



USAID
FROM THE AMERICAN PEOPLE

LAC ENVIRONMENT PSE LEARNING SPRINT & SUSTAINABLE CATTLE WEBINAR

9 MARCH 2021

LAC Environment Learning



DO NOW

While your colleagues are logging on, please edit your zoom name to include your operating unit.

1. Open the participant panel
2. Click the three dots next to your name
3. Select “change name”

When you’re done, take a stroll in the gallery view and see who is here.



LAC Learning Series

TODAY: Sharing Mission generated PSE learning ideas and lessons learned from engaging the private sector in sustainable cattle practices

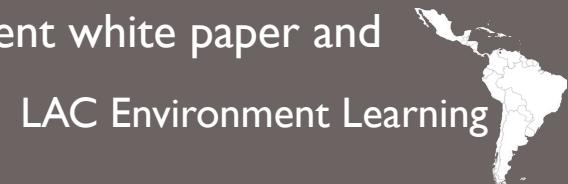
Upcoming Webinars:

- I. **Lessons from the Field: Building the Evidence Base on Natural Resource Corruption**

Colombia Mission Spotlight

March 23 at 11 am EST

2. Reducing Ocean Plastics in LAC: discussing a recent white paper and Peru Case Study- TBD



— AGENDA

- Google Group and Website Launch!
- Learning Sprint Presentations
 - Prioritize and next steps
- Sustainable Cattle Learning Brief
 - Presentations
 - Q&A

LAC Environment Learning



Learning Sprint



Four USAID staff created a learning product pitch in 5 weeks

The Challenge:

- Week 1: Write a statement of the problem or information gap you want to solve.
- Week 2: Explain the link to the LAC Environment PSE Learning Agenda.
- Week 3 and 4: Brainstorm three ways MI2 could help address your knowledge gap and ideas for information sources.
- Week 5: Explain how you and your colleagues will use this learning.





Learning Sprint Presenters

- Thomas Rojas, USAID/Peru
- Alvaro Gaillour, USAID/Peru
- Luis Ramos, USAID/Central America Regional
- Karla Toledo, USAID/Mexico



Measurable Environmental Impact from Triangulation

Knowledge Gap: How can we correlate PSE to community income and environmental impact (ex. environmental regeneration, circular economy, and conservation) through triangulation of community-based companies, anchor value chain firms, and NGOs?

Link to LA: Learning Question 5.2 How can we measure the added value and impact of PSE on environment outcomes?

Use: To understand scalability of community enterprises and how they manifest environment impact.

Thomas Rojas / USAID Peru



Public and Private Sector Investments Catalyzed through Blended Finance

Knowledge Gap: Does alignment of public-private investments around a common objective (blended finance) serve as a catalyst for further investments and financial sustainability?

Link to LA: Learning Question 5.1 What approaches to engage the private sector lead to sustained, large scale environment outcomes?

Use: Understanding how to mobilize public and private funds into NRM will contribute to the Mission's CDCS/DO3 and the NDCs goals.

Alvaro Gaillour / USAID Peru





Role of Corporate Social Responsibility (CSR) in Incentivizing Investments

Knowledge Gap: For private sector motivated by CSR, will reporting impact of their investment as social and environmental standards (ex. reduction in deforestation) incentivize private sector investments over time?

Link to LA: Learning Question 5.2 How can we measure the added value and impact of PSE on environment outcomes?

Use: To understand ways to attract long-term private investments and produce social and environmental information for reporting CSR.

Alvaro Gaillour / USAID Peru

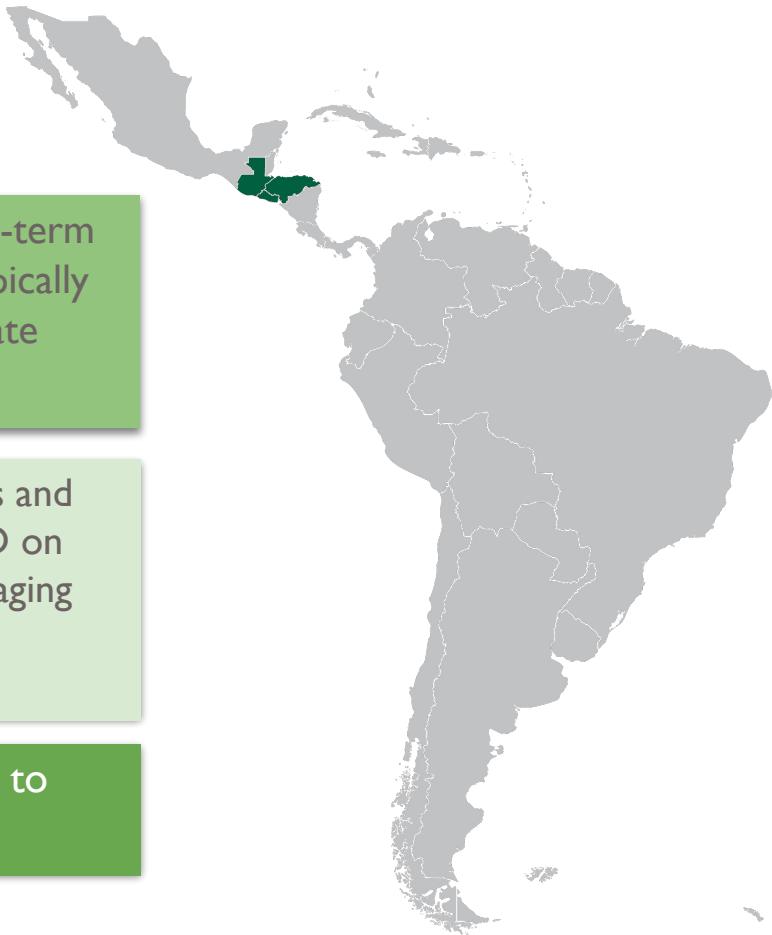
Value Propositions for Private Sector Investment in Environmental Matters

Knowledge Gap: Private sector is interested in short-term return on investments and environmental returns typically take time. What is the value proposition for the private sector to engage on environmental projects?

Link to LA: Learning Question 1. What are the barriers and incentives for the private sector to engage with USAID on environment programs? and 4.1 Do the benefits of engaging the private sector to address environmental problems outweigh the costs?

Use: Support projects' and activities' contributions to CDCS/RDCS goals or design.

Luis Ramos / USAID El Salvador





Identifying Private Sector Champions to Facilitate Sustainable Relationships with Environmental Outcomes

Knowledge Gap: Need to systematically identify private sector champions who are environmentally aware and willing to work toward sustainability.

Link to LA: Learning Question 3. What characteristics lead to an effective and sustainable relationship and environment outcomes?

Use: Support projects' and activities' contributions to CDCS/RDCS goals or design.

Luis Ramos / USAID El Salvador



Coordinated Landscape Approaches for Common Environmental Problems

Knowledge Gap: Are there opportunities for the private sector to collaborate with each other with a landscape approach that solves common problems of different value chains benefiting communities and the environment?

- What enabling conditions are necessary for this to occur?
- Can this "joint-model" achieve sustained benefit at a bigger scale? How could the impact be measured jointly?

Link to LA: Learning Questions 1, 2, 3, and 5 around enabling conditions, engagement/ relationships, and environment outcomes.

Use: The learning will inform Mission strategy, new activities, collaborative action, cross-Mission learning, and broaden the local actors in which USAID engages.

Emerging Markets

Knowledge Gap: What are the emerging markets that will generate environmental and social benefits? What is the value added for and by the private sector engaging in these markets to increase benefits realized by communities and the environment?

Link to LA: Learning Questions 4 and 5 around implementation and environmental outcomes.

Use: This learning will help the Mission develop activities and create consciousness among emerging markets on shifts needed to accomplish goals

Karla Toledo / USAID Mexico



What are the most urgent priority topics for you?

Place 3 light bulbs from the side of the slide on the topics that would be most useful to you in the short term to learn about.

Measurable Environmental Impact from Triangulation (5)



Public and Private Sector Investments Catalyzed through Blended Finance (4)



Role of Corporate Social Responsibility (CSR) in Incentivizing Investments (3)



Identifying Private Sector Champions to Facilitate Sustainable Relationships with Environmental Outcomes (6)



Value Propositions for Private Sector Investment in Environmental Matters (5)



Coordinated Landscape Approaches for Common Environmental Problems (5)



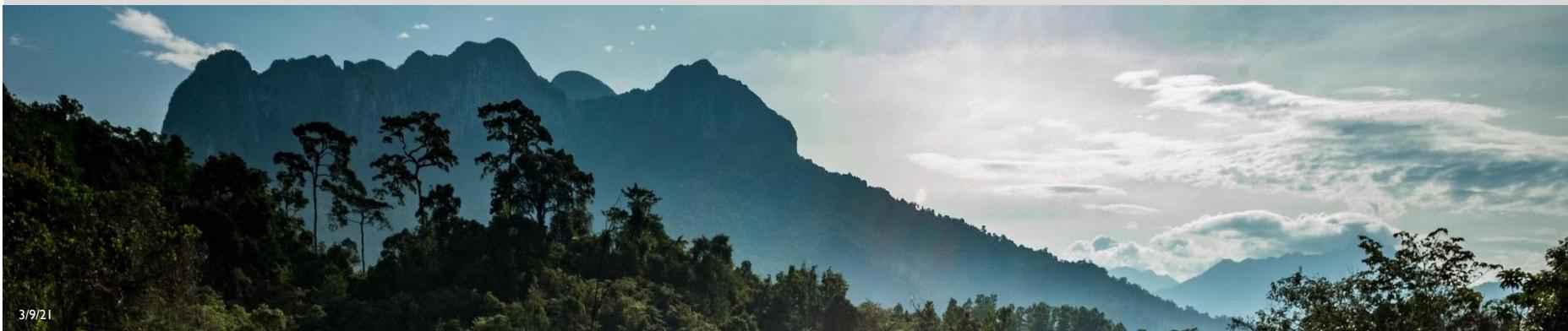
Emerging Markets (7)



Learning Sprint Next Steps



- MI2 will scope out the priority idea(s)
- Gather Mission input on scoping and peer review



PSE in Sustainable Cattle Practices

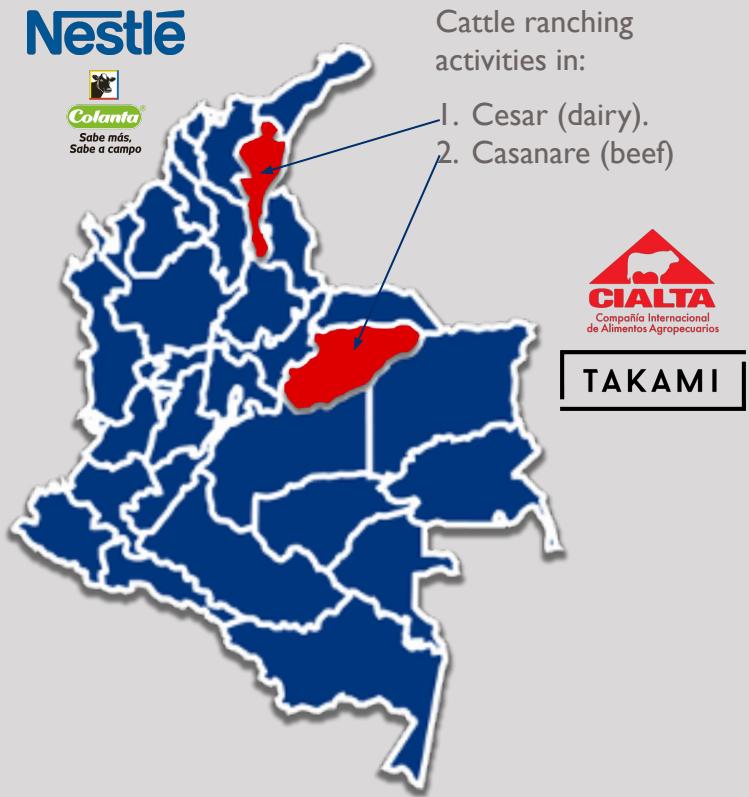
Presenters/ Panelists:

- Ximena Garcia, Senior Biodiversity Advisor, USAID/ Colombia
- Shirley Zavala, Economic Growth and Environment Specialist, USAID/ Paraguay



Sustainable cattle ranching activities in Colombia's tropical dry forests and flooded savannas

- The area under **cattle ranching** in Colombia surpasses the country's **viable** hectares for this activity:
 - e.g., Cesar has 730,000 ha **viable**, however there are 1.2 M ha in use for cattle ranching.
- USAID/Colombia engages various private sector actors including:
 - Nestlé and Colanta: dairy.
 - Restaurant chain Takami and Cialta: beef.
- With these actors, USAID/Colombia conducts:
 - Sustainable cattle ranching models, through:
 - Improved environmental and agricultural practices.
 - Farmland use planning.
 - Commercial agreements.



Cattle ranching in the tropical dry forests (dairy)

USAID/Colombia works with:

- **Nestlé:** Activity: Premium price for product that conserves biodiversity. Two phases (40 farms – 2,773 ha/50 farms – 9,000 ha).
- **Colanta:** Activity: Loans with low interest rates for productive system that conserve biodiversity (**pool of US 1M**). 100 farms – 4,000 ha.



Cattle ranching in flooded savannas (beef)

USAID/Colombia works with:

- **Casanare Cattle Ranching Committee:** Local technical assistance to 130 farms.
- **Casanare Chamber of Commerce:** Develops the sustainable beef cluster in Casanare.
- **Takami:** Restaurant chain in Bogota with fine dining and fast food restaurants (tests for future commercial agreements).
- **Alimentarte food festival and restaurant tour:** promotion of sustainable beef for restaurants and chefs.
 - **Cialta:** Beef distributor for restaurants.
 - Renowned Colombian Chef Harry Sason.



Sustainable Cattle Ranching Results:

CESAR (Tropical dry forest)

190
farms



15,680
ha



4.5% premium price per liter sold
1.3M of liters sold
9M projected liters for sale

Credit line for farmers:
pool of **US 1M**
7M projected liters
for sale

Areas to work on:

Traceability

Commercial agreements
(anticipated sales)

Work on other parts
of the value chain
intermediaries

Work on local
and regional scale
value chains

Work with
supermarkets

Consumer
behavior

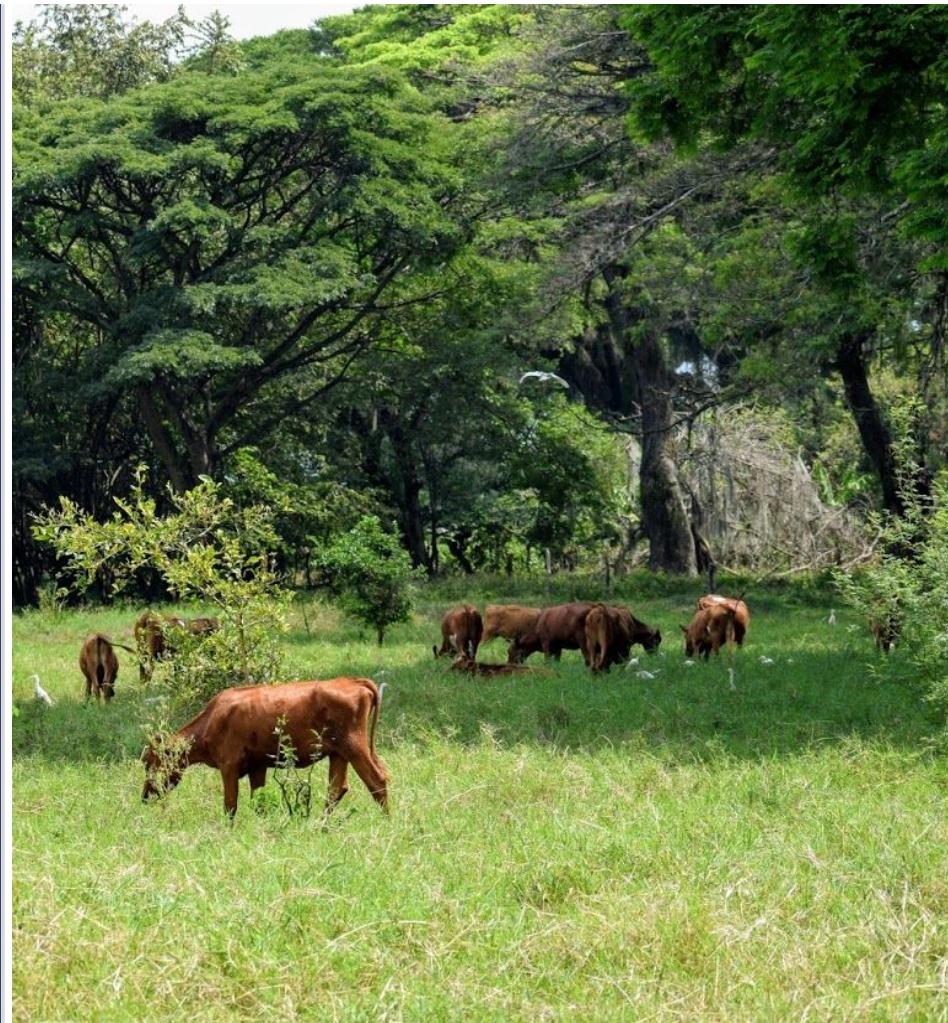
Core business
(i.e. costs)

CASANARE (Flooded savannas)

130
farms

240,000
ha

US 35K
sales under pilot project
US 35K
projected sales per month



Paraguay



- The Forest Conservation and Agriculture Alliance (FCAA) aims to contribute to the sustainable development of Paraguay, by increasing investments in climate change mitigation measures, building on a strong partnership approach with the private sector.
- FCAA activity seeks to avoid deforestation and reduce GHG emissions in Paraguay by incentivizing a shift from traditional agricultural expansion to sustainable livestock production practices and promoting linkages along beef value chains.

Private sector partners engaged:

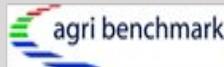


Asociación Agropecuaria
de Agua Dulce



LAC ENVIRONMENT LEARNING

Other partners:





USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

2015



AGREEMENT
WITH WWF
2015-2019



TALKS WITH
PROPOSED
PARTNERS



AREA
PRIORITIZATION
(CHACO) AND
SECTOR (CATTLE)

SEARCH
FOR NEW
PARTNERS

2016



MOU WITH 7
PARTNERS
“LA ALIANZA”



2019



CO-CREACION

NEW
GOVERNANCE
STRUCTURE



COOPERATION
AGREEMENTS
WITH 11
INSTITUTIONS

2020



IDENTIFICATION OF
INCENTIVES AND
JOINT WORK PLANS

EXTENSION
2020 - 2025



2021



LAUNCH PHASE II OF THE
ALLIANCE



3/9/21



2025



22

Expected outcomes from engaging with the private sector



If livestock producers apply BSPs and verify their sustainable production, and the industry has a consistent flow of sustainable produced beef that can be traced, niche markets would be accessed **then** proving the feasibility of the sustainable beef production model.



If the feasibility of the sustainable beef production model is proven, **then** agricultural expansion in the Chaco would increasingly unfold following this model that entails less conversion of forest lands into other uses. **If** forest conversion is avoided, **then** GHG emissions would be reduced.



If the capabilities of the public institutions are strengthened and proper supporting tools are developed, **then** better land use plans would be designed and implemented.



If implementation of land use plans and better land use management capabilities are on place, **then** monitoring and control from national authorities would improve, along with advancement of public policies aimed at conservation of forests.

THE VISION: "Multisectoral alliance promoting models of sustainable development, through productive intensification and diversification, land planning and environmental preservation in the Chaco, based on innovation and science". (Vision for the Alliance defined by its members in Neuland, 02 de mayo de 2019)



SUSTAINABLE PRODUCTION, MARKET ACCESS, LAND-USE MANAGEMENT, FOREST CONSERVATION, GHG REDUCTION

PSE in sustainable cattle practices Q&A



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