



AMAZON BUSINESS ALLIANCE

The conservation and sustainable development of the Amazon depends to a large extent on collaboration between the public and private sectors for the implementation of business models that not only generate economic benefits but also social and environmental benefits. The Amazon Business Alliance (ABA) is an initiative that promotes investments in sustainable businesses to improve the quality of life of communities in the Peruvian Amazon, while reducing deforestation and natural resource degradation.

ABA is committed to promoting sustainable economic development in the Peruvian Amazon, and contributes to the Nationally Determined Contributions and the Sustainable Development Goals. One of the key aspects of this initiative is the inclusion of gender, intercultural and cross-cutting rights.

HOW DOES THE ACTIVITY WORK?

The Amazon Business Alliance promotes the growth of value chains with high social and environmental sustainability impact. ABA promotes green investments creating new development opportunities and reducing environmental impacts through: a) combined financing instruments; b) technical assistance aimed at supporting local enterprises and actors with an emphasis on innovative technologies; c) development of strategic public-private alliances; and d) increased public and private investment.

This project has been conceived to be sustainable over time through a self-sustainable platform.

RESULTS ACHIEVED TO DATE

- US\$13 million leveraged from the private sector from ABA's work to improve sustainable businesses in the Peruvian Amazon.
- US\$5.4 million invested in sustainable businesses in San Martín, Loreto, Madre de Dios and Ucayali, with funds from USAID, the Government of Canada and the BHP Foundation. This will allow these initiatives to improve and become eligible for loans and investment, access public funds and find new markets.
 - These investments have a potential impact on 48,000 hectares through conservation, reforestation, restoration and agroforestry.
 - These investments will benefit 2,300 producers, 900 of whom are women.
- The preparation of the Operating Manual and the Trust Fund contract for the financial mechanism of the "Bio-business Program" of the Ministry of the Environment. This will allow the channeling of US\$ 20 million for 6,500 bio-businesses that will contribute to the conservation of 22,000 hectares of forests in the Amazon.
- Design of a financial product that incorporates environmental and social criteria for channeling resources towards sustainable business models, which will be piloted with the Peruvian Federation of Municipal Savings and Credit Banks.
- Joint preparation with the Regional Government of San Martín and the Ministry of Women and Vulnerable Populations of a Directive to incorporate gender and intercultural approaches in public investment projects in that region. This Directive was approved by Executive Resolution No. 236-2022-GRSM.
- In coordination with the Regional Government of San Martín and MINAM, the ABA prepared and presented the financing strategy: "Tax collection and Trust Fund" for the implementation of the potential Payment for Ecosystem Services "The Sauce" in the modality of "Landscape Beauty".

KEY PROJECT INFORMATION

IMPLEMENTER: Conservation International Foundation

DURATION: August 12, 2020 – August 31st, 2027

USAID AND CANADIAN GOVERNMENT FUNDING: \$US 17,909.54

LEVERAGE: \$US 10 million

LOCATION: Amazonas, Huánuco, Loreto, Madre de Dios, Pasco, San Martín y Ucayali regions

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