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PPA PARCEIROS PELA AMAZÔNIA



# CAL-PSE

## Catalyzing and Learning from Private Sector Engagement

Monitor to generate evidence and learning



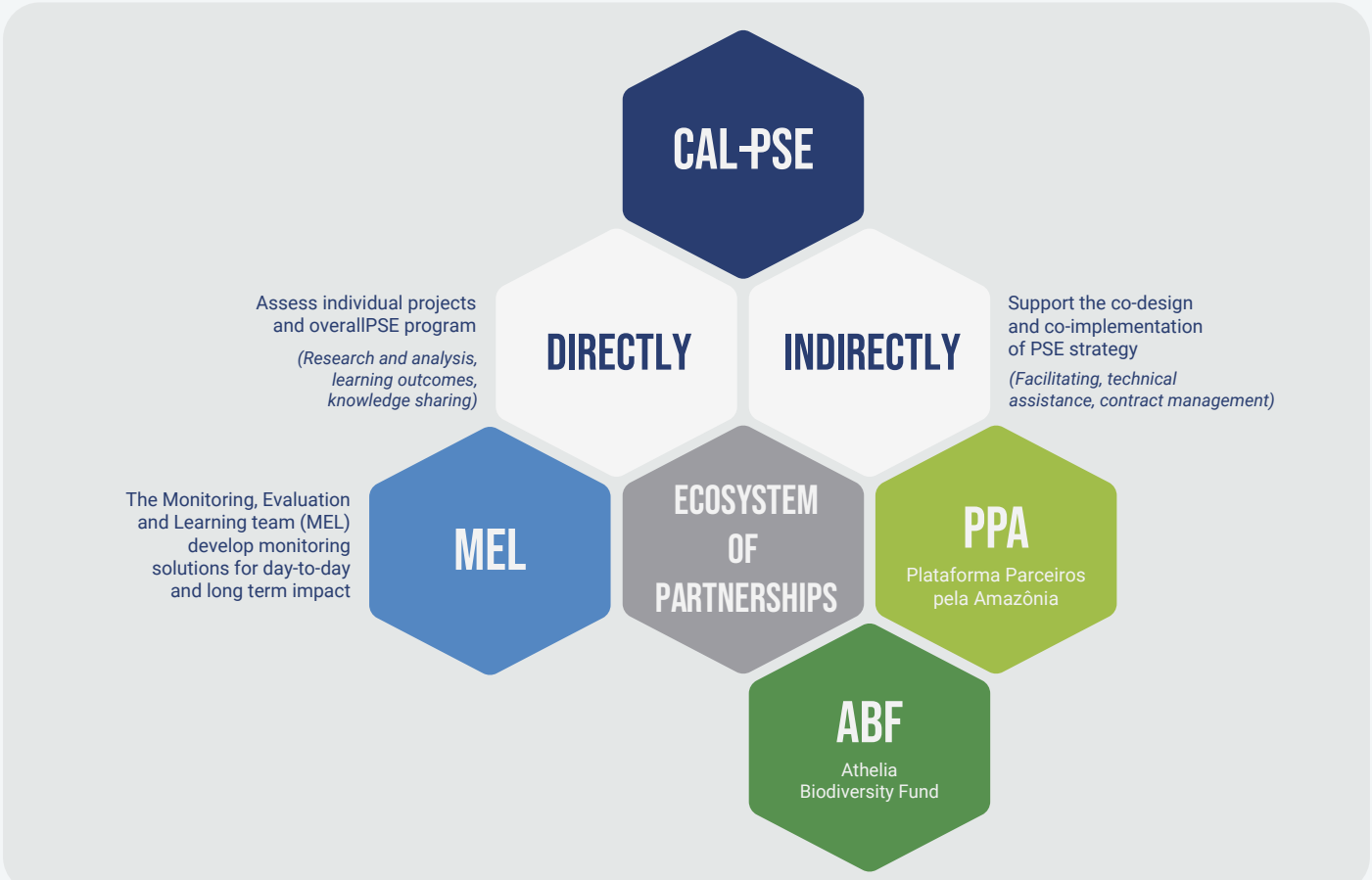
# CATALYZING AND LEARNING

## through Private Sector Engagement

The Amazon is crucial for the climate and the proper functioning of ecosystems across the planet. In addition to that, over 27,5 million people live in the Brazilian part of the Amazon biome. Recently, businesses have also started to recognize their dependence on natural resources, and understanding the potential impacts of biodiversity loss and ecosystem degradation on their activities.

The Catalyzing and Learning through Private Sector Engagement (CAL-PSE) program results from a unique partnership between USAID/Brazil and the Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT). The program aims to transform the way we address biodiversity conservation in the Brazilian Legal Amazon, while improving the well-being of local communities. By mobilizing the active engagement of the private sector toward implementing sustainable development funding and action, we seek to intensify the involvement of the private sector in the diversification of initiatives aimed at innovating and boosting traditional conservation actions.

CAL-PSE has two main lines of activities: engaging the private sector in innovative projects, and creating monitoring and evaluation methodologies that provide clear evidence on the impact of these initiatives on conservation.



# IMPACT INVESTMENT

## Beyond financial return

The private sector's growing interest in impact investment has opened up new avenues for sustainable business models in the Amazon, that bring together economic results with positive environmental impacts.

What started as a niche, today attracts governments, development and investment banks, private companies, foundations and institutes to debates and actions. According to the Global Impact Investing Network (GIIN), there are more than US$500 billion assets in impact management in the world.








# GENERATING IMPACT EVIDENCE

As impact initiatives focused on the Amazon expand across the private sector, there are some priority paths to support the transformation of the Amazon economy. This includes strengthening the value chains of non-timber forest products, promoting agroforestry systems, and restoring degraded land through sustainably managed production systems, among other solutions and initiatives.

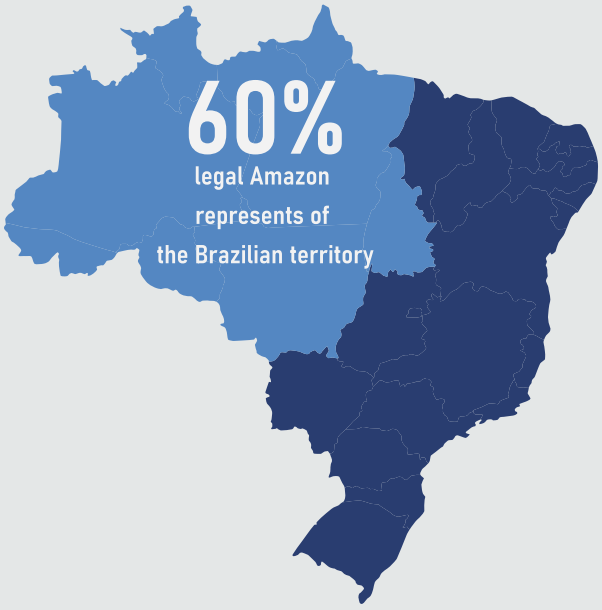
## THE IMPORTANCE OF THE AMAZON

**20%**
of all animal species on the planet

**27,5 million**
of inhabitants, over 10% of the Brazilian population

**8,5%**
of Brazil's GDP

**Over 15%**
of animal species in the Amazon are under threat of extinction




Source: 1 Prodes 2 IBGE 3 PNAD 4 IPEIA

For these models to become prevalent, it is necessary to have clear evidence of their impact on conserving biodiversity and improving the quality of life of local communities. Therefore it is fundamental to develop standards and tools that can ensure transparency to the impact of investments in biodiversity and the well-being of communities. Thus, CAL-PSE's Monitoring, Evaluation and Learning (MEL) team combines scientific rigor and cutting-edge technology to develop monitoring and evaluation solutions that facilitate project management and the dimensioning of their impact in the long run — generating methodologies and information that also enable the production of guidelines and lessons learned to enable and support new projects and initiatives.

CAL-PSE promotes the design and application of targeted multidisciplinary research tools and methodologies. This set of tools aims to monitor and evaluate the process of engaging the private sector as a strategy to achieve biodiversity conservation and sustainable development.

The impacts that different and combined initiatives may have on biodiversity in the territories covered by the program are measured, considering general local and regional socioeconomic factors. The goal is to ensure that our shared private sector networks make informed decisions, communicate learning, and impact, and thus mobilize more investment and commitment.

By using these tools together or individually, CAL-PSE offers different ways to engage the private sector in accelerating sustainable development in Brazil and catalyzes the adoption of business models based on forest conservation and biodiversity protection.

# HOW WE WORK

## Current CAL-PSE tools

### LEARNING FROM PRIVATE SECTOR ENGAGEMENT

#### SOCIAL NETWORK ANALYSIS (SNA)

- Learning about private sector networking
- Insights for up scaling initiatives
- Support in decision-making and adaptive management

#### INDICATOR DEVELOPMENT AND CONTEXT ANALYSIS

- Diagnostic of the areas of operation and progress of projects
- Definition of areas of interest for the implementation of future projects
- Input to strengthen transparency and accountability

### DEVELOPING IMPACT EVIDENCE

#### TERRABIO

- Evaluating the impact of sustainable businesses on Amazon biodiversity
- Monitoring environmental performance of sustainable business investments using standardized, robust indicators across investment portfolios
- Integrating remote sensing and biodiversity data

#### SOCIAL PROGRESS INDEX (SPI)

- Assessing the impact of investment on quality of life
- Integrating businesses, governments, and local actors
- Promoting discussions that catalyze investments
- Empowering communities to promote sustainable development



# SOCIAL NETWORK ANALYSIS

**DEVELOPMENT**
**Alliance of Bioversity International and CIAT**
**PARTNERS**
**IPAM, PPA**

Increasingly, organizations realize the advantages of working in a network — bringing together groups of actors with shared goals, and thus enhancing initiatives that would have a more limited impact if carried out individually.

Social Network Analysis (SNA) is a methodology that uses a set of techniques to quantify and qualify the relationships between different actors in a network. CAL-PSE applies this tool to assess the health and impact of engagement networks and the performance of private sector initiatives — as well as to generate an understanding of how they evolve and how to catalyze their strengthening.

SNA maps the relationship between the actors engaged in social and environmental impact investing. The goal is to understand how relationships among partners change over time to identify good practices and ways of strengthening such networks.

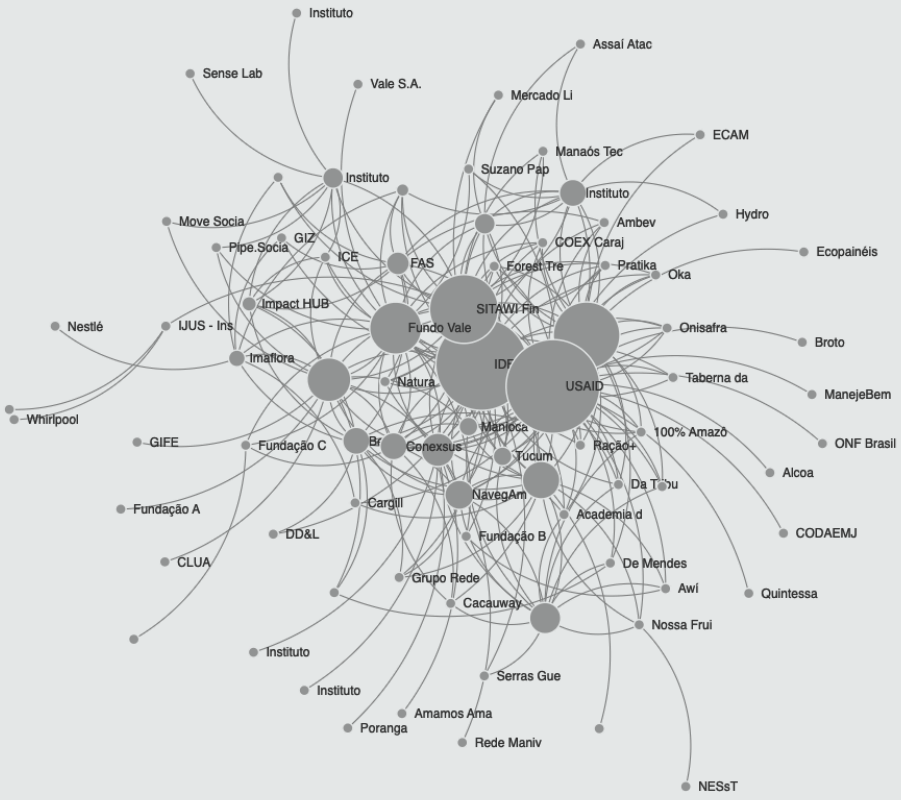
## HOW SNA WORKS

Define the network to be analyzed

Collect data (interviews, and use of big data, through techniques such as web scraping and data mining)

Develop networks and analyze their characteristics such as density, centrality, subgroup configuration, and others

In a network, each circle represents an actor, and the lines represent the relation between them



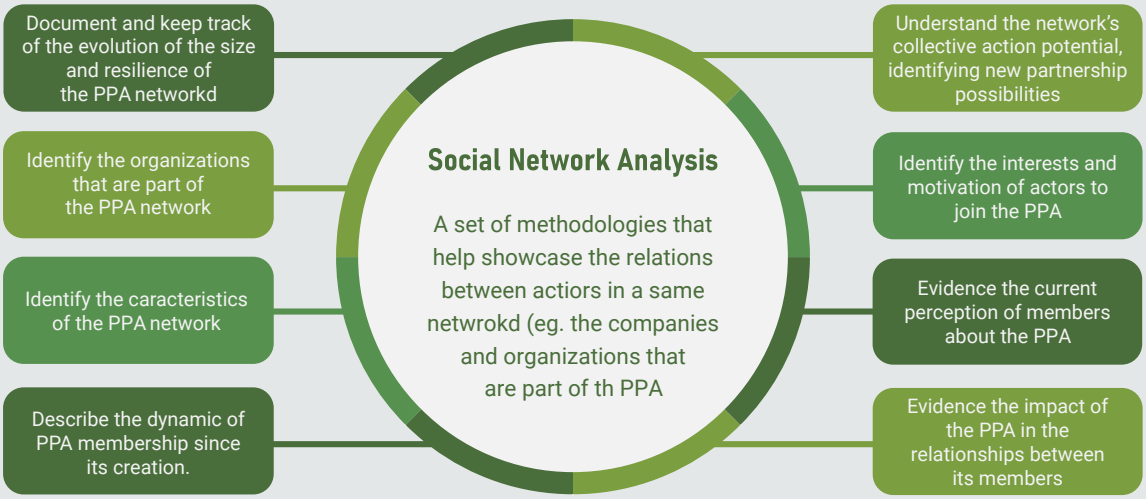

*Visualization example of how the SNA can present the relationships between the different organizations involved in a network.

## CONTRIBUTIONS TO THE PRIVATE SECTOR

- Strengthening the engagement of actors in the network's construction and performance.
- Identifying key actors for expanding partnerships.
- Data collection about the interaction between multi-actor networks.
- Providing transparency among network members.

## SOCIAL NETWORK AND RELATIONAL IMPACT ANALYSIS FOR THE PPA

The PPA implementation gathered and systematized information regarding the characteristics of network actors, involvement and knowledge of actions, interest and motivation in joining the PPA, and perception of the network's performance, among other points that might help to guide new steps and lines of action under the PPA. The survey was applied in 2019, 20nd will be repeated in 2022.







*We consider Social Network Analysis as a competitive edge to the institutional development of the PPA. Through the quality and depth of our connections, it is possible to check if the planning decisions had the desired effect. Furthermore, this analysis is key to confirm if our value proposal is understood by the public and if PPA actions are indeed having an impact on the ground. So far the results have been positive", said Augusto Corrêa.*

Augusto Corrêa, *PPA's Executive Secretary.*



# INDICATOR DEVELOPMENT AND CONTEXT ANALYSIS

## DEVELOPMENT

**Alliance of Bioversity International and CIAT**

Understanding the wider context is crucial when launching or strengthening any initiative. Through a set of methodologies and cross-cutting processes, CAL-PSE works on three fronts of data collection and analysis to address a fundamental question: how to measure a project's socioenvironmental impacts (and their reach) in the territories and regions affected by them. Context analysis may be complemented with data from other tools, such as Network Analysis and Terrabio.

The information collected makes it possible to define specific monitoring and dimensioning protocols for each project or action front — which, in turn, can help to identify management improvements and areas of interest for the implementation of future projects, and reinforce project transparency.

## HOW CONTEXT ANALYSIS WORKS

1. Data collection and validation through more than 60 environmental, social and economic indicators in all municipalities in the Brazilian Legal Amazon.
2. Analysis of deforestation trends in the areas where projects and partners operate in the Brazilian Legal Amazon — treatment of secondary data from sources such as PRODES, DETER, and MapBiomas.
3. Development and implementation of a protocol for dimensioning the areas covered by projects developed in the Brazilian Legal Amazon.

Monitoring and analysis of changes in local and regional contexts

Diagnostic of the areas of operation and progress of projects



## CONTRIBUTIONS TO THE PRIVATE SECTOR

### OPERATIONAL:

- Input for development and design of sustainable development projects aimed at local and regional needs.
- Identification of implementation solutions that may increase effectiveness of activities based in the project's context.
- Identification of new areas of activity and gaps on current projects.

### REPUTATIONAL:

- Input to strengthen transparency and accountability.





# TERRABIO

**DEVELOPMENT**
**Alliance of Bioversity International and CIAT**
**PARTNERS**
**SIG / SERVIR-Amazonia**

Terrabio is a monitoring, evaluation and reporting approach to generate evidence on environmental impacts for companies that commercialize forest products from sustainable agriculture and invest in sustainable business models.

Traditional forest and biodiversity monitoring projects in multiple locations tend to be expensive, time-consuming and difficult to standardize. TerraBio integrates cutting-edge remote sensing technologies with innovative techniques for collecting biodiversity data in order to calculate the environmental impact associated with implementing sustainable practices.

This methodology generates high-resolution land-use maps and analyzes high-precision information on the presence of species. This approach provides a cost-effective assessment of impact over time.

## CONTRIBUTIONS TO THE PRIVATE SECTOR

### OPERATIONAL:

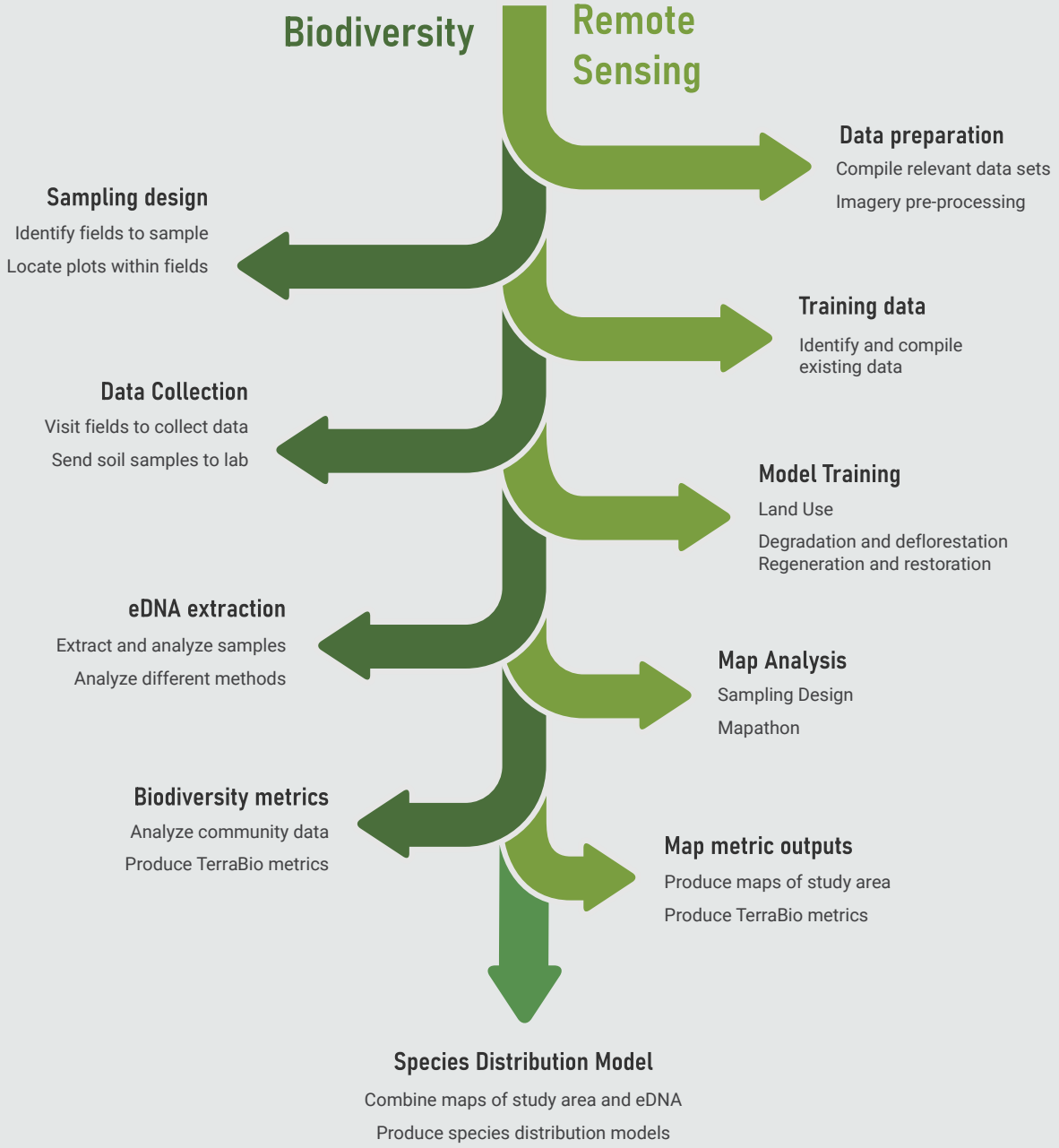
- Definition and monitoring of indicators that help to understand the functioning of ecosystems and map where action can be taken to improve ecological balance.
- Accurate inventory of biodiversity and the health of the ecosystem where the private sector operates.

### REPUTATIONAL:

- Greater transparency on conservation initiative results.



# HOW TERRABIO WORKS




# INDICATORS

| | |
|---|---|
| **Land Coverage / Land Use Indicators** | Number of hectares directly restored / improved<br>Number of hectares indirectly conserved due to design activities<br>$CO_2$ reduction (annual positive climate impact network) |
| **Biodiversity Indicators** | Number of priority / key species due to intervention<br>Number of priority / key species abundance due to intervention<br>Change in species prosperity due to intervention<br>Change in biodiversity index (Shannon) due to intervention |
| **Landscape Integrity Indicators** | Number of hectares showing improvement in biodiversity<br>Number of hectares of biodiverse areas in critical habitats / hotspots<br>(corridors, buffers, steping stones, reproduction, rarity, among others). |



# SOCIAL PROGRESS INDEX

**DEVELOPMENT**
**Alliance of Bioversity International and CIAT**
**PARTNERS**
**Avina Foundation**

The Social Progress Index (SPI) is a way of assessing the levels of well-being and the socioeconomic and environmental context of different communities. Regarding private sector and civil society engagement, this index provides important diagnostic data for the development and improvement of initiatives aimed at social, economic, and environmental development at the local level.

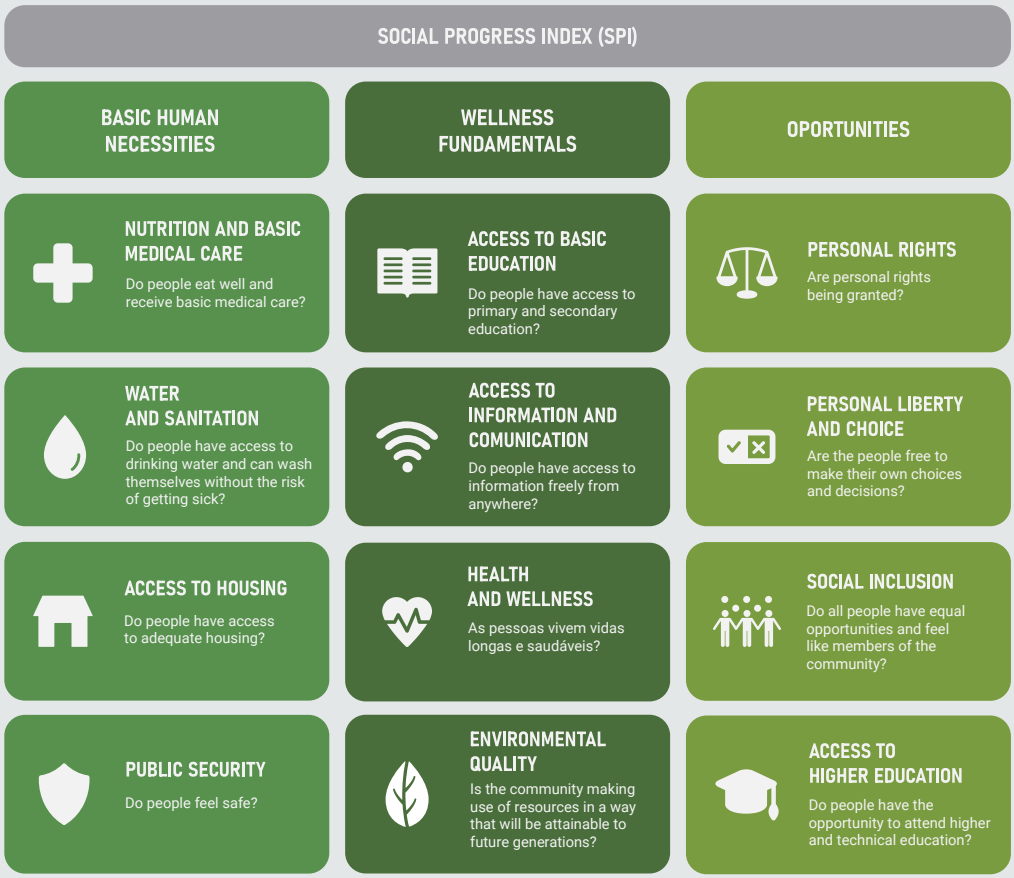
On the side of local communities, the work methodology and its implementation present an opportunity to identify and organize demands, as well as strengthening partnerships and projects developed with a common goal. The SPI is a tool that constitutes a rare and important two-way street between project areas and the private sector.

CAL-PSE works with different partners to adapt the SPI methodology to different communities and projects, and to learn from other initiatives in the program's network that already use the tool.

## ORIGIN OF THE SOCIAL PROGRESS INDEX

Created in 2010, the SPI has a unique complementary role, as it facilitates socioeconomic analyses linked to our diagnostics of biodiversity conservation and network performance. Such diagnostics are produced through a set of other monitoring and evaluation tools and methodologies.

The methodology is used to measure the impact of public and private investment on the well-being of communities and the environment. It goes further than other development indexes that also consider more than just economic growth, such as the Human Development Index (HDI).



# SPI IMPLEMENTATION

## Quilombola communities in the municipality of Oriximiná (Pará)

CAL-PSE led on the application of the SPI under the Sustainable Territory Program in 2019, an initiative led by IMAZON, ECAM and Agenda Pública, and carried out in partnership with Mineração Rio do Norte (MRN) and USAID to promote sustainable development in the municipalities of Oriximiná, Terra Santa, and Faro, in the Pará state.

Within the scope of the Program, the methodology was used to monitor and evaluate project actions, supported by the validation of around 290 quilombolas and riverine people from eight communities involved in the project. Validation gives communities an opportunity to say whether the information collected corresponds to their reality and to suggest adjustments, if necessary, to be implemented in the next SPI data collection round. The collected data may also be used by communities to better organize themselves and set their own priorities.

> *"It was a very innovative process because, for the first time, community members could recognize themselves in a survey in which they were involved. Now we have a tool at hand to present our demands to the private sector and to public authorities."*
>
> **Rogério de Oliveira Pereira**, Board member at the Association of Remaining Quilombo Communities of the Municipality of Oriximiná (ARQMO).

> *"For us, using the SPI in practice means educating and strengthening community associations. It can be a territorial management tool for the community, a way to involve our community in discussions and deliberations with the government, and a basis for developing other projects. (...) This documented work can be used by the community itself in schools and meetings, as well as by other quilombola communities and institutions in their interactions with the government; and it can also be used by you to disseminate and promote this work to other communities."*
>
> **Edwilson Pordeus Campos** - consultant for socioenvironmental projects aimed at local development in the Amazon, working directly with traditional communities in Oriximiná.



# NOTES


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