Market Models for Sustainable Land Management

Green Economies & Creating Conditions for Growth
Congo Basin Forest Partnership June 2015

Edward Millard
A VALUE CHAIN APPROACH

**Origin Services**
- Training and technical assistance
- Market access
- Landscape + community interventions
- Government engagement

**Assurance**
- Standards
- Field assurance / auditing
- M&E
- Claims and traceability

**Market Behaviour**
- Consumer engagement
- Marketing and brand support
- Industry engagement
- Sustainable value chain policy and execution support

 producers / buyers / exporters / distributors / retailers / consumers
 processors importers industry groups
MARKET DRIVERS OF SUSTAINABILITY 1. RISKS

1. Supply Risk
   - Climate change
   - Young people leaving
   - Lack of visibility of supply chain
   - Quality control

2. Reputation Risk
   - Scrutiny from NGOs
   - Attacks in media/social media
   - Consumers more informed

3. Legislation Risk
MARKET DRIVERS 2. BUSINESS OPPORTUNITIES

1. Improved productivity, quality and reliability
2. Cost saving from innovation
3. Acquire leadership in industry
4. Boost employee satisfaction and retention
5. Public finance available (PPP)

Certified farms: 576 Kg/ha
Non-certified: 334 Kg/ha

Study of cocoa productivity Côte d’Ivoire 2012

Rainforest Alliance
COSA
Committee On Sustainability Assessment
MOVING SUSTAINABILITY TO BUSINESS STRATEGY

- No longer marginalized as CSR
- KPIs set on social and environmental impact
- Collaboration and transparency across supply chain
- Investment in knowledge transfer and capacity building
- Making public commitments

“Businesses that address both the direct concerns of citizens and the needs of the environment will prosper over the long term. We need to build new business models that enable responsible, equitable growth that is decoupled from environmental impact.”
COMPANY COMMITMENTS TO SUSTAINABLE SOURCING

- Mondelez International
- Nestle
- COSTA
- Chiquita
- STAPLES
- Mars
- Hershey's
- IKEA
- Tetley
- Walmart
- McDonald's

Rainforest Alliance

that was easy:
WHAT COMPANIES ARE SIGNING UP TO

SUSTAINABLE LAND USE

- Forests Protected
- Hunting, trading or selling wildlife prevented
- Water bodies protected from untreated waste
- Buffer zones along rivers, streams and lakes
SAFE & HEALTHY LIVING & WORKING CONDITIONS

• Eliminating prohibited agrochemicals
• Safe application and storage of agrochemicals
• Conserving water
• Managing waste
• Access to health care & education
• No child labor
HOW ARE THEY GOING TO DO THAT?

Certification as Business Strategy brings:

1. Recognition, reward and market access for producers

2. Credibility and sustainability endorsement for brand
ENABLING CONDITIONS ARE NEEDED

STRENGTHENING THE VALUE CHAIN

- Increase management of resources by local populations
- Upgrade management skills
- Create value added products from forest resources
- Develop responsible tourism
- Facilitate supply chain linkages
- Support access to finance
BUILDING SOCIAL CAPITAL

- Promote gender equity
- Strengthen producer groups
- Encourage business service providers
- Foster entrepreneurism

MANAGING THE MARKET

- Monitor corporate behaviour
- Make certification more accessible
- Build interest in emerging markets
PLANNING AT LANDSCAPE SCALE: GHANA

“Globally Significant Biodiversity Area

Land management board formed from stakeholders in land use
• Land types stratified using satellite imagery, supplemented with data gathered in 200 sampling plots established in the various land use types identified

• Stratification of cocoa system enables management of shade tree stocking densities

• Cost efficient methodology for quantifying C stocks on smallholder farms
BUILDING A GREEN ECONOMY

Challenging but doable