

INTEGRATED LANDSCAPE MANAGEMENT PROGRAM

Partnering to Drive Change
Beyond the Farm and Forest



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Integrated Landscape Management Program: partnering to drive change beyond the farm and forest.

Environmental, economic, and social risks and challenges in supply chains are deeply interconnected. Addressing these issues requires a holistic approach that identifies the relevant factors, risks, and opportunities that often exist beyond the scope of farm and forestry practices. Convening the necessary stakeholders and resources to identify and address these complex challenges is often beyond a company's capacity. Companies seeking assistance to collaborate, and design impactful interventions can benefit from participating in the Rainforest Alliance's Integrated Landscape Management Program. The Rainforest Alliance brings years of experience and expertise in several sectors across multiple regions to this service offering to facilitate multi-stakeholder collaborations that result in meaningful and effective strategies that catalyze system-wide change in key sourcing landscapes.



Photo: David Dudenhoefer

Rainforest Alliance Integrated Landscape Management Program.

Companies and sourcing communities face multiple and complex risks. The environmental risks that arise from climate change, for example, have a direct bearing on the financial and social wellbeing of farmers. In turn, farmer vulnerability directly threatens a company's ability to meet sourcing commitments. Addressing these challenges requires a holistic approach that leverages input from stakeholders and situation analyses to identify the complex relationships that perpetuate challenges in sourcing regions. What is needed is a **Landscape Approach**.

A Landscape Approach expands the focus of an intervention from a single production unit, such as a farm or forest, to a wider geographical area that encompasses producers, companies, communities, local governments, and non-governmental organizations. By involving a diverse range of stakeholders, a Landscape Approach brings all land users together to discuss common interests and determine collective actions.

WHAT IS A 'LANDSCAPE'?

A 'landscape' is a system composed of multiple, and complex relationships between humans and nature. These relationships are influenced by distinct ecological, historical, economic and socio-cultural processes and activities. Landscapes can vary in size from 10,000 to 10 million hectares, and in population from 100,000 to tens of millions of people. Landscape Approaches that align natural resource use among all local interests may be formed around watersheds, bioregions, jurisdictions or other designations.



Photo: Giuseppe Cipriani

There are multiple benefits that derive from adopting a Landscape Approach:

For Businesses:

- **Risk and Cost Reduction:** Interventions that are built from the ground up amplify the voices of a diverse range of stakeholders which in turn improves risk identification and resource mobilization.
- **Achieve Sourcing Goals and Commitments:** Interventions are more likely to succeed when they identify and address the root causes preventing producers from following best practices. Participating in a Landscape Approach is a direct investment in achieving responsible sourcing goals and certification commitments.
- **Drive Investments:** Engaging in a Landscape Approach shows investors and consumers that you are committed to making a difference by addressing system-wide risks through multi-stakeholder collaboration.

For Communities:

- **Amplified Voices:** Landscape Approaches put local stakeholders at the forefront of decision making. By building participatory governance structures, Landscape Approaches provide both a voice to those most impacted by the outcome of interventions and creates local commitments to change.
- **Generate Local Opportunity:** Equipping producers with resources to improve their production practices and explore income diversification helps stimulate new market opportunities that benefit the entire community.

For Everyone:

- **Strengthen Relationships and Loyalty:** Landscape Approaches utilize inclusive processes that build trust between actors and capture local knowledge that is key to developing working solutions.
- **Move the Sector Forward:** Foster collaboration between sustainability leaders and move companies collectively towards sector-wide goals and global commitments, such as the UN Sustainable Development Goals (SDGs).

For a Landscape Approach to work there needs to be the presence of skilled facilitators who can coordinate between partners, offer technical guidance, track progress, and help prepare partners for anticipated future risks. The **Rainforest Alliance's Integrated Landscape Management (ILM) Program** provides this service.



Photo: Suvashis Mullick

The Rainforest Alliance is a leader in the field of developing ILM Programs with a proven track record for success.

This success is attributable to the following:

- **Expertise Across Geographies and Commodities:** From bananas in Costa Rica, to palm in Indonesia, the Rainforest Alliance's global reach and diverse expertise allows for the design of interventions that meet sourcing needs throughout priority landscapes and key sourcing regions (fig. 1).
- **Expansive Network with on the Ground Operations:** With staff stationed across 60 countries, and partners ranging from producer organizations to governments and everyone in between, the Rainforest Alliance has a global network to leverage. This network also puts the Rainforest Alliance in a unique position to support the combination of sector initiatives, thereby creating synergies and promoting cost-efficiency throughout landscapes.
- **A Commitment to Empowering People:** The Rainforest Alliance is committed to building a future where people and nature live in harmony. That is why Rainforest Alliance ILM Programs are designed and driven by the very people that inhabit the landscapes we are committed to protecting. Furthermore, the Rainforest Alliance strives to amplify the voices of women, youth, and other marginalized identities that are often excluded in decision making processes.
- **Data Driven and Experience Rich:** The Rainforest Alliance has amassed a wealth of data and knowledge during its three decades of operation. Leveraging this intelligence, the Rainforest Alliance can identify hidden risks and opportunities, fill information gaps, and verify progress towards commitments. The Rainforest Alliance has the necessary skills to facilitate multi-stakeholder collaborations and create solutions that meet stakeholders' needs.

● Rainforest Alliance program ● Rainforest Alliance and UTZ programs ● UTZ program

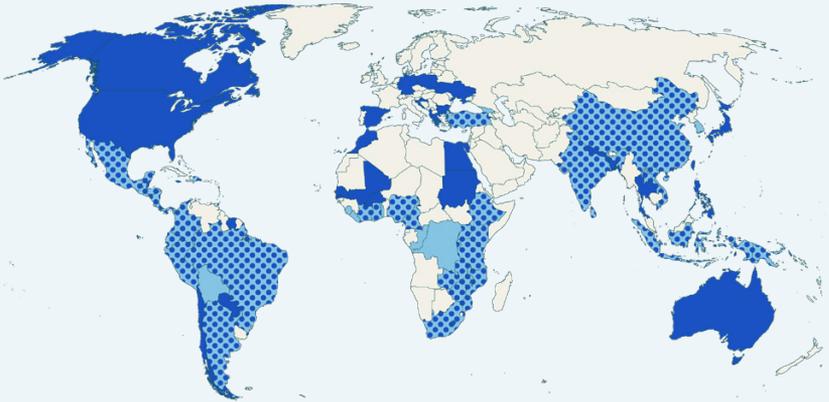


Figure 1: As of 2019, over 70 countries are home to Rainforest Alliance landscape and community engagement projects and/or Rainforest Alliance and UTZ certified farms. The Rainforest Alliance's ILM Program targets priority landscapes that intersect strongly with our priority commodities - cocoa, coffee, tea, bananas, forest products, and palm oil.



The Rainforest Alliance Integrated Landscape Management Program: robust, effective, and proven.

The Rainforest Alliance ILM Program consists of three-part process to tackle pressing challenges within farming and forest communities:

Step 1: The process for developing a successful ILM Program begins with START, the Rainforest Alliance's unique and robust conceptual framework for identifying problems, convening actors, and developing adaptable solutions.

Step 2: The **START** framework is put into action by Rainforest Alliance, and a set of **Best Practices** are implemented to guide each step (fig.2). This ensures that stakeholder knowledge and industry expertise are incorporated, and strategies are updated to meet constantly changing climates and social conditions.

Step 3: After thoroughly conducting research, collaborating with stakeholders, and identifying both risks and opportunities, **Sustainable Strategies** are created. Underpinned by Rainforest Alliance expertise and stakeholder knowledge, **Sustainable Strategies** are built from the ground up and account for the interrelatedness of environmental, social, and economic issues.



Figure 2: START outlines the key stages for problem solving: **Scope**, **Target**, **Assess**, **Recommend**, and **Track**. Each stage of START is accompanied by best practices. Following these best practices – from creating partnerships to monitoring and evaluating their progress—ensures the creation of robust, and flexible sustainable strategies.

* LandScale is a new approach developed by the Rainforest Alliance, Verra, and Conservation International for assessing the cumulative impact of activities within landscapes dominated by natural resource-based industries. It helps users gain critical insights, make more informed decisions, and share credible stories of progress that can drive incentives for sustainability improvements at scale.

Sustainable Strategies include:

- **Participatory Landscape Governance:** Streamline monitoring and resource sharing by creating governing bodies driven by local stakeholders.
- **Climate Smart Agriculture:** Promote practices such as planting shade trees and creating vegetative barriers that build resilience against local challenges.
- **Human Rights Due Diligence:** Employ a variety of tools to identify and address human rights concerns such as child labor, forced labor, gender discrimination and limited opportunities for youth and women.
- **Livelihood Diversification:** Expand sources of income to decrease farmer vulnerability and create market opportunities for entire communities.
- **Targeted Support for Sustainable Production and Agroforestry:** Targeted support can take many forms, such as monitoring forests for encroachment, seedling distribution, and technical training to maintain a thriving ecosystem.
- **Exploration of Market Incentives:** Identify market opportunities that both reward and empower producers and other community constituents. Proven strategies include investment support to increase quantity and quality of Rainforest Alliance certified products in key sourcing landscapes, and financially rewarding farmers for safeguarding ecosystem services (i.e. carbon sequestration, erosion control) via their conservation and reforestation efforts.



Photo: Sergio Izquierdo



There is no “one size fits all” strategy to solving environmental and social problems.

By leveraging stakeholder input and industry expertise, the START framework and accompanying Best Practices allow for the development of adaptable Sustainable Strategies that are continuously informed by the knowledge and needs of multiple stakeholders. The success of this approach is evident from the results of Integrated Landscape Management Programs launched across various commodities and countries.



FORESTRY IN GUATEMALA

Since 1997, the Rainforest Alliance has collaborated with communities in the Petén region of Guatemala to protect the Maya Biosphere Reserve (MBR).



Participatory Landscape

Governance:

The MBR is divided amongst 9 communities whose right to cultivate timber is contingent on maintaining Forest Stewardship Council (FSC) certification. Deforestation is near-zero amongst community forestry concessions, proving the success of locally driven forest management.

Livelihood Diversification & Human Rights:

Women in the region have greatly benefited from trainings on livelihood diversification and business management, learning how to sustainably cultivate and sell ramón nuts and palm fronds. Growing demand for forestry management and increasing opportunities from ramón nuts and palm fronds have created 2,028 jobs for women.

Market Exploration:

The Rainforest Alliance is working with communities in the MBR to explore market opportunities such as eco-tourism and payments for ecosystem services on the carbon market.

COCOA IN GHANA

In 2010, the Rainforest Alliance launched a cocoa focused Sustainable Landscape Program in the Juabeso-Bia region of Ghana.



Participatory Landscape

Governance:

A Landscape Management Board (LMB) composed of stakeholders from 36 communities was created to monitor activities and host workshops on climate smart agriculture (CSA) and livelihood diversification.

Climate Smart Agriculture:

The uptake of CSA techniques increased certification amongst farmers, which improved market access to premiums. CSA practices also contributed to higher average

cocoa yields from 250 kilograms per hectare in 2012 to 800 kilograms per hectare in 2017.

Livelihood Diversification:

Improved incomes from premiums and wider market access allowed farmers to pursue beekeeping and grasscutter husbandry as additional sources of income.

Targeted Support:

50,000 seedlings were planted across cocoa farms to provide shade, and an additional 58,600 seedlings were planted to revitalize the local forest. All the pursued activities are estimated to result in the net reduction of 255,229t CO₂ over 20-year period.

Contact Us

Our work in countries like Ghana and Guatemala highlight how the Rainforest Alliance can guide your company into making direct investments that make a difference.

Email:

tailoredservices@ra.org

