



proteus

Landscape Level Approaches in Action

Proteus Horizon Scan Webinar

3 JUNE 2025

AGENDA

15:00 – 15:05 Introduction to the Horizon Scan webinar series

Elsbeth Grace | Associate Programme Officer, UNEP-WCMC

15:05 – 15:15 Introduction to Landscape Level Approaches

Juan Vargas | Programme Officer, UNEP-WCMC

15:15 – 15:30 Case study: Western Mato Grosso in Brazil

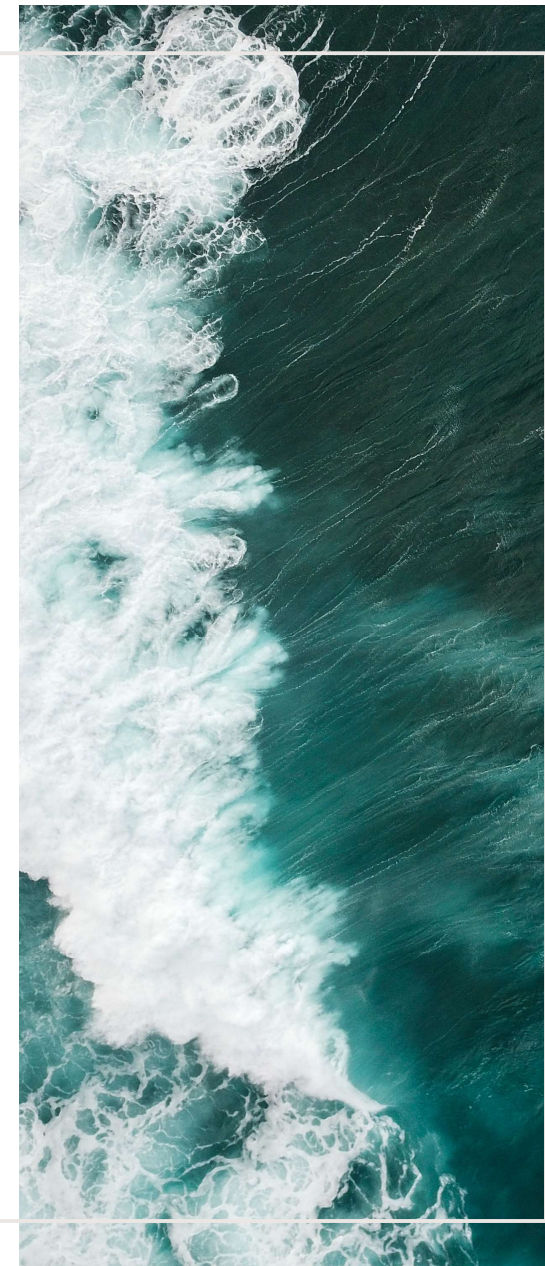
Veronique Bovee | Director Landscapes and Company Collaboration, Proforest

15:30 – 15:45 Landscape Approach in Action: Wildfire Mitigation

Warn Franklin | Biodiversity Manager, Teck

15:45 – 16:30 Facilitated Q&A / discussion

Heli Sihvonen and Bálint TERNYIK | Programme Officers, UNEP-WCMC



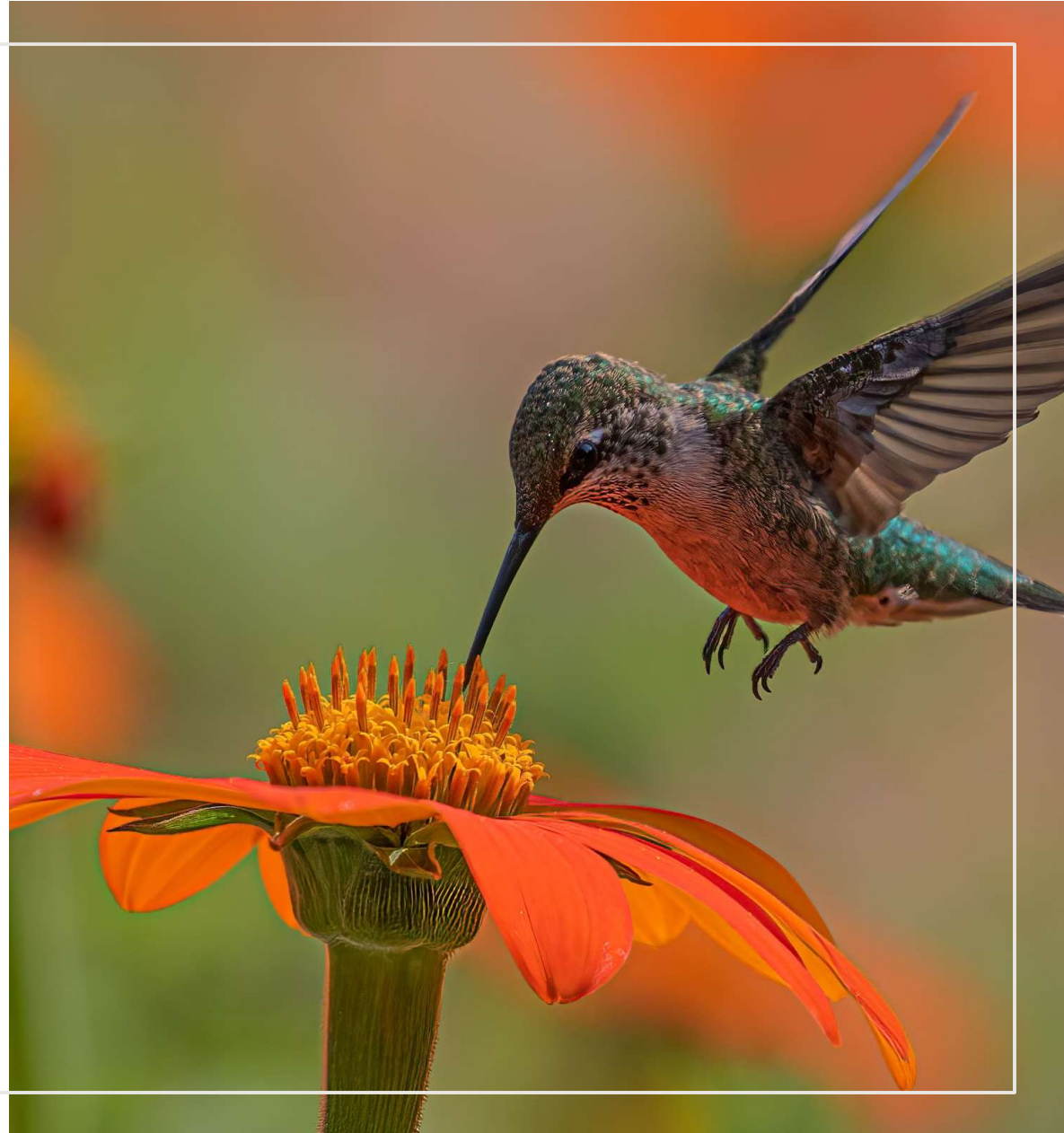
PROTEUS HORIZON SCANNING WEBINARS

- A series of webinars for Proteus Partners about the latest trends and developments in biodiversity policy, initiatives, data and tools
- Dialogue sessions between Proteus Partners and selected other organisations to share case studies and insights



LOGISTICS

- **Rules:** Chatham House rule for discussion, but presentation is recorded
- **Topics:** Your suggestions for future Webinar topics are welcome!





Introduction to Landscape Level Approaches (LLAs)

OVERVIEW

- Where do Landscape Level Approaches (LLAs) come from, and why/how does that distinguish them from other approaches?
- What guidance or knowledge is out there? Where to find useful resources?
- Case studies showing achievements only possible through these approaches.





ESTABLISHED BUSINESS APPROACHES

Business management background, focusing on **logistics, compliance, and physical flows**.

Aiming mainly to **comply** with regulation and **standards**, and **minimize environmental impact**, but can build further value.

Seek resilience of **supply chain**.

Often **end with project lifespan** or post-operation/closure activities.

Top-bottom approach: **corporate decisions guide work**.

Weaknesses in intersectionality, stakeholder engagement, circularity, and understanding the interconnectedness of crises.

Strengths in methodologies, standardization, ease of reporting outcomes, and ease of pitching business case internally.

LANDSCAPE LEVEL APPROACHES

Multidisciplinary background with heavy influence from **conservation and social science**.

Can cover a **plethora of areas**: agricultural land management, forestry, water management, eco-tourism, protected area management, green finance, human development, governance.

Seeks resilience of **ecosystems, communities, and business**.

Seeks permanence **beyond project lifespan**.

Work based on **consensus, participatory approach**, multistakeholder engagement.

Weaknesses

Strengths

Source: Primary Research by UNEP-WCMC conducted in 2024

WHERE TO FIND USEFUL RESOURCES

- Where to start?
 - [A Practical Guide for Companies: Landscape Scale Action for Forests, People and Sustainable Production](#) (2020) by WWF, Proforest, and Tropical Forest Alliance
- Resources from International Social and Environmental Accreditation Alliance (ISEAL):
 - [Core Criteria for Mature Landscape Initiatives](#) (2024)
 - [Effective company claims about contributions to landscape performance outcomes](#) (2023)



WHERE TO FIND USEFUL RESOURCES

- Third parties offering support and expertise in monitoring impact:
 - [Proforest Academy: e-learning](#): Online learning platform where you can find a series of free introductory courses, thematic deep-dives and certified training across Proforest's work in responsible sourcing and production
 - [Landscape Finance Lab](#): Supports design and financing of large-scale landscape initiatives.
 - [LANDSCALE](#): Provides a standardized framework to assess and verify sustainability at the landscape level.
- A step forward: How to measure biodiversity and nature for landscape actions?
 - [Landscape-level Measurement for Biodiversity and Nature](#) by Proforest & ISEAL



COMPANY ACTION IN LANDSCAPES

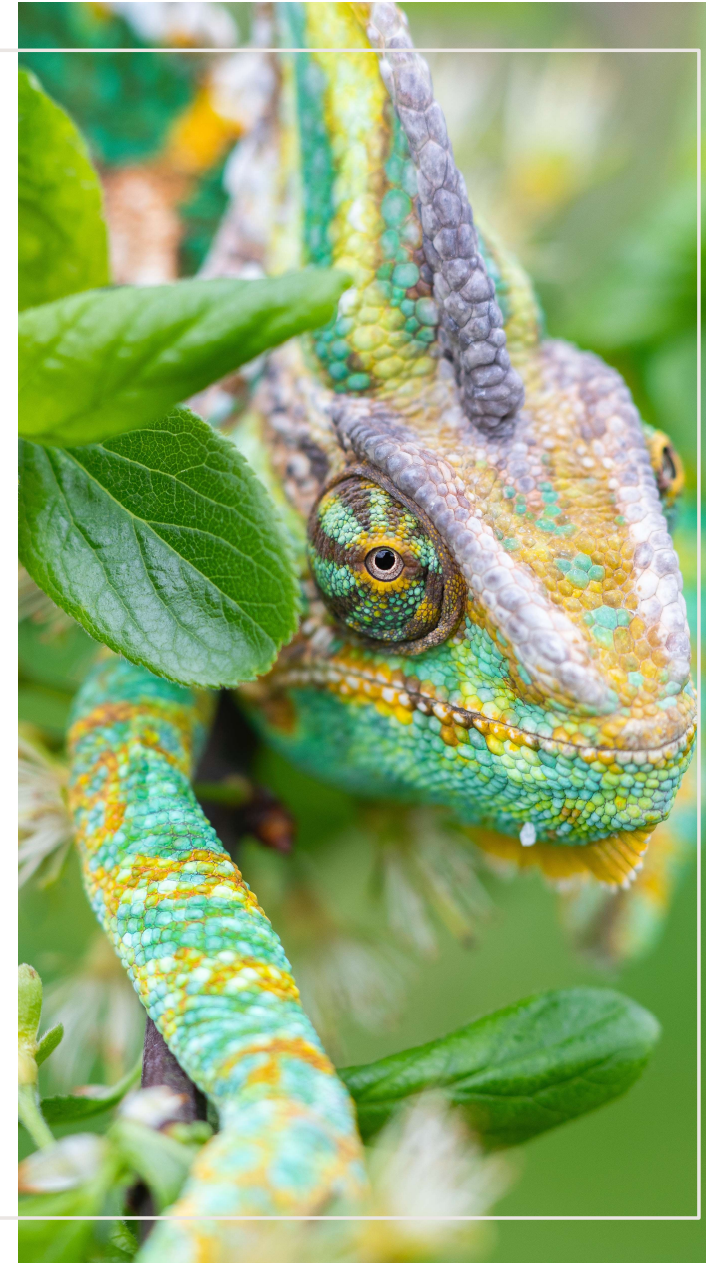
	Cocoa	Pulp & paper	Palm oil	Beef	Soy
#Companies taking landscape-scale action	29	26	62	5	14
#Individual initiatives identified	20	32	37	7	5
#Multi-commodity initiatives	13	4	20	3	4
Production model	Smallholders	Mostly large concessions	1. Large concessions 2. Smallholders	1. Large privately-owned ranches 2. Smallholders	1. Large privately-owned farms 2. Medium size farms 3. Smallholders
Company-led coalitions supporting:	World Cocoa Foundation	The Consumer Goods Forum Forest Positive Coalition of Action (CGF FPCOA)	CGF FPCOA, The Palm Oil Collaboration Group (POCG), Action for Sustainable Derivatives (ASD)	CGF FPCOA	CGF FPCOA, Soft Commodities Forum

Adapted from: Tropical Forest Alliance, [Company Action in Collective Efforts for Sustainable Land Use at Scale](#), October 2023

CASE STUDY: RUBBER IN THE BRAZILIAN AMAZON

- **Revived sustainable rubber livelihoods:** Veja doubled the number of active rubber tappers in Chico Mendes Reserve by offering training, kits, and fair prices tied to zero-deforestation.
- **Aligned sourcing with jurisdictional goals:** By working within the Brazilian state of Acre's Payments for Ecosystem Services scheme and local cooperatives, Veja linked its supply chain to landscape-scale forest protection.
- **Boosted incomes and governance:** Veja's engagement improved local monitoring, awareness, and raised smallholder incomes by 71% (2018–2021).
- **Tied private sector sourcing to public conservation incentives,** scaling up both **environmental and social** outcomes.

Source: https://partnershipsforforests.com/wp-content/uploads/2023/01/152_Landscape_Approaches_Report_REVH.pdf



Landscape case study Western Mato Grosso in Brazil

Proteus Horizon Scan Webinar
3 June 2025

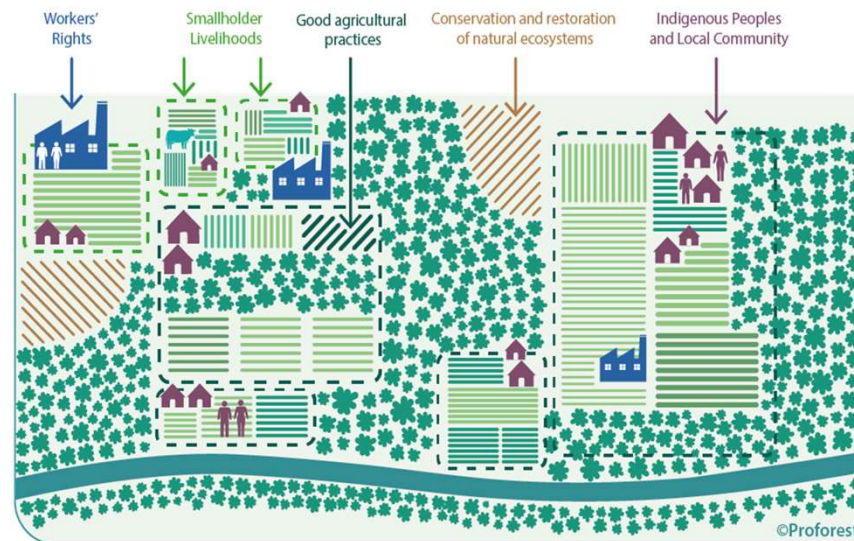
proforest

Why a Landscape Approach?

Commodity sourcing affects production landscapes **beyond companies' individual supply chains.**

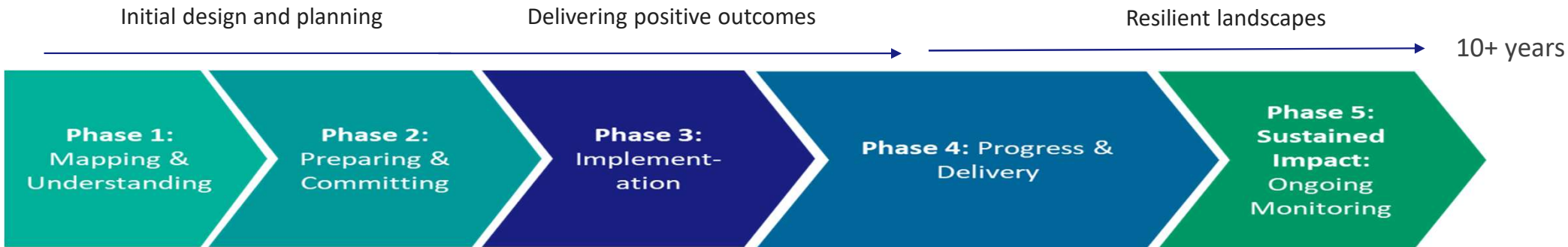
Many of these sustainability issues (e.g., deforestation, water scarcity, land conflicts)

- are **complex and systemic**
- need to be **addressed collectively** by producers, supply chain companies, local communities, local authorities and CSOs.



Transitioning towards resilient production areas

Assessment on gaps landscape initiatives in the agricultural sector



**MOST Landscape Initiatives ARE
HERE**

**WHERE landscape initiatives
NEED TO BE to deliver sustained
impact**



Alignment on best practices of landscape approach - blueprint



What is the landscape blueprint?

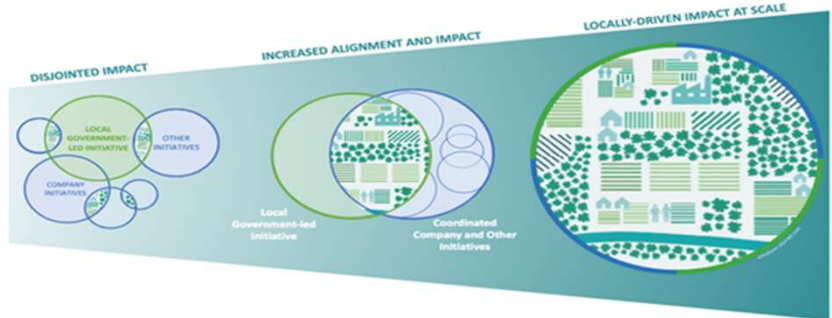
1. Blueprint guidance on key components of maturity

2. Process to align company and local stakeholder led initiatives

1. Components

2. Process

Blueprint components
Multi-stakeholder platform & governance
Action Plan
Monitoring & reporting
Funding & strategy



Case study Western Mato Grosso in Brazil – rolling out the landscape blueprint



3 MI HECTARES

of forests and natural ecosystems.



304,000 HECTARES

that could be legally converted to agriculture



200,000 HECTARES

and natural ecosystems that need restoration.

CHALLENGES & NEEDS

Reduce Rates of Deforestation and natural conversion

Improve Agricultural Practice to Regenerative Climate Smart

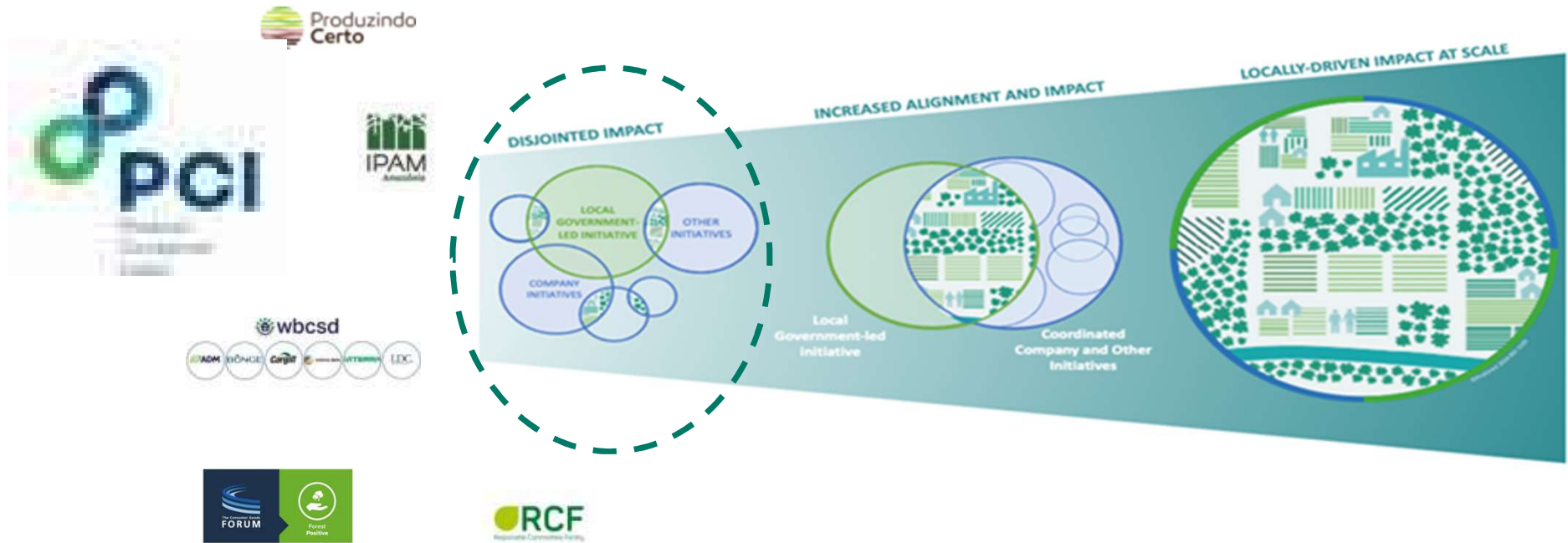
Establish Responsible Supply Chains

Restore Environmental Liabilities

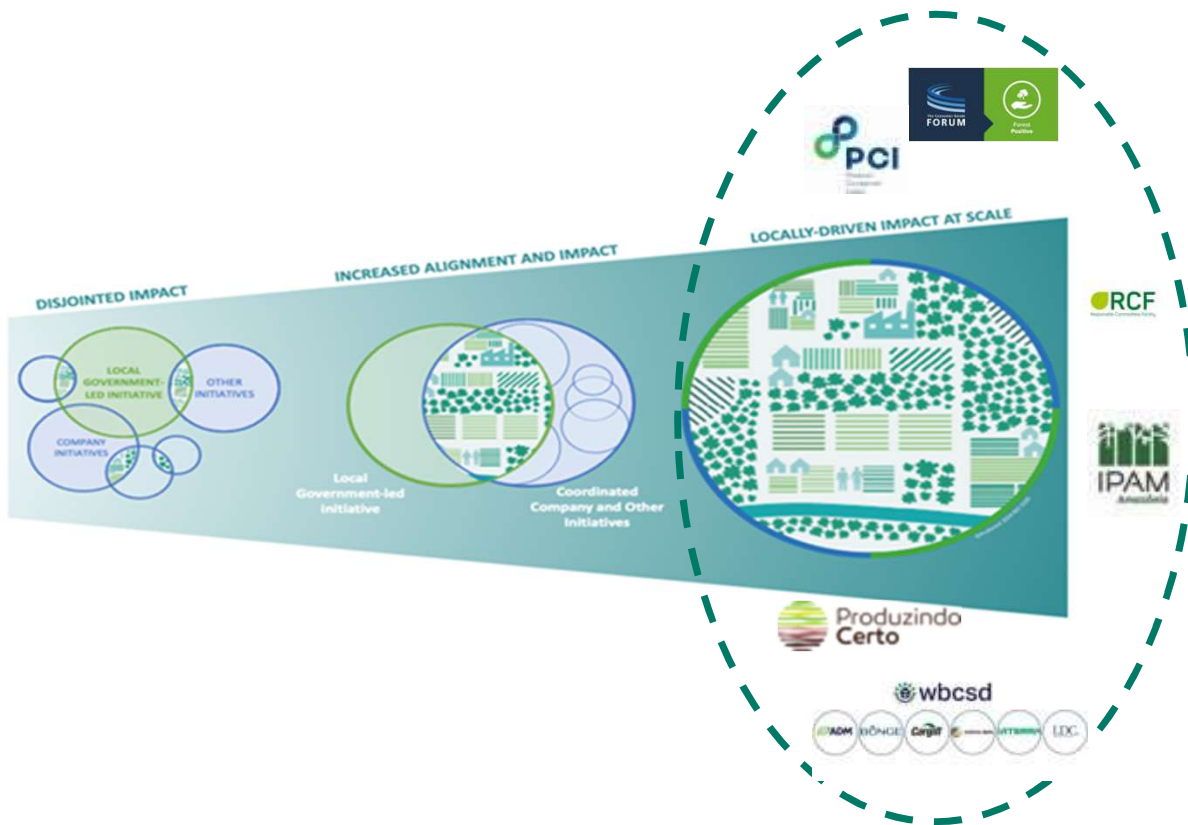
Protect Ecosystems Beyond Legality

Improve Livelihoods

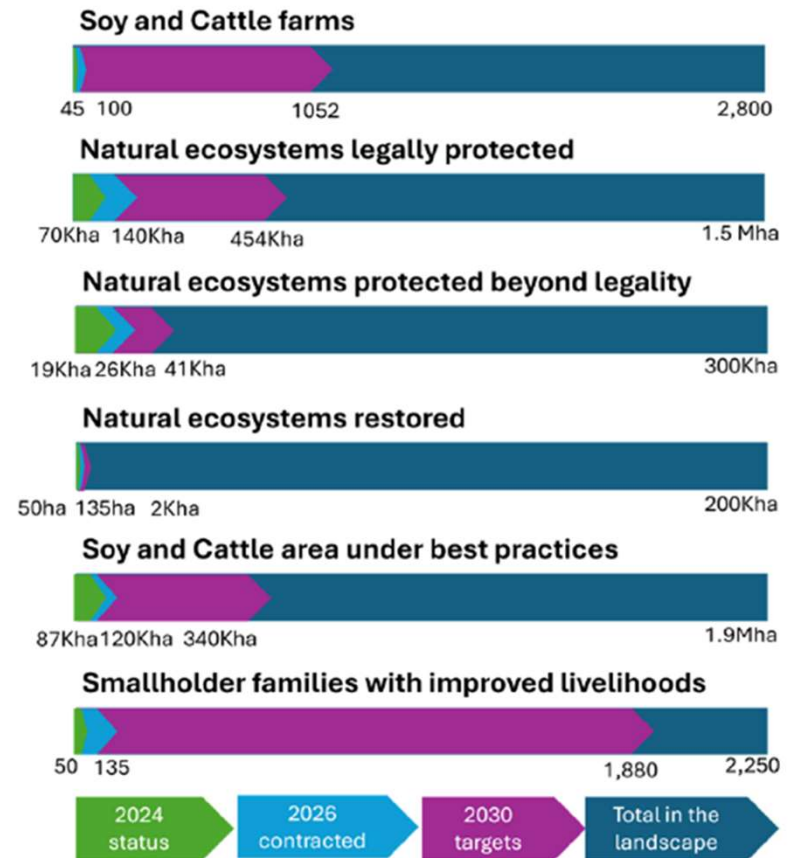
Case study Western Mato Grosso in Brazil – rolling out the landscape blueprint



Case study Western Mato Grosso in Brazil – rolling out the landscape blueprint



Commonly defined 2030 Targets



Including a funding plan to meet 2030 targets



A full-page background image showing a worker in a high-visibility yellow-green vest, dark pants, and a white hard hat with a headlamp. The worker is holding a clipboard and a walkie-talkie. The setting is an industrial facility with large machinery, pipes, and a metal grating floor. A dark blue diagonal shape is overlaid on the left side of the image, containing the text.

Teck

**LANDSCAPE
APPROACH IN ACTION
WILDFIRE MITIGATION**

June 3, 2025

Warn Franklin
Manager Biodiversity

LANDSCAPE LEVEL IMPACTS ON THE RISE

Wildfires in Western Canada

Millions of hectares impacted in the last decade

Areas unlikely to recover naturally without active intervention

Landscape-level planning and prioritization is the best approach

Benefits from an Indigenous and Western science approach



LANDSCAPE LEVEL MITIGATION APPROACH

Project Example in Western Canada



Large-scale wildfire ~83,000ha burned in 2021

Culturally important area for local Indigenous Nations

High severity wildfire impacts over a large scale – requires a novel approach

High wildlife values for ungulates

RESTORATION ACTIONS DEFINED BY LANDSCAPE LEVEL VALUES

Actions



The project area of 2,500ha was replanted in 2025

The planting species, spacing and method of planting were developed with local Indigenous Nations

The long-term objectives for the replanted areas are open forests with less trees and patches of grasslands and brushlands intermixed

PLANNING AT THE LANDSCAPE LEVEL

Path Forward

Continue to work with local Indigenous Nations and assess opportunities for additional areas of treatment

Develop monitoring and adaptive management approaches to advance the novel restoration approach undertaken



Teck

THANK YOU
QUESTIONS?





Thank you

UN 
**environment
programme**

WCMC