



## AMAZON BUSINESS ALLIANCE

The conservation and sustainable development of the Amazon depends to a large extent on the collaboration between the public and private sectors to implement business models that not only generate economic benefits, but also social and environmental dividends. The Amazon Business Alliance is a platform to promote green growth to improve the livelihoods of Amazonian communities, while decreasing deforestation and degradation of natural resources.

The Amazon Business Alliance is a cutting-edge development platform committed to promoting sustainable economic development in Peru, while also contributing to Peru's Nationally Determined Contributions and the Sustainable Development Goals. The Alliance will catalyze green investments, while creating new livelihood opportunities and reducing environmental impacts through: a) tailored technical support to entrepreneurs and local stakeholders; b) the development of strategic public/private partnerships and blended finance instruments; c) the promotion of increased private sector investment; d) working together with regional and local governments; and e) the creation of innovative institutional arrangements, financial mechanisms, and innovative technologies.

### HOW DOES THE PROJECT WORK?

The Amazon Business Alliance will promote the growth of promising value chains, with high social and environmental value, that are sustainable and respectful of the environment, and it will scale up proven sustainable business models. Likewise, one key aspect to the Alliance is the inclusion of gender,

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intercultural and rights approaches across the platform, which will translate, for example, in the promotion of sustainable businesses lead by women.

This platform has been developed to continue beyond the life of the USAID project. Therefore, it has developed a governance model that includes advisory bodies, responsible for providing leadership, vision and guidance throughout the project; and working groups focused on facilitating the enabling conditions for the development of sustainable businesses.

## **WHAT RESULTS ARE EXPECTED?**

- Securing sustainable management of 60,000 hectares of forest.
- Contributing to the recovery and restoration of 20,000 hectares of degraded forest, through innovative business models.
- Improve the livelihoods of 10,000 people through alliances with private companies.
- Mobilize \$20 million in public sector funds for sustainable investments and leverage at least \$50 million from the private sector.

## **PROJECT INFORMATION**

**IMPLEMENTER:** Conservation International Foundation

**DURATION:** September 1<sup>st</sup>, 2020 – August 31, 2025

**USAID FUNDING:** \$10 million

**LEVERAGE:** \$10 million

**LOCATION:** Huanuco, Madre de Dios, San Martin and Ucayali regions

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