



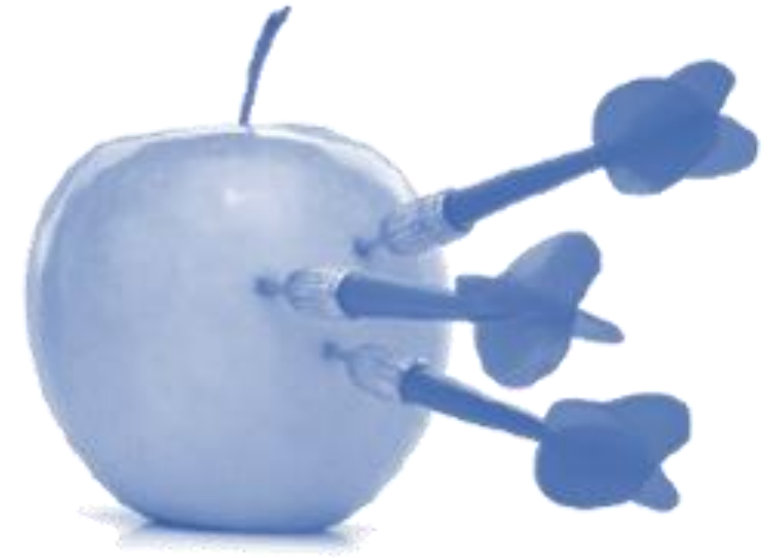
# THE COOL MOVE

**COLD CHAIN & AGRO-LOGISTIC EVOLUTION IN EMERGING MARKETS**

# WHY THE COOL MOVE?

## THE LACK OF COLD CHAINS IS A KEY DETERMINANT OF FOOD LOSSES OF PERISHABLE FOODS, BUT CAN ALSO CREATE A TRIPLE WIN

- **Research** shows **cold chain** as an important solution for **reducing FLW** in emerging markets and therefore increase **food security**,
- At the same time there is a **growing middle class**, which increases the uptake of quality foods, including meat, dairy and F&V
- The case for **investing in cold chain** to reduce FLW is compelling and can be a **triple win**:
  1. It **lowers the environmental footprint** (carbon, land, water, biodiversity)
  2. It has **social impact** because it improves food availability and nutrition
    - Fruit, vegetables, dairy products, milk, aquaculture products and meat are all ranked on highest priority to improve diets, but all need cold chain to prevent losses
  3. It has economic impact, because it **saves money** and **increases incomes** of small holder farmers



# WHAT IS THE PROBLEM TO SOLVE?

## RURAL COLD CHAIN ACCESSIBILITY IS ABSENT IN EMERGING MARKETS, CAUSING HIGH NUMBERS OF POST-HARVEST LOSSES

Cold storage is virtually non-existent in rural areas. Therefore smallholders generally are not storing their produce, affecting the quality and quantity of produce and causing **post-harvest losses**. The main reasons for lack of cold storage in rural areas are\*:

1. Poor Cold Chain Infrastructure *(due to lack of professional organisations and policies)*
2. Lack of Proper Finance and Investment *(due to lack of proper viable business models)*
3. Lack of Access to Markets *(including regional trade)*
4. Lack of Access to Knowledge & Data
5. Poor access to affordable Technology



# WHAT IS THE COOL MOVE?

## A TRANSITION HUB TO PROMOTE COLD CHAIN EXPANSION AND ESTABLISHMENT OF PUBLIC AND PRIVATE FINANCE MECHANISMS FOR THIS



### Our ambition:

Becoming the **central transition hub** for cold chain investments in emerging markets, which is data backed, market driven and aimed to scale with impact on the ground.



### Combining food x energy:

The angle of energy access is crucial for deployment of cold chain technology in rural areas. Efforts from both the energy access- and the food systems side, can strengthen each other when learnings and evidence are shared, to help develop viable instruments with the right institutions. The Cool Move will be the first initiative to bring food and energy together

# WHAT ARE THE GOALS OF THE COOL MOVE?

## COLD CHAIN EXPANSION, REDUCING FOOD LOSSES & BOOST FOOD SECURITY BY CONNECTING THE DOTS AND MAKING EXISTING INITIATIVES ADD UP

### Cold chain expansion, reducing food losses & boost food security

The overall goal is to reduce food losses and boost food security in emerging markets by integrating clean and energy efficient cold chain (accessibility and utilisation) in fresh value chains in rural areas.

- Double the cold chain footprint and utilization in the countries involved in the next 5 years
- Double it again in the following 5 years
- Create a cohesive programmatic framework and financing mechanism to support the growth of the sector through investment-ready projects
- A year on year 10% decrease in post-harvest losses

### Connecting the dots & making it to add up

A lot is happening in the field of cold chain in emerging markets. There are already many coalitions, projects and small businesses active in the field. However, there is no one who has the complete overview, who connects all the actors and who makes everything that is already happening to add up. The Cool Move Initiative not only provides the opportunity to establish / bind the network together, but also actively engages with the different projects and companies as part of the different workstreams. Together, these companies and projects form the backbone of the Cool Move Initiative.

# WHAT DOES THE COOL MOVE TRANSITION HUB DO?

## IT CREATES AN IDEAL & EFFECTIVE ENABLING ENVIRONMENT FOR ENTREPRENEURSHIP AND INVESTMENTS

The Cool Move starts with **gathering the right cold chain data** for entrepreneurs, governments and banks.

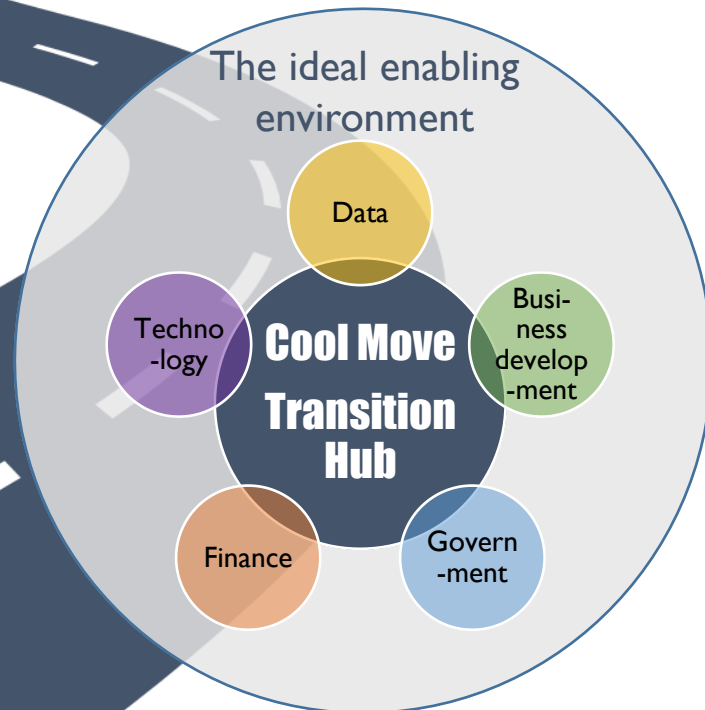
The Cool Move searches for the **right technology use cases** for the right target group

The Cool Move supports **local entrepreneurs & ngo's** to find and build the **right business models**

The Cool Move liases with **governments for the right policies**

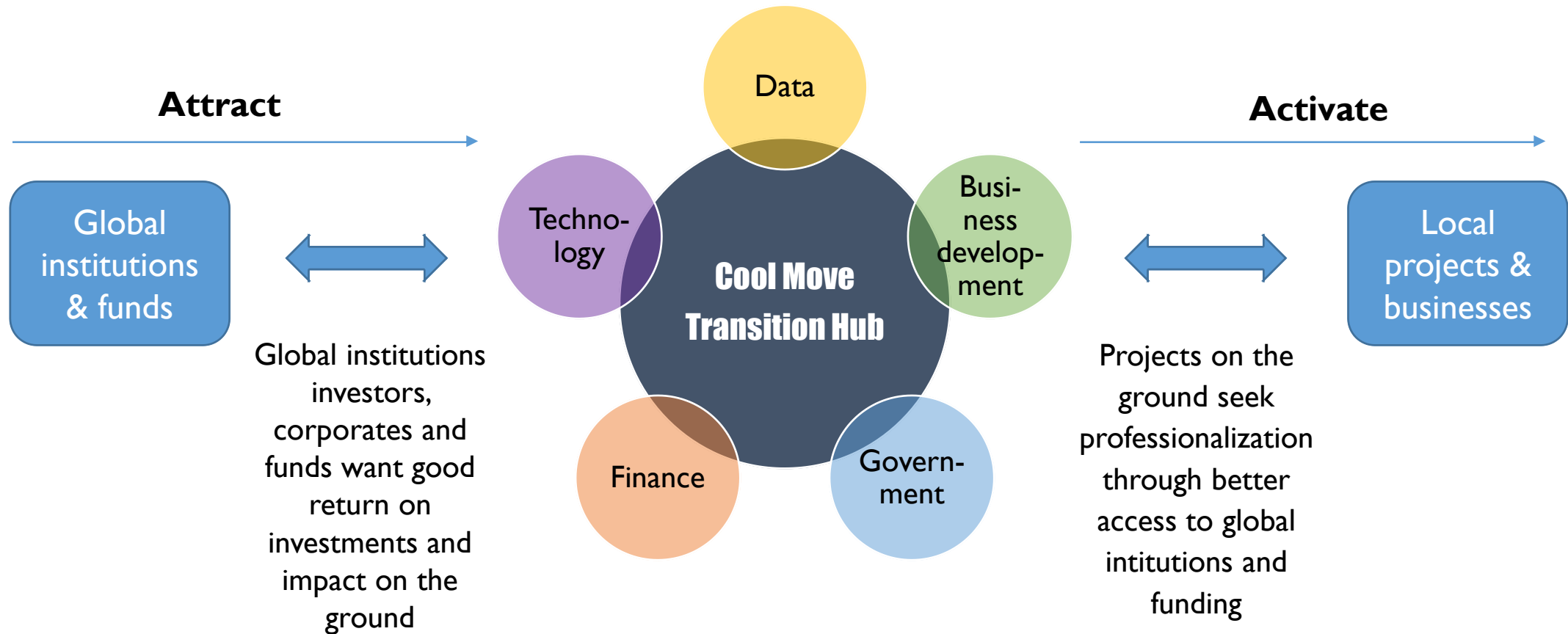
All this will provide critical information to **unlock funding mechanisms** that will be developed to **expand the cold chain**, in perishable value chains resulting in **less food losses and improved food security**

The ideal enabling environment

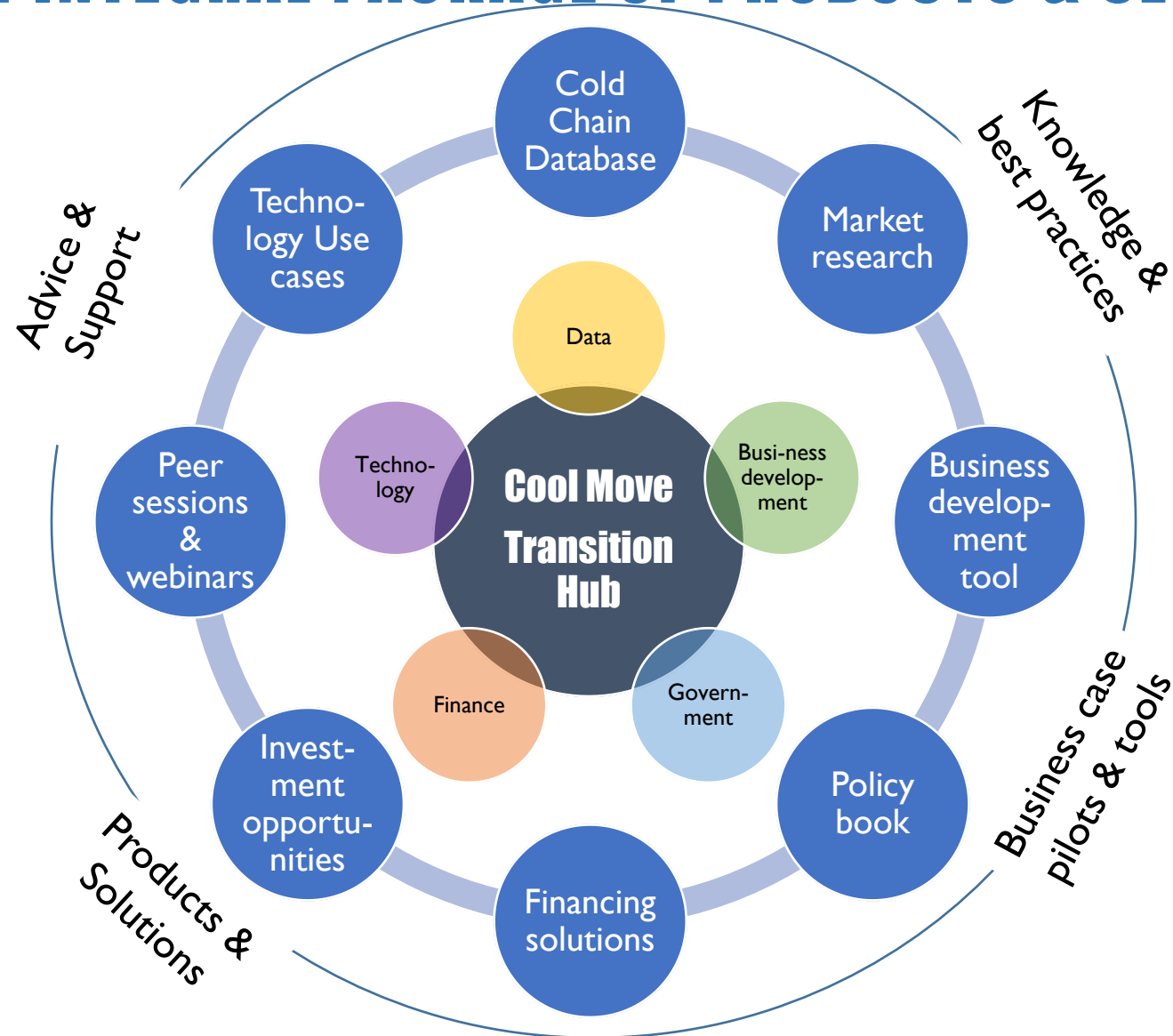


# WHAT GAP DO WE FILL?

THE COOL MOVE IS BRIDGING GLOBAL INSTITUTIONS AND LOCAL PROJECTS & BUSINESSES THROUGH 5 KEY AREAS



# WHAT DOES THE COOL MOVE TRANSITION HUB OFFER? IT OFFERS AN INTEGRAL PACKAGE OF PRODUCTS & SERVICES





# HOW ARE WE WORKING?

## WE COUNT, WE TEST, WE CHANGE & WE SCALE

### 1. COUNT IT

- Good data is the foundation of good decision-making, therefore we start with data and research

### 2. TEST IT

- With the insights from research, we will design game-changing new business models and run pilots to validate them to build a strong evidence base

### 3. CHANGE IT

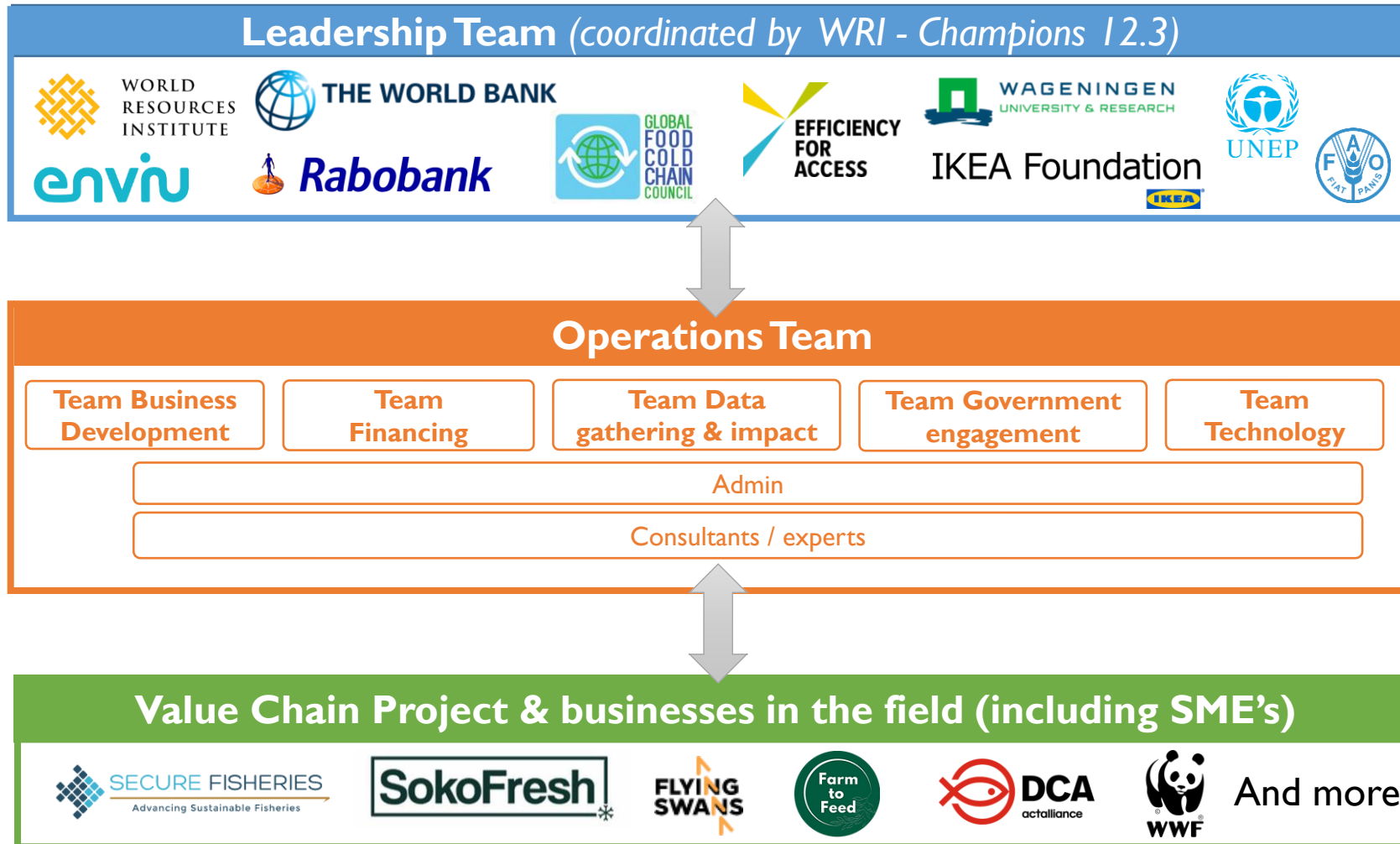
- We will use our resources to influence government policies, business strategies, and civil society action, implementing what works and work with partners to create change on the ground

### 4. SCALE IT

- We don't think small - once tested and changed, we work with partners to adopt and expand our efforts regionally and globally and elevate our impact and measure success

# WHO IS INVOLVED?

THE COOL MOVE IS LED BY A CONSORTIUM OF LEADING INSTITUTIONS AND COLLABORATES WITH LOCAL PARTNERS



# WHAT IS THE IMPACT OF THE COOL MOVE?

## WE CONTRIBUTE TO 7 DIFFERENT SDGS

The work and initiatives will focus specifically on:

- Securing quality and quantity of highly nutritious food in rural areas, for local markets, cities and exports
- Empowering SMEs (storage managers, logistics providers, producers, traders and retailers) and creating off-farm jobs for youth.
- Empowering smallholder farmers and fishers (especially women) who are often last in line for access to finance, technology, skills and knowledge to reduce farm and near farm losses
- Increasing access to off-takers and enhancing market linkages
- Raising investments and implementing finance solutions for cold chain and other agro-logistics
- Deploying technology and scaling up successful bankable business models (including digital techs, renewable energy-based techs), such as solar-powered cold hubs/systems near farm
- Reducing post-harvest losses substantially in affected value chains by 2030



**THANK  
YOU**

