

 Early Warning System

IADB-RG-T3916

Digital Resilience And New Skills Against Covid-19 Via Tienda Cerca  
Ecosystem



## Quick Facts

|                                |   |
|--------------------------------|---|
| <b>Financial Institutions</b>  | Inter-American Development Bank (IADB)    |
| <b>Status</b>                  | Active                                    |
| <b>Bank Risk Rating</b>        | C   |
| <b>Voting Date</b>             | 2021-12-07                                |
| <b>Borrower</b>                | Regional                                  |
| <b>Sectors</b>                 | Industry and Trade, Technical Cooperation |
| <b>Investment Type(s)</b>      | Advisory Services                         |
| <b>Investment Amount (USD)</b> | \$ 0.90 million                           |
| <b>Project Cost (USD)</b>      | \$ 1.80 million                           |



### **Project Description**

ABInBev proposes to strengthen the value chain of neighborhood stores to improve the lives of millions of small store owners, employees and customers in Latin America and the Caribbean. The solution will be developed and implemented through Tienda Cerca, an initiative that was created by ABInBev as a rapid response to COVID19 to help small family stores address digitalization, access new business opportunities and grow resiliently. It is a platform that aims to catalyze the growth of this market segment, giving them tools to improve their consumers'



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### Investment Description

- Inter-American Development Bank (IADB)

The countries' counterpart amount to USD 900,000.



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| Private Actor 1 | Private Actor 1 Role | Private Actor 1 Sector | Relation | Private Actor 2 | Private Actor 2 Role | Private Actor 2 Sector |
|-----------------|----------------------|------------------------|----------|-----------------|----------------------|------------------------|
| -               | -                    | -                      | -        | AbInBev         | Contractor           | Industry and Trade     |

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### Contact Information

#### ACCOUNTABILITY MECHANISM OF IADB

The Independent Consultation and Investigation Mechanism (MICI) is the independent complaint mechanism and fact-finding body for people who have been or are likely to be adversely affected by an Inter-American Development Bank (IDB) or Inter-American Investment Corporation (IIC)-funded project. If you submit a complaint to MICI, they may assist you in addressing the problems you raised through a dispute-resolution process with those implementing the project and/or through an investigation to assess whether the IDB or IIC is following its own policies for preventing or mitigating harm to people or the environment. You can submit a complaint by sending an email to [MICI@iadb.org](mailto:MICI@iadb.org). You can learn more about the MICI and how to file a complaint at <http://www.iadb.org/en/mici/mici,1752.html> (in English) or <http://www.iadb.org/es/mici/mici,1752.html> (Spanish).



### Bank Documents

- [RG-T3916 Memorando de donantes.pdf](#)
- [RG-T3916 Donors Memorandum.pdf](#)