

Learning from Landscapes

EVALUATING IDH EFFORTS IN CREATING COHESIVE CONSERVATION

Presentation based on 2015 – 2020
End-Term Evaluations conducted by
[KIT Royal Tropical Institute](#) and
[Unique Land Use](#)

www.idhsustainabletrade.com/landscapes

INTRODUCTION

IDH Landscape Approach & Intended Impact

SUSTAINABLE PRODUCTION, FOREST PROTECTION, SOCIAL INCLUSION

IDH convenes a wide body of stakeholders in a highly adaptable holistic approach to conservation known as a landscape approach to protect vulnerable, commercially productive landscapes. IDH's landscapes foster Production, Protection and Inclusion (PPI).

INTENDED IMPACT

The PPI approach aims to improve the livelihoods of smallholders and forest-dependent communities, and ensure that forests and other natural ecosystems are conserved and restored, while enhancing their carbon storage capacity.



THREE OUTCOME AREAS CONTRIBUTE TO THIS IMPACT



■ **Change in landscape governance**



■ **Change in business practices**



■ **Field level sustainability**

PRIMARY IMPACT DRIVER

Production, Protection and Inclusion (PPI) Compacts are agreements among public, private and civil society stakeholders to increase the sustainability of land-based activities, improve livelihoods, and protect natural resources, most notably forests in a specific landscape or jurisdiction.

TOTAL FUNDING (2016 – 2020)

31%
private sector



16%
additional co-funding

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- Aquaculture
- Cashews
- Cocoa
- Corn
- Dairy
- Fresh Fruit & Veg.
- Palm Oil
- Pulp & Paper
- Rubber
- Spices: Black Pepper & Turmeric
- Timber
- Beef/Livestock
- Cassava
- Coffee
- Cotton
- Floriculture
- Horticulture
- Pepper
- Rice
- Soy
- Tea
- Viticulture

Evaluation Highlights

- The IDH Landscape Program proved most effective at filling the role of convenor, bringing different parties together to share knowledge and identify priorities to be addressed.
- Most stakeholders interviewed indicate that project activities and collaboration will continue after the end of funding period.

According to landscape stakeholders survey on the ISLA program¹

- 82% of respondents indicated that ISLA contributed to a change in business practices
- 95% of countries reported changes at the policy or regulatory level contributing to sustainable production and management of natural resources.

Landscape specific outcomes

- IDH has successfully scaled adoption of sustainable agricultural practices in various landscapes, including Mato Grosso (Brazil), West Kalimantan (Indonesia) and Central Highlands (Vietnam)
- IDH's multistakeholder governance 'Compact' structure has been replicated in Colombia and Maranhão State
- Increased private sector funding linked to high achievement of target outcomes in Indonesia (e.g. training delivered and business cases developed)
- Increased investment in business models linked to high achievement of target outcomes (e.g. sustainable calves protocol and Marfrig) in Brasil

LEARNINGS

- The presence of a credible and trusted convening body in a landscape can accelerate the engagement process
- The establishment of locally-driven governance structures is essential to support implementation of collective targets
- The landscape approach is shown to be complementary to existing government policies
- The flexibility of the Landscape Program makes it possible to effectively adapt the approach in landscapes with limited connection to international value chains (e.g. Liberia)



¹ ISLA is a subset of IDH's Landscape Program. 42 stakeholders from Ivory Coast, Kenya, Vietnam and Ethiopia responded to the survey

Achievements in convening

Over the course of the period covered in the evaluations, coalitions in all evaluated landscapes have mobilized funding and initiated field projects, while 4 landscapes established PPI compacts. Aligning interests and defining scope and scale of compacts is a key turning point in most landscapes, leading to stronger outcomes.

■ **Cavally (Ivory Coast)** has aligned on land-use planning and a PPI compact is now under consultation before signature.

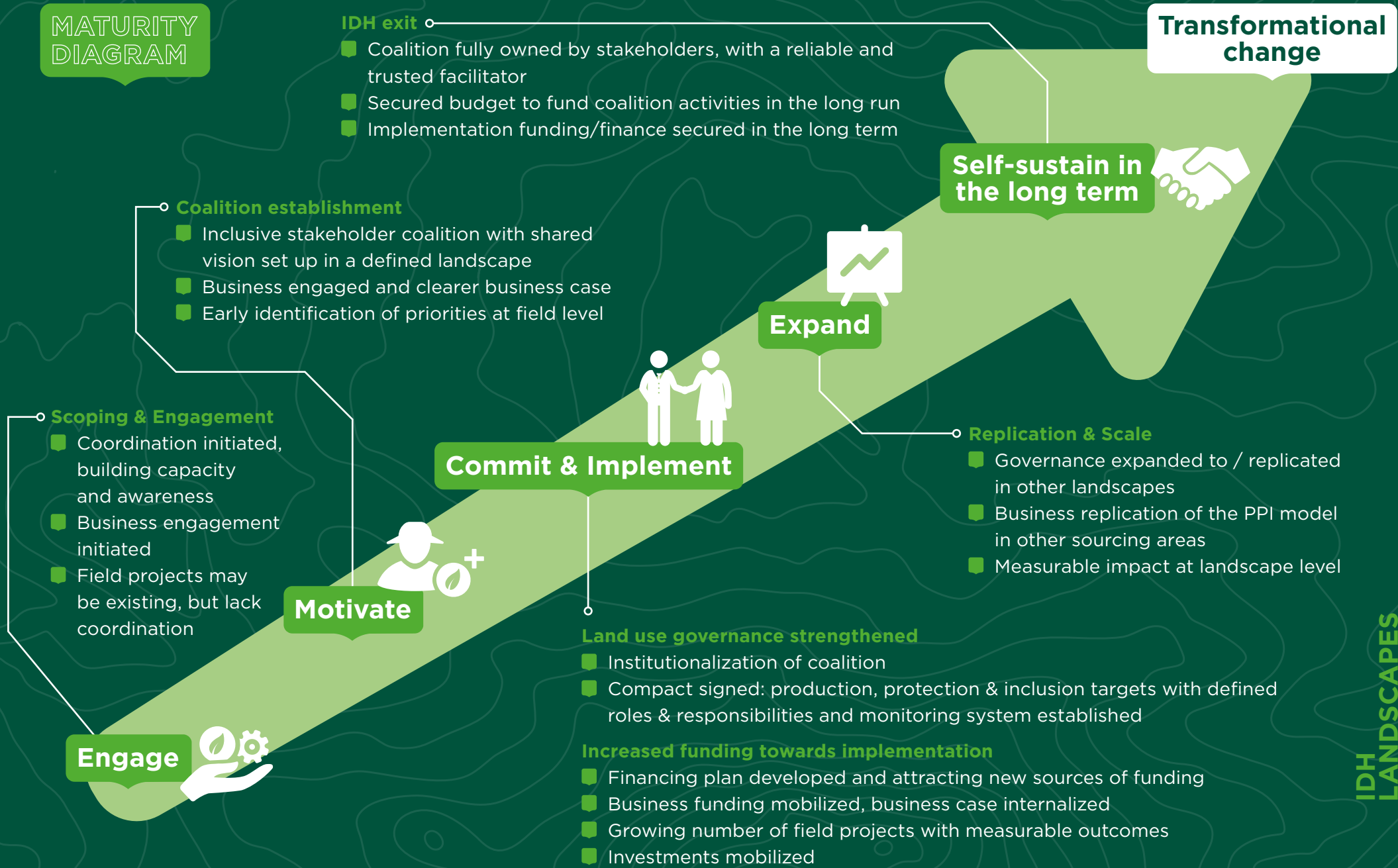
■ **Mato Grosso (Brazil)** showed strong outcomes regarding market access, land use governance, and a higher number of field projects covering a larger area.

■ **SW Mau Forest (Kenya) & Central Rift Valley (Ethiopia)** continue to work towards alignment behind a shared vision.

■ **West Kalimantan (Indonesia) & Central Highlands (Vietnam)** have established compacts

■ **Lofa & Sinoe (Liberia)** have adapted the IDH PPI approach to focus on participatory land use planning and land tenure. Stakeholders in Liberia recognize IDH's key role in these outcomes.

MATURITY DIAGRAM



Engage

- Coordination initiated, building capacity and awareness
- Business engagement initiated
- Field projects may be existing, but lack coordination



Motivate



Commit & Implement



Expand



Self-sustain in the long term



Transformational change

IDH exit

- Coalition fully owned by stakeholders, with a reliable and trusted facilitator
- Secured budget to fund coalition activities in the long run
- Implementation funding/finance secured in the long term

Coalition establishment

- Inclusive stakeholder coalition with shared vision set up in a defined landscape
- Business engaged and clearer business case
- Early identification of priorities at field level

Replication & Scale

- Governance expanded to / replicated in other landscapes
- Business replication of the PPI model in other sourcing areas
- Measurable impact at landscape level

Land use governance strengthened

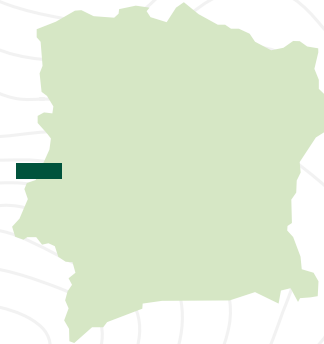
- Institutionalization of coalition
- Compact signed: production, protection & inclusion targets with defined roles & responsibilities and monitoring system established

Increased funding towards implementation

- Financing plan developed and attracting new sources of funding
- Business funding mobilized, business case internalized
- Growing number of field projects with measurable outcomes
- Investments mobilized

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Cavally region - Ivory Coast



Pictures © IDH

» MATURITY STAGE

Motivate

» FOCUS

Cocoa agroforestry, producer mapping for enhanced cocoa traceability, service provision for smallholder cocoa farmers, forest protection

- Cooperatives provided 1,407 farmers with financial training and agricultural services
- 1,693 farmers received training in GAP and agricultural entrepreneurship and 1,872 farmers were registered with the **MINKA Traceability Management System of Cémoi**.
- The **Cocoa & Forests Initiative** made significant progress establishing governance bodies, an action plan and budget, and a general alignment of various stakeholders from the public and private sectors

- **The Cavally** classified forest has shown some evidence of a downward trend in deforestation, and according to the World Cocoa Foundation (2021), this can be attributed to the improved monitoring and follow up action.
- **IDH** support was critical in the creation of the Regional Land Use and Development Plan (SRADT) and co-funded pilot projects on traceability in collaboration with Barry Callebaut and CEMOI.

» UNDERWAY

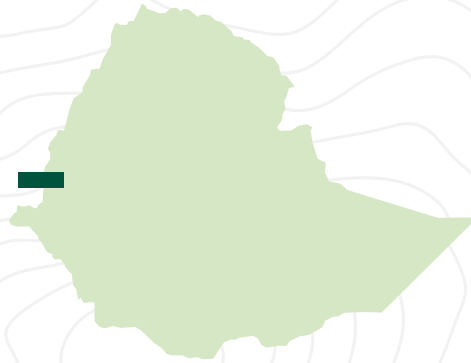
The program in Ivory Coast is on trajectory to a well-defined PPI compact and is working to ensure that land-use planning is aligned with PPI compact before fully rolling out field interventions. In addition, full commitment at the coalition level to the shared vision needs to be affirmed with the private cocoa sector.

OF NOTE

A cocoa company working in the Ivory Coast noted the strength of the program in the field relates to environmental protection, forest preservation, agroforestry, distribution of shade trees, mapping and training of producers and coaches.

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Lake Ziway - Ethiopia



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» MATURITY STAGE

Motivate

» FOCUS

Land restoration, promotion of alternative livelihood options, good agricultural practices, waste management

- Targets for alternative income-generating activities were met and include bull fattening, beekeeping and poultry production, but these activities were not taken up in some cases due to insufficient social/cultural fit;
- Reforestation/afforestation activities and gully rehabilitation projects were well-received among communities;²
- 374 farmers achieved Global Gap Certification by mid-2020 and noted that the provided inputs led to higher yields;³

- An IDH sub-basin study provided evidence for the Central Rift Valley water allocation plan, which will inform landscape level development and land use plans;
- City employees in **Batu City** established a micro-enterprise to build awareness of a solid waste management pilot project with active engagement from local flower companies.

» TO IMPROVE

Though projects have shown positive outcomes, the program continues to struggle with aligning all stakeholders behind a shared vision and has yet to finalize a PPI compact. Political instability and turnover of government officials also threatens to hamper progress.

KNOWLEDGE SHARING

Vegetable farmers adopted agroecological techniques from organic cotton smallholder farmers in the Southern Rift Valley area. They returned the favor by sharing their knowledge of sustainable vegetable production with cotton farmers.

² LND 89 Annual progress Report 2018 (published March 2019)

³ Information collected in key informant interviews of 14 stakeholders from Ethiopia

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Lofa & Sinoe – Liberia



Pictures © IDH

» **MATURITY STAGE**

Motivate

» **PPI COMPACT ESTABLISHED**

In process

» **FOCUS**

Reviving food production in region, forest protection and reforestation

- IDH supported and enabled participatory land use planning (PLUP) and Customary Land Rights Formalization (CLF) in 21 administrative districts in Lofa and Sinoe by the end of 2021.
- Even without a formal PPI compact, landscape governance has improved thanks to the successful formalization of customary land rights and the community and district levels land use plans in place.

- Farmer field schools, labor sharing and village savings and lending associations have led to Increased food production. Participants included 154 farmers.
- 40 ha of degraded savannah land has been rehabilitated.
- Risk that scaling up production in the landscapes could lead to increased pressure on forests. Case for conservation needs to be strengthened.
- Interviewees⁴ reported that deforestation drivers were present in the landscape beyond IDH’s scope of influence, while reporting that IDH is countering these drivers by increasing awareness of forest conservation issues and fostering changes in forest conservation and agricultural practices.

» **UNIQUE APPROACH**

Given the limited number of private partners to collaborate with, limited government capacity and a weak investment climate, the landscape program shifted toward a bottom-up approach with participatory land use planning and a focus on land tenure. Support for the program has been strong and impact on land rights, land use planning, forest conservation and rehabilitation has been evident.

⁴ Spockler interview

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West Kalimantan - Indonesia



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» MATURITY STAGE

Commit & Implement

» FOCUS

Conservation of HCV areas and establishment of biodiversity corridors, restoration and protection of degraded sites, sustainable agricultural intensification, RSPO certification and traceability of smallholder products

- In the **Bumitama Gunajaya Agro** at least 3,000 smallholders have improved sustainable production, and at least 1,000 people have been trained on alternative livelihood options.
- The **Padang Tikar Village Forest** Management Project has reduced deforestation rates by 96.4% compared to baseline levels. Emission rates have also declined by 98% compared to the annual baseline. This project facilitated

the issuance of a social forestry permit and has helped to generate government investments in livelihoods development in the village forest.

- The **PT. Wana Subur Lestari (WSL)** and **PT. Mayangkara Tanaman Industri (MTI)** project on integrated water management planning using a landscape approach has maintained 16.3 km of primary and branch canals and developed over 152 pieces of canal infrastructure such as dams, spillways and flap gates.
- The KIT evaluation finds that the program is on track to achieve field level sustainability.

» PROTECTING BIODIVERSITY

The **Bumitama** Biodiversity and Community Project covers 14,394 ha of land that supports 8 villages with 11,000

inhabitants, including 5,000 oil palm smallholders. This important area connects a national park and national forest. The project aims to protect wildlife and enable greater productivity and alternative livelihood options for farmers. To date, the project has improved fire risk management and reduced land conflicts through community mediation and strengthened forest management.



IDH LANDSCAPES

Central Highlands - Vietnam



» MATURITY STAGE

Commit & Implement

» FOCUS

Agroforestry-based coffee production, forest protection and reforestation, sustainable water management and responsible use of agro-chemicals

- **ISLA Vietnam** has exceeded all program targets with successful training programs and excellent leverage of funding.
- **Agroforestry** approach has resulted in reduced production costs due to lower usage of fertilizer and other inputs.⁵
 - One survey respondent reported that:
 - The production cost / ton of coffee decreased by 3-4% (about 8-12% per hectare)
 - The volume of chemical fertilizers / pesticides decreased by 10%.

- The **Agri Logic** report of farm management in Vietnam⁶ found evidence of increased yields and strong evidence of reduced environmental impact due to reduced pesticide use.
- Carbon emissions have been significantly reduced from 3.6 MT CO₂e/ha to 2.3 from 2016 to 2020 through increasing diversification of coffee monocrops and optimizing nitrogen use.
- Service delivery models are implemented by several companies and have been highly effective in improving farm management.
- Landscape governance models demonstrate high likelihood of continuing beyond the support of IDH thanks to alignment with government plans at provincial and district level, and shared objectives among stakeholders.

» PRODUCER PERSPECTIVE

“My family has 10 ha of coffee trees now harvested. I have intercropped fruit trees and shade trees for coffee as recommended by the project. The company instructed us how to apply fertilizer, measures to limit the use of herbicides, and supported persimmon seedlings until harvest.”

Research indicates that farms, like this one, with a higher share of agroforestry/ intercropping have a much lower carbon footprint.

⁵ Reduction in quantity of inorganic fertilizer applied, N and P kg/ha (928.5%)

⁶ https://www.idhsustainabletrade.com/uploaded/2021/03/Scaling-up-Sustainable-Robusta-Coffee-Production-in-Vietnam-full-tech-report_March-102021.pdf

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Southwest Mau Forest - Kenya

» **MATURITY STAGE**

Commit & Implement

» **PPI COMPACT ESTABLISHED**

Underway

» **FOCUS**

Cattle and milk production, alternative livelihoods, forest protection, reforestation and restoration, buffer zone

- The program has been successful in establishing policy changes, business cases for sustainable practices, and landscape plans, but has yet to reach funding goals.⁷
- The program has been integral in building the capacity of the Kenya Forest Service for surveillance and enforcement of forest closures.

- Successful reduction in livestock numbers foraging in forest areas and improved income from milk versus meat production.
- The conservation project has had mixed success; though forest degradation has slowed and forest regeneration has improved when compared to historical baselines, there is a higher rate of deforestation and a lower rate of reforestation in the recent period.⁸

ISLA Kenya's livestock intensification project evolved from farmer interest in dairy farming. This alternative livelihood eventually grew to include development of a local cooperative with the original participants planning to become trainers. Average milk production was increased from 4.6 to 6.25 liters per cow per day.

⁷ Data was collected in focus group interviews and key informant interviews

⁸ Further details available in NIRAS consulting 2019 report on Field-level Baseline and Progress Research on IDH Landscape Programme in the South West Mau Forest, Kenya



Pictures © IDH



Keeping cattle was our culture, we did not fully explore the economic benefit through milk production, we did not know that dairy farming is a great business. The trainings we have had completely changed our minds.”

Dairy farmer participant, Kenya

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Mato Grosso - Brazil



Pictures © Marcus Mesquita

» DEVELOPMENT STAGE

Commit & Implement

» FOCUS

Sustainable production of commodities on family farms, conservation of native vegetation and soil restoration

Juruena and Araguaia Valley Sustainable Production of Calves program

- KIT study found that IDH projects led to improvements in deforestation free value chains and traceability, as well as the establishment of verified sourcing areas.
- The Sustainable Production of Calves Program in **Araguaia Valley** trained 250 farmers and estimated that practices were being applied on 110,000 hectares in 2019.

- **ISLA Brazil** is helping to install a traceability system for cattle purchased from deforestation free producers.
- Additional work needs to be done to increase market demand for deforestation free products.

Sorriso Soy program

- **Aliança da Terra** with the support of **AMAGGI**, surpassed certification targets in 2016 and 2017 certifying 529,490 tons of soybeans covering 181,916 hectares and 64 farmers.
- Participation of private sector is fundamental to program development to drive demand for certified soybeans.

» TRACKING ANIMALS

In partnership with IDH, the Marfrig Verde+ Plan aims to ensure that 100% of the company's production is sustainable and deforestation-free within eight years. The program is scaling up a traceability system developed as part of the Sustainable Production of Calves project. While it shows strong scale-up potential, the current number of farmers in field-level projects is limited.

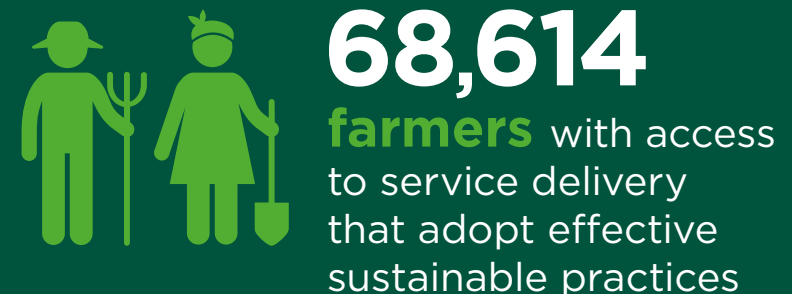


In Moving Forward: 2021-2025

IDH continues to apply the PPI approach to enhance sustainability in **21 landscapes** in **12 key countries**, building on the **6 original ISLA countries** of **Brazil, Cote d'Ivoire, Indonesia, Kenya, Ethiopia and Vietnam.**

- **SCALING** up impact in existing landscapes and countries with the right enablers (eg. Brazil, Vietnam, and Indonesia). This can involve creating additional PPI compacts, and aggregating compacts into larger landscapes where commodities can be sustainably produced.
- **LEARNING** deep dives to strengthen PPI business cases across existing landscapes to add to and improve our interventions and the inclusion of stakeholders to increase impacts.
- **TRANSFERRING** successes to additional landscapes, particularly to those where international commodity production is a significant commercial activity.

QUANTITATIVE TARGETS



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