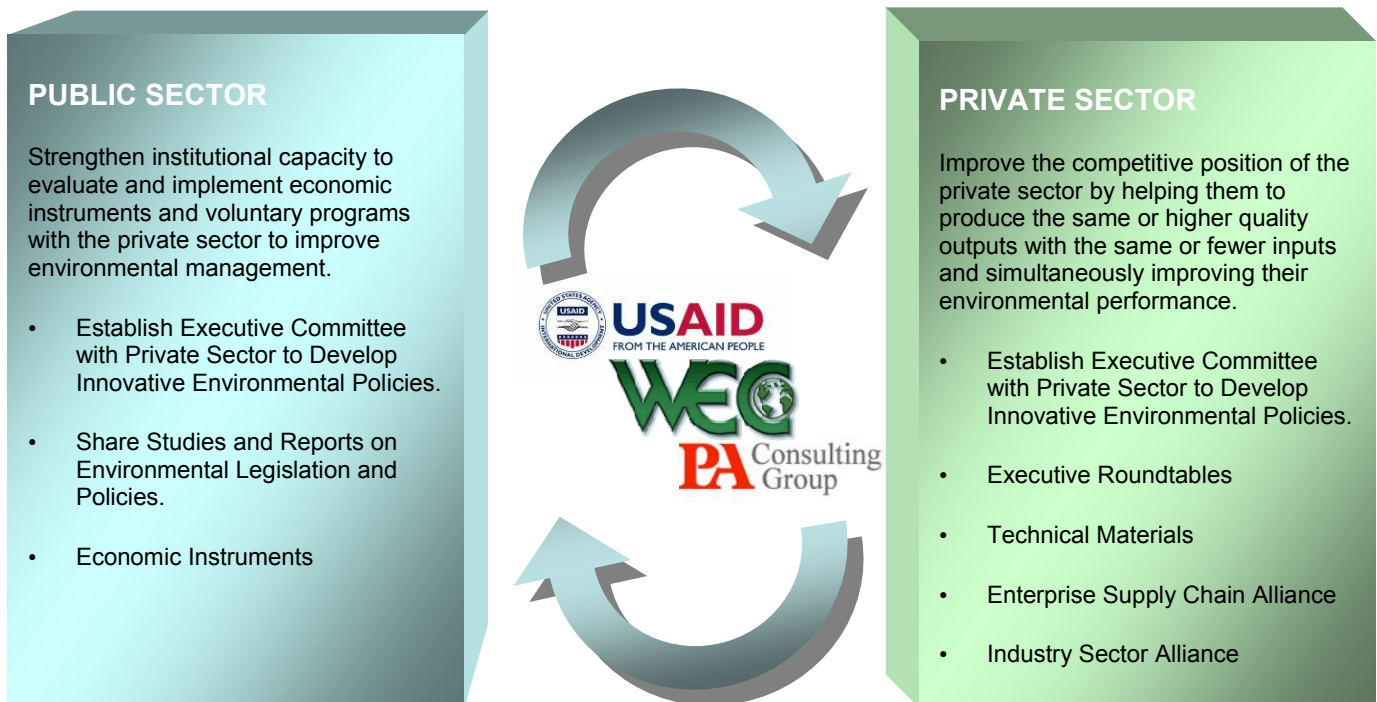


## Alliance for Private Sector Competitiveness in El Salvador

WEC and PA Consulting are working under a USAID cooperative agreement to implement an integrated program to improve competitiveness and reduce environmental impact in Salvadoran industry. This work is focused on four key areas in the public and private sector:

- 1) Economic instruments to spur private sector environmental improvement: support the Ministries of Economy and Environment in designing and implementing policies that send market signals that encourage companies to improve environmental performance.
- 2) Support for cleaner production audits: strengthen the National Cleaner Production Center through joint work on industrial environmental audits and assessments in key industrial sectors
- 3) Periodical business roundtables: bring experienced leaders from WEC's multinational membership to present topics of current interest in the nexus of energy, environment and competitiveness, including insights related to free trade under CAFTA
- 4) Supply chain greening projects: work with two large companies who agree to require increasing levels of environmental performance from their local suppliers and offer to provide leadership and guidance, thereby reaching large numbers of small and medium-sized enterprises for environmental and competitive improvements



*The project provides a coherent approach to improving both environmental performance and industry competitiveness, in addition to helping industries comply with CAFTA environmental requirements. Furthermore, these activities offer a platform for broader intervention and support in El Salvador and other Central American countries at a low incremental cost due to WEC/PA on-the-ground capabilities and support of WEC membership.*