The background of the slide is an aerial photograph of a dense, lush green forest. Two birds are seen in flight against a sky with soft, golden light, suggesting a sunrise or sunset. The forest is vibrant green, and the birds are dark silhouettes.

How Companies Can Make Claims About Contributions to Landscape Performance Outcomes

29 February 2024

For technical support please contact Jack.Lloyd@weforum.org

WELCOME TO THE WEBINAR



Leony Aurora

Landscapes and Partnerships Lead

Tropical Forest Alliance

- Please share your questions in the Q&A function
- This webinar is being recorded and the recording will be posted alongside other resources in the JA Resource Hub:
www.jaresourcehub.org
- If you have any technical problems, please email Jack Lloyd – jack.lloyd@weforum.org



OUR SPEAKERS TODAY



Joe James
Sustainability Manager
Sainsbury's



Patrick Mallet
Director, Innovations
ISEAL



Ronald Jacoby
Global Manager,
Sustainable Sourcing
Colgate-Palmolive Company



Omshanti Romero
Operations Manager, LandScale
Rainforest Alliance



Akiva Fishman
Director of Nature-based Solutions,
Forests
World Wildlife Fund



Aligned positions on company landscape action and claims

- › ISEAL facilitates a community of leading landscape and jurisdictional practitioners
- › Collectively, we are **aligning on baseline expectations** for companies
- › Our goal is to **make it easier for companies to engage in landscape action** and to talk about the good work they are supporting



Organisations and initiatives supporting this position



Landscape action, performance monitoring, and claims



Types of company claims



Position 3: Effective company claims about contributions to landscape performance outcomes

What type of claim do you want to make?

Collective:

we are part of a collective effort that contributed to this outcome.

Proportional:

this is the part of the collective outcome we are claiming.

Attribution:

we achieved this outcome on our own.



Collective Contribution Claims

› We are part of a collective that did this

- “Our investment is part of a **collective effort** that restored 150kms of riparian habitat in this watershed, resulting in a 20% increase in water quality over 5 years.”
- The **sum is greater than the parts**

› Pre-requisites

- Actions are linked to desired **performance outcomes**
- Have impacts **beyond individual supply chains**
- Landscape-scale performance **baseline data** exists as a reference case
- Relevant, timely, and **good quality data** exists and **the results chain remains valid**.



Proportional Contribution Claims

› This is our part of the performance outcome

- “Our investment is part of a collective effort that restored 150kms of riparian habitat in this watershed, resulting in a 20% increase in water quality over 5 years. Our contribution **is equivalent to** restoring 20kms of that riparian habitat.”

› Apportioning outcomes between landscape stakeholders



Principles for apportioning outcomes

- › **Impartial:** Individual companies shouldn't determine how to apportion on their own.
- › **Finite:** Stakeholders can't apportion more than the outcome.
- › **Aligned:** Actions that count are consistent with an agreed action plan or are signed off by landscape stakeholders. Indirect and in-kind actions can also be considered.
- › **Open:** Anyone who feels they have contributed to the outcome should be able to participate in the apportioning.
- › **Coordinated:** Agreement is required among all stakeholders aiming to make a contribution claim.
- › **Transparent:** The basis on which the outcome was apportioned is made available.

PANEL DISCUSSION



**Patrick Mallet -
Moderator**
Director, Innovations
ISEAL



Akiva Fishman
Director of Nature-based Solutions,
Forests
World Wildlife Fund



Joe James
Sustainability Manager
Sainsbury's



Ronald Jacoby
Global Manager,
Sustainable Sourcing
Colgate-Palmolive Company



Position 4: Company responsibilities for supporting credible landscape monitoring

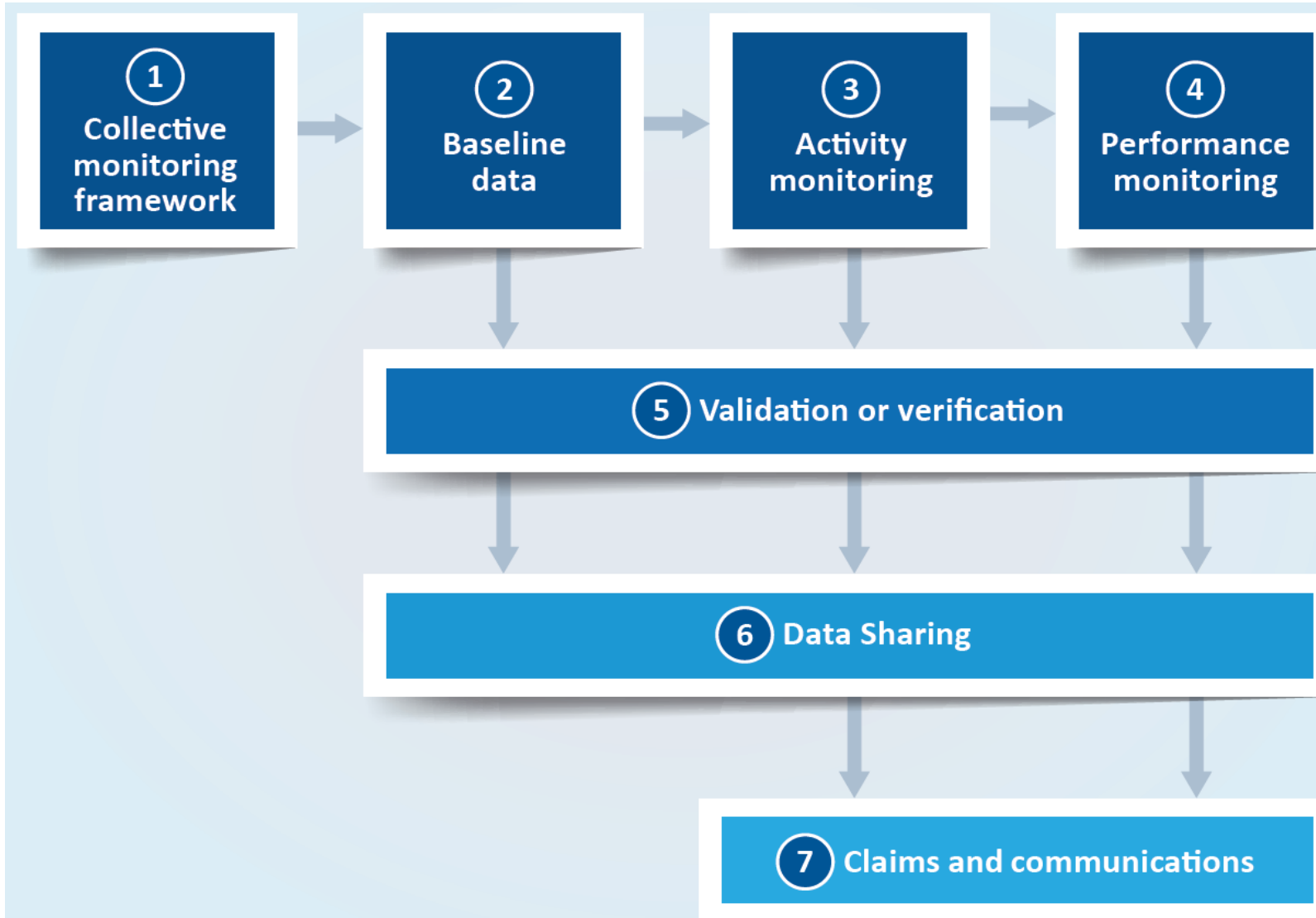
Why should companies invest in landscape monitoring?

1. Provides evidence to substantiate claims and communications
2. Strengthens alignment
3. Improves effectiveness
4. Delivers cost efficiencies



Company roles and responsibilities for monitoring

- › Promote **alignment and convergence of monitoring approaches**
- › Establish **baselines** as reference point
- › Support **landscape-scale performance monitoring**
- › Choose **verification** model that is fit for purpose
- › **Share** relevant, non-confidential datasets

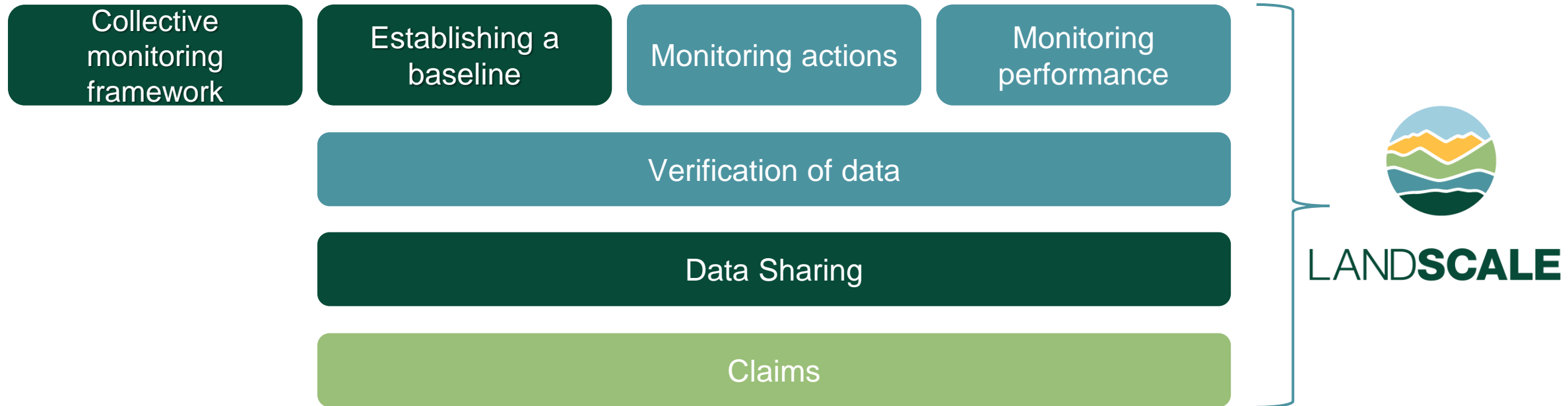


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LANDSCALE
Measuring Performance. Powering Sustainability.

Company roles and responsibilities



Sierra de Tapalpa landscape

- The Sierra de Tapalpa is in southern Jalisco, Mexico, in a geographically transitional area rich in natural resources. Its wide altitudinal range has allowed diverse microclimates and biodiversity to thrive.
- A local committee was established in 2021 and has been formed by representatives from the government, companies, and academia. Its goal is to create a space for dialogue and consensus among different stakeholders to **conduct the baseline assessment and re-assessment, set common goals for the benefit of the landscape and monitor them through the use of LandScale.**



Sierra de Tapalpa landscape

Company commitments to landscape objectives:

1. Adoption of sustainable land management practices through the establishment of agroforestry systems.
2. Reforesting native plants that can benefit the ecosystem.
3. Biodiversity habitat protection, through the conservation of forest areas around their intervention site.

Assessment Framework

Ecosystems	Human Well-Being	Governance	Production
<p>Conserve and restore natural ecosystems</p> <ul style="list-style-type: none"> Effective conservation and protection of natural ecosystems Natural ecosystem conversion Natural ecosystem degradation Ecosystem restoration Natural ecosystem connectivity 	<p>Improve standard of living, especially for vulnerable and/or marginalized groups</p> <ul style="list-style-type: none"> Household income and assets Health and nutrition Education Water, sanitation, and hygiene Basic infrastructure Vulnerability 	<p>Recognize and protect rights to land and resources, and reduce related conflicts</p> <ul style="list-style-type: none"> Land tenure Land conflicts Resources tenure 	<p>Promote regenerative agricultural, agroforestry, and tree production systems</p> <ul style="list-style-type: none"> Agricultural, agroforestry, and tree plantation productivity Input use efficiency in agricultural, agroforestry, and tree production systems
<p>Protect and restore biodiversity</p> <ul style="list-style-type: none"> Threats to species Biodiversity habitat conversion Biodiversity habitat degradation Biodiversity habitat restoration Biodiversity habitat protection 	<p>Respect, protect, and fulfill human rights</p> <ul style="list-style-type: none"> Child labor Women's rights Indigenous peoples' and other marginalized groups' rights Forced labor Workers' rights Other human rights 	<p>Promote transparency, participation, inclusion and coordination in landscape policy, planning, and management</p> <ul style="list-style-type: none"> Land-use plan adoption and enforcement Coordination of government agencies in land-use policy, planning, and management Stakeholder Participation and inclusion in land-use policy, planning, and management Illegality and corruption related to land and resources Climate change vulnerability and adaptation 	<ul style="list-style-type: none"> Adoption of sustainable land management practices Adoption of sustainable waste management practices Promote sustainability of other natural resource-based production sectors User-defined indicator(s)
<p>Protect and restore natural ecosystems</p> <ul style="list-style-type: none"> Water quantity Water quality Agriculture, forestry, and other land-use (AFOLU) sector GHG sources and sinks Other ecosystem services 			

Lessons learned

1. **Building trust** is essential to identifying opportunities for collaboration. For example, the landscape initiatives found it quite challenging to get data from companies at the beginning. They had to work closely with them and in the end, they were able to align the companies' goals with the landscape's goals.
2. Companies realized there were challenges they couldn't resolve on their own and that they needed to find solutions beyond their supply chains. This is why they started to get involved with the landscape approach.
3. Many companies were looking to **spearhead innovative initiatives**, and LandScale created an opportunity to collaborate and showcase their sustainable actions.
4. LandScale provided spaces for dialogue, which made it possible to establish connections between actors, identify shared objectives and create a common language. However, in the beginning, it was difficult to involve the companies, and they had to change their approach.



Jurisdictional ACTION NETWORK

Thank you for participating,
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