

The Business Case for Company Action in Production Landscapes: Charting the Path Forward

JAN and Evidensia Learning Webinar

16 April 2024

For technical support, please contact Liliانا Petkova
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WELCOME TO THE WEBINAR



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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 on the JA Resource Hub www.jaresourcehub.org and on Evidensia www.evidensia.eco
- If you have any technical problems, please email Liliana Petkova at liliana@isealalliance.org



- Evidensia supports evidence-based learning to inform sustainability practice and policy
- Its goal is to ensure that credible research and evidence positively influences corporate and government decisions regarding sustainable commodity production and sourcing.
- Evidensia platform provides easy access to research, evidence and insights through learning events, Evidensia newsletter, evidence research tracking, systematic mapping and reviews
- www.evidensia.eco



- The **Jurisdictional Action Network (JAN)** is hosted by TFA and is a community of 2,400+ representatives from civil society, the private sector, donors, and development partners
- The JAN collaborates with network members to host webinars, releases a quarterly newsletter and fills knowledge gaps through reports and case studies
- TFA manages the **Jurisdictional Approaches Resource Hub** which is kept up to date with the latest guidance, case studies, publications, events, and stories
- www.jaresourcehub.org



OUR MODERATOR TODAY



Matthew Stancliffe Bird

Associate Manager, Impacts and Innovations

Evidensia



OUR SPEAKERS TODAY



Leony Aurora
Landscapes and Partnerships
Lead
Tropical Forest Alliance



Martin Huxtable
Global Sustainable Sourcing
Director
Unilever



Ana Rovisco
ESG Relations – Environment
Director
Jerónimo Martins



Matthew Spencer
Global Director, Landscapes
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Contributing to Impact at Landscape Scale: How Companies Take Action

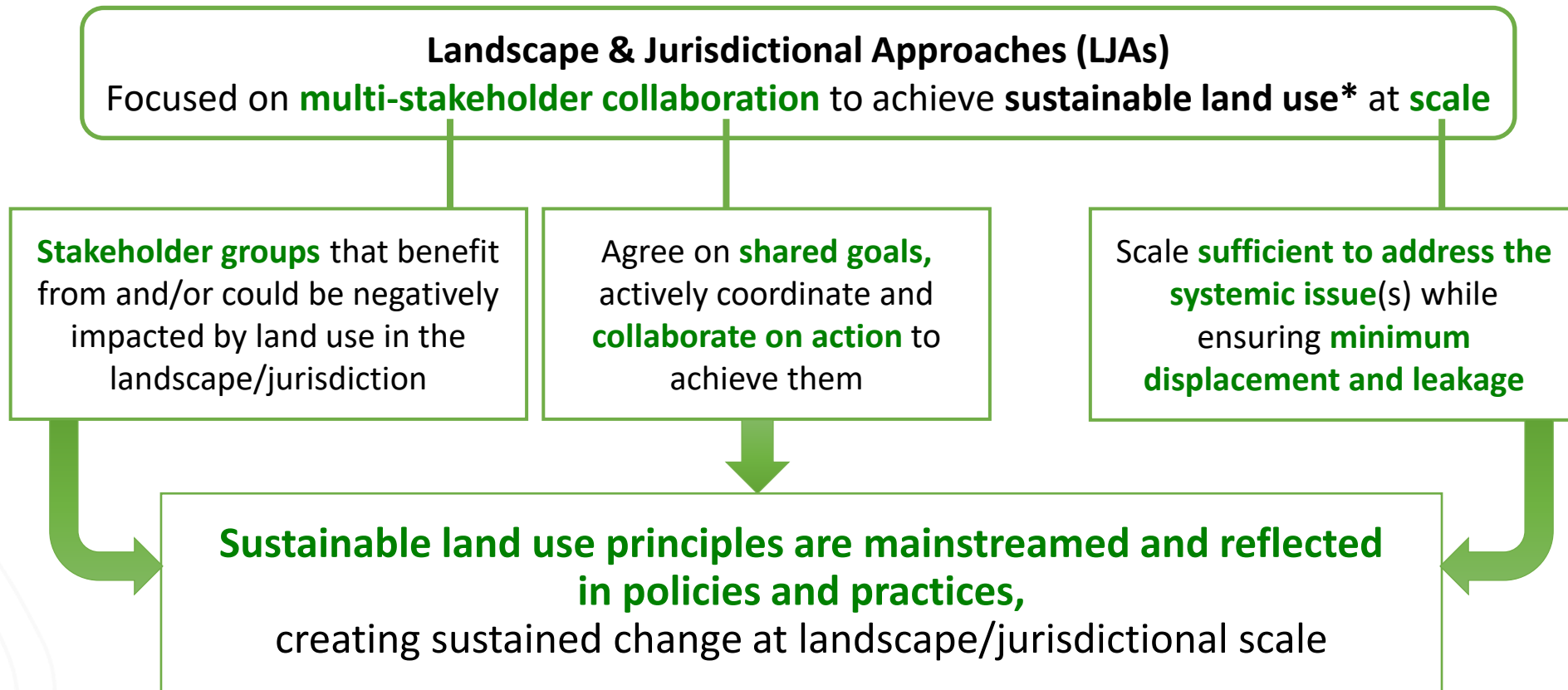
Global study findings

April 2024

Jurisdictional
ACTION
NETWORK



LANDSCAPE & JURISDICTIONAL APPROACHES



Source: [TFA, 2023](#)

* TFA's work focuses on multi-stakeholder collaboration to achieve sustainable and resilient commodity production as a critical part of sustainable land use in producing regions

OBJECTIVES, SCOPE OF GLOBAL STUDY ON COMPANY LANDSCAPE-SCALE ACTION

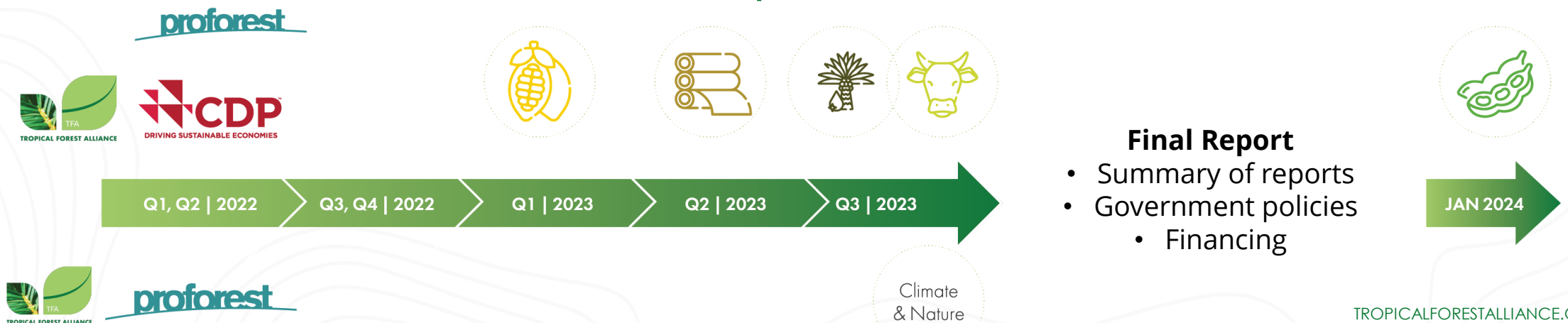


Objectives

- **Advancing understanding and adoption of LJAs as a key corporate strategy** to tackle commodity-driven deforestation;
- **Mapping the way forward** for companies to engage actively at landscape/jurisdictional level, in response to current and future demands related to climate, nature, and people

Scope, methodology

- Landscape-scale action by **downstream and midstream companies** (including integrated companies)
- In production landscapes for **palm oil, soy, beef, pulp and paper, and cocoa**
- Data collection: Desktop research, interviews, company submissions to CDP's forest questionnaire in 2022
- Final report: Summarise findings from previous reports, consult key stakeholders (July-Oct. 2023)

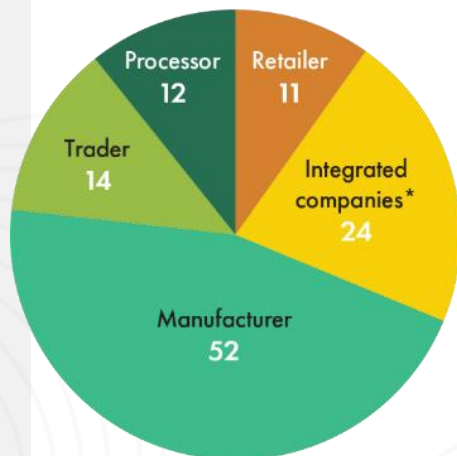


NUMBER OF LANDSCAPE INITIATIVES SUPPORTED BY DOWNSTREAM, MIDSTREAM COMPANIES

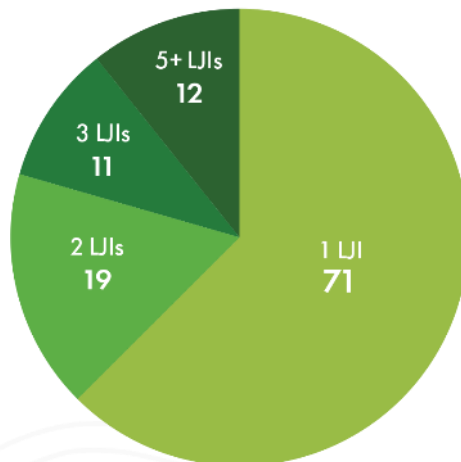


- 110+ downstream, midstream and integrated companies have taken action in cocoa, palm oil, pulp and paper, beef and soy landscapes
- 90+ LJIs and MSPs have been supported by these companies

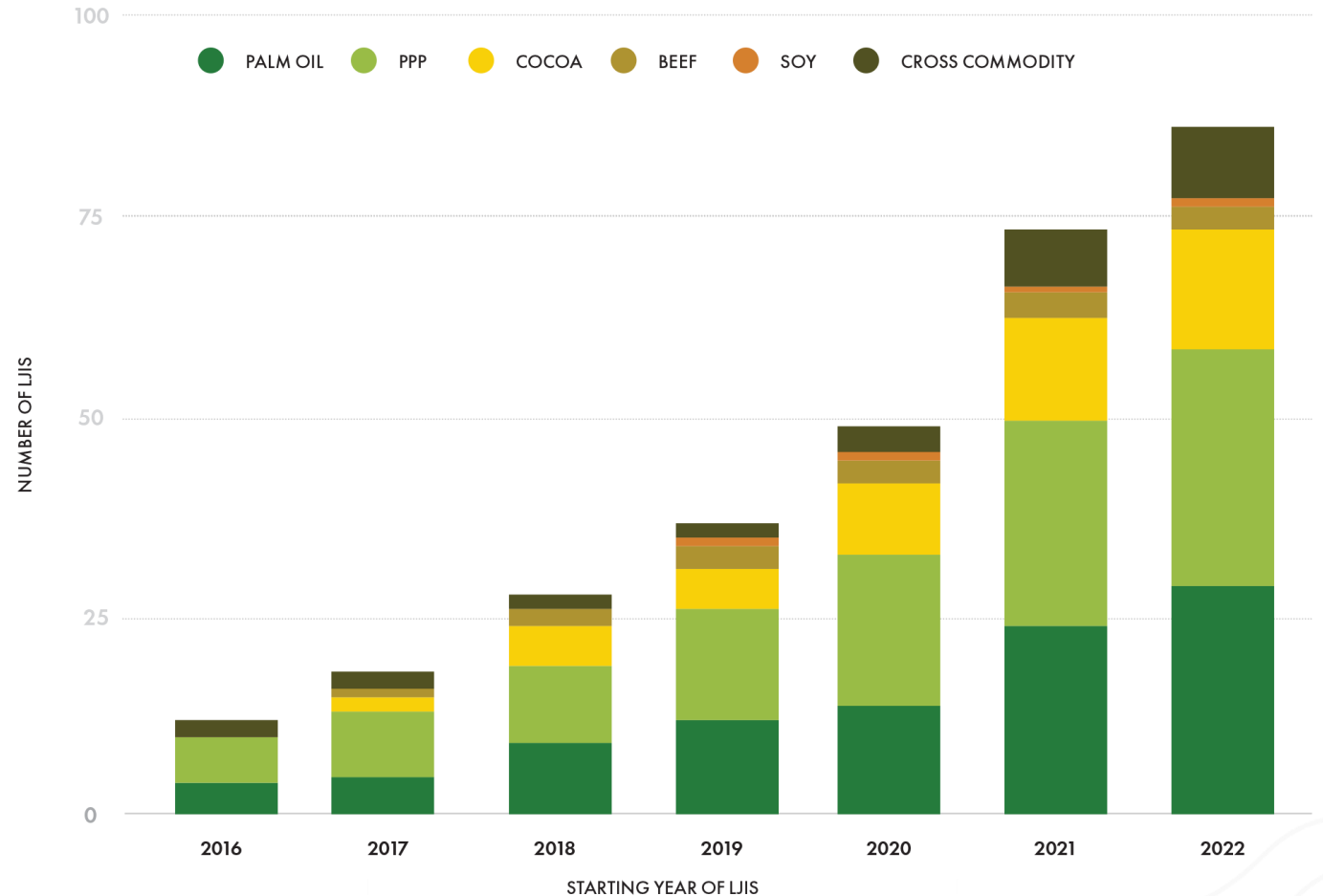
COMPANIES SUPPORTING LJIS BY TYPE



NUMBER OF LJIS SUPPORTED PER COMPANY

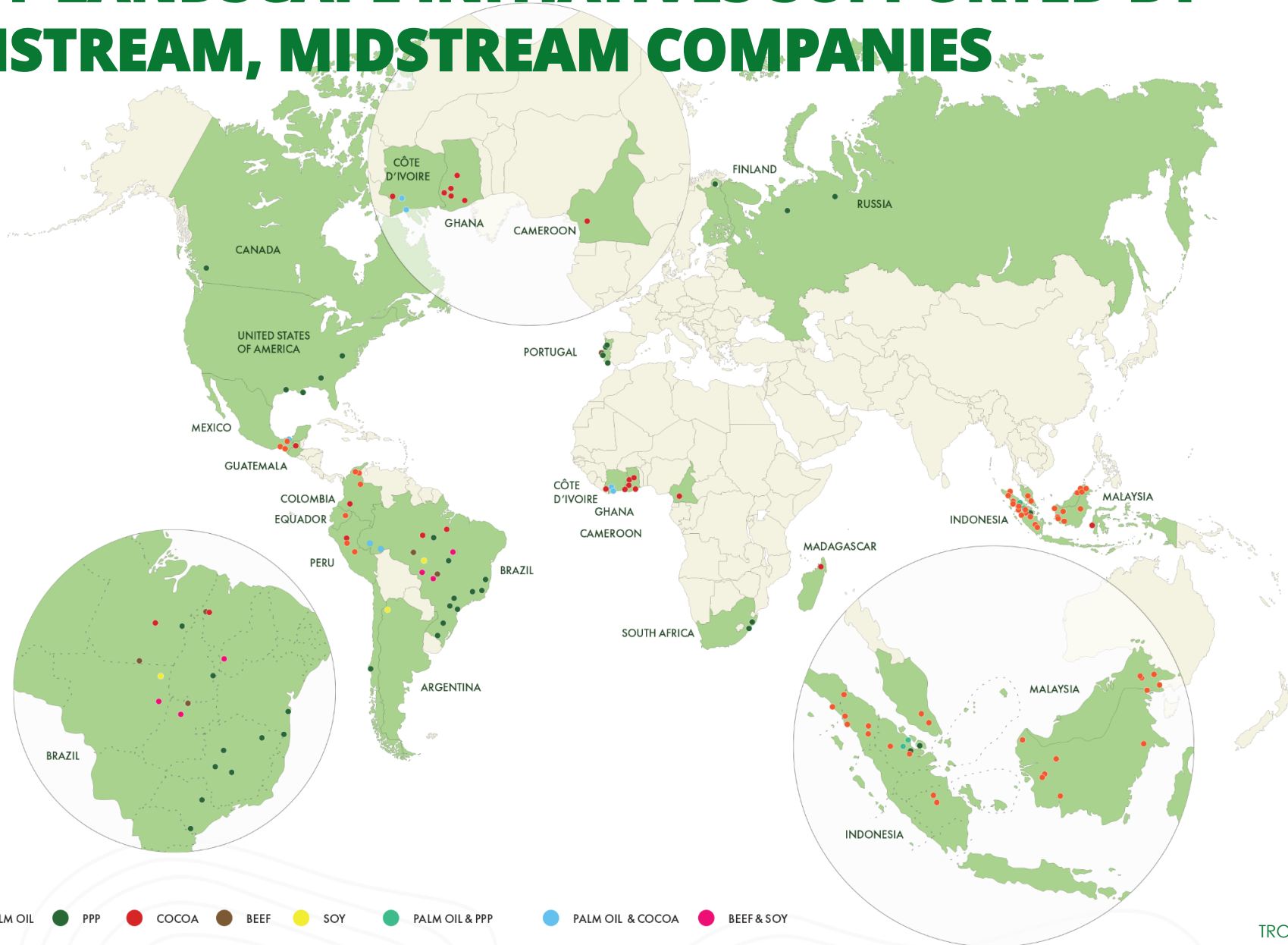


Source: [TFA, 2023](#)



* The graph reflects when the LJIs were established, not when the downstream and midstream companies started supporting them
Sources: TFA et al. (2023a, b, c, d, e).

MAP OF LANDSCAPE INITIATIVES SUPPORTED BY DOWNSTREAM, MIDSTREAM COMPANIES



Sources: TFA et al. (2023a, b, c, d, e)

Source: [TFA, 2023](#)

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BUSINESS CASE FOR COMPANIES TO TAKE LANDSCAPE-SCALE ACTION



12 companies fund 5+ LJIs

Opportunity for collective efforts, impacts, learning

- When companies:
- Source small volume, have little leverage
 - Limited experience
 - Expect collective claims at most

71 companies fund only 1 LJI

Reputational benefits

- When companies:
- Use landscape-scale action in qualitative reporting (included in CDP, Forest500)
 - Share stories (collective claims)

Just and inclusive compliance

- When companies:
- Source commodity in (i) highly fragmented supply chain; or (ii) produced by a lot of smallholders;

Regulatory compliance

Securing resilient supply chain, license to operate

- When companies:
- Source commodity (i) at large volume; (ii) produced by a lot of smallholders;
 - Potential: Verified sourcing area

Meeting own sustainability commitments

Contribution to global targets

- When companies:
- Use landscape-scale action to meet own targets, goals for nature, climate
 - Require individual claims

Potential for companies to increase investments in landscape-scale action

PERSEPECTIVES FROM COMPANIES, LJ I IMPLEMENTER



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THE BUILDING BLOCKS TO MAINSTREAM LJAS AS CORPORATE STRATEGY



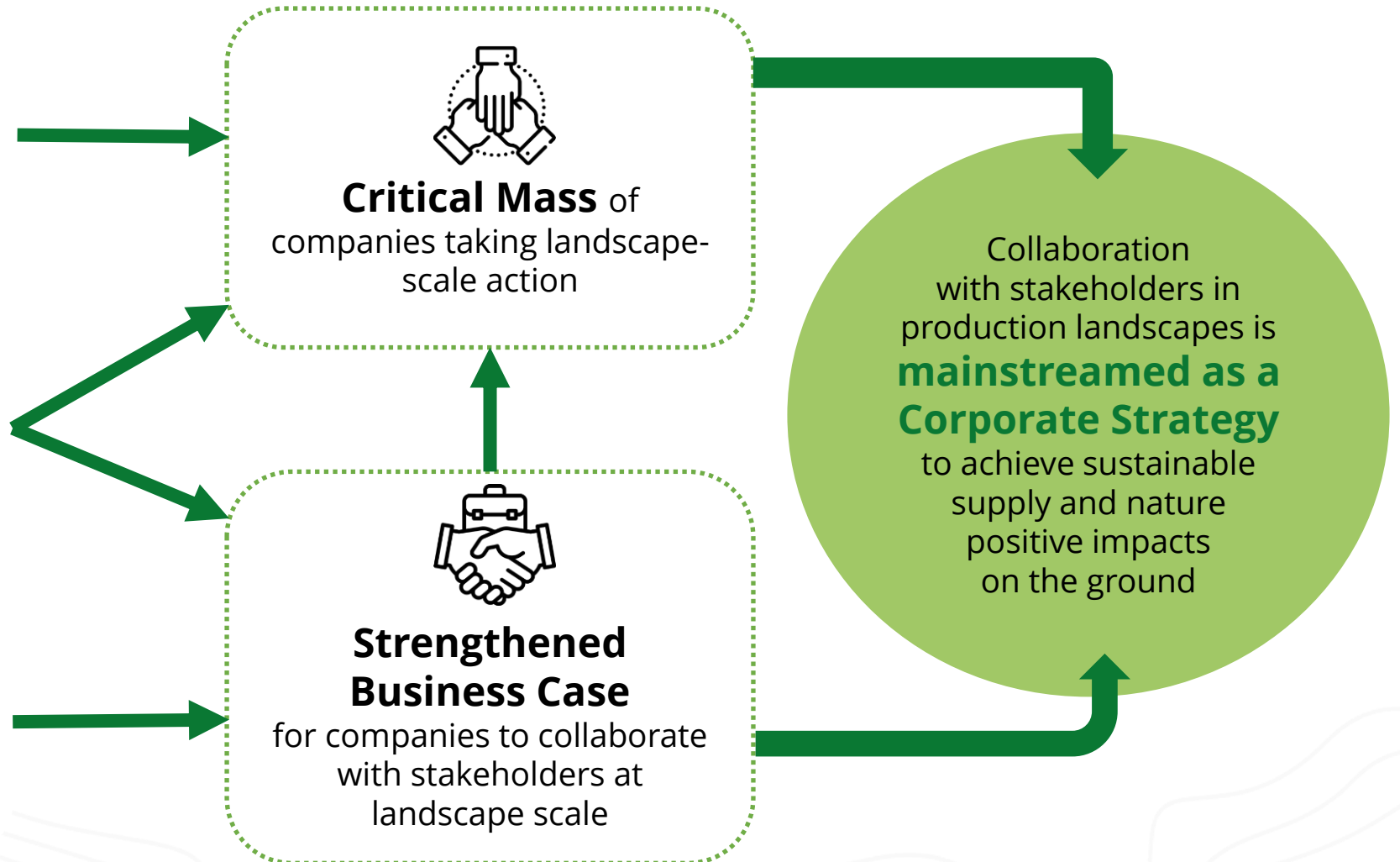
Mechanisms, tools are available for a wide range of companies to take landscape-scale action



More recognition for companies' landscape-scale action in global and national frameworks



Quantified landscape-scale outcomes achieved to complement qualitative outcomes



DISCUSSION AND Q&A SESSION



THANK YOU FOR JOINING!

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WHAT IS COMPANY LANDSCAPE-SCALE INVESTMENT OR ACTION?

CDP's Criteria for Landscape Initiatives

Source: [Adapted from CDP, 2023](#)



1. The scale of the approach is an environmental, productive, or geopolitical landscape/jurisdiction.

Heterogeneous land area composed of multiple and interacting ecosystems, people, functions, authorities, and land uses that are repeated in a similar form throughout.

Inclusion Tbc

BUILD BASED ON A SHARED LONG-TERM VISION OF SUSTAINABILITY AND INTEGRATED IN A MANAGEMENT STRATEGY OR ACTION PLAN WITH:



2. Multiple local stakeholder groups participate

in processes/platforms of discussion and decision making.



3. Collective goals and actions

on sustainable production (e.g. commodities), human well-being, and conservation.



4. Transparent reporting or information systems

on actions and progress are established and collectively acknowledged.

What constitutes as company landscape actions are actions that:

- Address critical sustainability issues and **contribute to landscape-level goals agreed through multi-stakeholder processes**
- Aim to have **impacts beyond individual supply chains**

Source: [ISEAL joint position paper, 2022](#)

CONCLUSIONS AND RECOMMENDATIONS



Key **short-term outcomes** to mobilise more landscape-scale action by companies:

1. A strengthened **business case** for companies to take landscape-scale action is built through
 - (1) **Quantified outcomes at landscape and jurisdictional scale;** (2) **Recognition of companies' landscape-scale action** in various frameworks
2. Number of companies taking landscape-scale action reaches **critical mass** to accelerate the mainstreaming of approach as corporate best practice

Recommendations for downstream, midstream companies

1. **Increase landscape-scale action** in sourcing regions and **bring in other companies**
 - Including by incorporating LJA in pre-competitive coalitions, sharing experience with peers and incentivizing suppliers to take landscape-scale action
2. **Integrate** collaboration with stakeholders to address systemic issues in production area into corporate strategy
3. **Spotlight local stakeholders' work** to transition towards sustainable land use at scale

Recommendations for wider proponents of LJA

1. Actively **incentivize companies** to invest in land use transformation within sourcing regions
 - Including through claims against sustainability targets, e.g. climate.
2. Create mechanisms, tools and other resources to guide and enable **various types of companies** to take landscape-scale action
3. **Build and upscale the capacity of local facilitators** and implementers

4. **Align resources in committed and/or progressing landscapes and jurisdictions** to accelerate progress to achieve "proof of concept" of sustainable land use at scale