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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.

## EXPECTED RESULTS

- 9.1 Million tons of CO<sub>2</sub> emissions reduced through 2030;
- 1.8 Million hectares under improved natural resource management;
- More than 12,000 people receiving economic co-benefits such as improved livelihoods;
- U.S. \$30 Million of international finance mobilized for climate action.

These impacts will be enabled by:

- More than 300 companies and investors with enhanced engagement in landscape sourcing, investing, and strategy execution;
- 58 institutions with enhanced capacity;
- 13 new policy frameworks, standards, and tools enabling stakeholders to act on newly-provided landscape and jurisdictional information.

Beyond this five-year initiative, the Business Case partnership aims to scale this landscape and jurisdictional approach globally, bringing stability, sustainability, and transparency to key forest loss frontiers around the world.

## PROJECT INFORMATION

<b>PARTNERS:</b>	Rainforest Alliance, CDP, Clarmondial AG, and Conservation International		
<b>LIFE OF PROJECT:</b>	September 2021 to September 2026		
<b>USAID FINANCING:</b>	US \$19.6 Million		
<b>LOCATION:</b>	Global activity with pilots in Sucumbios and Orellana provinces (Ecuador), Sintang (West Kalimantan, Indonesia), Caquetá (Colombia), Lamas Province, San Martín (Perú), Para, Maranhão, Acre, Amapá, and Mato Grosso (Brasil).		
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