



USING BUSINESS MODELS TO ADDRESS THE DRIVERS OF DEFORESTATION IN PERU

As of: January 2022

Peru is introducing sustainable business models in the cocoa, coffee, biofuels, agro-industry and livestock sectors to reduce greenhouse gas emissions caused by deforestation. The goal is to increase productivity in deforested areas and achieve an agricultural production system that is deforestation-free. The project develops appropriate business models, analyses context-specific factors that influence deforestation, examines greenhouse gas emissions in previously prioritised value chains and addresses positive economic, ecological and social impacts during development of the models. Financing strategies that take private investors into account and rapid scalability are also important components of the development process. The business models will contribute to the climate protection goals laid down in the Peruvian NDC (Nationally Determined Contribution) and NAMAs (Nationally Appropriate Mitigation Actions) .

State of implementation/results

- CIAT, in representation of the project, continues its active participation at high level commissions and working groups for the development of national and regional policy instruments related to country's zero deforestation and low carbon emissions objectives. Some important highlights of these participations are: The high-level working group for the elaboration of the National Plan for Sustainable Development of the Cocoa Value chain 2020 - 2030 has approved CIAT's recommendation, based on project findings, to include the zero deforestation criteria in the objectives of the plan. At a regional level, CIAT, in representation of the project, has been invited by the Regional Government of Ucayali (GOREU), to participate in the working group for the elaboration of the Regional Competitiveness Plan 2030, led by the Ministry of Finance. The role of the project is to revise the environmental agenda of the plan and propose zero deforestation

PROJECT DATA

Country/Countries:

Peru

Implementing organisation:

International Center for Tropical Agriculture (CIAT)

Political partner(s):

- Ministry of Agriculture and Irrigation (MINAGRI) - Peru
- Ministry of Environment (MINAM) - Peru

Implementing partner(s):

- Climate Focus B.V. - Netherlands

BMU grant:

€ 2,000,106

Duration:

08/2018 till 04/2022





measures and indicators. The project continues its active participation in the Executive Committee meetings of the Peru's Cocoa, Forests and Diversity Collective Action Agreement.

