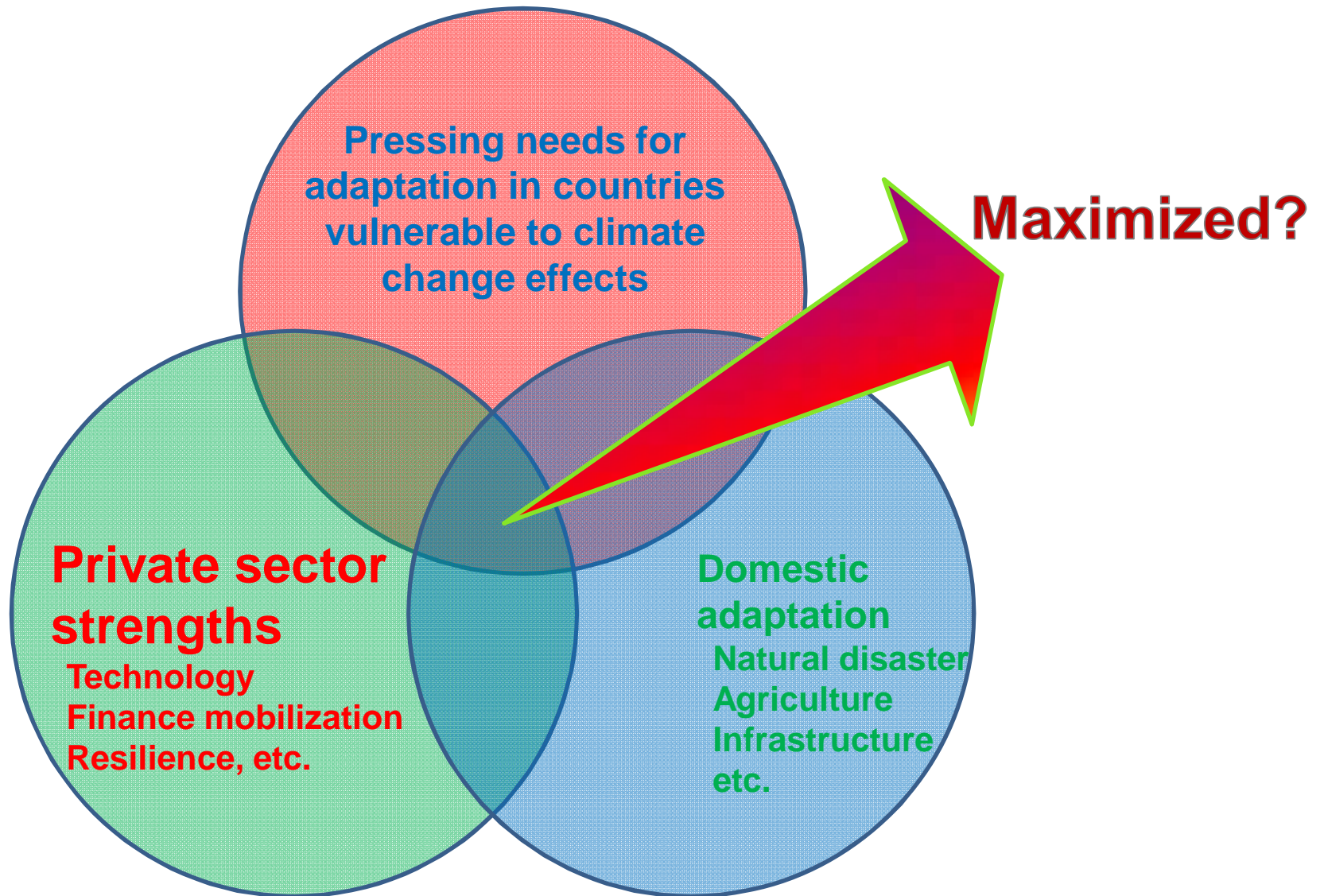


Promotion of Private Sector Activities Through Public Policy

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Ministry of Economy, Trade and Industry

Why private sector in climate change adaptation?



What do we want to achieve?

SUSTAINABLE ADAPTATION

SCALABLE ADAPTATION

***SOCIALLY-RESPONSIBLE
ADAPTATION***

How do we achieve?

BRIDGING

BUILDING

BRANDING