



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 <sup>LSO</sup> Case study: Western Mato Grosso in Brazil

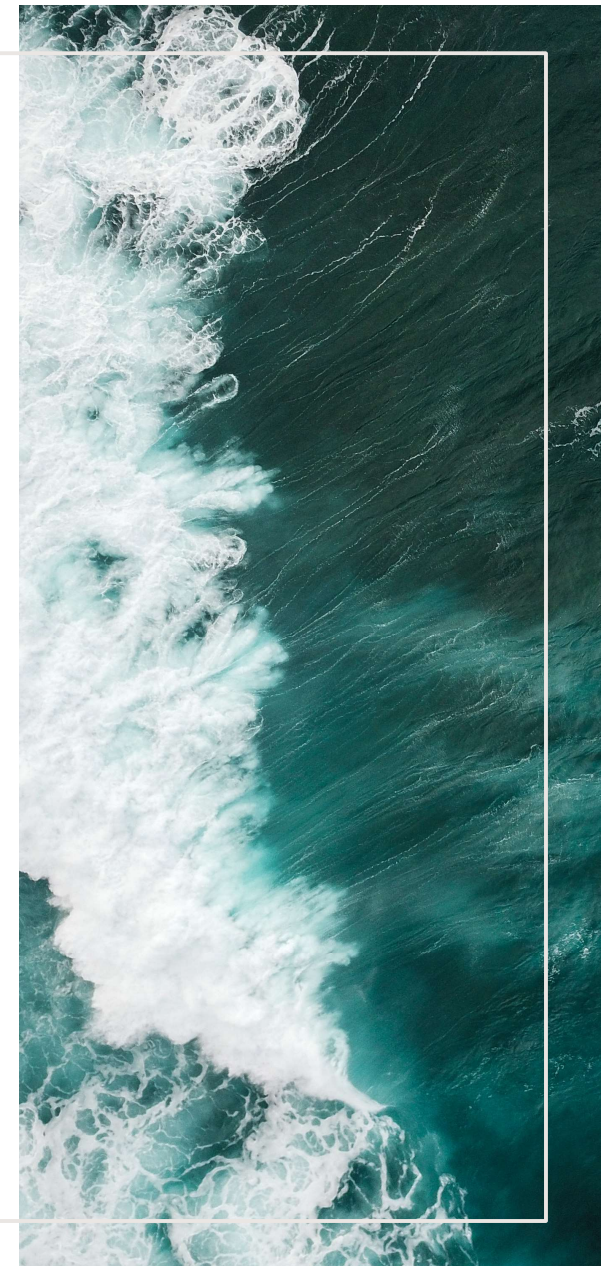
Veronique Bovee | Director Landscapes and Company Collaboration, Proforest

## 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



## Slide 2

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**LS0** Heli and/or Balint - do we asked for a title? if not we can keep it broad

Laura Nery Silva, 2025-05-21T15:23:36.459

**HS0 0** We will have the titles when we receive the slides on the 27th. We can update this slide then.

Heli Sihvonen, 2025-05-22T06:17:47.392

# 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

AR0



### Slide 3

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**ARO** Probably want to acknowledge that we've expanded this out from the usual Horizon Scanning series to broaden the dialogue with other sectors

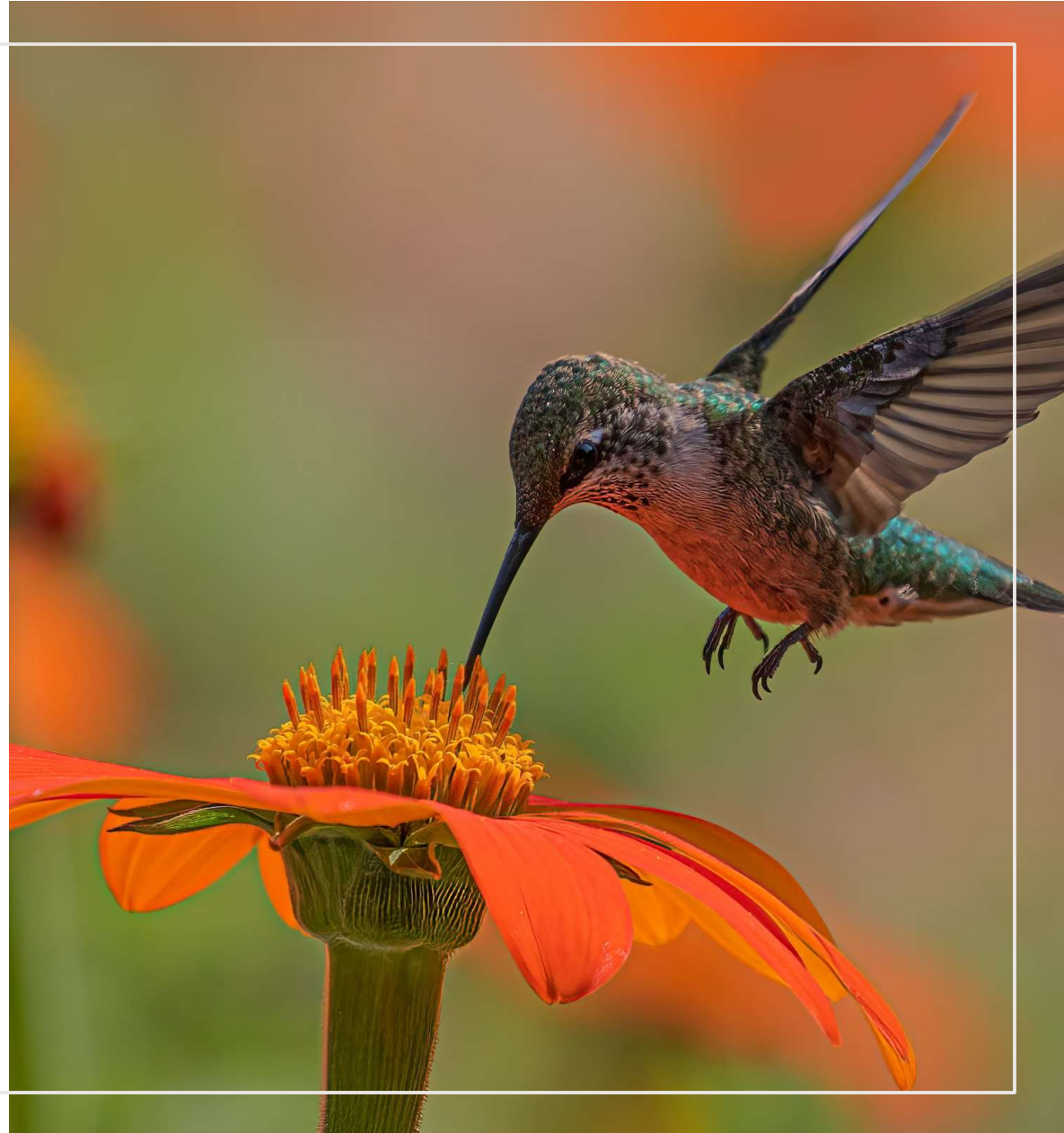
Alex Ross, 2025-05-23T10:20:04.172

**ARO 0** I added a bullet on this. [@Elspeth Grace] to reflect in the way you introduce.

Alex Ross, 2025-05-23T10:22:03.498

## LOGISTICS

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

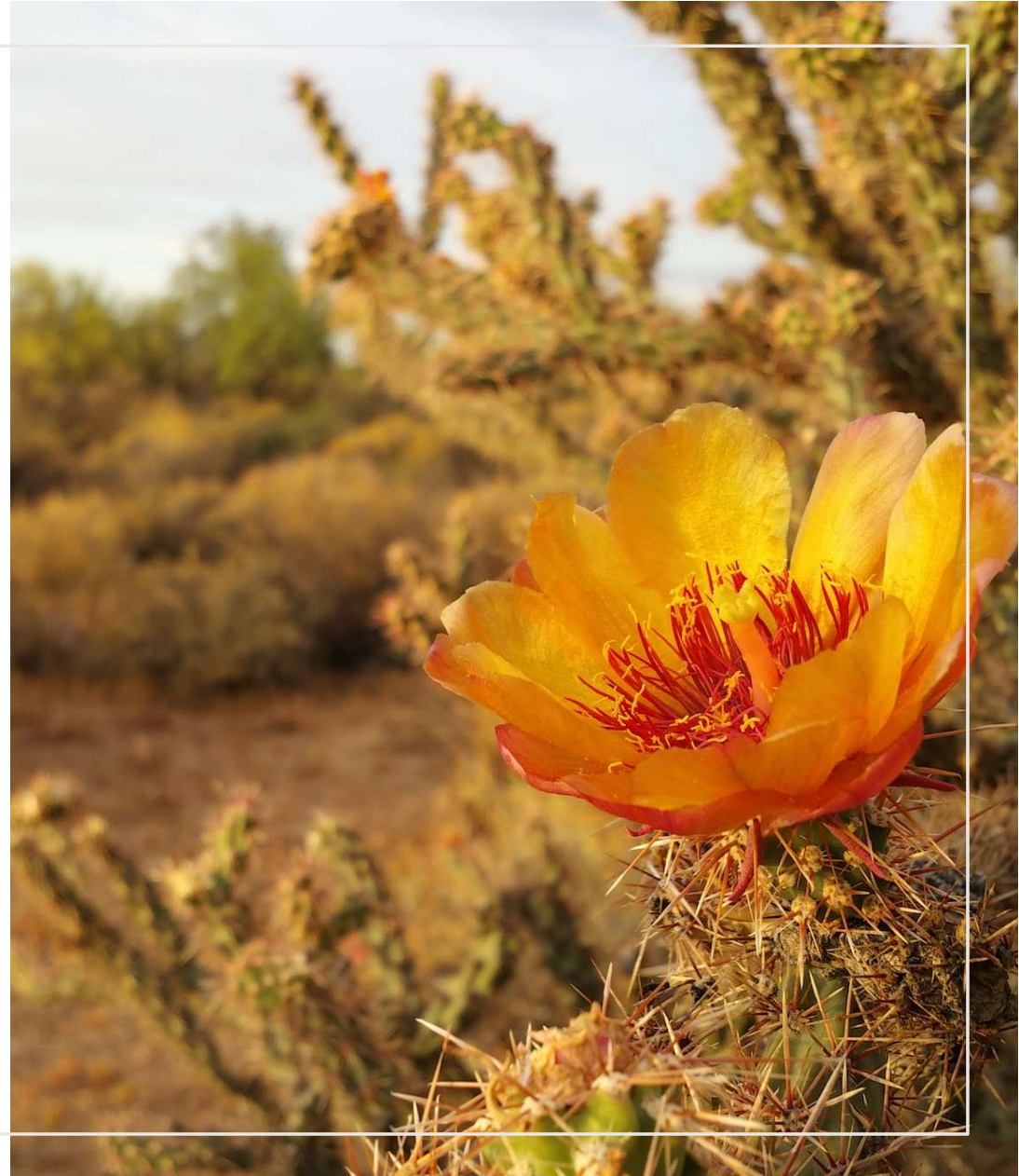




# Introduction to Landscape Level Approaches (LLAs)

# 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

HS0



## Slide 9

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**HS0** I think it would be good to check with Proforest that they are happy for us to promote these resources at the webinar (I believe they are, but they may have a more recent resource they would like to promote instead).

I can check this with Proforest on the call next Monday.

Heli Sihvonen, 2025-05-22T06:41:38.555

**JV0 0** [@Heli Sihvonen] to update us on this.

Juan Vargas, 2025-05-22T13:49:01.955

**HS0 1** I changed the Proforest reference on the top to the Proforest Academy. Veronique from Proforest will double check this. I'm taking care of it.

Heli Sihvonen, 2025-05-26T15:13:58.509

## 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

## Slide 10

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**SBO** In the speaker notes, it might be useful to reference something about other sectors e.g. mining and energy. Just so people in the call feel included and that LLAs aren't just about agri/timber

Stacey Baggaley, 2025-05-28T10:10:39.582

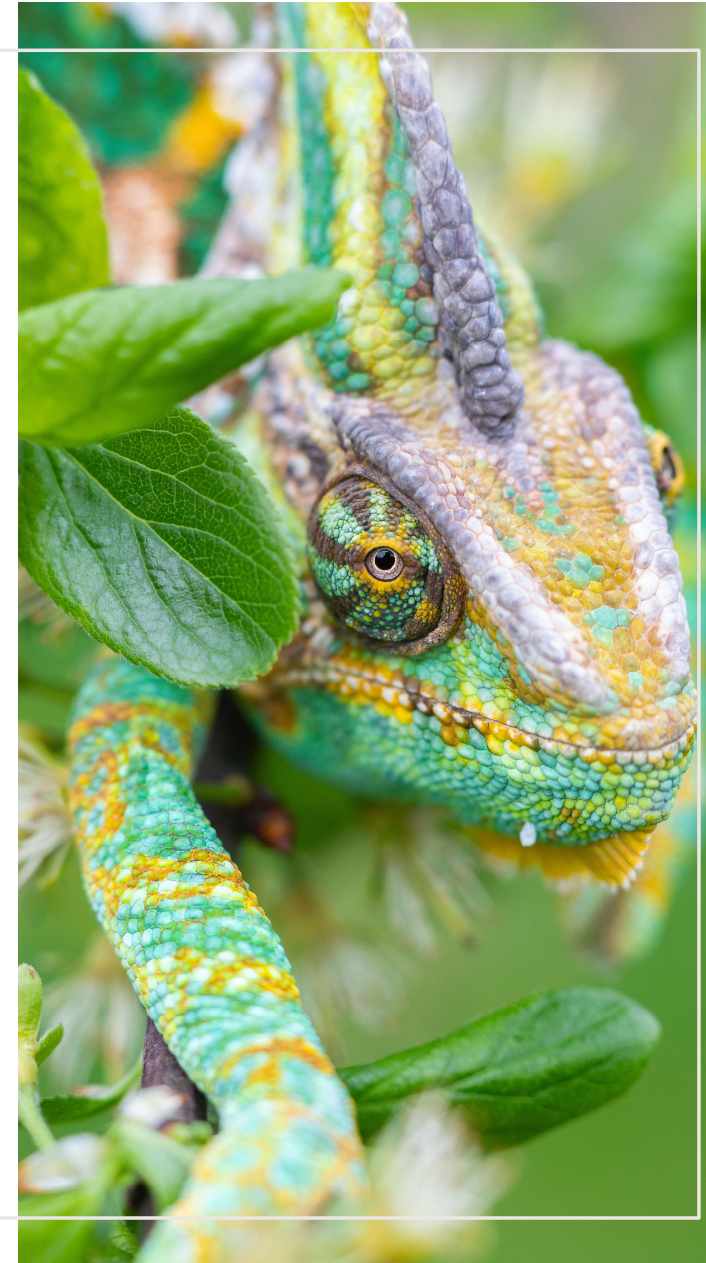
**EGO 0** [@Juan Vargas]

Elsbeth Grace, 2025-05-28T13:18:34.848

## 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](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

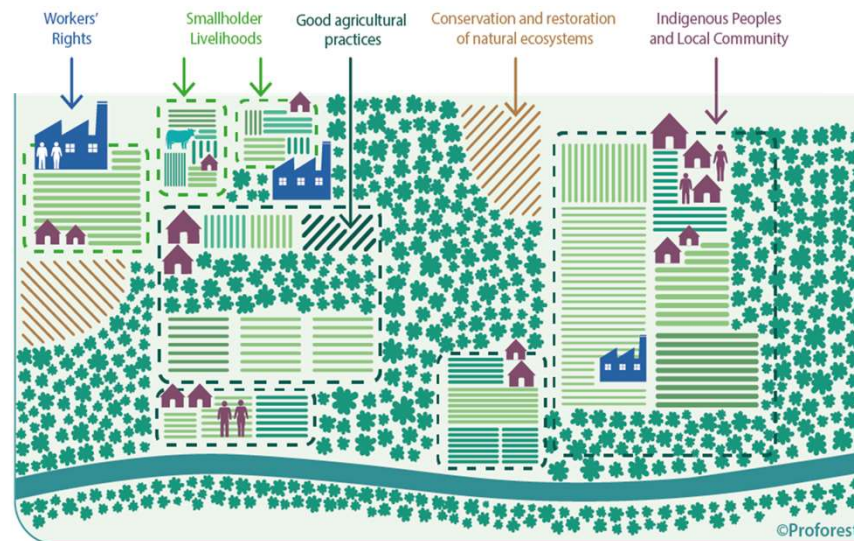
**proforest**

# Why a Landscape Approach?

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

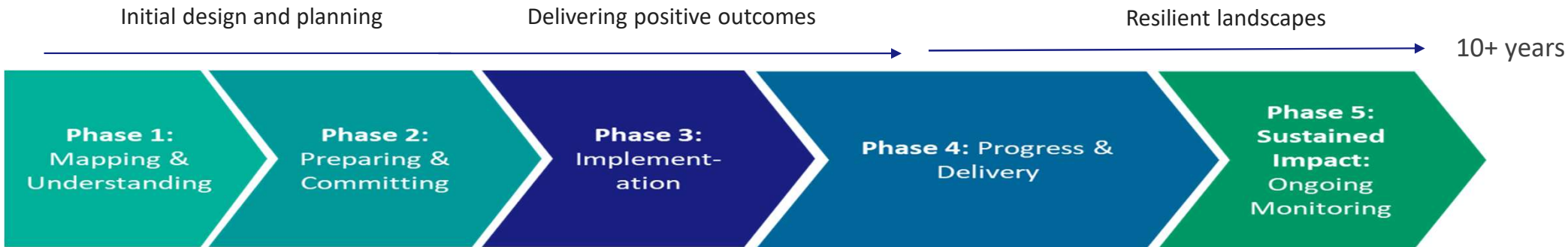
Many of these sustainability issues (e.g., deforestation, water scarcity, land conflicts)

- 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

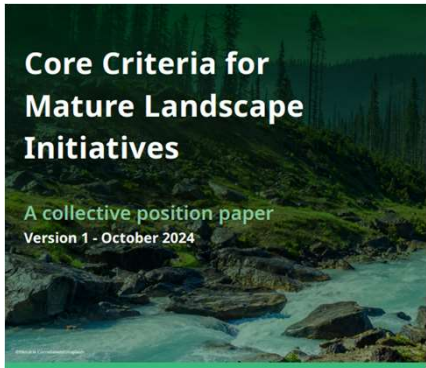


**MOST Landscape Initiatives ARE  
HERE**

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



# Alignment on best practices of landscape approach - blueprint



## What is the landscape blueprint?

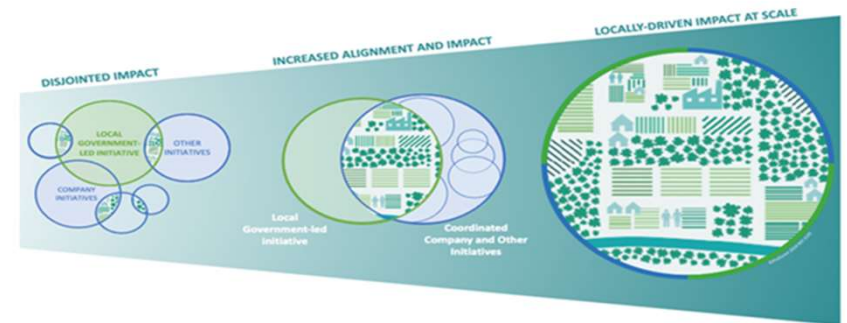
1. Blueprint guidance on key components of maturity

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

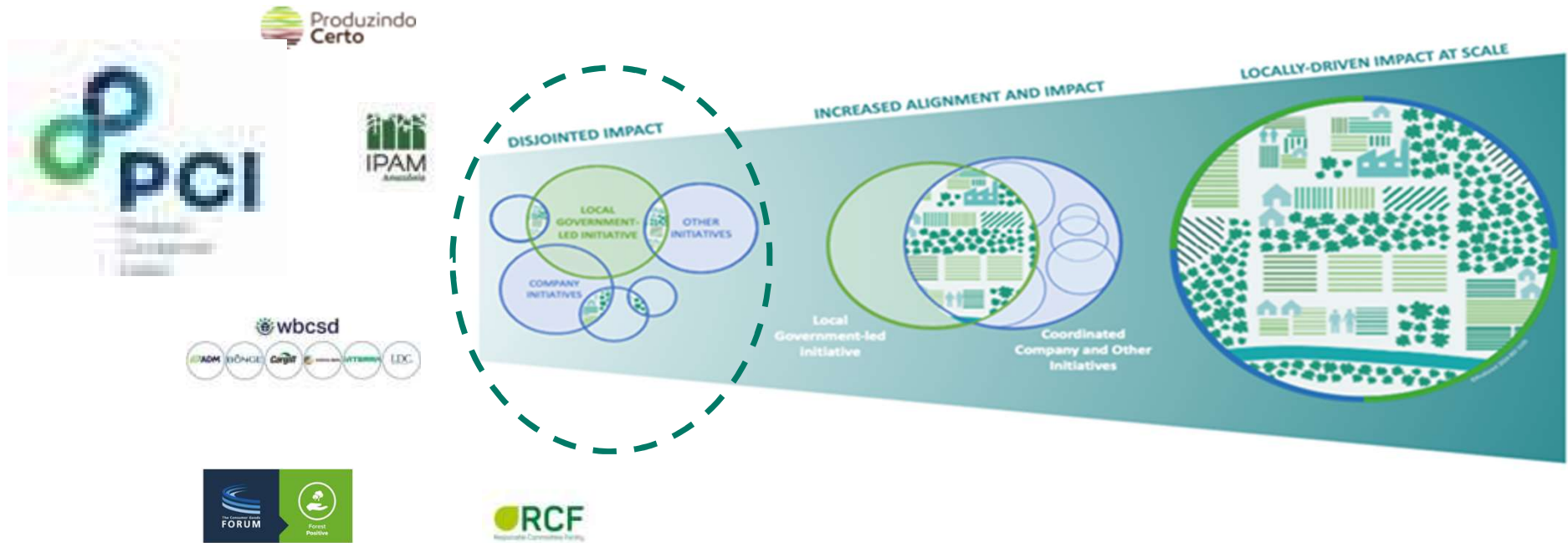
Restore Environmental Liabilities

Protect Ecosystems Beyond Legality

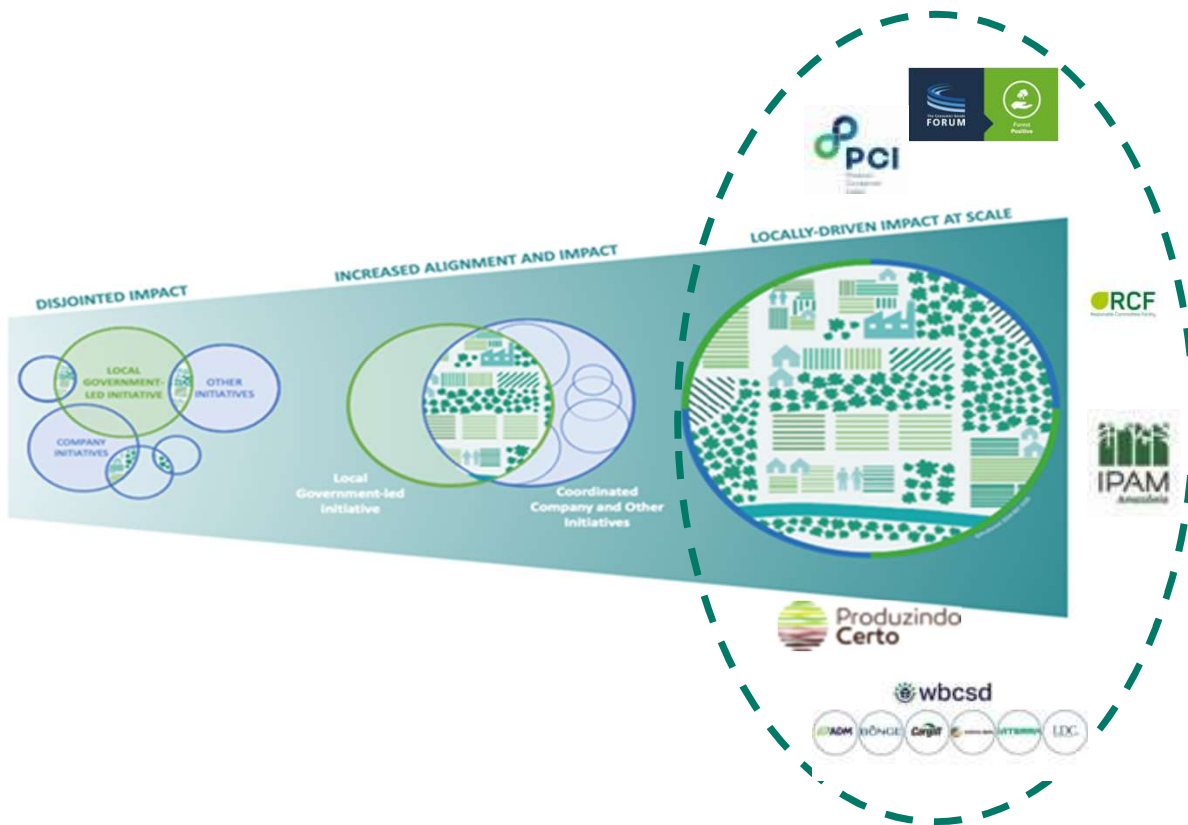
Improve Livelihoods



# 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

### Soy and Cattle farms



### Natural ecosystems legally protected



### Natural ecosystems protected beyond legality



### Natural ecosystems restored



### Soy and Cattle area under best practices



### Smallholder families with improved livelihoods



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**