

THE BUSINESS CASE FOR COLLECTIVE LANDSCAPE ACTION

Using a landscape approach to drive locally led sustainability planning and investments across tropical forest landscapes of the Amazon and Indonesia

Rates of forest and biodiversity loss are accelerating throughout the tropics alongside escalating global impacts of climate change. Commodities such as coffee, timber, palm oil, rubber, and cocoa drive much of this deforestation. We need transformative solutions to ensure a climate-positive future that creates long-term benefits for people and nature.

The [Business Case for Collective Landscape Action](#) (“Business Case”) is a public-private partnership implemented by the Rainforest Alliance in collaboration with CDP, Clarmondial, and Conservation International. The partnership aims to reduce commodity-driven deforestation, further global climate and biodiversity goals, and drive investment and inclusive development across some of the world’s most important tropical landscapes. Business Case will achieve this by piloting a replicable landscape approach that aligns finance, market, and policy incentives to deliver sustainability impacts at the landscape scale. The program engages companies, governments, Indigenous peoples, local producers and organizations, and investors in Colombia, Peru, Ecuador, Brazil, and Indonesia.

Partners implement Business Case through an integrated, stepwise approach to landscape-scale investment and impact:

- 1. Landscape Approach.** There are many problems that a single organization or sector cannot face alone, such as climate vulnerability, access to quality water, and loss of biodiversity and its ecosystem services. The landscape approach facilitates the creation of multistakeholder landscape partnerships that assess and utilize landscape performance data for collaborative decision making. Landscape partnerships apply this data and work together to design a Landscape Action Plan (LAP) that defines a collective vision and details actions toward landscape sustainability.

- 2. Mobilize investment and multistakeholder financing** to implement the collective vision and drive impact beyond value chains across the entire landscape. Business Case aims to unlock finance for sustainable production and land use. We will channel this finance to well-planned landscapes to stabilize critical deforestation frontiers.
- 3. Encourage global decision makers to go beyond commitments and act.** Through disclosure of environmental practices, Business Case aims to enhance transparency from corporations and sub-national governments and encourage implementation of the landscape approach as part of business and development practices.

Business Case is working to provide proof of concept for a model that will 1) generate a portfolio of investment-ready landscape level projects, with learnings around driving [landscape scale financing](#), and 2) create financial solutions that blend public and private finance for sustainability in tropical landscapes in the Amazon and Indonesia.

“In places where productive land uses compete with environmental and economic objectives, the landscape approach will give us the opportunity to promote an inclusive and participatory process to strengthen local governance of our natural resources.”

— Member of the Caquetá state government’s field technical team (Colombia).



In Ecuador and Indonesia, Business Case has supported 70 stakeholders, including companies, national and subnational governments, civil society organizations, and Indigenous communities, to design and formally adopt LAPs. As a result, more than 3 million hectares of forestland are under improved natural resource management practices through 2030, with stakeholders contributing specific activities and investments.

ECUADOR

21 stakeholders

involved in designing and implementing the LAP

848,067 hectares

of Amazonian forest and production landscapes

15 goals

covering sustainable production, environmental, and governance themes

INDONESIA

52 stakeholders

involved in designing and implementing the LAP

2,205,001 hectares

of tropical forest landscapes

20 goals

covering sustainable production, basic community needs, environmental, and governance themes

IMPACTS TO DATE

- More than **US\$1,560,000 in public and private investments** mobilized as a result of activities.
- **462,570 metric tons of greenhouse gases avoided or sequestered** as a result of direct interventions in landscapes.
- **40 institutions with enhanced capacities** in sustainable landscape management, including land-use planning and governance.
- **1,216 producers of smallholder associations** in cocoa, coffee, rubber, and palm oil in Peru, Colombia, and Ecuador trained on sustainable farming practices, including agroforestry and climate-smart agriculture.
- **752 people have received direct economic benefits** from interventions, with an estimated 4,192 people receiving livelihood co-benefits.
- **58 high level investors have included the landscape approach** as part of the considerations for assessing investments within their portfolio.

PLEASE SUPPORT THIS CRITICAL WORK

In the wake of the US government's pause on foreign aid and subsequent suspension of this program, the Rainforest Alliance is seeking immediate funding to provide continued technical assistance in support of sustainable landscapes. This work prioritizes producers of cocoa, coffee, and palm oil to help them conserve standing forests and connect their products to responsible markets. Funding is also needed to continue support for local companies and producer organizations in Colombia to develop the business case for investment in their supply chains—with the potential to mobilize US\$3.5 million in private funding into the target landscape.

For more information:

[The Business Case for Collective Landscape Action – YouTube](#)



IMPACT STORY

In the Peruvian Amazon, 30 public and private stakeholders have come together to create a LAP and generate collective goals for sustainable management of the landscape. The process has brought Indigenous peoples in the region together with governments, the private sector, and communities to negotiate priorities and tradeoffs around forest conservation and the production of significant global commodities such as coffee, cocoa, and palm oil. The LAP maps Indigenous managed territories, considers Indigenous governance systems, and centers successful Indigenous land use practices. As a result of this work, Indigenous organizations—including women's groups—are more visible within the landscape and have received funding upwards of US\$1,000,000 from local and national public funding programs in Peru. These groups are now investing these resources toward production activities that contribute to forest and biodiversity conservation in the Amazon.