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# PRODUCTIVE NATURE ACTIVITY

Making biodiversity conservation in Colombia more competitive through private sector engagement

## OVERVIEW

The Productive Nature Activity champions partnerships between the private sector and local communities to drive substantial progress in biodiversity conservation and preserve nature's services to sustain and improve livelihoods. Through a market systems strategy, the Productive Nature Activity seeks to favorably influence enterprise's business models, including local entrepreneurships, through Nature-based Solutions (NbS) implementation, within value chains from sectors such as agriculture, cosmetics, and energy.

The Activity uses a landscape approach to work on three socio-ecological corridors, located in the Andean, Caribbean, and Orinoquía regions of Colombia, to conserve biologically significant ecosystems like tropical dry forests, peatlands, wetlands, and flooded savannas. Our Nature-based Solution work, embedded into key value chains, improves the management, protection and restoration of ecosystems, safeguarding the provision of environmental services for livelihoods.

Productive Nature offers a unique opportunity for enterprises of all scales to unlock new markets, develop new productive models, access climate-smart finance, and become more competitive while

conserving biodiversity, improving livelihoods, and enhancing rural communities' resilience to climate change impacts.

Productive Nature is a five-year activity (2023-2028), working to conserve biodiversity in the departments of Cesar, Guajira, Magdalena, Atlántico, Sucre, Boyacá, Santander, Casanare and Vichada, where environment service provision is key for local communities and urban dwellers.

## GOALS

A multipronged approach, applying NbS, behavior change strategies, communication, and capacity building, will allow the Activity to:

### **Create the enabling conditions to expand NbS funding.**

Productive Nature works to strengthen the enabling environment for NbS implementation by working with actors from the public and financial sectors to identify opportunities for interventions.

### **Develop local systems and sustainable interventions for NbS implementation.**

Tailored to key actors (i.e., private sector actors, public sector entities, and communities), the Activity co-creates training on NbS development and other related topics, including capacity building to nurture negotiations between local communities and enterprises.

### **Adopt and scale profitable NBS by companies and locally led businesses.**

Productive Nature identifies, supports, and scales priority value chains, strategically selects national, regional, and local organizations, according to their capacity and interest on NbS for their businesses, to develop tailor-made value propositions for NbS implementation.

## ANTICIPATED RESULTS

Productive Nature will achieve the following results:

- Improve natural resource management on 550,000 hectares of biologically significant areas.
- Leverage \$15 million in investment for biodiversity conservation.
- Strengthen 15,000 people on NbS implementation for sustainable natural resource management, biodiversity conservation, or climate change adaptation.
- Develop 40 voluntary mechanisms to increase private sector contribution to NbS.
- Facilitate the establishment of 30 NbS agreements between communities and small to large-sized companies to protect at-risk ecosystems.