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# LAC ENVIRONMENT PSE LEARNING SPRINT & SUSTAINABLE CATTLE WEBINAR

9 MARCH 2021

LAC Environment Learning

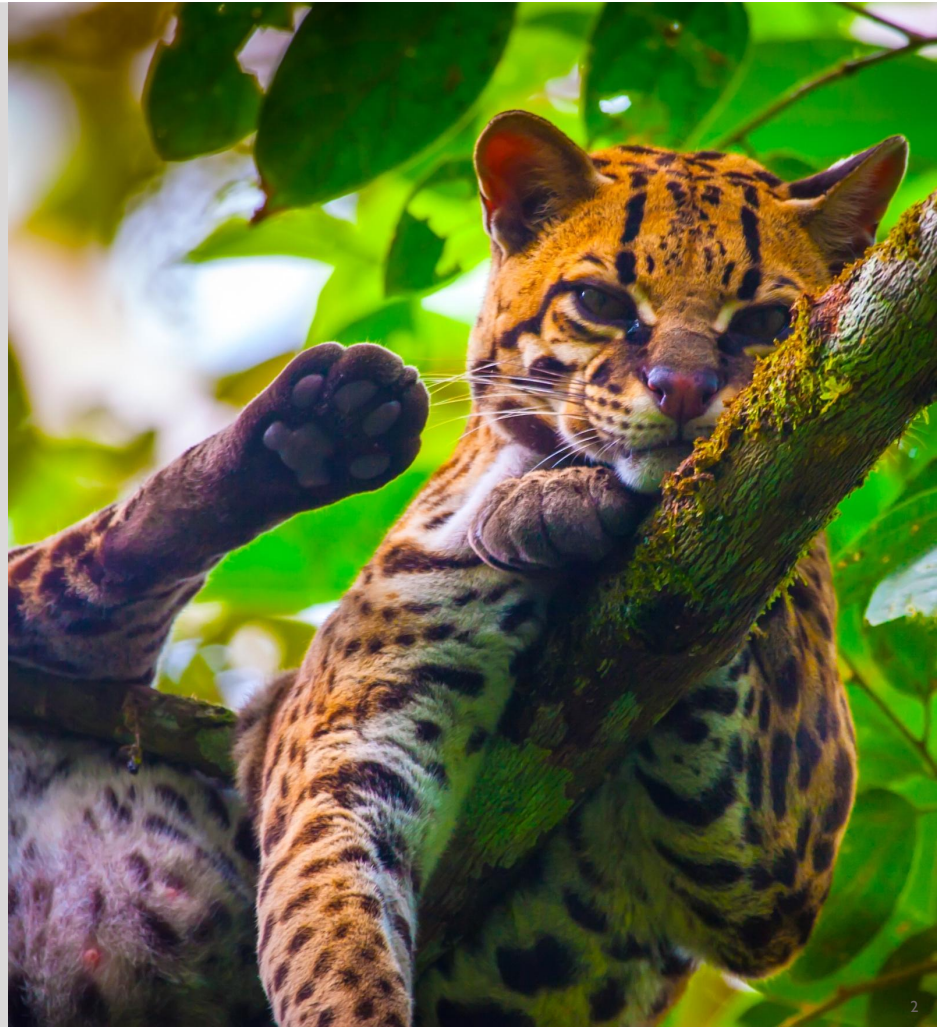


# DO NOW

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:

- 1. 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**

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## — AGENDA

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

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# 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

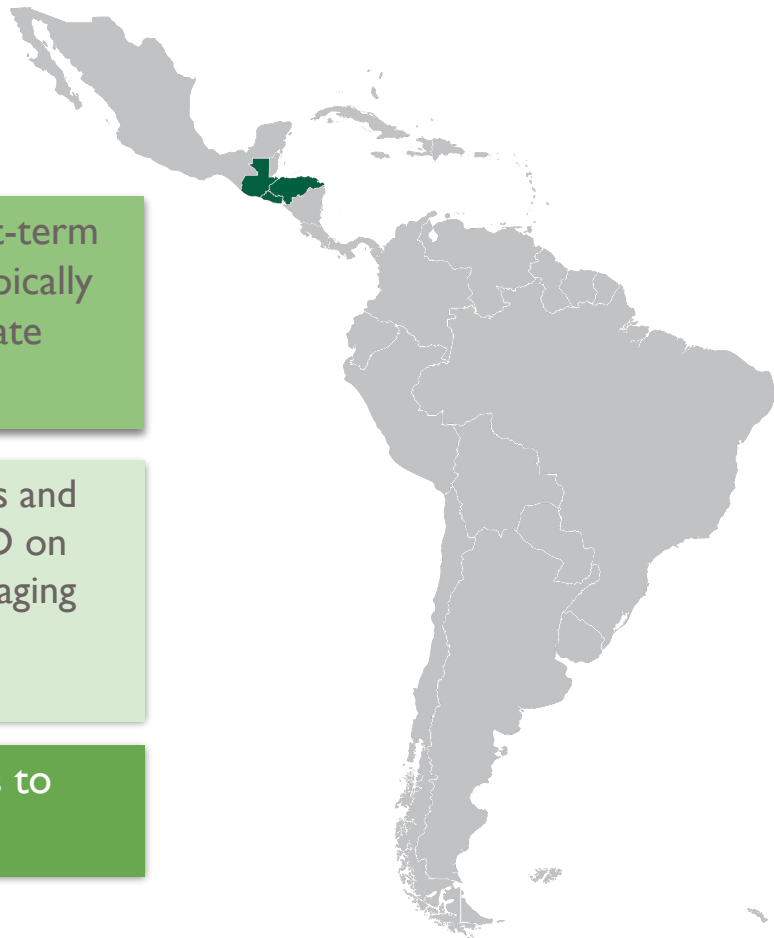
## Value Propositions for Private Sector Investment in Environmental Matters

*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)



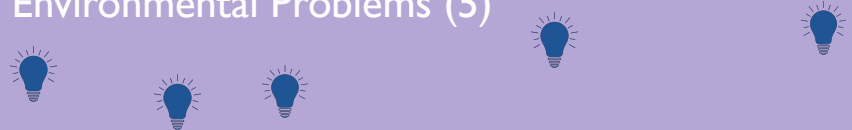
Identifying Private Sector Champions to Facilitate  
Sustainable Relationships with Environmental  
Outcomes (6)



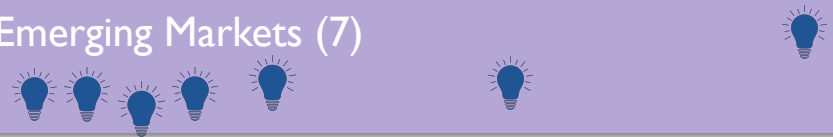
Value Propositions for Private Sector Investment  
in Environmental Matters (5)



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:

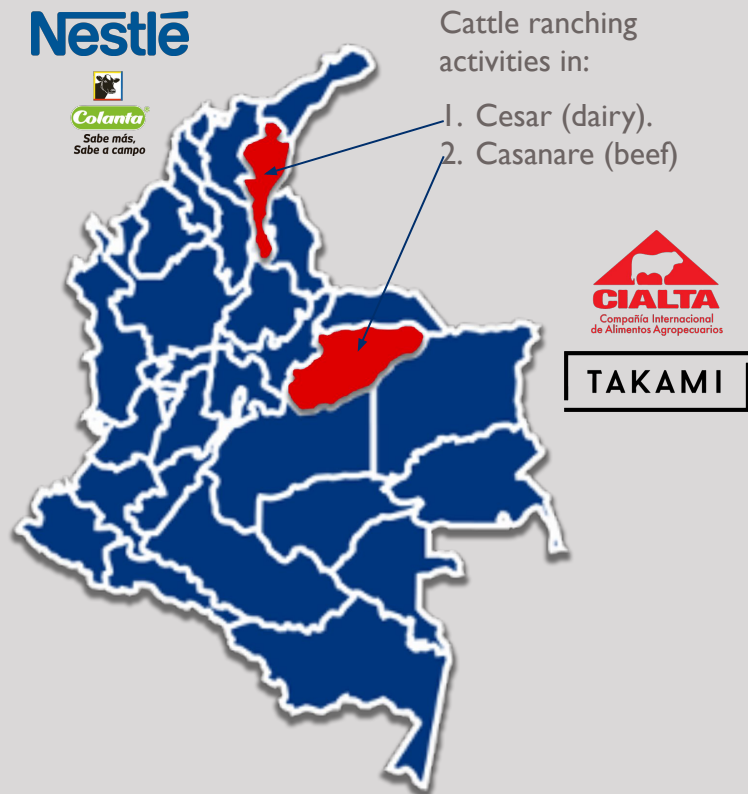
e.g., **Cesar** has **730,000 ha viable**, however there are **1.2 M ha in use** for cattle ranching.

- 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 IM**). 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 Sasson.



# Sustainable Cattle Ranching Results:

CESAR (Tropical dry forest)

CASANARE (Flooded savannas)

**190**  
farms



**130**  
farms

**15,680**  
ha



**240,000**  
ha

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



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

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

## Areas to work on:

Traceability

Commercial agreements  
(anticipated sales)

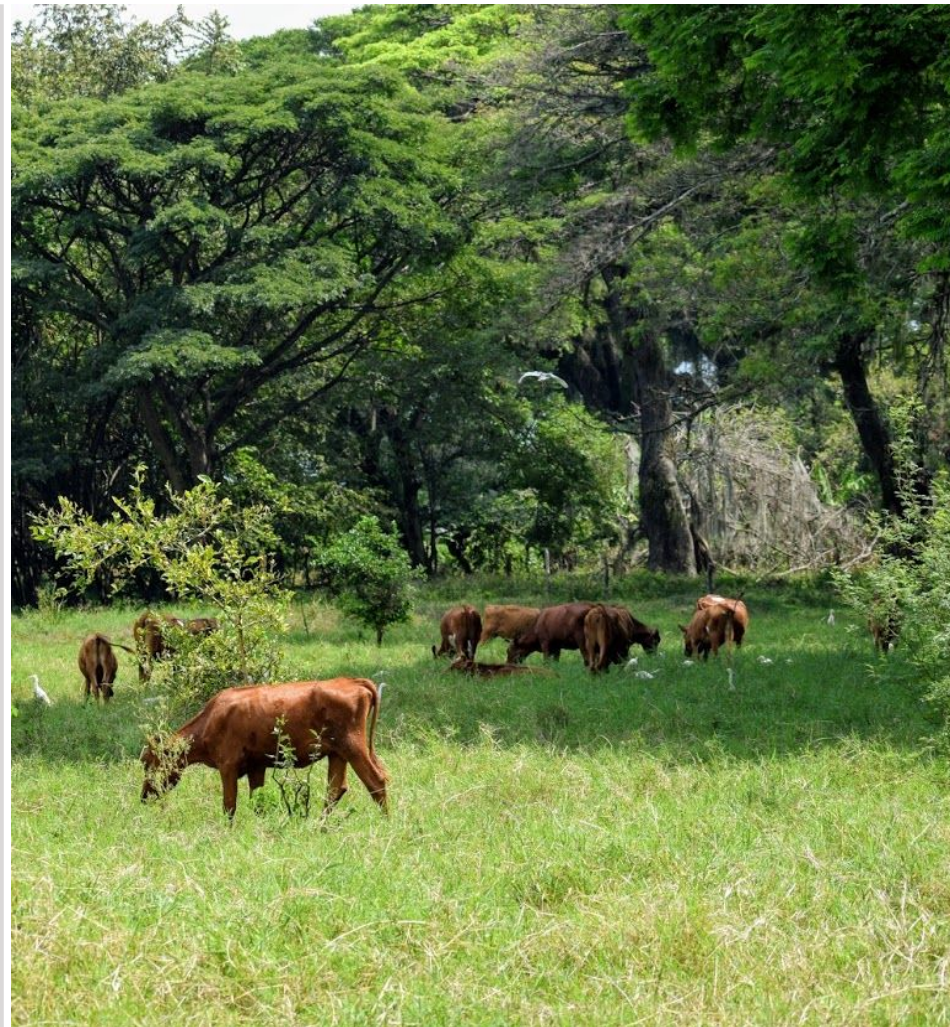
Work on other parts  
of the value chain  
intermediaries

Work on local  
and regional scale  
value chains

Work with  
supermarkets

Consumer  
behavior

Core business  
(i.e. costs)



# 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

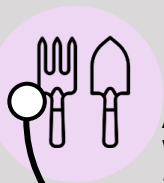


## Other partners:





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

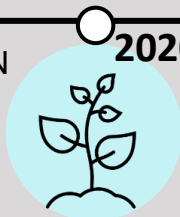


NEW GOVERNANCE STRUCTURE



COOPERATION AGREEMENTS WITH 11 INSTITUTIONS

2020



IDENTIFICATION OF INCENTIVES AND JOINT WORK PLANS

EXTENSION 2020 - 2025



2021



LAUNCH PHASE II OF THE ALLIANCE



2025



# Expected outcomes from engaging with the private sector

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)



*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.

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

# PSE in sustainable cattle practices Q&A



Photo Credit: WWF Paraguay



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