Laudes Foundation

the sustainable trade initiative

WWF



REGENERATIVE PRODUCTION LANDSCAPE COLLABORATIVE

Scaling regenerative and restorative agricultural practices in Madhya Pradesh, India to benefit People, Nature and Economy



Regenerative Production Landscape (RPL) Collaborative

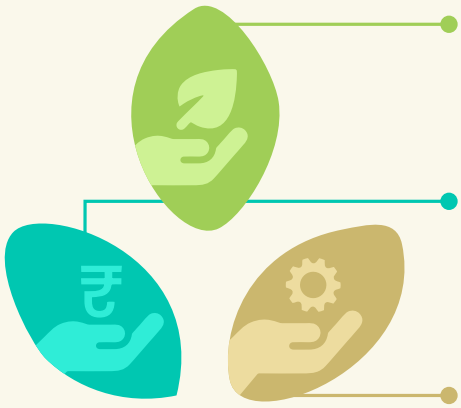
is an innovative jurisdictional model being implemented in Madhya Pradesh, India to foster agricultural ecosystems that conserve and enhance natural resources and build community resilience whilst enabling businesses to source responsibly.

Climate change poses a threat to smallholder livelihoods, natural resources and agri-food systems. Farmers in a region rely on the overall health of the land, water and biodiversity in a symbiotic relationship between crop production and the natural environment.

There is a need to reimagine agricultural ecosystems that protect and conserve the environment, while making smallholders and the local economy more resilient to the effects of climate change. Setting goals to increase crop production without consulting the barriers of local communities or resources available can have a negative impact on the natural resources, or possibly sideline securing farmer livelihoods as a key goal.



Originally founded by **Laudes Foundation, IDH The Sustainable Trade Initiative and WWF India,** the Collaborative aims to invite other organizations to catalyse and scale a model where:



- Producers grow agri-commodities using natural and regenerative farming principles that restore natural resources and reduce emissions from farming systems
- Smallholder farmers and communities thrive through improved economic stability, enhanced livelihoods and greater participation in decision-making
- Businesses can source responsibly while creating inclusive supply chain relationships

To achieve this, the Collaborative will support locally-driven, multi-stakeholder governance structures that drive market transformation - bringing together government institutions that enable sustainable and green growth, companies that commit to sourcing responsibly, community and producer organisations for more inclusive decision-making, and impact investors and funders who seek scalable solutions that deliver on the Sustainable Development Goals.

2021-2026 Goals

towards Systems Change and Landscape Governance

1 State Level Multi-stakeholder Stategic Council	**3** regional public-private Compacts	**3,00,000+** hectares under landscape governance	**1,00,000+** farmers with access to capacity building credit, inputs that adopt regenerative practices
15+ companies and traders working towards business cases befitting people, nature & economy	At least **50%** co-funding leveraged from private sector and financial sector	**2,00,000** hectares of cropland where Sustainable Land Management practices are applied	Models for incentivizing **ecosystem services**
Private sector has **increased access** to sustainably produced commodities		Improved access to finance and leverage of investment **across the value chain** from smallholders to markets	

Key Outcomes
of the Collaborative

- Producers are encouraged to grow their crops using organic and regenerative principles
- Engagement of public and private stakeholders to build a strong multi-stakeholder governance for the program
- Improved market access for sustainable produce from the region
- Access to finance to producers and value chain for sustainable and inclusive service delivery
- Commitment of all stakeholders towards ensuring a living income for the producers and protecting rights of farmers and communities (with a focus on gender)
- Ecosystem benefits such as reduction in emissions, improvement in soil health, better water management practices, and biodiversity friendly agriculture
- Support to Farmer Producer Organisations and agri-entrepreneurs in the development of viable business models that provide quality inputs and services to smallholder farmers

The collaborative contributes to the following

Impact Areas

- Restoring and revitalizing **soil health** and soil carbon content
- Improving smallholder incomes towards a **living income**
- Reducing **greenhouse gas emissions** from agricultural and allied activities
- Improving access to and **management of water** as a resource
- Preserving and enhancing **biodiversity** through nature-based solutions
- Improved **gender equity** and empowerment of women in the community in social economic spaces

Committing to achieve

Sustainable Development Goals



The Collaborative applies IDH's Production, Protection and Inclusion (PPI) approach to achieve this inclusive goal and inspire sustainable landscape management.

Strengthening Landscape Governance

Multi-stakeholder coalition | Commitments | Enabling policies | Compacts | Monitoring

Connecting Demand with Supply

Global and local demand | Verified Sourcing Areas

Catalysing New Sources of Finance

Technical Assistance | Investable Projects | New Finance Instruments

IMPLEMENTATION OF THE PRODUCTION, PROTECTION & INCLUSION APPROACH

SUSTAINABLE PRODUCTION

- Increased adoption of sustainable production and regenerative agri-practices
- Reduction in greenhouse gas emissions

PROTECTION & RESTORATION

- Improved access to and management of water
- Restored soil health
- Preserving biodiversity

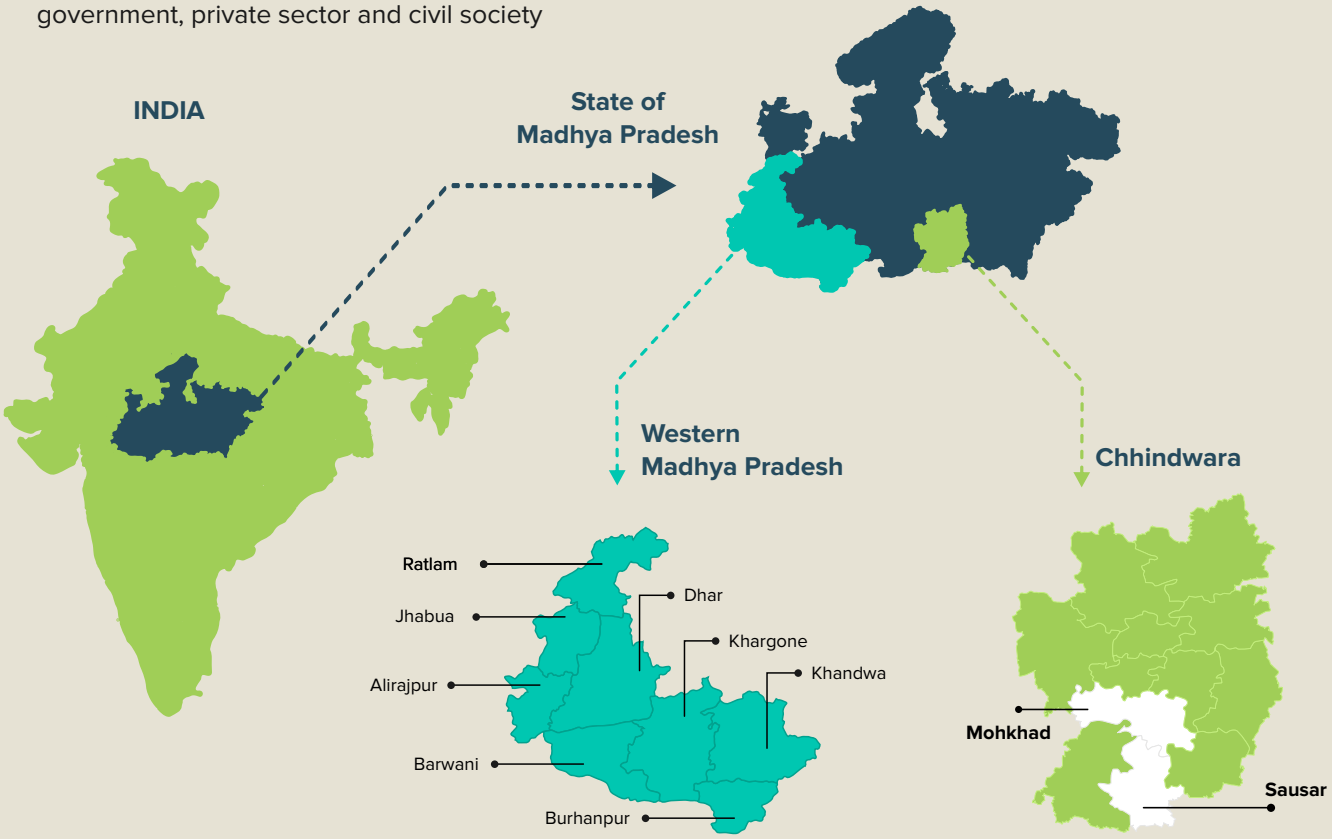
INCLUSION

- Improved incomes
- Gender equity in the supply chain
- Improved livelihoods for tribal communities

Where we will work

By 2025, we will cover all the cotton-growing regions in Madhya Pradesh through a combination of in-field interventions, value chain development, institutions and governance building, and concerted public-private engagement to address the smallholder resilience in the landscape holistically.

We have started implementation in the district of Chhindwara; and continue to scope the expansion into other districts in consultation with stakeholders from the government, private sector and civil society



Building multi-stakeholder 'Compacts' to address systemic challenges through concerted action and local governance

The RPL Collaborative will work towards formation of three Compacts by 2026.

A Compact is a local multi-stakeholder coalition in a sourcing region with an agreement to address sustainability challenges in a coordinated, timebound, and resource-committed manner.

The main stakeholders are the local government, local civil society organisations, producer groups/cooperatives, and traders. Members of a Compact work together to enhance the sustainability and productivity of land and secure community livelihoods in exchange for protection and regeneration of natural resources.

We are inviting like-minded partners from government, private sectors, CSOs, farmer organisations, communities and other enablers to join us in building a shared, long-term vision and approach to scale regenerative and restorative production practices in Madhya Pradesh, India



Your participation will help us strengthen and scale this intervention while giving you an active voice in driving the success of the Collaborative and your investment.

Laudes Foundation

Providing its partners with philanthropic capital, expertise and connections, the Laudes Foundation helps catalyze systems change. It works across all industries, influencing the financial sector to move towards a new economy that values all people and nature. These two strategies are designed to help accelerate the existing movement towards a just and regenerative economy. Over the last five years, the Foundation has funded several projects in the cotton belt in Madhya Pradesh and built key relationships with local agri-universities and government.

IDH, The Sustainable Trade Initiative

IDH, The Sustainable Trade Initiative convenes companies, CSOs, governments and others in public-private partnerships and drives the joint design, co-funding and prototyping of economically viable approaches to realize green & inclusive growth at scale. In 12 sectors and 12 landscapes in over 40 countries worldwide, IDH leverages business interest to drive sustainability from niche to norm, creating impact@scale on the Sustainable Development goals. For sustainable landscape management, IDH has developed a three-pronged approach of Production, Protection & Inclusion

WWF India

In its mission to take forward the agenda of environmental protection, WWF India works with varied groups of individuals and institutions across different sections of society. These alliances strive to address the common goal of conserving biodiversity, sustainably using natural resources and maintaining ecosystems and ecosystem services for the survival of wildlife and people depending on them. WWF India has implemented organic cotton program with 6,000 cotton farmers in Chhindwara.

To learn more about how your organisation can get involved, contact:

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