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## AMAZON BUSINESS ALLIANCE

The conservation and sustainable development of the Amazon depends to a large extent on collaboration between the public and private sectors for the implementation of business models that not only generate economic benefits but also social and environmental benefits. The Amazon Business Alliance (ABA) is an initiative that promotes investments in sustainable businesses to improve the quality of life of communities in the Peruvian Amazon, while reducing deforestation and natural resource degradation.

ABA is committed to promoting sustainable economic development in the Peruvian Amazon, and contributes to the Nationally Determined Contributions and the Sustainable Development Goals. One of the key aspects of this initiative is the inclusion of gender, intercultural and cross-cutting rights.

### HOW DOES THE ACTIVITY WORK?

The Amazon Business Alliance promotes the growth of value chains with high social and environmental sustainability impact. ABA promotes green investments creating new development opportunities and reducing environmental impacts through: a) combined financing instruments; b) technical assistance aimed at supporting local enterprises and actors with an emphasis on innovative technologies; c) development of strategic public-private alliances; and d) increased public and private investment. This project has been conceived to be sustainable over time through a self-sustainable platform.

## RESULTS ACHIEVED TO DATE

- US\$13 million leveraged from the private sector from ABA's work to improve sustainable businesses in the Peruvian Amazon. This effort has the potential to impact 145,000 hectares through activities such as restoration, conservation, reforestation, and agroforestry, benefiting 7,416 people, of whom 1,683 are women.
- 18 projects with environmental, social, and economic impact are part of AEA's portfolio, supporting various production chains such as cacao, coffee, sacha inchi, medicinal plants, açai, aguaje, ecotourism, Brazil nuts, and aquaculture.
- US\$5.4 million invested in sustainable businesses in San Martin, Loreto, Madre de Dios and Ucayali, with funds from USAID, the Government of Canada and the BHP Foundation. This will allow these initiatives to improve and become eligible for loans and investment, access public funds and find new markets. These investments have a potential impact on 48,000 hectares through conservation, reforestation, restoration and agroforestry. Also they will benefit 2,300 producers, 900 of whom are women.
- The preparation of the Operating Manual and the Trust Fund contract for the financial mechanism of the "Bio-business Program" of the Ministry of the Environment. This will allow the channeling of US\$ 20 million for 6,500 bio-businesses that will contribute to the conservation of 22,000 hectares of forests in the Amazon.
- A new financial product has been created that incorporates environmental and social criteria to channel resources towards sustainable business models. This product has been piloted with the Peruvian Federation of Municipal Savings and Credit Banks. US\$1.44 million has been invested in sustainable agriculture, managing 839 hectares sustainably. Additionally, 211 loans have been granted in the Amazon with an average amount of S/6,850, 37% of which have been awarded to women.
- PROCOMPITE, a competitive fund for co-financing productive proposals, has included social and environmental indicators. With funds of S/30 million in the Huánuco region, S/1 million in the Tambopata province (Madre de Dios), S/500,000 in the Coronel Portillo province (Ucayali), and upcoming launches of S/38 million in Loreto and S/1.5 million in the Atalaya province (Ucayali), these new criteria are expected to highlight the need to accelerate the development of bionegocios and econegocios with triple impact: social, environmental, and economic. Additionally, it aims to make sustainable businesses more competitive in accessing financial resources and promoting their growth.
- Joint preparation with the Regional Government of San Martin and the Ministry of Women and Vulnerable Populations of a Directive to incorporate gender and intercultural approaches in public investment projects in that region. This Directive was approved by Executive Resolution No. 236-2022-GRSM.
- The Regional Climate Change Strategy for Huánuco 2023-2050 was approved through Regional Ordinance No. 023-2023-GRH-CR on December 29, 2023. This comprehensive climate change management tool guides and facilitates the region's actions.

## PROJECT INFORMATION

**IMPLEMENTER:** Conservation International Foundation

**DURATION:** August 12, 2020 – August 31, 2027

**USAID AND CANADIAN GOVERNMENT FUNDING:** US\$ 17,909,540

**LEVERAGE:** US\$ 10 million

**LOCATION:** Amazonas, Huánuco, Loreto, Madre de Dios, Pasco, San Martín and Ucayali regions

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