



# Opportunities and challenges for private sector contribution to REDD+ in Peru

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**CONSERVATION**  
INTERNATIONAL



# ¿Why In Alto Mayo?



Alto Mayo offers the environmental and political conditions to become a sustainable landscape.

- Wet and semi warm weather
- 221 642 Inhabitants
- 781 000 Hectars

**SOLE WATER SOURCE**

**+ 300 ORCHID SPECIES**

**+ 330 BIRD SPECIES**

**ENDEMIC SPECIES HABITAT**

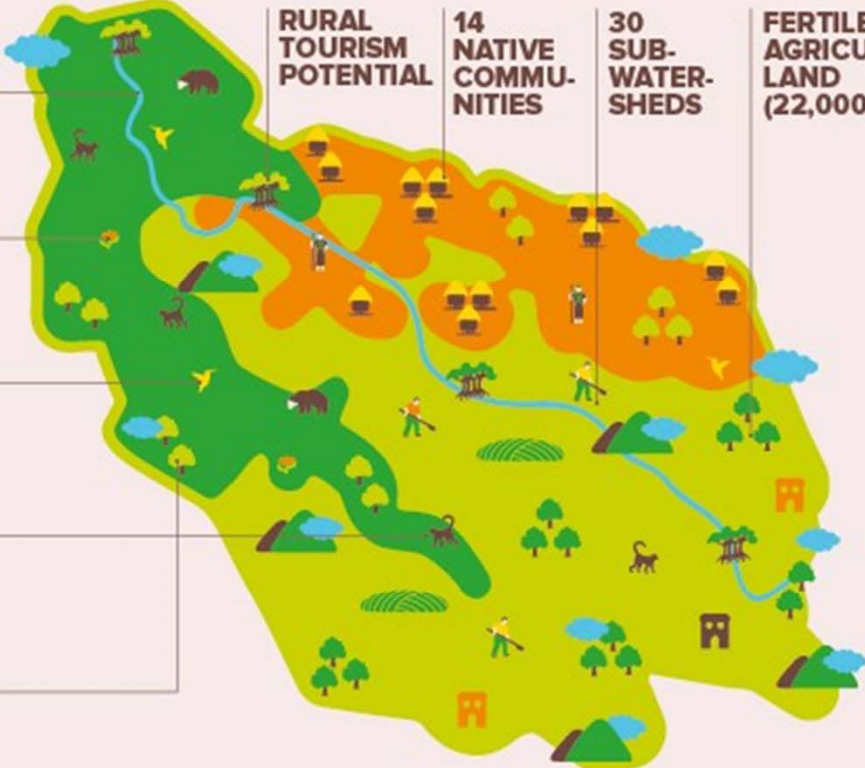
**180,000 HECTARS CLOUD FOREST**

**RURAL TOURISM POTENTIAL**

**14 NATIVE COMMUNITIES**

**30 SUB-WATERSHEDS**

**FERTILE AGRICULTURAL LAND (22,000 COFFEE FARMS)**



- Alto Mayo Protected Forest
- Alto Mayo Sub-watershed
- Native Communities



The Walt Disney logo is displayed in its signature script font, set against a white rectangular background in the top left corner of the image.

## PRIVATE PARTNERSHIPS

- Local partner – ECOAN/SERNANP
- Co-management of Natural Protected Area – Bosque de Protección Alto Mayo
- 1500 coffee farmers inside a NPA
- Private partnership with Walt Disney (\$19 million investment until 2020)
- Joffrey's Coffee and Tea will produce special line of coffee for Disney resorts and restaurants



## PRIVATE PARTNERSHIPS

- Local partner – ACAC/ProAsocio
- Private partnership with coffee roasters – Neumann Foundation and ICP
- 22,000 coffee farmers in Alto Mayo (70% not organized)
- Strengthen capacities
  - Best practices (increase production and quality)
  - Organizational management
  - Entrepreneurial management (and financial)

## RESULTS

### RESULTADOS AL 2015

Se duplicó la producción de cacao y café

**Cacao:** 1 000 kg de cacao seco.

**Café:** 18 quintales de pergamino seco

- Over 4.4 MtCO<sub>2</sub> emissions reduced in the Alto Mayo Protected Forest (REDD+ project) – 64% credits sold.
- 848 Conservation Agreements with coffee producers signed. Other 566 farmers trained in sustainable cacao
- From 9 qq/ha in 2014 to 25.6 qq/ ha in 2016
- 2 coffee coops created with first container exported in 2015, 3 in 2016 (one for Disney)





## PRIVATE PARTNERSHIPS

- Local partner – Laboratorio Takiwasi
- Agroforestry and medicinal plants production by native communities
- New line of medicinal teas commercialized with Takiwasi Lab

## ¿What is a sustainable landscape?

**Sustainable landscapes are territories at the subnational level, that simultaneously result in:**



Agricultural production with good practices



Provision of Ecosystem Services from nature



Quantifiable improvements in human well - being



Investments and sustainable markets



GHG emission reductions

# A MODEL FOR SUSTAINABLE LANDSCAPES





# HOW WE DO IT?

Models of Low  
Emission  
Business

Sustainable  
Investment  
Action Plan  
(SIAP)

Sustainable  
Investments  
Facility (OPIPS)

Communications  
Strategy

Landscape  
Accounting  
Framework

Rights Based Approach



# Scaling up

1. Working with national programs (e.g National Forest Conservation Program)
2. Alignment of REDD+ projects to the national REDD+ strategy.
3. Working with key private sector stakeholders such as Disney, Starbucks, COSTCO, etc.
4. Safeguards including promoting efficient and effective participatory processes.
5. Supporting the enactment of policies.





THANKS!