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PRIVATE SECTOR ENGAGEMENT: PARTNERSHIP PLATFORM FOR THE AMAZON (PPA)

How USAID mobilizes private sector-led collective action to jointly advance biodiversity and forest conservation coupled with sustainable economic models for the Brazilian Amazon through innovation and partnerships: The case of PPA:

Brazil's Amazon represents about 60% of Brazil and 60% of the greater Amazon, which holds more than half of the remaining tropical forests on the planet and globally important biodiversity resources. The region generates less than 9% of Brazil's GDP, creating economic growth pressures on its natural resources. Significant philanthropic resources have been invested over the years to ensure its conservation, yet threats remain or are increasing. Without better economic models built on legal and sustainable use of forest products and natural resources, that also benefit local communities, Amazon conservation will remain out of reach. Private companies have a key role in such partnerships, by bringing ideas, technology and investing towards innovative solutions with other partners.

THE PARTNERSHIP PLATFORM FOR THE AMAZON (PPA)

PPA is a multisector collective action platform to develop and identify innovative solutions for sustainable development and conservation of the Amazon's biodiversity, forests and natural resources. The Platform aims to leverage investments, share experiences and best practices, foster partnerships and support other private sector partners in developing innovative solutions. Founded in December

2017, its objectives are to: 1) Leverage social and environmental investments; 2) Share experiences and best practices in the area of sustainable socioeconomic development and conservation in the Amazon region. Acting as a catalyst for multi sectoral partnerships, the PPA has a portfolio of programs and projects that encourage (A) Territorial Development and (B) the Strengthening of Businesses with a Social and Environmental Impact in the Amazon.

Today the Platform has 39 active members, including companies, private and civil society organizations. Since 2018, with a portfolio of 9 different initiatives (4 focused on Business Strengthening and 5 on Territorial Development), the Platform has achieved the following main results:

- 4,696,102 hectares under improved management through direct application
- 17,574 people obtained socioeconomic benefits from project actions
- 47 value chains supported (from 2018 to September 2021) - emphasis on the handicraft chain with 34 local businesses, associations and indigenous groups supported, for the Amazon nut with 22 organizations strengthened and for açai with 20 organizations supported
- Around 1,371 beneficiaries started to apply improved technologies, tools, methods or processes
- 129 businesses were strengthened by programs supported by the PPA through training, connections and investment (from 2018 to September 2021)
- + BRL 34 million were mobilized from the PPA investment
- + BRL 3.4 million were invested in PPA's impact business programs
- + BRL 3 million were raised in investment rounds

USAID/BRAZIL'S ROLE IN THE PPA

USAID/Brazil has a [strategic Private Sector Engagement \(PSE\)](#) approach to co-design, co-implement and co-evaluate initiatives with the private sector for greater scale, sustainability, and effectiveness on joint biodiversity conservation and sustainable development priorities in the region. We aim to create examples and learn together through innovative partnerships, building relationships and trust and advancing new models of sustainable economic development that combine biodiversity conservation and socio-economic development, income generation through the creation of business opportunities and entrepreneurship development with local communities and stakeholders. With that goal in mind, USAID catalyzed the creation of the [Partnership Platform for the Amazon \(PPA\)](#). Within the PPA, we play a role to facilitate and convene a broad array of partners, provide technical advice to partners, and carry out long-term evaluations to learn how the PPA can leverage additional impact in the Amazon. The PPA is part of USAID/Brazil's [Partnership for Conservation of Amazon Biodiversity \(PCAB\)](#), a multi-year (2014-2024), \$80 million bilateral agreement with the Government of Brazil and all activities meet a rigorous [Biodiversity Policy](#) and Biodiversity Code. We think the PPA can advance private sector engagement, leadership and investments in Amazon biodiversity conservation and sustainable development. It's long-term success rests on the commitment of its private sector leaders and partners.

USAID envisioned the PPA based on its experiences with the USAID Brazil-initiated [Mais Unidos](#) partnership. The Mais Unidos Program has been in operation for ten years now, and no longer receives financial support from USAID.