Working with the agriculture sector to enhance nature

A BioBiz Exchange webinar

26 September 2019

IUCN Business and Biodiversity Programme, with RARE, Canopy Bridge and GIZ

PANORAMA Solution: Sustainable Agriculture with Cutting Edge Applicable Technology, by Nuril Haris from Ruang Inovasi
Sharing and scaling up solutions

• PANORAMA is a partnership promoting examples of inspiring, replicable solutions across a range of conservation and development topics, to enable cross-sectoral learning and upscaling of successes.

• To learn more or contribute your own solution on PANORAMA, please visit the business engagement thematic community [here](#).
Agenda

1. Welcome and introduction, with Nadine McCormick, IUCN’s Business and Biodiversity Programme
2. Introduction to behavior change for nature, Dulce Espelsoin, Rare
3. Case studies
   - Case study: Gastronomy as an agent of change towards more diverse and sustainable production, Marta Echavarria, Canopy Bridge (presented by Dulce)
   - Case study: Promotion of sustainable forest products from biosphere reserves in Ethiopia
4. Q&A with presenters and participants
5. Closing remarks and feedback
Our Speakers

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Poll #1 – Who are you?

• Which type of organisation are you with?
  – Civil society organisation (CSO)
  – Non-governmental organisation (NGO)
  – Government
  – Academia
  – Other
Poll #2 – What about your experience?

• What is your experience with engaging agricultural value chains so far?

PANORAMA Solution Indigenous Forest Conservation through Belize’s first Agro-forestry Concession by Christina García, Ya’axché Conservation Trust
Behavior Change for Nature in Latin America
Dulce Espelosin, Rare
The predominant view of human nature…

Homo economicus
REGULATIONS

☑ Follow
☑ Or Else!

Hand holding a money bag

Person giving a presentation
The classic environmentalist’s toolkit
1 Emotions are often more powerful than reason

2 People are social animals

3 Context matters
Toolkit: Levers for Behavior Change
How we do it at Rare?

Theory of Change - Strategy for change

K + A + IC + BR → BC → TR → CR
Knowledge + Attitude + Interpersonal Communication + Barrier Removal → Behavior Change → Threat Reduction → Conservation Result
What do we need to preserve?

What are the main threats to biodiversity?

What behavior must change in order to reduce this threat?

What are the barriers to the adoption of these new behavior?
   Social? Political? Economic? Technological?
   How can we remove it?

What conversations are needed for people to encourage adoption of new behavior?

What attitudes need to shift in order for these conversations to take place?

What knowledge is needed to increase awareness and shift attitudes?

What knowledge is needed to increase awareness and shift attitudes?

What do we need to preserve?
Local knowledge is key to build an evidence-based strategy
Q&A time!!!

To learn more about our approach, please visit www.rare.org
Questions or comments?

Please ask your questions using the question box in the control panel on the right hand side of the screen.
Ecuador

Inti Association in Mamallacta
The Problem - Quality of product delivery to market
Organic – Agroecological systems
Macambo / Patasmuyo
Understanding target audience
**BC:** By January 2021, the producers of Inti will be producing and delivering organic products from chakras to Canopy Bridge in time and form for restaurants Ecuador by 45% (up from 25% determined by the level of chefs satisfaction).

**TR:** By December 2019, Canopy Bridge will have trained 60% of Inti producers in the improvement of communication with suppliers and in the most effective and timely delivery system for them, (increasing from 0% determined this by the attendance record at trainings in 2018).

**K:** By August 2018, 37.7% of Inti farmers will know about the series of trainings for market improvement with emphasis on effective and timely delivery that Canopy Bridge will provide starting in the month of September 2018 (increasing from 13.33% at pre surveys).

**CR:** By 2022, the sustainability of the Mamallacta Amazonian region biodiversity is maintained due to 45% of producers with agroecological practices, adding this to the recovery and soil maintenance trough water filtration and nutrients, plus the spread of species and conservation of the Amazonian biocultural system.
Local knowledge is key to build an evidence-based strategy.
Gastronomy as an agent of change towards more diverse and sustainable production

by Marta Schevavia
Canopy Bridge

Palche at Patria Restaurant
© Canopy Bridge

Published: January 2018    Last edited: March 2019    2648 Views

Summary

Amazon indigenous communities have for generations integrated farms and forest to produce an extraordinary diversity of foods, but market and cultural forces are eroding these well-honed systems.

A burgeoning Latin American food movement is creating new opportunities. Relationships between rainforest communities and chefs can help incubate new enterprises and showcase the Amazon through delicious food experiences.
Promotion of sustainable forest products from biosphere reserves in Ethiopia

• **Context**
  – Farmers do not get enough income with non-timber forest products
  – This situation leads to high pressure to the forest for the extraction of timber or clearing for agriculture

• **What did we do?**
  – Create linkage to private companies that can certify wild coffee and honey and pay a premium price
  – Create capacities in the farmers for quality production

• **What happened? (the change/impact)**
  – Volume of exported wild sun-dried coffee increased (216-500 MT) - Sustainable market established for sundried wild coffee
  – Number of certified coops increased from 18 to 26 – 10.000 farmers trained in quality wild coffee production
  – 15.000 farmers trained in quality honey production
  – First export experience by cooperatives

• **What were the building blocks of success?**
  – Communication and training
  – TOT training re-disseminated by other farmers themselves
  – Collaboration and involvement of the private sector
  – Support to cooperatives and umbrella organizations

See full solution [here](#)

Solution provider: Karin Allgoewer, Programme Manager, Biodiversity and Forestry Project, GIZ Ethiopia
Other relevant case studies on agricultural value chains

• Engaging business to boost sustainability in African agriculture – by the African Wildlife Foundation.

• Sustainable Agriculture with Cutting Edge Applicable Technology – by Nuril Haris, an independent entrepreneur

• Consórcio Cerrado das Aguas (Waters of the Cerrado Consortium): Promoting coffee and conservation – by IUCN

• Linking de facto but uncertified organic farmers to growing urban markets – by Rare
Questions or comments?

Please ask your questions using the question box in the control panel on the right hand side of the screen.
Discussion

• Which of the building blocks mentioned today do you think are most relevant in your context and why?

[You can “raise your hand” using the Control Panel so we can unmute your microphone.]
Wrap up and next steps

1. Please complete the post-webinar survey

2. Submit your solutions
   • especially on mobilising finance

3. Next webinar 12 Dec 2019 (TBC) focusing on mobilising finance for conservation

Thank you!
Thank you!

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