

THE SUSTAINABLE LANDSCAPES PARTNERSHIP

A joint initiative of the CGF Forest Positive Coalition and World Business Council for Sustainable Development’s Soft Commodities Forum



The World Business Council for Sustainable Development’s (WBCSD) Soft Commodities Forum (SCF) and the Forest Positive Coalition of the Consumer Goods Forum (CGF) are inviting key stakeholders to join them in addressing commodity-driven ecosystem conversion in Brazil’s Cerrado biome.

Implementing deforestation- and conversion-free (DCF) supply chain practices is a significant effort from the sector, but other incentives are needed to build a forest positive future. To create these incentives, both platforms embarked on a collaboration in 2020 to drive investment in transitioning priority commodity-producing landscapes to forest positive resilient sourcing areas.

OUR VISION

The CGF and SCF believe that successful, effective landscape initiatives in Brazil are essential for advancing regenerative and resilient production regions with positive outcomes for people, nature, climate, and business.

To support this vision, FPC and SCF companies will intensify collaboration in priority Cerrado landscapes by:



Providing capital or in-kind support that contributes to the development and implementation of effective landscape initiatives in priority production regions of Brazil.



Helping to build practical solutions that accelerate the adoption of deforestation- and conversion-free (DCF) practices and optimize social, economic, and environmental outcomes.



Supporting landscape-level partnerships, common goals, and on-the-ground activities which contribute to nature protection and restoration, and sustainable commodity production.

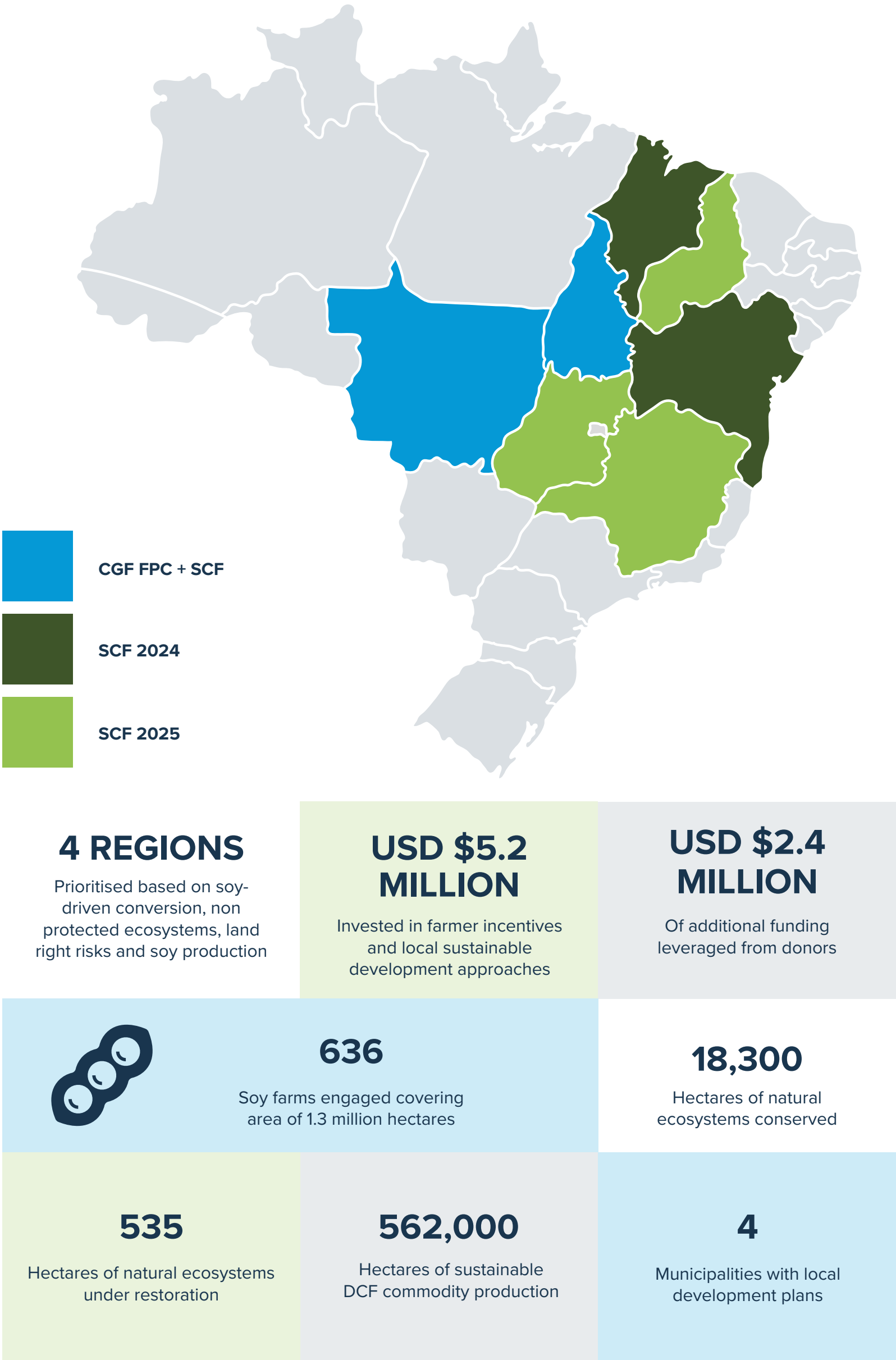


Collaborating with farmers, NGOs, local government, and other stakeholders to build landscape-level action plans, and associated baseline assessments and processes for monitoring, reporting, claims and outcomes.



Establishing a model for channelling finance to transition towards forest positive and resilient production landscapes that can be replicated in other jurisdictions.

OUR IMPACT



A PROOF OF CONCEPT IN WESTERN MATO GROSSO

To demonstrate the effectiveness of its model in achieving forest-positive and resilient landscapes, the CGF-SCF partnership has selected Western Mato Grosso (one of the four regions from graphic above) to showcase the tangible benefits that its approach can deliver for people, nature and climate.

In 6 municipalities in Western Mato Grosso, the partnership consists of:



Collectively defining forest-positive and resilient landscape outcomes



Outlining roles and contributions expected from key stakeholders, and support from the cattle industry, financial sector, philanthropy and government agencies



Developing local governance structures, in partnership with Brazilian partners IPAM and the PCI Institute, to anchor global resources and commitments, and integrate local insights and expertise



Creating a Monitoring, Reporting and Verification (MRV) system to monitor progress according to collectively agreed impact indicators

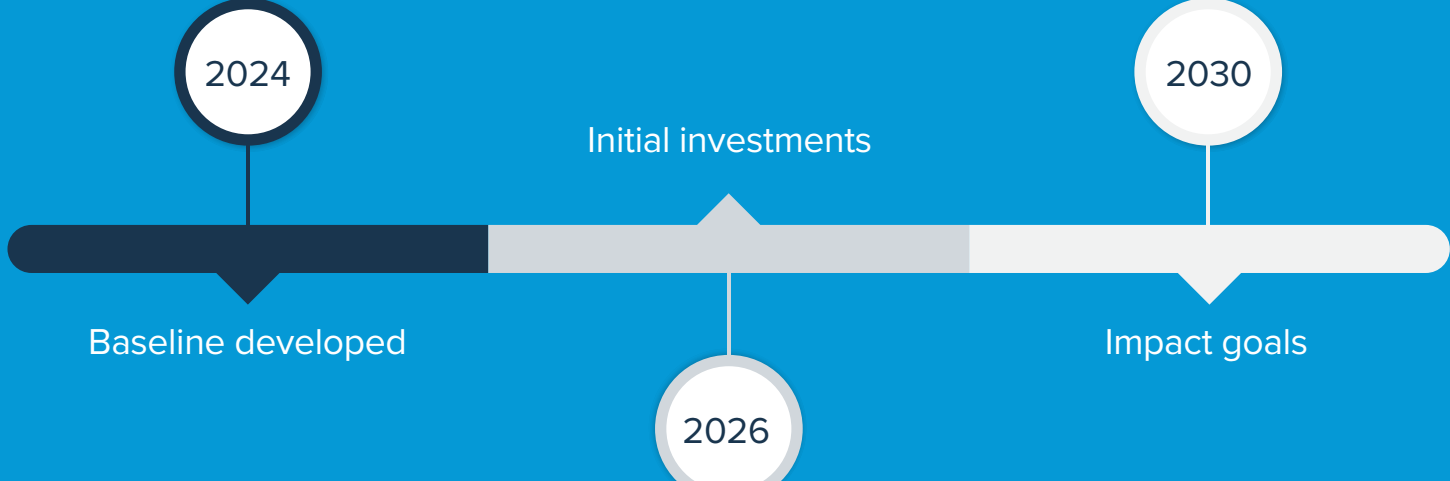


Designing an efficient financial governance and funding structure to sustain positive outcomes

With initial investments in Western Mato Grosso running until June 2026, the initiative has achieved concrete results in farmer engagement, conservation, restoration and DCF and sustainable soy production.

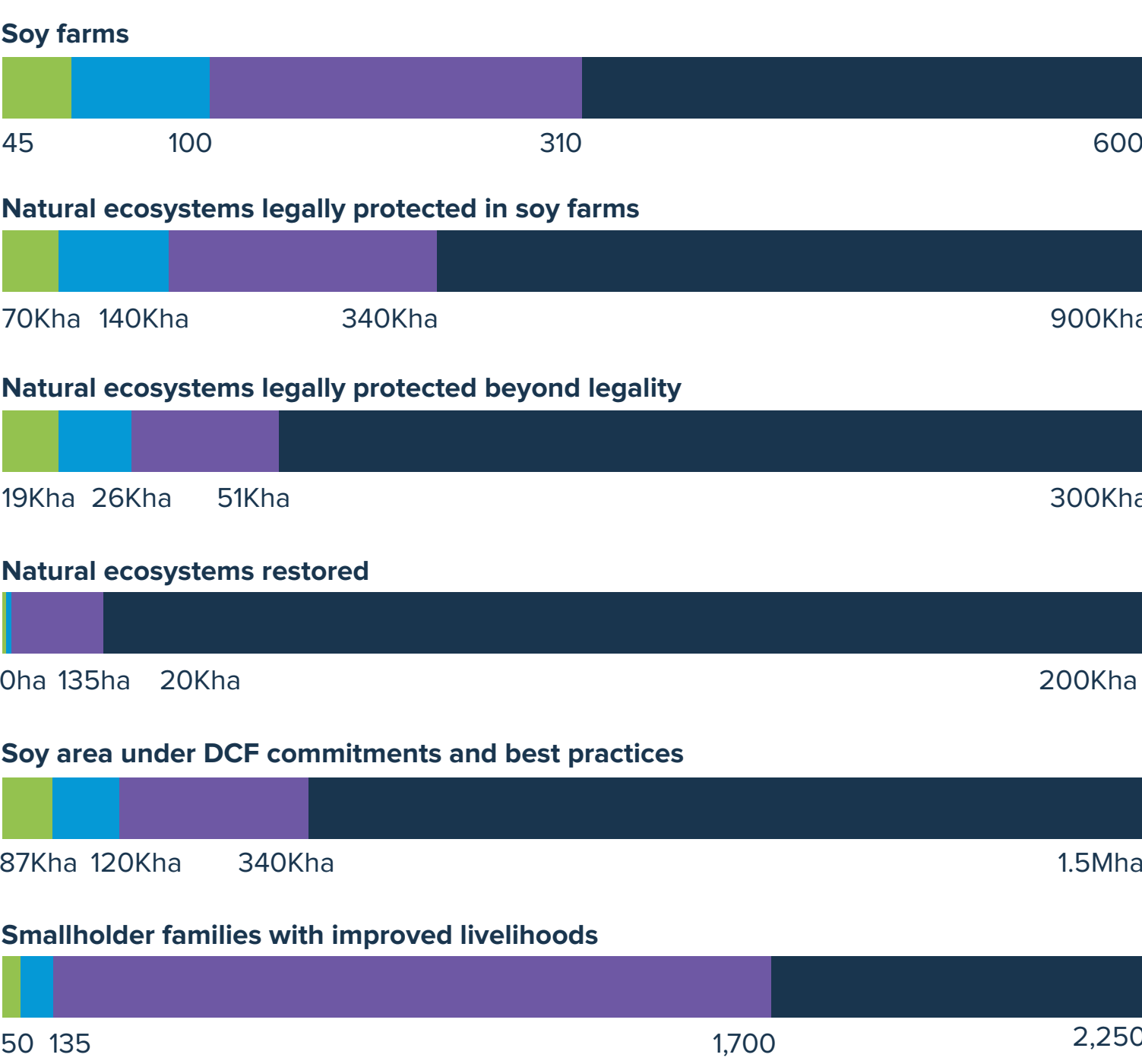
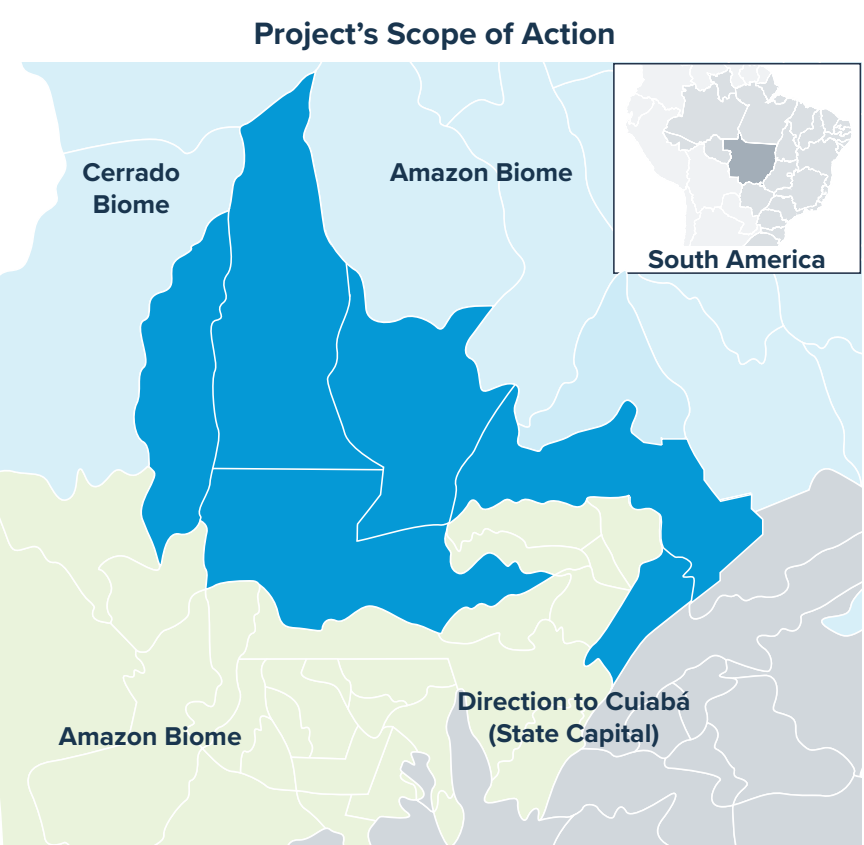
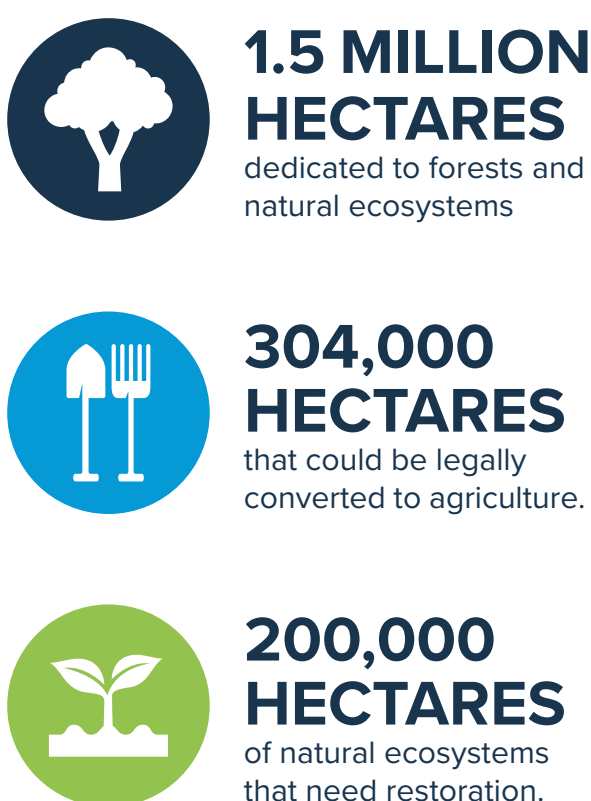
Beyond farm-support, the initiative also promotes smallholders’ livelihoods through restoration and supports the development of governance that empowers local stakeholders to develop, implement and monitor common goals, social safeguards and a long-term strategy for the initiative’s financial self-sufficiency.

Western Mato Grosso initiative is run by a consortium composed by IPAM, PCI Institute, Producing Right and Proforest, which has developed a baseline for the entire landscape and created 2030 impact goals.



WESTERN MATO GROSSO

Landscape comprises 6 municipalities in an area of 5 million hectares, of which 1.5 million is covered with forests and natural ecosystems. While 304,000 hectares could be legally converted to agriculture, more than 200,000 hectares of natural ecosystems need restoration.



OUR CALL TO ACTION:

The CGF-SCF Landscape Partnership is actively addressing commodity-driven deforestation and ecosystem conversion.

To transition the Cerrado’s key landscapes to a forest-positive future, the Partnership is inviting further support and participation from key stakeholders, including:



Achieving our 2030 targets requires further investment, providing an opportunity to support initiatives with a strong potential to deliver tangible impact and serve as a model for other jurisdictions on how to strike a balance between production, conservation and social inclusion.

JOIN US BY CO-INVESTING AND SUPPORTING OUR LONG-TERM VISION FOR THE BRAZILIAN CERRADO!

Secretariat

Soft Commodities Forum and CGF Forest Positive Coalition

Global Partners and Advisors