

I. Title/Heading: Produce, Conserve, Include Strategy: Providing Proof of Concept of the Jurisdictional Approach in Mato Grosso, Brazil

II. Context and rationale: Despite public and private sector efforts, deforestation is rising. In 2018, about 30 million acres of tropical forest were lost. The global community needs innovative, collaborative solutions – such as the jurisdictional approach – to reduce deforestation at scale. The jurisdictional approach encourages companies, government, and local stakeholders to work together to reduce deforestation and create sustainable development at scale. Through collaboration and locally-led approaches, stakeholders within jurisdictions can drive towards sustainable growth while supporting climate mitigation and resilience.

III. Overview of contribution: One jurisdictional initiative, the “Produce, Conserve, Include (PCI) strategy,” aims to increase productivity while maintaining native vegetation cover and including smallholders and indigenous and traditional populations across Mato Grosso, Brazil—which produces nearly 30% of Brazil’s soy and has the largest cattle herd in the country. Meeting these aggressive targets requires a multistakeholder effort that brings together government, civil society, producers, and companies. Stakeholders ensure that local laws, regional efforts, and corporate policies work in concert to catalyze reduced deforestation at scale.

Achieving the PCI’s goals would prove that enhanced productivity and deforestation reduction are compatible, and position Mato Grosso as a sustainable development leader in the context of a federal government largely averse to sustainability initiatives. To get there, the PCI is supporting strong governance, leveraging financial mechanisms, and supporting corporate supply chain sustainability. The Climate Action Summit offers an excellent opportunity to showcase the PCI’s success to date and future implementation plans, effectively bolstering sustainable development and encouraging other regions to follow Mato Grosso’s lead.

IV. How the contribution leverages living natural systems as a solution to avert climate change? Mato Grosso’s government recognizes the importance of the Amazon and Cerrado to the social, economic, and environmental wellbeing of the state, and of the planet. The PCI has set ambitious goals for reducing land use emissions while building a low-carbon economy to contribute to efforts to avert climate change. The [PCI’s 2030 ambitious goals](#), which include conserving native vegetation, eliminating illegal deforestation, and recovering degraded land, add up to huge environmental benefits: over six gigatons of avoided emissions by 2030, which is approximately equal to the annual emissions of the US economy.

V. How might the contribution support both climate, mitigation and adaptation as well as other important co-benefits and social, economic and environmental outcomes in coming years? By promoting sustainable production and deforestation reduction, the PCI is enhancing social, economic, and environmental outcomes. PCI successes in 2017 include:

- Increasing (to 59.7 kg/ha) livestock productivity and grain area (9.59 million ha) over degraded pastures;
- Reducing deforestation in the Amazon by 73%, and by 70% in the Cerrado;
- Increasing the total value of family farming products in the National School Nutrition Program (R\$14.1 million) and in the Food Acquisition Program (R\$16 million);

- Contributing to the State Plan for Deforestation Control, the State Plan for Family Farming, the REDD Early Movers (REM) program, and the SIMCAR for environmental regularization.

VI. Which countries and organizations are involved in the contribution? The PCI is a subnational initiative created by the Government of Mato Grosso, with support from a multi-stakeholder group of non-governmental organizations, the private sector, and producer groups. [Partners include](#) NGOs like Instituto de Pesquisa Ambiental da Amazonia (IPAM), private sector actors like Amaggi, and producer groups like the Mato Grosso Livestock and Agriculture Federation.

VII. How have stakeholders (for example indigenous peoples, local communities, and youth) been consulted in developing the contribution? The PCI was developed through an open, participatory process that included government, civil society, agricultural producer organizations, and agribusiness. Indigenous Peoples participated through the recently formed Federation of Indigenous Peoples and Organizations of Mato Grosso (FEPOIMT), which led the state-wide indigenous consultation process on the state REDD+ system in 2018.

VIII. Where the contributions can be put into action? Although the PCI is currently being implemented in Mato Grosso, Brazil, the concept of a jurisdictional approach can scale to other Brazilian states and to other countries. This is why it is imperative that the PCI continues to progress so as to provide a scalable model of the jurisdictional approach.

IX. How the contribution will be delivered? How will different stakeholders be engaged in its implementation? What are the potential transformational impacts? In February 2019, the Mato Grosso Government established the PCI Institute to: enable multi-stakeholder coordination, advise on public policies and measures, lead fundraising efforts, and manage and monitor programs. Governed by a multi-stakeholder board, this financially self-sustained agency will provide transparent and independent decision-making. The PCI is comprised of monitoring, value, engagement, and communication working groups. The PCI has the opportunity to demonstrate that multistakeholder action at the landscape level is an effective strategy to tackle deforestation. The PCI will provide a proof of concept of jurisdictional approaches that could serve as a transformational model for initiatives throughout Brazil and the world.

X. Is this initiative contributing to other Climate Action Summit workstreams? By helping drive momentum around the concept of a sustainable development strategy compatible with environmental and production goals, the PCI is contributing to the climate finance and carbon pricing, resilience and adaptation, social and political drivers, and mitigation strategy workstreams.

XI. Examples of experiences to date: how does this contribution build upon this experience? How does the contribution link with different ongoing initiatives? Critical to the success of the PCI is the state's REDD+ system and implementation of the Forest Code. To support corporate engagement, the PCI has launched the [Corporate Action Group](#), created a [pitchbook](#) of on-the-ground projects ready for corporate engagement, and aligned with global efforts such as the Tropical Forest Alliance and Walmart's [jurisdictional accelerator](#). The PCI will continue to build on these experiences to encourage private sector's support of sustainable development in Mato Grosso, and there could be an opportunity to announce new corporate actions at the Climate Action Summit.

XII. Mechanisms for funding (with specific emphasis on potential for partnerships). With the establishment of the PCI, the government solidified its role in fundraising and strategy implementation. While the PCI has secured funding from IDH, the GIZ/KfW REM, and other bilateral donors, the

governing body is now starting to explore options to ensure long-term financial stability through constructing a strategy to attract investments, mapping investments, and connecting buyers.

XIII. Means of stewardship, metrics for monitoring. As a multistakeholder platform, PCI implementation is contingent on partnerships between government, companies, civil society, producers, and local communities. The PCI will be facilitated by the PCI Institute and the working groups. To assess progress of the PCI, the Monitoring Working Group (MWG) established the [PCI Monitor](#), which annually updates performance data. To socialize the findings, the MWG produces [informational pamphlets](#).

XIV. Communication strategy. To keep PCI members informed, the PCI Director frequently circulates emails. Members also develop external facing documents, such as yearly progress pamphlets and blogs. As new tools come online, the multi-stakeholder group supports significant communications to ensure that PCI messages reach the right audience.

XV. Contact details of proponents (indicating the degree of commitment among the countries and organizations that are named).

Fernando Sampaio, Director of the PCI, Email: diretor.pci@gmail.com

Stephan Schwartzman, Senior Director, Tropical Forest Policy, EDF- PCI partner, Email:

sschwartzman@edf.org