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Lamas Landscape, San Martin, Peru.
Rainforest Alliance.

THE BUSINESS CASE FOR COLLECTIVE LANDSCAPE ACTION

The Business Case initiative is a transformational public-private partnership implemented by Rainforest Alliance, CDP, Clarmondial, Conservation International, and USAID to reduce commodity-driven deforestation, contribute to global climate and biodiversity goals, and drive investment and inclusive development across some of the world's most important tropical landscapes.

HOW DOES THE INITIATIVE WORK?

Rates of forest and biodiversity loss are accelerating throughout the tropics, and the global impacts of the climate crisis are escalating. If tropical deforestation were a country, it would rank third in global emissions, behind only China and the U.S. Much of this deforestation is driven by the production of commodities such as coffee, timber, palm oil, rubber, and cocoa. Beginning in September 2021, the Business Case initiative will convene the private sector, governments, and local producers and organizations to address global environmental challenges associated with commodity-driven deforestation in some of the world's most important tropical ecosystems and sourcing regions.

The Business Case initiative consists of three key components:

- I. Facilitation of multi-stakeholder landscape action plans and enhanced local capacity, as led by partners Rainforest Alliance and Conservation International;

2. Increased disclosure of information on the performance of these landscapes and jurisdiction, as led by partner CDP;
3. The development of innovative financing mechanisms to support investment in high-performing landscapes, as led by partner Clarmondial.

As a result of this work, the initiative aims to unlock international finance for sustainable production, channel it to well-planned landscapes, and ultimately stabilize critical deforestation frontiers. USAID support for this activity advances the Agency's new Climate Strategy, whose goal is to achieve significant reductions in global greenhouse gas emissions, improved resilience of communities to the impacts of climate change, and climate-positive reforms to USAID operations by 2030.

ACHIEVED RESULTS TO DATE

- Formalization and approval of the Landscape Action Plan for the Sucumbíos and Orellana Landscape, Ecuador, within the framework of the Inter-institutional Committee for Sustainable Palm Oil (CISPS), a multi-stakeholder platform led by Ecuador's Ministry of Agriculture and Livestock (MAG) and the Ministry of Environment, Water and Ecological Transition (MAATE).
- Approval of three standards by government authorities for implementation of landscape approaches in Peru, and a public-private plan for environmental and social sustainability in oil palm production in Ecuador. Furthermore, the Environmental Protection and Management Plan for the district of Sintang (Indonesia) is in the final phase of preparation in coordination with the Environment Office and the Regional Planning Agency.
- More than 700 people (including more than 200 women) trained in Ecuador and Peru on topics related to best agricultural production practices, integrated crop management, analysis of deforestation and irrigation, and landscape management.
- More than 250,000 hectares of landscapes under improved management to reduce greenhouse gas emissions in Ecuador and Peru, based on work with local municipalities and indigenous communities.
- Almost 9,000 hectares of forest under improved conservation management, including work with the Pantera Reserve (Ecuador) and the Angaiza Forest (Peru), and two conservation agreements in the Northern Amazon landscape in Ecuador.
- Development of the Biosphere Integrity Fund, including meeting with potential investors and companies to better understand their needs for landscape investment approaches and key factors for the design of the fund. Initial discussions have identified between \$20 to 40 million potential investments in the Fund.
- In the 2023 CDP disclosure questionnaire, more than 230 companies reported actions with a landscape or jurisdictional focus, four times higher than that registered in 2021 (47 companies).

PROJECT INFORMATION

PARTNERS: Rainforest Alliance, CDP, Clarmondial AG, and Conservation International

LIFE OF PROJECT: September 2021 to September 2026

USAID FINANCING: US \$19.6 Million

LOCATION: Global activity with pilots in Sucumbios and Orellana provinces (Ecuador), Sintang (West Kalimantan, Indonesia), Caquetá (Colombia), Lamas Province, San Martín (Perú), and the states of Para, Maranhão, Acre, Amapá, and Mato Grosso (Brazil).

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