

# **CDP: Corporate value propositions for collective landscape initiatives**



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# Agenda

- Introduction & Problem Statement
- Existing Framework
- Landscape/Jurisdictional Initiatives (L/JI)  
Benefits and Opportunities
- Communicating Benefits
- Recommendations for L/JI Communication  
Strategies for CDP

# **What Are Landscape/Jurisdictional Initiatives & Approaches (L/JIs) ?**

L/JIs are the approach to integrate multiple stakeholders in landscape management such as land-use plans, policies, and investments to address systemic issues of deforestation and sustainable development at a wider scale, which may not be easy to address without stakeholders' involvement.

## **Problem Statement**

Corporations disclose their deforestation-related data through the CDP forest framework, but there's a lack of data and evidence for robust L/JIs, therefore finding good examples can advance CDP's collective landscape approach.

# CDP L/JIs Known / Unknown Analysis

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## Known Knowns Risks

- Climatic & physical events
- Reputational
- Technological
- Regulatory

## Known Unknowns

- Other corporations who are engaged in L/JIs but do not report through CDP.

## Unknown Knowns

- Deforestation indicators and metrics that no one is measuring or reporting.

## Unknown Unknowns

- Unknown nested risks associated to a lack of reporting.
- Social, political, economic, environmental.

# Best Practices in the Tropics



# **Companies report the benefits of L/JIs engagement**

- 1- Risk mitigation
- 2- Better livelihoods
- 3- Achieve sustainability targets
- 4- Generate resilient outcomes
- 5- Climate change mitigation
- 6- Supply chain monitoring and traceability

# Direct and Indirect Benefits

Improved Data  
Quality

Proactive Risk  
Management

Improved  
Investment  
Decisions

Enhanced  
Stakeholder  
Engagement

Identification of  
Regional  
Opportunities

Alignment with  
government  
initiatives

**L/JIs case studies that  
have led to positive  
financial outcomes  
for investors**

Land Degradation Neutrality  
Fund

# LDN Fund Shortcomings & Advantages

Zero of the 10 projects has strong governance performance.

All projects are corporate and have some degree of L/JI involvement.

There isn't punctual information about financial progress.

The LDN fund requires projects to evaluate their sustainability performance.

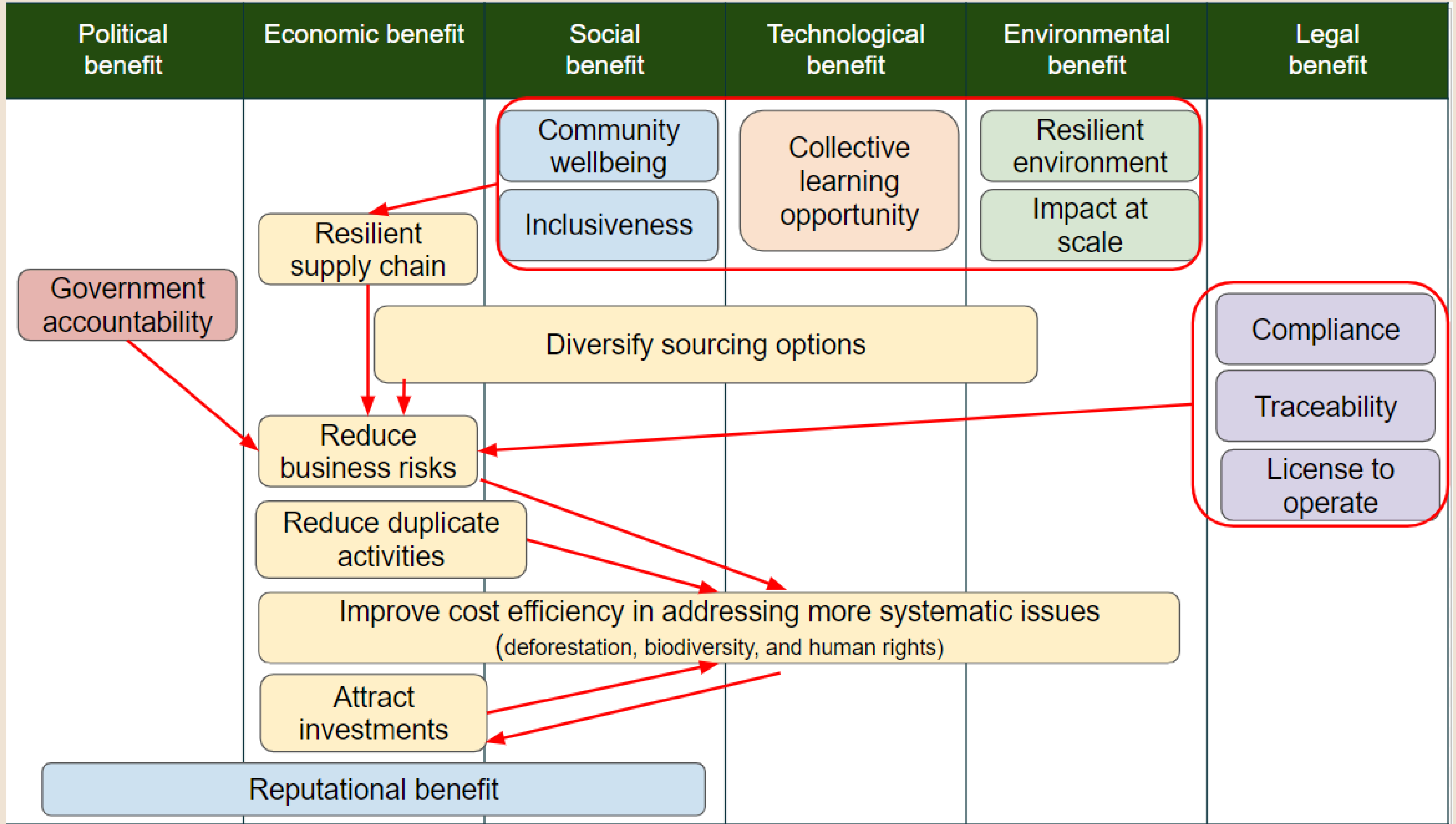
None of the projects have annual financial reports.

The projects offer a more local POV for L/JI involvement.

**Organizations  
communicate the  
benefits of engaging  
with L/JIs**

Our **PESTEL analysis** categorizes the benefits of L/JIs, and shows potential paths to **financial analysis.**

# PESTEL Categorization - Corporate Benefits of Engaging with L/JIs



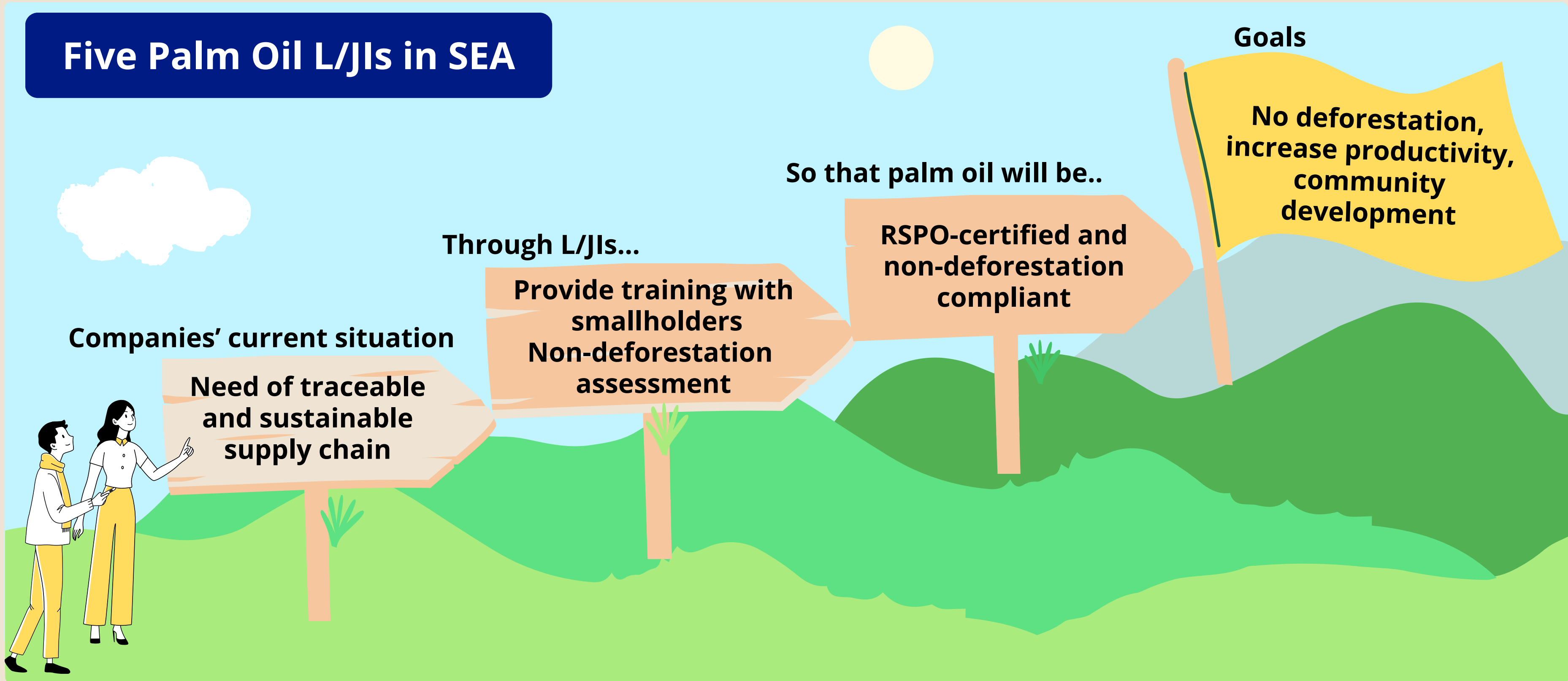
# The Metrics Recommended by NPOs

Political outcome	Economic outcome	Social outcome	Technological outcome	Environmental outcome	Governance outcome
Government coordination on land use policy and planning	Estimated cost range "\$\$ - \$\$\$\$"	% of population under poverty	Fertilizer use efficiency	Area (ha) and % of land protected	% of land with formalized land tenure rights
	How can non-financial metrics be translatable to financial metrics for companies?	% of population undernourished	Water use efficiency	Area of degradation	# of unresolved land, resource conflicts or grievances
		% of children not attending schools	Land area using integrated pest management	Area of restoration	# of population facing land conflicts
		% of households access to water	Land area using sustainable land mgmt practices	Changes in threats to species	Stakeholder participation in land use policy
		# of child labor	Crop / livestock / forest plantation productivity (yield/ha)	Area of land protected for biodiversity	Perceived level of corruption
		% of smallholders' products in the institutional market		Trends in seasonal water quantity	Incidence of illegality
				Concentration of toxic materials in water	

# Translation to Financial Analysis

## - Case Studies of Kao, Fuji Oil and L'Oreal -

### Five Palm Oil L/JIs in SEA



# Input and Output Map

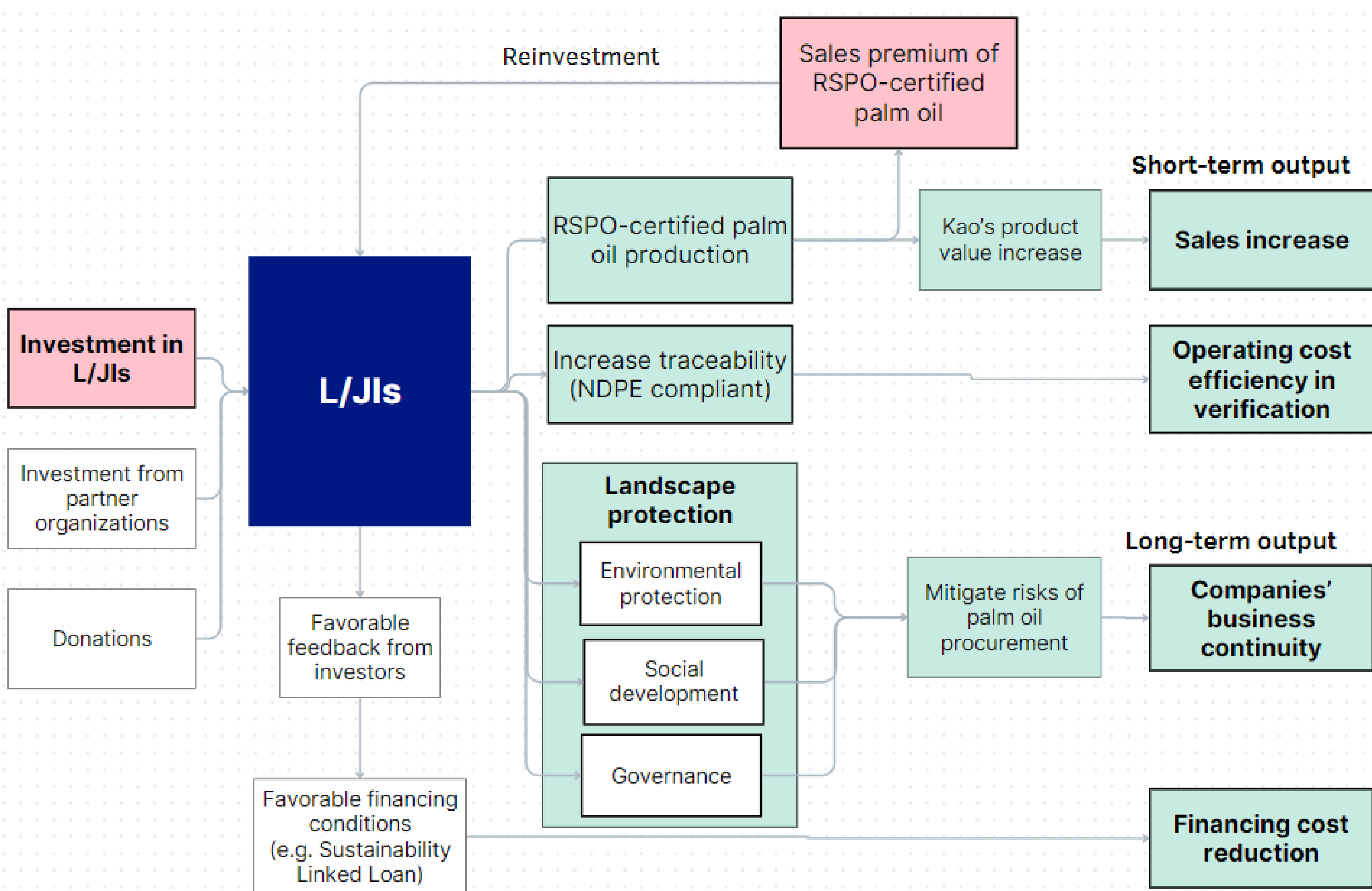
## Key

Input from companies

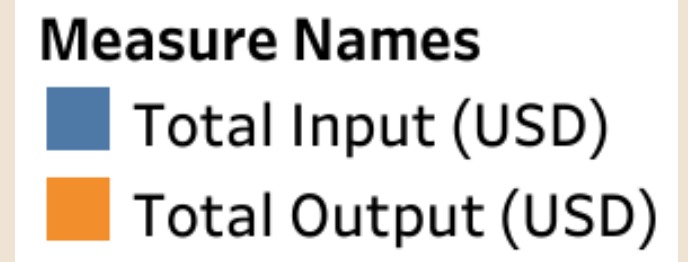
Output for companies

L/JIs

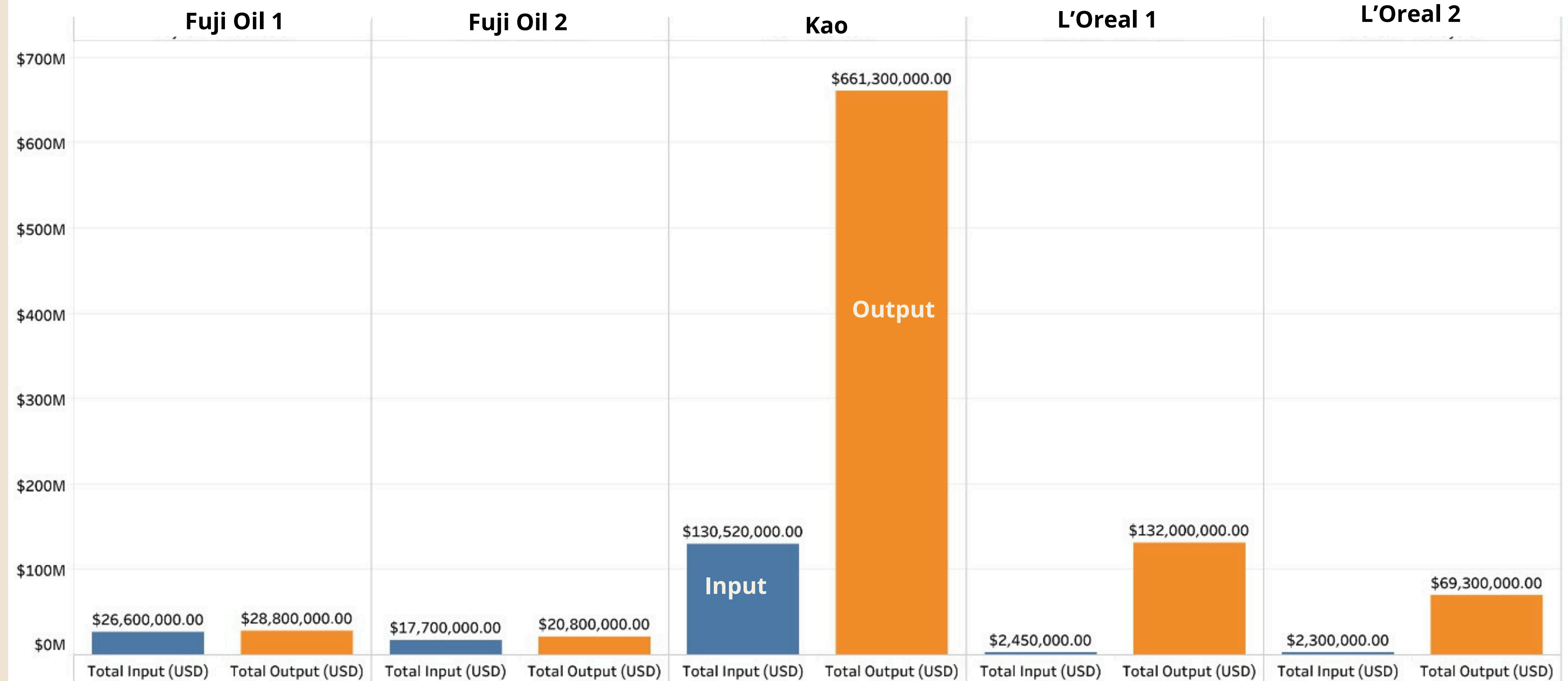
Other factors



# A Macro-level Financial Analysis



## Input and Output (USD)



# Key Findings

This macro-level estimation using publicly disclosed data can be used as **a starting point to discuss financial benefits with companies.**

Grasp an overview from macro-level estimate



Help define main drivers of sales and costs related to L/JIs

Provide advice on collecting relevant data

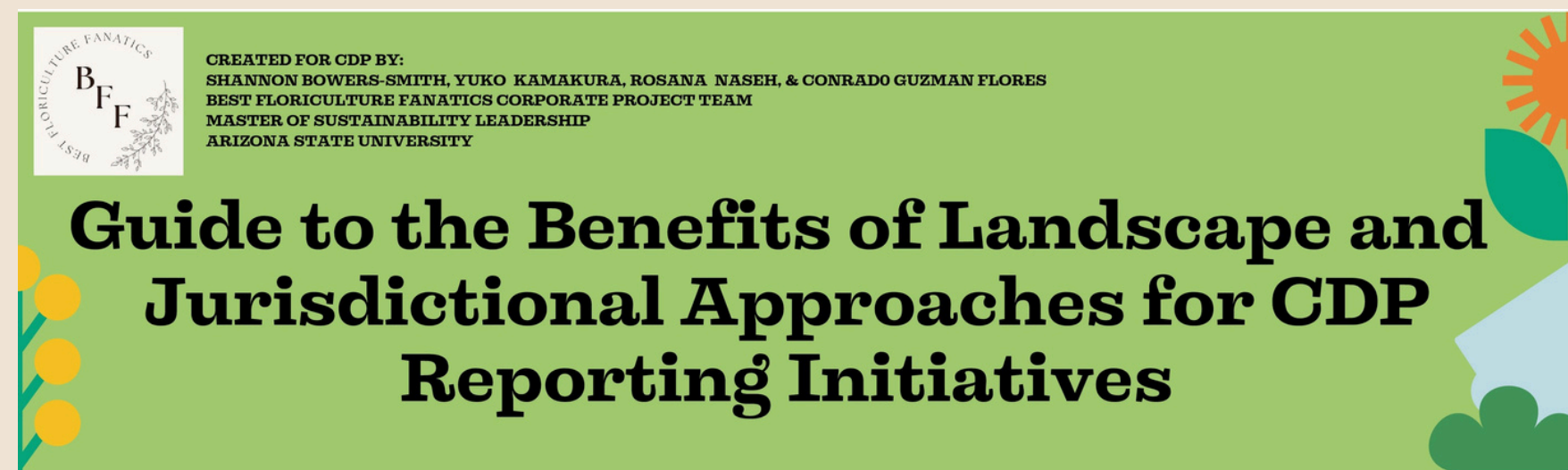
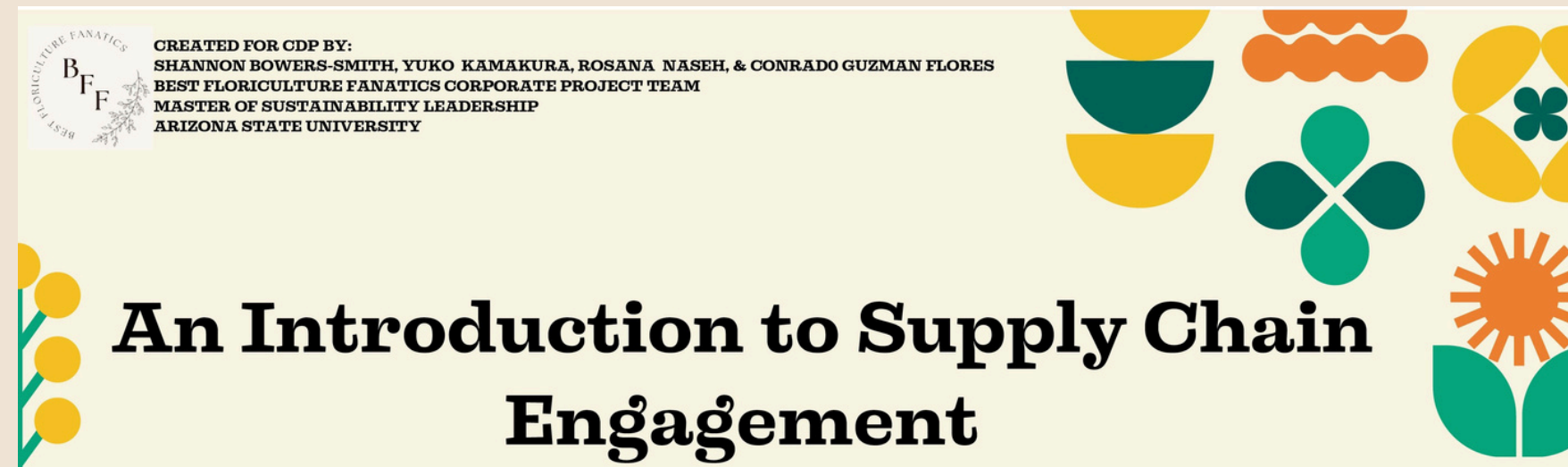
Help integrate the L/JIs into their business strategies

Provide advice on reporting financial performance

What we covered today

Future opportunities through discussing with companies

Resource guides for small to medium businesses regarding LJ/I approach benefits and ESG-investor/supply chain engagement are support options CDP Worldwide can provide.



# Corporate Engagement Approaches

**Clear  
Messaging**

**Tailored  
Communication**

**Highlight  
Mutual  
Benefits**

**Case Studies and  
Success Stories**



**Continuous  
Improvement**

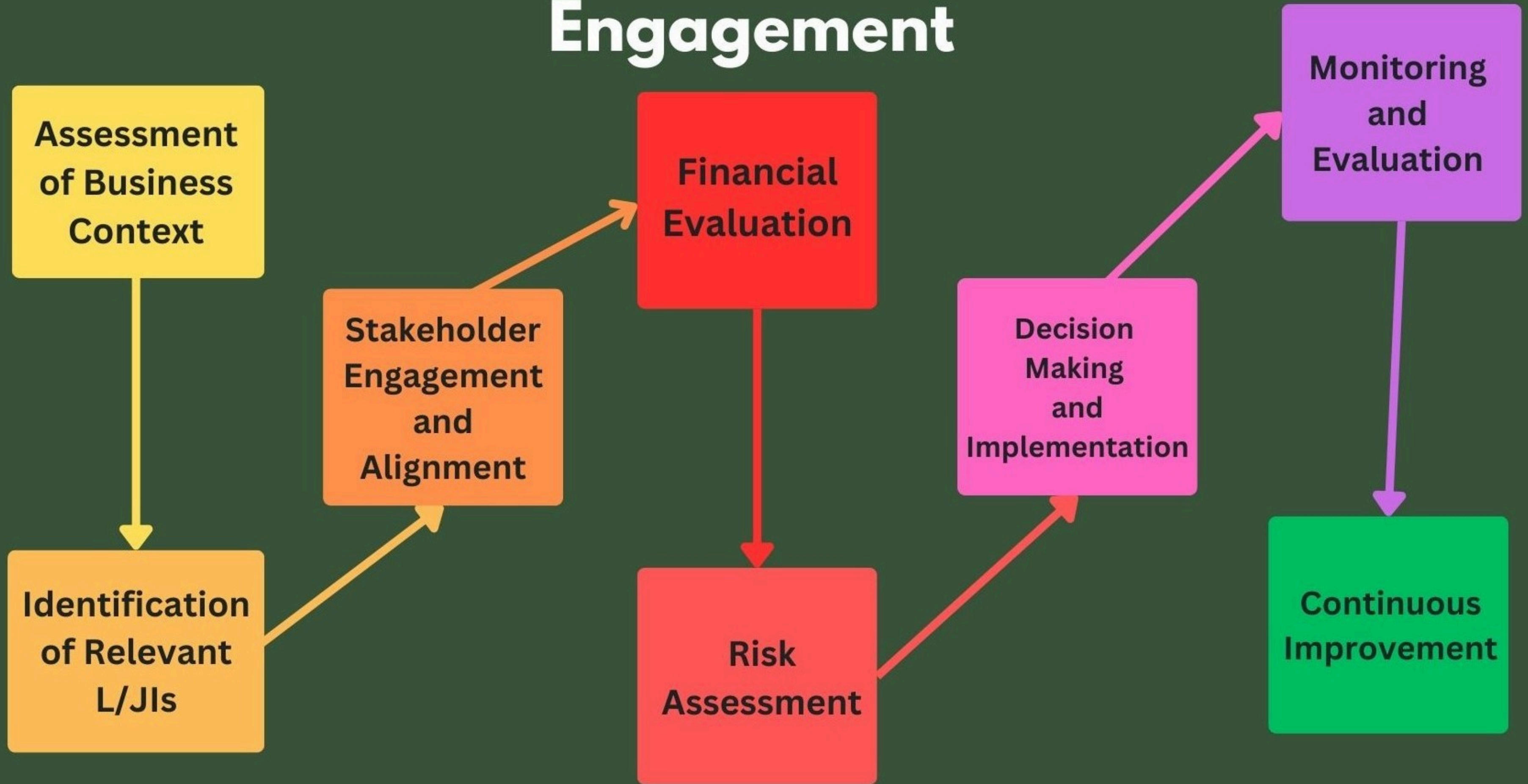
**Interactive  
Platforms**

**Transparency  
and  
Accountability**

**Demonstrate  
Impact**

**Partnership  
Building**

# Framework Development for L/JI Engagement



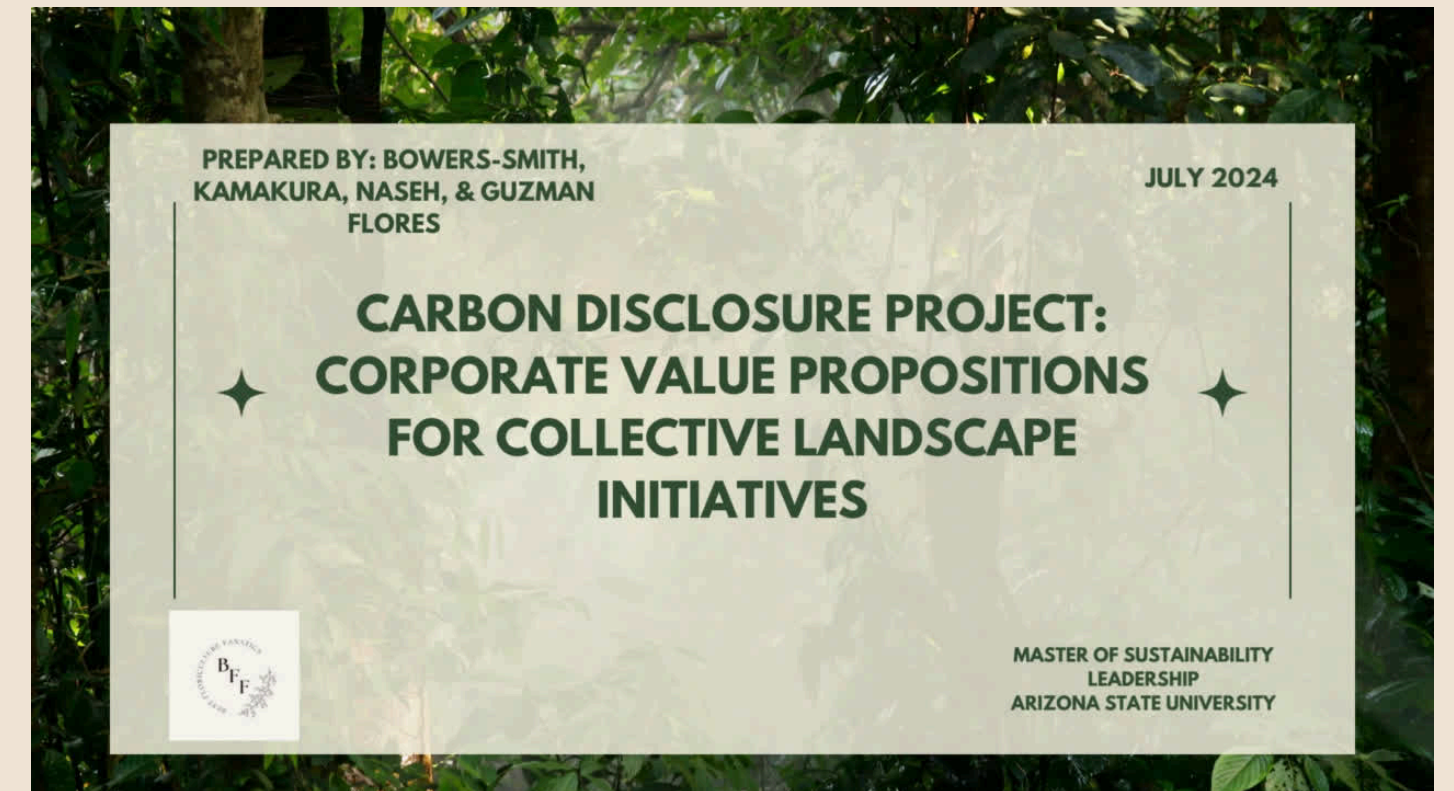
# Acknowledgments

We want to acknowledge the CDP and David Kosciulek for the opportunity to present our value propositions for collective landscape approaches as part of our Capstone Applied Project in the Master's degree of Sustainability Leadership from Arizona State University.

# **Supplementary Material**

# Appendix A

## Case study of: The Siak and Pelalawan Landscape Programme (SPLP) in Riau, Indonesia

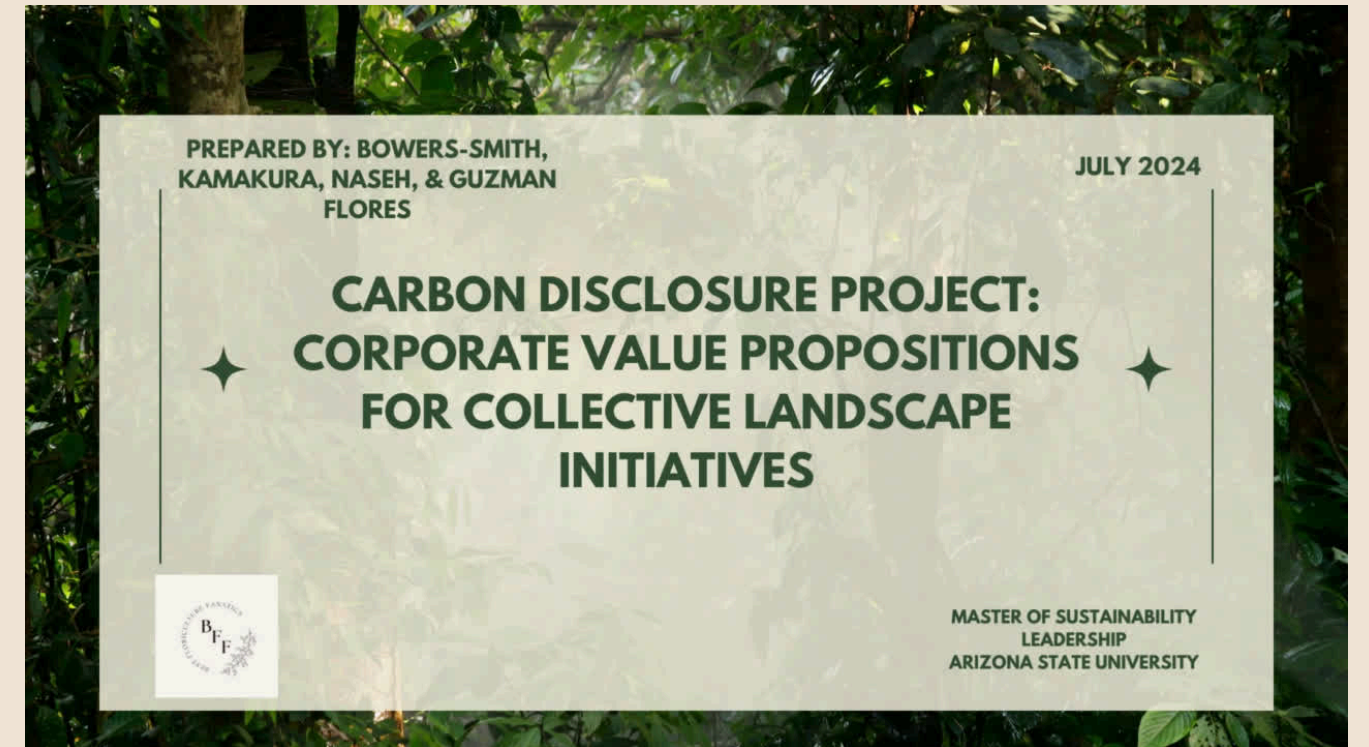


[Click here to watch the video!](#)



# Appendix B

## Case study of: ITC (India)

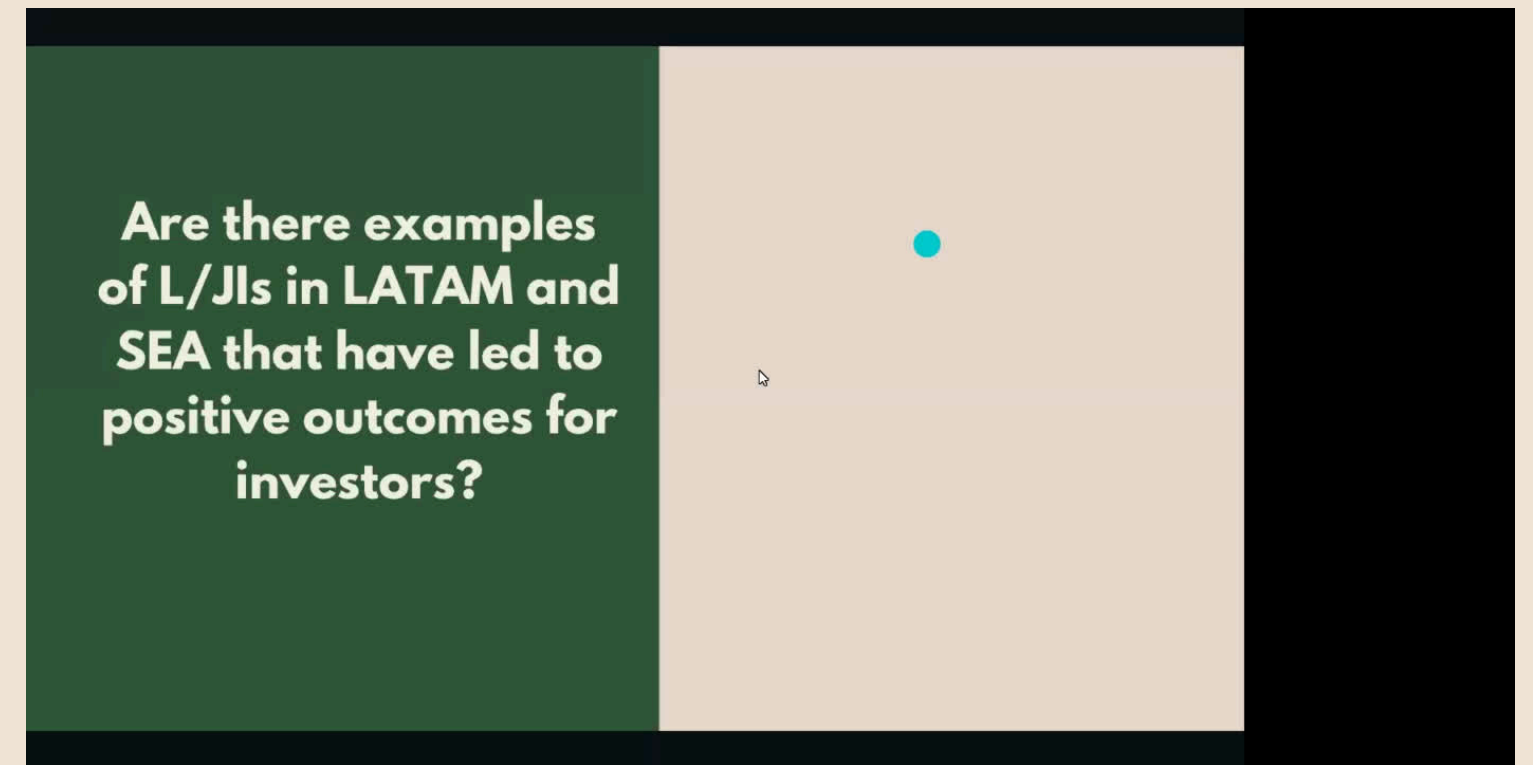


**CLICK HERE TO WATCH THE VIDEO!**



# Appendix C

## Caset Study of: Land Degradation Neutrality Fund



**Click here to watch the video!**



# Appendix D

## Source of Information of the Landscape Analysis with Hyperlink

The list of the organizations and source of information in the previous slides can be found [here](#).

- PESTEL Categorization - Corporate Benefits of Engaging with L/JIs
- The Metrics Recommended by NPOs
- Translation to Financial Analysis
- Input and Output Map
- A Macro-level Financial Analysis

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