



**USAID**  
FROM THE AMERICAN PEOPLE

# USAID GREEN INVEST ASIA

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# FINAL REPORT

JULY 2017 - JULY 2023 | AID-486-C-17-00001



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# ACRONYMS

AFOLU	Agriculture, Forestry and Other Land Use	MEL	Monitoring, Evaluation and Learning
CCB	Climate, Community, and Biodiversity	MNC	Multinational Corporations
CCFF	Cambodia Climate Finance Facility	MOU	Memorandum of Understanding
Co <sub>2</sub> e	Carbon Dioxide Equivalent	NBS	Nature-Based Solutions
E&S	Environmental & Social	RDMA	Regional Development Mission for Asia
EG	Economic Growth	REDD+	Reduce Emissions from Deforestation and forest Degradation Plus
EOI	Expression of Interest	SBTi	Science Based Targets initiative
ESG	Environmental, Social and Governance	SDGs	Sustainable Development Goals
ESMS	Environmental and Social Management System	SLL	Sustainability-Linked Loan
GBE	Green bean equivalent	SME	Small and Medium Enterprises
GHG	Greenhouse Gas Emissions	SPoC	Single Point of Contact
GIA	USAID Green Invest Asia	TA	Technical Assistance
GIS	Geographic Information Systems	USAID	United States Agency for International Development
KPI	Key Performance Indicators	USD	United States dollar
LDC	Louis Dreyfus Company	VCS	Verified Carbon Standard

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# EXECUTIVE SUMMARY

## Unlocking investment opportunity: Partner, co-invest, transform

With the Paris Agreement as a backdrop, the United States Agency for International Development (USAID) designed and launched USAID Green Invest Asia (GIA), also referred to as “Activity” in this report, a regional climate finance and technical assistance facility for Southeast Asia<sup>1</sup>. Over a period of six years (July 2017-July 2023), the Activity convened actors across multiple supply chains, served as a single point of contact (SPoC), one-stop shop for global investors seeking to strengthen their regional portfolio of investments in agriculture, forestry and other land uses.

At least 40 percent of greenhouse gas emissions (GHG) in Southeast Asia – almost twice as high as the global average – come from commercial agriculture, forestry and other land use operations. Forests are shrinking faster in Southeast Asia than anywhere else in the world<sup>2</sup>: Despite supplying most the world’s rice, natural rubber, coconut, near 20 percent of global coffee supply<sup>3</sup>, and a growing share of other agricultural and forestry commodities, sustainable investments to transform the region’s agriculture and forestry business operations to become more environmentally and socially sound, or “sustainable”, lags far behind other industries like renewable energy.

## Investment barriers in Southeast Asia’s land use sector

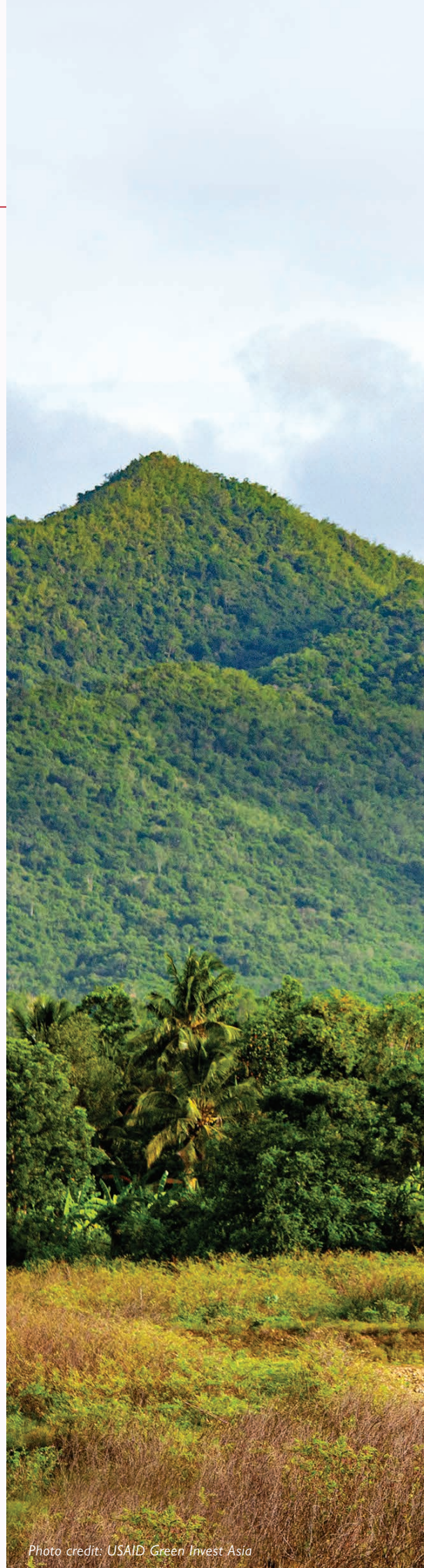
A regional challenge that required a regional approach to land use in Southeast Asia came down to the fact that the largest sustainable up-front investments in agriculture and forestry are made through global investors such as international and/or regional asset management funds, commercial banks, and impact funds versus national-level banks. And these investors and their investment committees struggle from their headquarters to assess environmental and social risks in land far removed from offices, identifying low-risk climate-smart investments, and preparing agriculture/forestry investees for climate finance. While interest to invest in the region was growing in the region, most private investors are based outside of Asia, and Asia was still – and continues to be – at a nascent stage in private conservation financing, attracting less than 1 percent of the global total as of 2014.<sup>4</sup>

1. GIA was active in Cambodia, Indonesia, Laos PDR, Philippines, Thailand and Vietnam.

2. [https://www.europarl.europa.eu/RegData/etudes/BRIE/2020/652068/EPRS\\_BRI\(2020\)652068\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2020/652068/EPRS_BRI(2020)652068_EN.pdf)

3. <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://hivos.org/assets/2018/06/Coffee-Barometer-2018.pdf>

4. [https://pdf.usaid.gov/pdf\\_docs/PA00KTM4.pdf](https://pdf.usaid.gov/pdf_docs/PA00KTM4.pdf)



As a result, the opportunity to reduce, sequester, and avoid greenhouse gas emissions from land use in the region has largely been underfinanced. Agriculture/food production and forestry/land management together present a \$220bn investment opportunity in Southeast Asia (2017).<sup>5</sup>

From July 2017 to July 2023, GIA engaged with companies and investors to co-invest into sustainable agriculture and forestry business models which would create positive climate outcomes. GIA partnered with investors, who combined had more than \$5 billion of relevant assets under management, and near 50 companies sourcing or producing commodities from Southeast Asia to help overcome investment barriers. By co-investing with the private sector, GIA aimed to mobilize \$200 million of investment into sustainable agribusiness and forestry companies to achieve **the Activity goal: reduce greenhouse gas emissions by at least 25 million tons of carbon dioxide equivalent (CO<sub>2</sub>e) over a 15-year period.** By project end, the Activity helped catalyze \$446 million which will result in a potential emissions reduction of 156 million tons CO<sub>2</sub>e from at least 1.7 million hectares of land to benefit local communities along with the environment.

GIA partnered with three groups to drive these investments:

- 1) **financial institutions**, helping them connect with, evaluate and finance sustainable land use companies in Southeast Asia;
- 2) **small and medium-sized (SME)** companies, boosting their investment readiness to secure climate finance; and
- 3) **multinational corporations (MNC)** with agricultural supply chains most closely linked to deforestation and land degradation in Southeast Asia.

## Green Invest Asia approach

USAID designed GIA to respond to and support market demand for climate-smart agriculture, forestry and other companies sourcing from land in Southeast Asia. Adopting a “to work with the private sector, we must think like the private sector,” mindset, GIA’s technical services and outreach reflected prevailing sustainable business trends: rapid growth in Voluntary Carbon Markets; increased corporate climate commitments and requests for technical assistance to track progress, including improving traceability to source of carbon emissions; and increased awareness and application of nature-based solutions. These solutions protect, sustainably manage, and restore natural/modified ecosystems, such as regenerative agriculture.

GIA screened 255 projects/companies seeking technical assistance, assessing the potential climate benefits and investment-readiness of their business models. Four out of five projects that GIA screened did not fit its criteria or were considered too high-risk.

5. <https://www.dbs.com/sustainability/insights-and-research/green-finance-opportunities-in-asean>

GIA's engagement with the private sector advanced the U.S. government's commitment to enterprise-driven development as outlined in its Private-Sector Engagement Policy<sup>6</sup> and the USAID 2022-2030<sup>7</sup> Climate Strategy. GIA's main areas services included supporting:

- Greenhouse gas inventories, including creating frameworks to calculate indirect emissions along a company's supply chain (known as Scope 3);
- Feasibility studies to determine the financial and/or environmental and social impact of a company's/low-emission practices;
- Early-stage carbon project development to ready a company to sell carbon credits on the Voluntary Carbon Market;
- Pre-competitive collaboration to improve sustainability, including addressing climate change in the coconut sector and lowering sector-wide greenhouse gas emissions in the coffee sector.
- Advance integration of Environmental, Social and Governance (ESG) criteria into financial institutions', including commercial banks', investment decisions (also known as sustainable finance).

Companies contributed \$2 million of their resources into co-financing Green Invest Asia technical services.

## Top results achieved

- USAID Green Invest Asia leveraged each dollar of USAID funding to catalyze more than \$20 million of investment for a total of \$446 million raised, an amount that is expected to reduce emissions by 156 million tons of CO<sub>2</sub> equivalent (CO<sub>2</sub>e) over 15 years from at least 1.7 million hectares of land to benefit local communities along with the environment. That tonnage is equal to the emissions from burning 175 billion pounds of coal.
- With GIA facilitation, 17 companies that control almost half of annual global trade in coconut and coconut products have signed the industry's first Sustainable Coconut Charter<sup>8</sup>, which they and others developed with USAID support from 2019-20. Green Invest Asia handed over management in January 2022 to the newly selected BSR<sup>9</sup> to ensure the charter and platform's sustainability.
- In 2022-23, GIA led a consortium of 15 companies in the coffee value chain – including the world's top coffee roasters and traders Nestlé and JDE Peet's – to align their carbon measurement methodologies, gather data, and calculate the region's first open-source carbon baseline measurement of Robusta coffee cultivation and production in Vietnam and Indonesia. Companies can use this benchmark to measure progress toward meeting climate commitments and inform their corporate sustainability investments.
- Conducted 14 trainings with commercial banks in Cambodia and Vietnam on integrating Environmental, Social and Governance (ESG) into bank operations and policies that led to 15 proposed policy changes, of which four were adopted as of the close of GIA.<sup>10</sup>
- Expanded awareness and understanding around the emission-reducing potential and business profitability of sustainable land use investments through joining and/or co-organizing with private sector events that reached 7,234 people<sup>11</sup>, 40 percent of whom identified as women. GIA launched a podcast<sup>12</sup> in 2021-2023 featuring investors in sustainable land use in Southeast Asia that was downloaded/played in near 60 countries almost 1,700 times, made the top-10 listened to finance podcasts in Hong Kong, and amplified USAID-supported land use investments on almost every continent.

6. [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.usaid.gov/sites/default/files/2022-05/usaid\\_psepolicy\\_final.pdf](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.usaid.gov/sites/default/files/2022-05/usaid_psepolicy_final.pdf)

7. <https://www.usaid.gov/policy/climate-strategy>

8. <http://sustainablecoconutcharter.com/>

9. <https://greeninvestasia.com/industry-formalizes-sustainable-coconut-charter-to-collaborate-on-climate-actions/>

10. Funded by the USAID-Cambodia buy-in

11. This number does not include participation in events/trainings funded under the USAID-Cambodia buy-in.

12. <http://greeninvestasia.com/podcast>

In addition to quantitative results, GIA demonstrated that using market-oriented services was an effective way to engage and co-invest with the private sector- whether SME, MNC or investor. The Activity successfully identified opportunities that led to potential GHG reductions far above the aspirational target. The Activity supported a range of business models to leverage investment for positive climate outcome and sector-wide changes through pre-competitive collaborations that addressed sustainability challenges. In the face of operational challenges due to COVID and early analysis of the Activity implementation strategy, the team pivoted to a strategy that emphasized more support for investors and MNCs directly to leverage investments as opposed to solely originating pipeline focused on SMEs. The Activity identified areas where future USAID support could be beneficial, specifically carbon baselines, carbon project development, technical assistance support for investors who do not have their own dedicated TA fund and convening pre-competitive partnerships to address wider sustainability challenges. And finally, Green Invest Asia helped USAID to establish a reputation with the private sector as a reliable and trusted partner for climate investments.

“



**mirova**

*One of the things that made it also easier for us to take an investment decision into this company is definitely the involvement of GIA [Green Invest Asia]. The biggest outcome has been to reduce the hurdle rate...which made it possible for us to invest ultimately.*

Nicolas Hayon  
Investment Director  
Mirova



**NewForests**

*Without the support provided by them [Green Invest Asia], I think this project wouldn't be where it is today...It's really catalytic, I would say and our investors in the fund are very appreciative of technical assistance like this, because it basically means that every dollar that they put in can be stretched further.*

Carrie Heng  
Associate Director of Investments  
New Forests



**LIONHEART  
AGROTECH**

*Patient money in the Philippines is a challenge to raise. USAID Green Invest Asia really fills a gap. We really appreciate the ability of USAID [Green Invest Asia], which clearly has a better network than any of us have, to come in and assist with the financing. The whole exposure to the network has been phenomenal.*

Anders Haagen  
CEO  
Lionheart Agrotech

”

## Key Lessons

- Investors seek flexible mechanisms that can offset their investment risk at early stage or during project implementation. Public sector co-investment can help commercial investors assess opportunities quicker and more efficiently.
- Lack of consistent measurement methodologies and carbon baselines to set emission targets make it hard for investors and companies alike to track progress, justify sustainable investments, and meet corporate climate commitments.
- The private sector is a viable, motivated partner to meet global climate goals. While there is always risk when investing, it can be mitigated and managed.
- Pre-competitive partnerships benefit from a neutral broker introducing an approach, methodology, and/or principles which a sector adopts, standardizes, and implements.
- Carbon markets and nature-based solutions are on the rise and should be supported through public sector co-investments to help develop voluntary carbon and biodiversity markets.
- The potential for scale and replication of climate impact depends on a partner's business model. Localized SMEs have potential to scale within their geography, as well as serve as models for replication in larger supply chains. MNCs seek to scale and replicate successful models across long supply chains that reach into multiple geographies, but require variances due to operational context and conditions.

GIA operated in a marketplace with evolving policies and science around what constitutes “green” or sustainable land use: how to affordably and best measure environmental impact, how to set sustainability targets, how to ensure environmental benefits are shared with local communities. This report shares GIA’s experience working through these and other questions to facilitate low-emission interventions in Southeast Asia’s agriculture, forestry and land use sector, which are aligned with USAID’s Climate Strategy.



Photo credit: <https://newforests.com/impact/>



# INTRODUCTION & BACKGROUND

In July 2017, the US Agency for International Development (USAID) Regional Development Mission for Asia (RDMA) awarded Pact, in partnership with Mekong Strategic Partners (MSP), Control Union, and Lotus Impact, a five-year \$19 million contract with two options for an additional \$2.4 million to implement the USAID Green Invest Asia (GIA) activity. USAID/Cambodia provided a \$2 million buy-in for activities starting in Year 2. The project was initially to close in July 2022, but received a one-year, no-cost extension until July 2023 due to COVID pandemic-related delays in implementation.

Its Development Hypothesis was: *If we can enhance the environmental sustainability of existing land-use investments (e.g., through adoption of environmental, social, and governance standards), and expand the scale of existing investments in low-emission land use, then we will foster a more robust ‘finance ecosystem’ for sustainable landscapes investments in Asia, and thereby can greatly reduce commodity-driven deforestation and terrestrial greenhouse gas emissions in the region.*

USAID designed GIA to increase private investment into sustainable landscapes in Southeast Asia, and contribute to reducing GHG emissions related to deforestation and land degradation. After fossil fuels, deforestation is the largest human source of greenhouse gas (GHG) emissions. Tropical forests cover more than 35 percent of the Asia-Pacific region, providing a wide array of socio-economic and environmental benefits to millions of people. Yet, they continue to be destroyed at an alarming rate – nearly one percent per year, or more than two million hectares annually – as forests are logged and degraded or converted for crops or grazing. Market forces and private sector investments, especially in agriculture, are driving forest loss and degradation in Southeast Asia. Commercial agriculture is responsible for at least 40 percent of deforestation in Asia.

## Investment barriers

Although significant funds are available internationally for sustainable agriculture and forestry projects, USAID identified several barriers to unlocking those and related investments including a lack of bankable business models in the sector; lack of investment readiness - especially among SME's; and investors' lack of clarity and confidence on investment returns. Without changing practices in land use sectors, corporates and countries alike are unlikely to meet their global climate commitments. Despite being responsible for at least 40 percent of greenhouse gas emissions in Southeast Asia, agriculture, forestry and other land uses attracted less than 5 percent of green finance issued as green bonds and loans in 2022, according to Climate Bonds Initiative;<sup>13</sup> buildings and energy accounted for more than 80 percent. The land use sector is still seen as higher-risk due to unproven returns on investment, heightened vulnerability in Southeast Asia due to perennial natural hazards, contested and unclear land tenure/rights, underdeveloped policy frameworks to support low-emission investments, and difficulty lending to and gauging environmental and social risks across millions of smallholder-owned plots of land.

Over almost six years, USAID Green Invest Asia helped unlock \$446 million in investments for 17 projects, expected to reduce or prevent the release of 156 million tons of carbon dioxide equivalent into the atmosphere over the next 15 years, and improving the management of 1.7 million hectares of land to benefit local communities along with the environment.

13. <https://www.climatebonds.net/resources/reports/asean-sustainable-finance-state-market-2022>

## High percentage of GHG emissions from land use change

The world food system employs 1 billion people, accounts for about 10 percent of global Gross Domestic Product (GDP), and is the biggest driver of biodiversity and habitat loss<sup>14</sup>. From 2000-2015 in Southeast Asia, a total of 15.8 million hectares of forestlands were lost; about 9.4 million ha of that land now supports crops, according to a 2021 USAID-funded study on commodity-driven forest loss in Southeast Asia. There were 269 million tons of carbon stored within the aboveground biomass of the crops replacing the forests. If these lands were still forested, they would store 1.7 billion tons. This is a loss of 85 percent, the equivalent of GHG from approximately 280 million passenger vehicles driven for one year<sup>15</sup>.

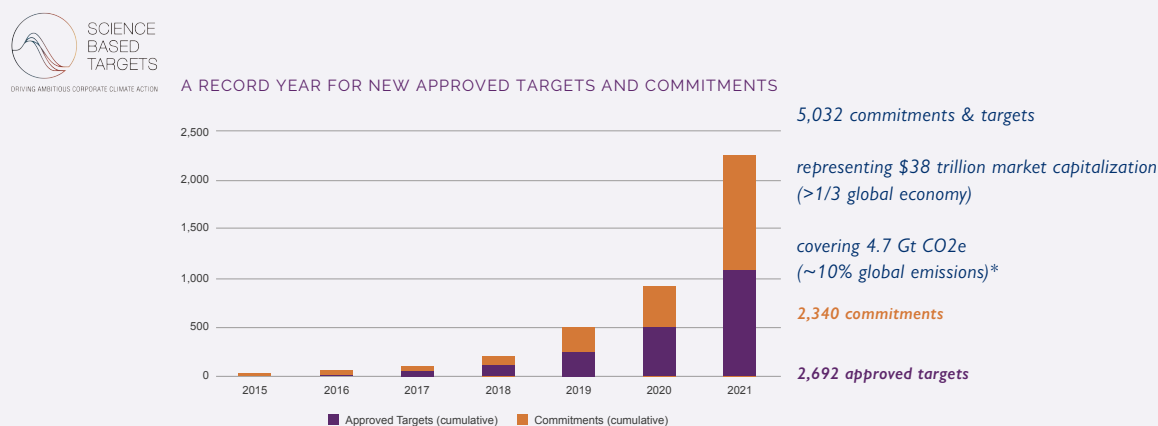
## Increased private-sector sustainability commitments

Ratification of the Paris Agreement in 2016 set the benchmark of global warming to 2°C above pre-industrial levels, but ideally halts it at 1.5°C. This agreement spurred commitments from both the public and private sectors in terms of emissions targets, financing, and changes to business-as-usual scenarios required once the agreement went into effect in 2020. Globally, there is movement away from Corporate Social Responsibility (CSR) to systemic changes that create more sustainable, holistic business models.

The global UN Sustainable Development Goals (SDGs), adopted in September 2015, aligned with the Paris Agreement climate commitments, creating a global framework that emphasized people, planet and partnerships as critical to reduce the impacts of climate change and other unsustainable practices.

The number of corporations making net-zero emissions pledges has grown significantly in recent years, according to the Science Based Targets initiative (SBTi)<sup>16</sup>, a global body enabling businesses to set ambitious emissions reduction targets aligned with a 1.5°C pathway. Companies with commitments to set targets, as well as those with ones already approved by the SBTi, represent over one-third of global market capitalization, worth \$38 trillion - up from 20 percent in 2020<sup>17</sup>.

FIGURE 1 : ANNUAL CUMULATIVE NUMBER OF COMPANIES WITH APPROVED TARGETS AND COMMITMENTS, 2015–2021



Sources:

Science-based Net-Zero: Scaling Urgent Corporate Climate Action Worldwide. Science Based Targets Initiative Annual Progress Report, 2021 \*Trove Research analysis of SBTi data

14. Bossio D., Obersteiner M., Wironen M., Jung M., Wood S., Folberth C., Boucher T., Alleyway H., Simons R., Bucien K., Dowell L., Cleary D., Jones R. 2021. Foodscapes: Toward Food System Transition, The Nature Conservancy, International Institute for Applied Systems Analysis, and SYSTEMIQ. ISBN: 978-0-578-31122-7

15. <https://servir.adpc.net/publications/commodity-driven-forest-loss-a-study-of-southeast-asia>

16. <https://sciencebasedtargets.org/>

17. <https://sciencebasedtargets.org/reports/sbti-progress-report-2021>

## Tapping climate-smart investment opportunities

Based on national climate-change commitments and underlying policies of 21 emerging-market economies, representing 48 percent of global emissions, the Paris Agreement opened \$23 trillion in investment opportunities in emerging economies alone, according to International Finance Corporation.<sup>18</sup> Public sector money alone is insufficient. Blended finance – the use of development capital to attract commercial funds – has been increasingly embraced as a pathway to reduce risk and increase investor confidence, attracting more funding for activities and projects that would be otherwise insufficiently financed.

Finance for agriculture and land use is significantly less than investment in the energy transition.<sup>19</sup> Reasons for this imbalance are cited as higher risk associated with land use investments, lack of “patient” (longer tenure) capital, and the challenge getting similar returns on investment as other sectors. In recent years, the carbon market has grown significantly as investors seek to finance nature-based solutions (NBS). In 2021, the Voluntary Carbon Market grew at a record pace, reaching \$2 billion—four times its value in 2020—and the pace of purchases was still accelerating in 2022. By 2030, the market is expected to reach between \$10 billion and \$40 billion.<sup>20</sup> While there remains a high level of uncertainty in this emerging marketplace, demand already outstrips supply of carbon credits. Recognizing the market niche, investors are establishing carbon funds to develop and invest in carbon credits for offsetting potential, as well as provide community benefits.

## Green Invest Asia overview

USAID Green Invest Asia was developed as a demand-driven technical assistance facility to provide market-oriented advisory services to private-sector investors and companies investing in business models that lead to a reduction, avoidance or sequestration of GHG emissions. To follow this trail of money, USAID designed Green Invest Asia to be a regional project, able to work cross-border with investors, as well as multinational corporations self-financing low-emission interventions. Two key performance indicators included:

- Reduce, avoid or sequester 25 million tons of CO<sub>2</sub> equivalent projected over a 15-year period (EG<sup>21</sup> 13.7)
- Mobilize \$200 million<sup>22</sup> of investment for sustainable landscapes (EG 13.4)

18. [https://www.ifc.org/wps/wcm/connect/59260145-ec2e-40de-97e6-3aa78b82b3c9/3503-IFC-Climate\\_Investment\\_Opportunity-Report-Dec-FINAL.pdf?MOD=AJPERES&CVID=IBLd6Xq](https://www.ifc.org/wps/wcm/connect/59260145-ec2e-40de-97e6-3aa78b82b3c9/3503-IFC-Climate_Investment_Opportunity-Report-Dec-FINAL.pdf?MOD=AJPERES&CVID=IBLd6Xq)

19. <https://www.climatepolicyinitiative.org/wp-content/uploads/2021/10/Global-Landscape-of-Climate-Finance-2021.pdf>

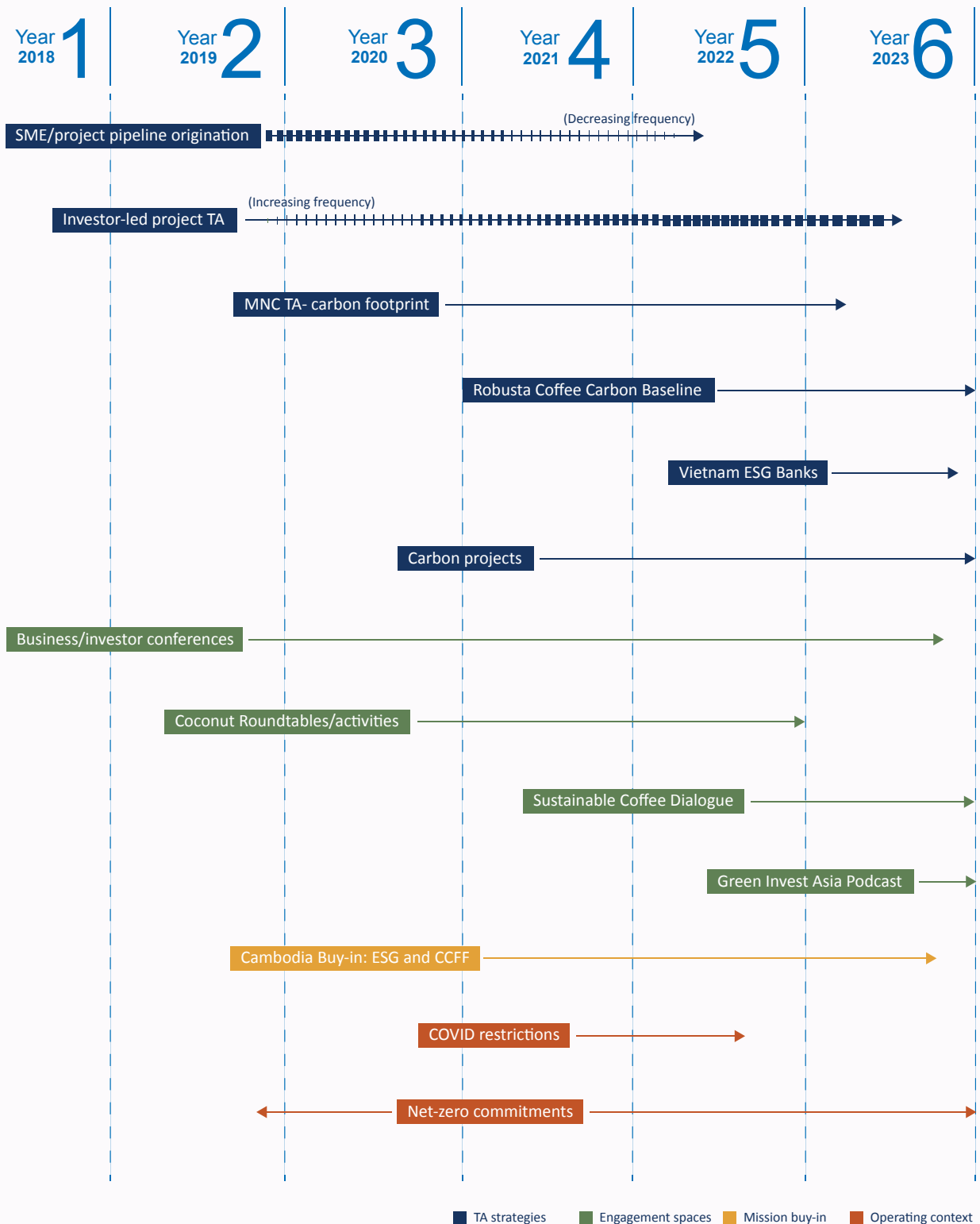
20. <https://www.bcg.com/publications/2023/why-the-voluntary-carbon-market-is-thriving>

21. Economic Growth: [https://pdf.usaid.gov/pdf\\_docs/pbaaf989.pdf](https://pdf.usaid.gov/pdf_docs/pbaaf989.pdf)

22. The original target of \$400 million was revised to be in line with the expected leverage of private sector dollars stated in the USAID Climate Change Strategy finalized in 2022.

GIA’s goal was to reduce greenhouse gas emissions through mobilizing private investment toward nature-based solutions (NBS), actions that protect, sustainably manage, and restore natural and modified ecosystems to slow, stop and reverse the loss of forests and other landscapes in the countries of **Cambodia, Indonesia, People’s Democratic Republic of Laos, the Philippines, Thailand and Vietnam.**

FIGURE 2 : PROJECT OVERVIEW



# OBJECTIVES & ACTIVITIES

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As the flagship climate finance activity for USAID’s Regional Development Mission of Asia, GIA had three objectives to achieve its goal of reducing, avoiding or sequestering 25 million metric tons of Carbon Dioxide Equivalent (CO<sub>2</sub>e). This report is structured around these objectives:

## OBJECTIVE 1:

Identify investments by building a pipeline of “investment-worthy projects” by providing technical assistance and mentorship to project developers (business).

## OBJECTIVE 2:

Encourage investments by working with financial institutions and assisting in the design and roll-out of green financing mechanisms.

## OBJECTIVE 3:

Build a community of practice<sup>23</sup> in sustainable landscapes finance by fostering knowledge-sharing and learning across countries, and by addressing systemic issues that block the development and financing of low-emission land use management businesses.

## OBJECTIVE 1: IDENTIFY INVESTMENTS

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Work under this objective aimed to identify and build a pipeline of investment-worthy sustainable land use businesses and projects that investors, fund managers, or multinationals active in the Agriculture, Forestry and Other Land Use (AFOLU) sector could consider for investment. The Activity sourced investible opportunities through varied channels. Approved projects received technical assistance (TA) to support their capital raises/sustainability interventions. The goal was to create a robust pipeline of investment-worthy sustainable land use projects.

GIA’s **value proposition** was its flexibility to respond to partner company and investor needs across multiple countries, and its ability to co-invest through market-oriented services to help partners achieve climate outcomes. Partners contributed \$2 million cost-share toward technical services. Services included carbon assessments, investment advisory, feasibility studies, environmental and social review, helping meet investor requirements, financial modelling, and more.

### A. Partnership pathways

GIA worked through multiple pathways to demonstrate impact and achieve low-emission land use management at different levels, including:

**Project-level:** individual investments in more sustainable land-use systems for specific commodities within specific jurisdictions (i.e., countries or provinces), typically involving SMEs. Growth businesses generally had deals with a smaller ticket size (\$0.3m to \$15m). These deals generally offered a lower GHG reduction potential than MNC or carbon projects. These businesses are very sensitive to interest rates with concessional capital; it was important to support their growth so they could achieve economies of scale and access commercial capital. These businesses required longer-tenor loans, often missing in the market, to support investments such as tree planting or infrastructure, that require a longer horizon to repay.

23. Per contract, a community of practice is a group of people who share a concern, a set of problems, or a passion about a topic, and who deepen their understanding and knowledge of this area by interacting on an ongoing basis

**Enterprise-level:** individual companies engaging in low-emission investments in their operations across commodities and countries, such as regional supply chains of MNCs. Specifically, cross-border projects involving MNCs achieved both a high level of capital mobilized per project and a very high emissions avoided, given these projects protected tropical forest areas.

**Portfolio-level:** Banks and other financial institutions investing across companies, commodities and/or countries. (Covered in this report under Objective 2.)

## B. Green Invest Asia’s business pipeline

### Investment review

Potential partners were requested to submit an Expression of Interest (EOI) either through the USAID Green Invest Asia website<sup>24</sup>, or directly to a technical advisor. Submissions formally entered the Activity’s pipeline for consideration. Depending on the type of business model – SME, MNC, or investor – GIA put each opportunity through a multi-staged review process, the entirety which is summarized below.

FIGURE 3 : PIPELINE STAGES



The Activity assessed the potential to achieve GHG emissions reductions through changes in land use practices and the potential risk of each opportunity before deciding whether to formalize a partnership with a Memorandum of Understanding (MOU). The purpose of the review process was to a) determine whether the opportunity met Activity criteria; and b) identify possible environmental and social risks that could create reputational issues for either USAID or an investor. The Activity understood that risk cannot be eliminated, and only managed through agreed conditions, monitoring, and interventions to minimize those risks. Main stages of the review included:

1. Review available documents involving the company’s governance and legal status, financial health, social and environmental commitments and systems, reputational considerations, background checks of key leadership staff, and other potential risk factors.
2. When feasible, Activity staff visited SME’s in person to meet key staff and observe operations and social and environmental considerations according to a checklist developed for this purpose. COVID-19 curtailed in-person site visits.
3. A review of publicly available sources, as well as additional references from other partners as relevant, was used to identify any potential red flags and reputational risks. For significant issues identified, the Activity team weighed the probability and consequences of the risk against potential benefits (business model change, emission reduction, investment viability and mobilization) and proposed mitigation measures before deciding whether to proceed.

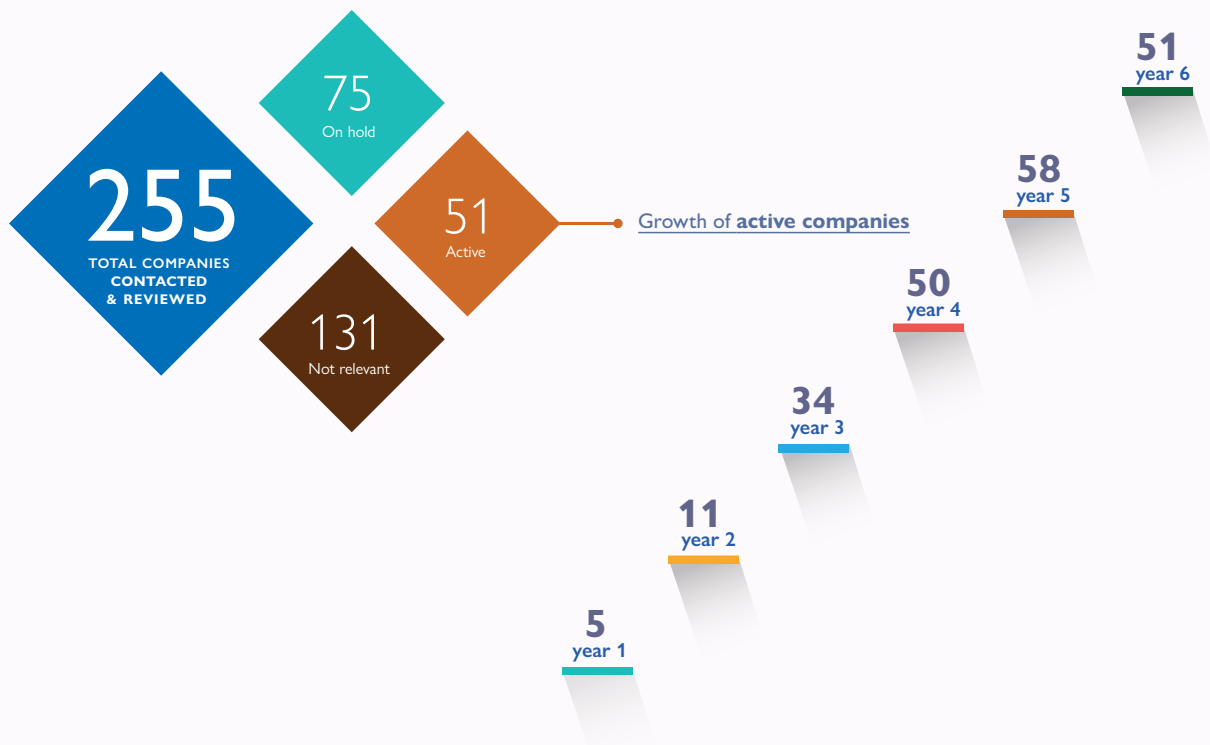
24. <http://www.greeninvestasia.com/>

The Activity's review determined whether a project advanced to MOU signing and did not replace an investor's own due diligence. Following completion of GIA's investment opportunity review, GIA and the partner negotiated and signed an MOU, which outlined agreed technical assistance (TA) and co-investment arrangements. Scopes of work for technical services were co-designed with the partner before soliciting third-party expertise or delivering the TA through internal GIA expertise. Not all MOUs resulted in TA and not all TA resulted in a successful investment. However, if TA did catalyze an investment, the partner notified the Activity in writing once an investment was committed. At this stage, the Activity reported the investment to USAID alongside the projected reduction, avoidance or sequestration of GHG emissions over 15 years, and number of hectares under improved management, once finalized.

Over the life of the project, **the Activity screened 255 partnership opportunities**, with a steady increase in the number of EOIs quarter-on-quarter. The number of new EOIs decreased near the end of the project as GIA tapered off pursuing new partnerships. GIA screened each EOI submission, assigning it one of the following statuses:

- **Active** – meeting project criteria, advancing to partnership formalization (n=51)
- **On Hold** – meeting project criteria, though not yet ready for a formal partnership (n=75); and
- **Not Relevant** – not meeting project criteria due to outside of geographic scope, lack of clear improved land use and/or lack of potential emissions reductions as a result of better land use practices, or too early stage (e.g. start-up companies) (n=131)

FIGURE 4: GROWTH OF BUSINESS PIPELINE



## Selection criteria

The Activity screened each opportunity against key criteria to determine whether it aligned with the Activity's mandate, assessing its potential to contribute to project outcomes. Screening criteria included social and environmental commitments, gender and social inclusion, and other metrics:

- Geographic scope (operations occur in at least one target country: Cambodia, Indonesia, Philippines, Thailand, Vietnam, or Lao PDR<sup>25</sup>);
- Related to a commodity most closely linked to deforestation or degradation of land in target countries (i.e. forestry, agriculture, timber, coconut, rubber, coffee, cacao, etc.), this also later included REDD+ projects or other nature-based solutions (NBS) projects;
- Clear demonstration of potential for improved land use and climate benefits (see below text box to learn more about how GIA estimated GHG reduction or sequestration);
- Required investment between \$2 million to \$20 million;
- Business status (i.e. targeting mid-stage company rather than a start-up or in piloting phase)

The Activity sought opportunities to connect companies that did not match its criteria with USAID bilateral missions, thereby augmenting and amplifying USAID support in the region:

- Green Invest Asia helped secure commercial finance for the USAID Cambodia-founded IBIS Rice, which continued to receive technical support through USAID Cambodia's Greening Prey Lang
- Kennemer received a grant from the USAID Philippines INSPIRE
- GIA provided network and pipeline support to USAID Indonesia SEGAR
- USAID Philippines provided a grant to CitiCore Candlewick Bioenergy Inc for local community engagement
- USAID Vietnam's Sustainable Forest Management partnered with Biomass Fuel Vietnam, building off GIA's partnership

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<sup>25</sup> Malaysia was also a target country for some time until rescinded due to changing policy circumstances. Lao PDR was only added as a new target country in July 2021.



## GHG estimation

GIA employed an iterative approach throughout the pipeline development process to estimate and report on projected climate benefits (emissions reduced, avoided, or sequestered, projected over 15 years: indicator (EG 13-7) associated with specific investment projects and transactions. This involved: (a) an initial, high-level estimate at the screening stage (to indicate potential scale of expected impact); (b) a more refined, updated estimate based on further information gathered during the due diligence phase; and (c) final, reported estimate following confirmation of successful investment. The calculation will be clearly linked with the land area that is impacted by the investment. The project followed three different approaches for GHG estimation, tailored to the specific type of technical assistance, business/project, and/or desired end use.

### 1) Partners with agricultural business (SME)

The Activity estimated, for example, the increased tree carbon stock from plantations using CDM AR-TOOL14: *Estimation of carbon stocks and change in carbon stocks of trees and shrubs in A/R CDM project activities*. In other cases, the Activity developed a calculation model that was tailored to specific project activities and commodities.

### 2) Carbon credit projects

The Activity referred to emissions reduction potentials calculated by third-party expert consultants as part of co-funded TA or estimation provided by project proponents. The Activity reviewed the figures against the applicable standards and methodologies for the AFOLU projects.

The methodology employed for calculating an estimate of emissions considered project specifics (location, land conditions, mitigation strategies, etc.), the commodity involved, and the purpose of the estimate. For example, if a partner intended to generate carbon credits for transactions on the voluntary carbon market, then methodologies were chosen to support that objective (i.e. international standards such as VERRA's Verified Carbon Standard (VCS) and the Climate, Community, and Biodiversity (CCB) standard. Aligning methodology to a partners' purpose ensured GIA's **fit-for-purpose approach** worked both for the partner as well as USAID's reporting requirements. The wide diversity of project types, commodities, and partners required multiple measurement methods vs a standardized approach to emission estimation.

### 3) GHG Inventory

The Activity co-supported carbon footprint and/or corporate GHG inventory assessment for companies, typically MNCs. Results formed an estimate of baseline emissions and emissions sources. GHG impacts could then be estimated from the company's emission reduction targets.

Carbon baselines, emissions levels, and/or carbon stock changes were estimated using a methodology appropriate for the landscape, including use of scientific literature and desk-based estimates, existing tools such as Cool Farm Tool, remote sensing images, GIS analysis, and ground-truthing measurements and biomass assessments, as appropriate.

## Sourcing pipeline opportunities

The Activity deployed a multi-pronged approach to originate opportunities, gathering on-line expressions of interest (EOI's), professional networking (including through industry events and conferences), and referrals. Initially, the Activity relied on implementation partners, Mekong Strategic Partners and Control Union, to reach out to their respective networks, and hired part-time country coordinators in Vietnam and the Philippines to assist with project origination there. As the reputation and familiarity of GIA grew, potential partners outside of the Activity consortium made this initial strategy less dominant. The following figure summarizes sources of active projects in the pipeline.

The Activity's network (USAID, partners, etc.) referred nearly 1/3 of the projects categorized as "active". Investor referrals and professional connections (from Activity staff) were the second and third most common sources of active projects, respectively. Project origination through online contact and events were the two least efficient means of sourcing active projects, accounting for 10 percent and 11 percent, respectively.

The Activity targeted Agriculture, Forestry and other Land Use (AFOLU) companies sourcing agricultural and forestry commodities, which had a strong case for improved land use and demonstrable climate benefits. Expanding from an initial focus on rice and timber, the Activity received EOIs from multiple commodities, and built a diverse pipeline representing opportunities in coffee, coconut, cacao, rubber, rice, timber, biomass, bamboo, and other commodities<sup>26</sup> such as cinnamon (most all produced by smallholder farmers cultivating on less than 2 hectares of land each).

Demand for carbon projects from private-sector partners (both companies and investors) increased dramatically during the middle of the project – reflecting a global trend when the voluntary carbon market grew at a record pace– resulting in the “commodity” of carbon becoming the largest share (more than one-third) of active pipeline projects by the end of the Activity. As GIA’s pipeline expanded and evolved, so did the type of investment opportunities by commodity, country, and business type (SMEs, MNCs, carbon project developers, for example).

FIGURE 5: ACTIVE PIPELINE PROJECTS BY SOURCE

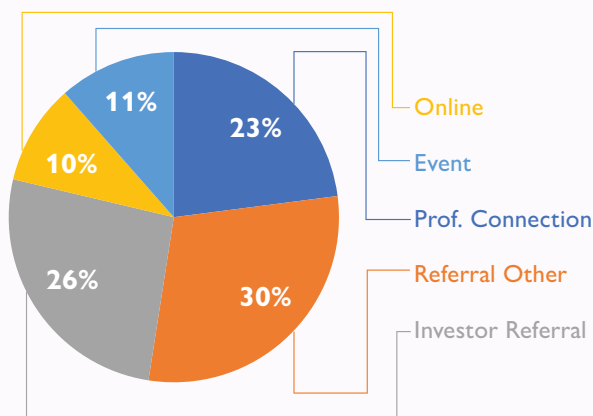
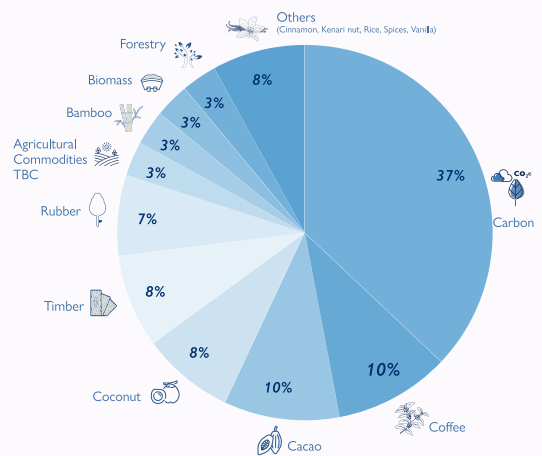


FIGURE 6: PROJECT COMMODITIES



\*One company may be involved in more than one commodity; it does not always fit neatly into discreet categories.

26. USAID excluded palm oil from the list of approved commodities, despite its significant role in land use change and emissions. It is important to note that some companies were involved in multiple commodities, or pursued agroforestry, making it difficult to summarize/ categorize them. In those cases, GIA classified them by their leading commodity.

## Market-oriented services

The Activity received a wide range of requests for business and financial advisory services from businesses and investors due to the unique nature of each business model and investor requirements. The Activity co-designed technical assistance packages with partners to support their needs to accelerate an investment. Partners co-invested in TA costs either through cash, in-kind, or both.

Technical assistance was either **business-led** where a company sought support raising capital, or **investor-led** (more on this under Objective 2), when investors linked GIA with one of their prospective projects/businesses requiring investment-readiness advisory/support. The Activity partnered with companies to better position them to secure climate finance, and meet investors' lending criteria with respect to ESG requirements. GIA simultaneously worked with investors to improve their pipeline of high-quality investment opportunities (investible pipeline). These services, therefore, often served both groups' interests/needs. Some examples of services requested included:

### Business-led technical assistance

- **GHG inventory:** The Activity co-invested in greenhouse gas inventory and Scope 3 carbon footprint assessment support. Results and key findings informed corporate sustainability planning, often in addressing challenging Scope 3 emissions. (Puratos-Grand Place Vietnam, Royal Lestari Utama, Halcyon Agri Corporation, Harmless Harvest, JDE Peet's, Louis Dreyfus Company, Atlantic Commodities of Vietnam (ACOM, a subsidiary of the ECOM Group). The latter three MNCs also participated in a joint Robusta carbon baseline study.

#### Scope 3 accounting challenge

In a 2021 survey by the Task Force on Climate-related Financial Disclosure (TCFD), the most common reasons companies reported not disclosing Scope 3 was because of difficulty accessing relevant data (83%), challenges selecting or applying calculation methodologies (60%), and lack of internal expertise or resources for calculating Scope 3 emissions (29%).

- **Improved agricultural practices:** GIA supported improved land use management via assessments related to regenerative agriculture, agroforestry, intercropping and other strategies that improve soil health, reduce land use emissions, and increase tree cover. GIA provided Barry Callebaut with information to engage its smallholder suppliers with strategies and techniques to reduce CO<sub>2</sub>e.
- **Financial advisory:** GIA developed financial models and pitch decks, introduced companies to investors, and facilitated site visits. This allowed businesses to improve their investment pitches, clarify investment returns and risks, and successfully engage with investment committees. GIA's aims were to support companies' capital raise, while also supporting improved investable pipeline for investors. (Kennemer Group, IBIS Rice, Grandis Timber)
- **Forest Stewardship Council (FSC) certification (SMEs):** Early requests for support to secure FSC certification were made due to potential to access new markets. While the Activity did not support the application for FSC certification, initial studies and mapping of requirements were completed for interested companies in Cambodia and Vietnam.

In some cases, requests for support were beyond the scope of the Activity, such as: market access and development, facilitating off-taker agreements, organizing and training smallholder farmers, and operational support for project/ business implementation. These requests were not pursued.

The Activity followed multiple pathways to unlock investments that would lead to a projected reduction of GHG emissions from land use change. At times, multiple types of support were combined to unlock capital. Technical assistance requested by investors included:

- **Preparation of business feasibility studies.** Provided projects' feasibility information needed for investment committees to commit investment. This workstream included carbon project feasibility studies of Agra Resources' carbon projects in Indonesia, and Lestari Capital's investments in Indonesia using the Climate, Community, and Biodiversity (CCB) standard. These studies provided investors with key project baseline information, as well as improved investor confidence in the project and its potential impacts. The aim was to reduce risk in a new sector.
- **Carbon baselines, methodologies, emission reduction strategies and climate Key Performance Indicators (KPIs).** Baselines are an important step for businesses to set targets, plan emission reduction interventions, and show how financing will contribute towards increased sustainability and lower-emission commodities. Carbon reporting methodologies allow business and investors to identify investments that achieve emission reductions. Carbon baselines are relatively new for businesses; supporting their progress was needed to achieve low-emission agriculture.
- **Investment jurisdictions.** Funds have defined parameters where they can invest. Increasing the number of jurisdictions in Southeast Asia where investors could invest opened more opportunities for climate finance.

## C. Sustainable business trends

During the life of the Activity, key sustainable business trends emerged or grew in importance and relevance for private-sector actors. Carbon "insetting" (where companies fund their own carbon removal and avoidance) and rapid growth in carbon market is discussed under Objective 2, "Sustainable investment trends". Others included:

### Nature-Based Solutions (NBS)

Nature-based solutions refers to actions to protect, sustainably manage, and restore natural and modified ecosystems that address societal challenges effectively and adaptively, simultaneously benefiting people and nature. They are underpinned by benefits that flow from healthy ecosystems. They target major challenges like climate change, disaster risk reduction, food and water security, biodiversity loss and human health, and are critical to sustainable economic development. Lack of clear standards/methodologies have limited NBS project development, alongside lack of clarity around how to develop a NBS project that will meet investor requirements for economic returns. However, project developers and investors recognize the importance of integrating NBS into portfolios, as demonstrated by increasing amounts of resources and discussion allocated to understanding this emerging trend.

### Regenerative agriculture, agroforestry, and intercropping

Regenerative agriculture, including a focus on soil health to boost productivity, has gained momentum as a strategy to address climate mitigation, enhance resiliency, and improve farm productivity and farmer livelihoods. While clear definitions are not yet fully developed, the approach seeks to improve multiple indicators related to carbon, water, biodiversity, and nutrients. Nestlé, for example, has publicly committed to invest 1 billion Swiss francs (\$1.1 billion) to advance regenerative agriculture across its global supply chains (including dairy, coffee, cacao, palm oil). Agroforestry and intercropping are gaining more attention as proven ways to diversify monoculture (planting of one crop) systems to improve farm productivity and resilience to climate shocks, while enhancing the carbon stored in the soil.

## Monitoring, Reporting, and Verification (MRV)

Monitoring of tree and soil carbon stock is expensive, time-consuming, and labor-intensive to cover large areas. The sampling method or plot measurement is insufficient to cover all farms within supply chains. Companies continue seeking new technologies, such as Geographic Information Systems (GIS), remote sensing, and other modeling methodologies, to monitor and track carbon stock changes at scale, accurately, and at lower cost and resources. Industry adoption of standardized measurement, reporting and verification methods is still a work in progress.

## Traceability

The Greenhouse Gas Protocol's Corporate Value Chain (Scope 3) Standard allows companies to assess their entire value chain emissions' impact and identify where to focus reduction activities. The guidance allows using sampling for farm collection. But impact monitoring requires either activity-based or project-based monitoring approaches to track changes at each farm. Per the Science Based Target Initiative (SBTi) Forest, Land and Agriculture (FLAG) guidance, companies can account for carbon impacts generated from farms within sourcing areas. In general, many FLAG companies have shared sourcing areas for the same commodity; there are many tiers of suppliers involved in upstream supply chains. Due to these complexities, it is difficult for companies to trace emissions back to specific farmers and then link those emissions to farm data in the GHG inventory. Companies cannot report carbon impacts of interventions from a specific farmer. Many companies that started a GHG inventory to prepare for target setting are aware of this issue, and are working on establishing a traceability system, starting to certification programs that already have a farmer registration system to cover the whole supply chain.

## OBJECTIVE 2: ENCOURAGE INVESTMENTS

This objective's expected outcome was to increase "green", or sustainable, investments that ensure positive environmental outcomes in the AFOLU sector. The AFOLU sector is large, and investment to achieve climate outcomes is still relatively new, which presented investors with different barriers. The aim was to work with financial institutions to assist in the design and roll-out of green financing mechanisms. Lowered barriers would create investment blueprints in sustainable, low-emission investment in this sector, attracting new investors to enter this space. GIA used two key strategies:

1. Accelerate transactions in the AFOLU sector that have potential climate benefits, and
2. Improve the Environmental, Social and Governance (ESG) performance of banks in Cambodia and Vietnam through bank training and development of specific tools to support banks.

### A. Accelerate transactions for climate outcomes

#### Investor engagement strategy

One strategy to increase investment into the AFOLU sector was facilitating financial institution, bank, corporate and fund transactions into sustainable, low-emission land use management businesses in Southeast Asia that contributed to reduce deforestation and related greenhouse gas emissions.

While there are many climate investors globally, those with a mandate and risk appetite to invest into climate-smart land use projects in Southeast Asia is limited due to risks associated with this sector in emerging economies including: extreme weather, complicated land tenure, and less mature investment and policy infrastructure.

The Activity conducted an investor-mapping exercise through direct interviews to understand investor mandates including geographical scope, preferred ticket size, whether they invest using debt or equity, their risk appetite, commodity preferences and limitations, and impact requirements, along with their fund size, investment process and technical assistance needs.

This mapping allowed the Activity to identify and prioritize investors for outreach and partnership. By 2023, the Activity had built a network of investors (MOUs signed with 23 of the most relevant) whom the Activity pitched, consulted, supported and/or actively partnered. Of these 23, 10 were MOUs/Partnership Agreements signed with banks and a bank association in Cambodia. USAID Cambodia supported this workstream. The Activity’s target group of investors collectively oversaw nearly \$5 billion in sustainable assets under management.

In terms of project types, one focus was agricultural businesses that worked in the vicinity of forested areas, generally through partnerships with smallholders. A second focus was project models that directly worked in protecting forested areas, tapping financing from carbon credits and corporate commitments.



ADM CAPITAL

*How many sustainable food and ag funds are based in the region, focused in the region, focused on outcomes, which are ultimately enshrined in the consensus global development blueprint, which is the SDGs?...And the answer to my question is that not very many exists, which represents the importance of instruments like a guarantee, and the support from all the partners [like USAID Green Invest Asia] linked to it and trying to crowd in private capital into these critical new markets.*

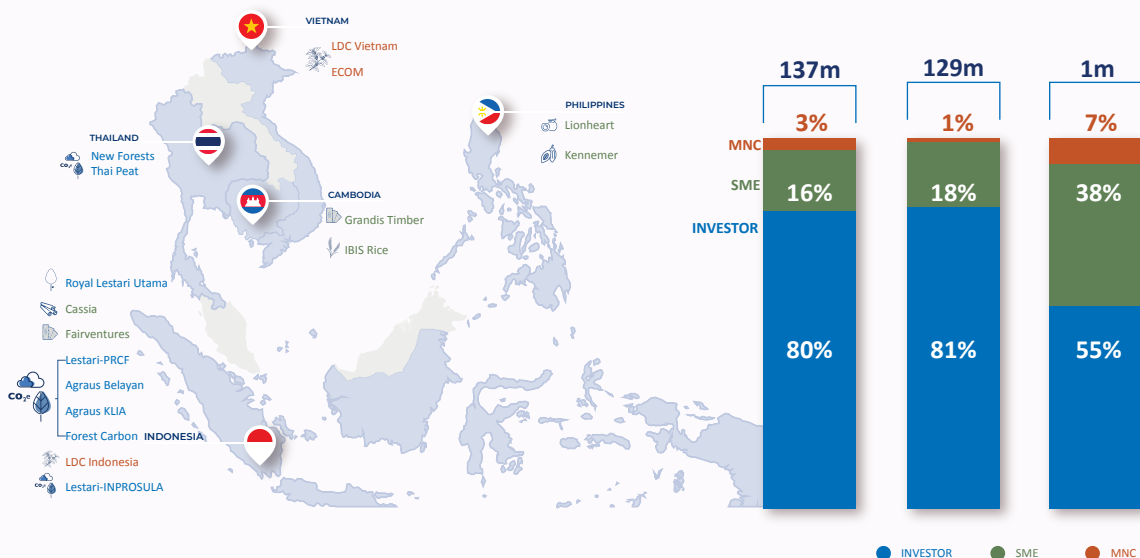
Iain Henderson  
Former Managing Director of Sustainable Finance  
ADM Capital Group



## Estimated returns by project type

Estimated potential capital that could be mobilized from all active pipeline projects, and the reported capital mobilized by project type is in the figure below.

FIGURE 7: PIPELINE POTENTIAL CAPITAL



These graphs do not include data from Halcyon (\$244 million SLL and no GHG emissions reported) and &Green jurisdictional expansion (\$63 million through fund with estimated GHG potential) due to different nature of investments reported

## Criteria of successful transactions

The Activity mobilized \$446 million for sustainable landscapes. Of the 255 EOIs, the project signed 51 MOUs. Of those MOUs, 16 projects (6 percent of EOIs received) achieved results that were reported to USAID. Deals were seen as achieving successful capital raise once an investment committee had approved investment into a company, project, or new jurisdiction.

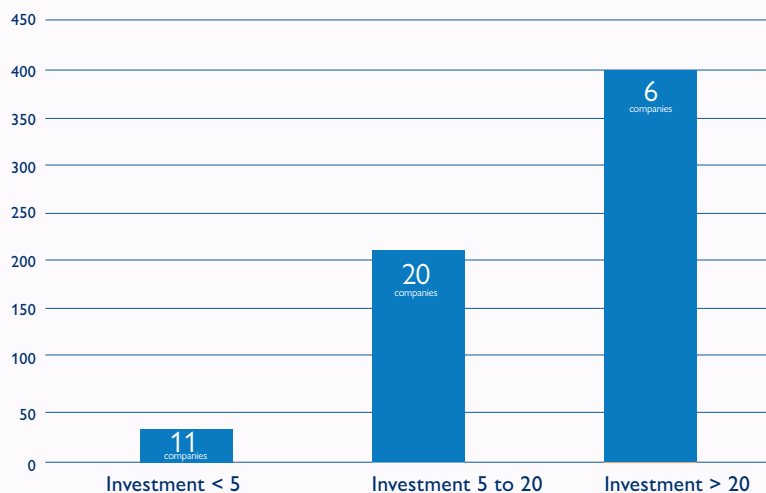
**Risk mitigation.** Challenges investors perceived to finalizing a deal needed to be mitigated/addressed to increase their confidence in the business and its feasibility. The Activity focused its services on preparing a transaction for investment committee approval. Combining support through multiple approaches helped build trust between the business and investors, leading to successful investments and mitigating risk.

**Investors' regional/global mandate.** The Activity's regional mandate allowed it to offer international investors a single point of contact to explore opportunities across the region. While an initial transaction might focus on one country, the Activity worked with the same investor to assess deals across the region to find other deals that fit their mandate and prepare those projects to fit investor expectations. Given each investor's mandate and limited pipeline in each country, Green Invest Asia's ability to guide them in multiple countries, and the resulting trust/familiarity/continuity built through successive country-level transactions, helped the Activity successfully pitch partners.

Alignment and a single point-of-contact (SPoC) relationship were key to achieving successful, successive transactions; 75 percent of investments Green Invest Asia catalyzed took place outside the initial country of engagement, and were repeat (vs new) collaborations.

**Broad pipeline of projects with varied capital needs.** GIA assessed which projects could become investment ready, and which funds had capital available aligned with GIA's mandate that could be channeled into appropriate projects. Figure 8 ("Potential Investment Size") shows the potential investment size for projects that had entered the MOU stage and highlights the much lower transaction value expected to be achieved by SME investments, versus the larger mobilization of capital that could be achieved through larger deals. Note value mobilized is not indicative of climate impact or the level of effort required.

FIGURE 8: POTENTIAL INVESTMENT SIZE (USD MILLION)



### Investment case study: Carbon Projects

Barriers for successful capitalization of projects focused on protecting forested areas funded through carbon credits or corporate commitments included:

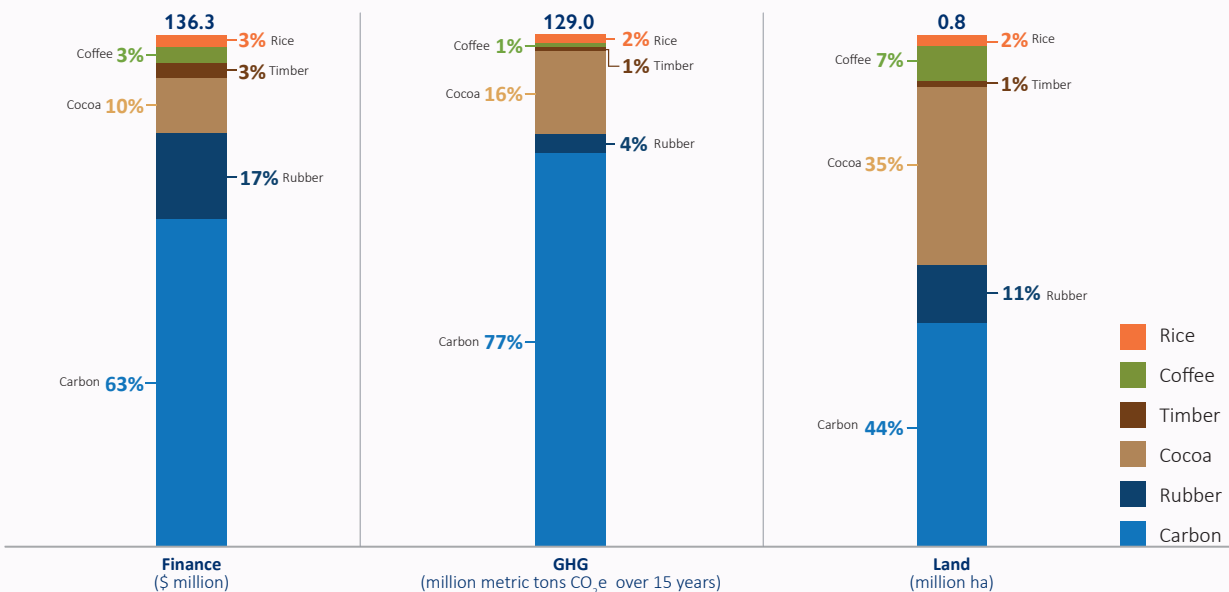
- **Regulatory risk.** There is still uncertainty in how verified carbon credit projects led by private developers and sold internationally fit the National Determined Contributions (NDCs) of national governments, along with the regulatory and country-specific requirements for these projects.
- **Methodology uncertainty.** While there are key standards for some carbon credit and Climate Community and Biodiversity (CCB) credits, best practice is still evolving to ensure integrity in these credits and avoid “greenwashing”, which is marketing sustainability claims without taking action. Key considerations are additionality, permanence, and benefit sharing with local community members.
- **Return uncertainty.** Being a relatively new commodity, there are large price fluctuations and high uncertainty around potential project risks, particularly at the early project stages.

The Activity focused on project developers with a proven history developing related projects, for example, providing technical assistance for the feasibility study of Agraus Resources’ carbon projects in Indonesia. These projects are anticipated to protect 181,876 ha of tropical forests. The study provided Agraus with key project information, improving investor confidence in the project and its potential impacts. Agraus Resources invested \$31.5 million in two carbon projects based on Green Invest Asia's analysis. This investment is expected to reduce CO<sub>2</sub>e by 42 million tons over 15 years, and improve the management of 182,000 hectares of land.

With carbon projects focused on protection of tropical forests, the emissions reductions potential from reduced deforestation and degradation are significantly greater than agricultural-focused projects as seen in Figure 9 below, where carbon projects in GIA’s pipeline achieved about seven times that of projects focused on an agricultural commodity.

Average potential carbon emissions reduction/REDD project achieved about seven times that of a project focused on an agricultural commodity

FIGURE 9: KEY INDICATORS BY COMMODITY





## Investment case study: SMEs

The Activity also focused on catalyzing investments into smaller growth-focused land-use businesses that led the way in sustainable agriculture best practice. Examples include the financial advisory that led to investment into Ibis Rice<sup>27</sup>, supporting its sustainable rice sourcing to protect tropical forests of Cambodia, and the \$14m investment by Mirova's Land Degradation & Neutrality Fund into The Kennemer Group, that supported scaling Kennemer's sustainable agricultural model in the Philippines.

Barriers for both companies included:

- Lack of capacity presenting the rationale for investment and providing high-quality supporting documents, generally due to cash constraints, and competing operational activities that demanded companies' attention.
- Lack of strong financials to inspire investor confidence. When companies are relatively small with a limited track record of revenue and profitability, they lack the balance sheet to bring confidence to investors, or they are still early in demonstrating their financial track record.
- A mismatch in the investment needed and the ticket size that investors seek. There are several relevant impact investors with ticket sizes of less than \$500,000, and investors looking at the \$5m+ scale, but there are few considering deal sizes of \$1m to \$5m. Even if an investor was climate-focused and using blended finance structures to lower risk, they often still lacked the risk appetite to invest in the \$1m-\$5m range, and generally had prohibitive return expectations to do so.



*We are grateful for USAID Green Invest Asia's steadfast support on multiple fronts. First, the financial advisory services enabled us to bring all companies under a holding structure. Second, the investor matchmaking and technical support services helped us to create a new subsidiary, which will provide a new income stream for us through the sale of carbon offsets. From cacao to the carbon market – it has been an interesting journey, and it's one we have been able to make thanks to USAID Green Invest Asia's support with this investment.*

Simon Bakker  
CEO  
Kennemer Group



GIA supported these investments with financial advisory, including preparing pitch decks and financial models, arranged investor introductions and site trips, and helped businesses increase investment readiness to prepare their business case in a format investors could take to their investment committees. Investments were typically in the \$0.3m to \$5m range with a median deal size of \$4m. These investments, though relatively smaller than other transactions GIA mobilized, could greatly help an SME scale up operations and impact, and help instill sustainability best practices in a key part of a global commodity supply chain.

27. USAID/Cambodia supported technical assistance to IBIS Rice under a buy-in.

## Investment case study: Investment funds (&Green)

The Activity supported investors mobilize capital in the region, such as Sail Ventures (advisor to &Green Fund). USAID Green Invest Asia partnered with the fund to improve its climate impact Key Performance Indicators (KPIs) and also undertake Jurisdiction Eligibility Assessments, which allowed the fund to gain approval from its oversight committee to enter two new jurisdictions (Lao PDR and Vietnam). This allowed these countries to receive investment from this land-use climate focused fund, with direct investments already achieved in Vietnam.

### IMPACT SNAPSHOT:

#### USAID supports &Green Fund jurisdiction expansion in Southeast Asia

Green Invest Asia supported two separate jurisdictional assessments to determine if Laos PDR and Vietnam were eligible for the fund's investments, which resulted in the investment committee of Sail Ventures (manager of &Green Fund) approving the fund to source investments in both countries. The fund only invests when a country, region, or province where the investment is located meets its five Jurisdictional Eligibility. Previously, the only country in Southeast Asia approved for &Green Fund investments was Indonesia. In Vietnam, forest conversion to agricultural land is largely due to the expanding area of production of export-oriented commodities, such as coffee and rubber, especially in the Central Highlands, the center of Vietnam's coffee production. &Green Fund announced in February 2023 its first investment in Vietnam, a \$20m debt facility to support sustainable coffee production. &Green will provide financing to drive landscape-level forest protection as a core function of sustainable coffee value chains. This 8-year credit facility commits Mercon, a global coffee supplier, to sourcing coffee for its Vietnam-based operations from deforestation-free supply chains by 2027. Mercon has pledged to conserve 63,000 hectares in the landscapes where it sources coffee.



## Investment case study: Multinational corporations (Louis Dreyfus Company, Halcyon Agri Corporation)

Most agricultural commodity supply is sourced through multinational supply chains, resulting in purchases from millions of smallholder farmers. To shift to zero-deforestation supply chains, low-emission farming, and high crop diversity, these corporate supply chains must increase sustainable sourcing. For most multinational companies working on agricultural commodities, Scope 3 emissions (those coming from supply chain partners vs. from a company's own operations) make up most of their emission footprint (generally > 70 percent). Traceability – finding out sources of carbon emissions – along a supply chain and collaboration to address the source emissions is needed for effective solutions.

The Activity partnered with multiple multinationals and their supply chain actors to improve their sustainable sourcing, including Puratos-Grand Place Vietnam, Barry Callebaut, Nestlé, JDE Peet's, Louis Dreyfus Company and Halcyon, for improving baselines of their current commodity footprint. The value of this work comes from the scale of these multinationals, the market signal that they can create for low-emission agricultural commodities and the number of smallholders influenced through their sourcing. More on this at “Case study: Sustainable Coffee Consortium Climate Collaboration, pg. 43.

### IMPACT SNAPSHOT:

#### How baseline setting in the coffee sector led to Louis Dreyfus Company investment

Louis Dreyfus Company (LDC) – one of the world's five largest traders of coffee – is one of 11 suppliers that participated in a large-scale multi-buyer funded study that USAID Green Invest Asia facilitated and co-funded. As a result of its participation in the consortium's joint baseline setting, LDC requested USAID Green Invest Asia's further support to conduct in-depth carbon baselines of LDC's Arabica and Robusta coffee operations in both Indonesia and Vietnam. These assessments then informed LDC's Coffee Sustainability Strategy, and the replication of its farmer support program Stronger Coffee Initiative in Indonesia and Vietnam to cover its other key sourcing regions in Colombia, Brazil, Honduras, India, Mexico and Uganda. LDC is proceeding to secure \$11.6m in supply chain investments in Indonesia and Vietnam, which is expected to improve how some 280,000 tons of green coffee are cultivated and the sustainable management of 46,000 hectares, as well as lead to a reduction of 863,000 tons of CO<sub>2</sub>e over five years in both countries. LDC has already raised 33 percent of its investment goal.



*Securing co-funding early has allowed me to prove the value of our approach internally and secure the commitment and trust from LDC's management more easily. It [carbon baseline setting] ensured that the commitments made under Stronger Coffee Initiative were bold and ambitious.*



Olivier Laboulle  
Global Head of Sustainability for Coffee  
LDC



## B. Improve ESG integration in finance sector

### Engagement strategy with Cambodia and Vietnam banks

USAID Green Invest Asia supported the development of financial institutions' ESG policies, focusing on banks in Cambodia and Vietnam, with training tailored for meeting both country regulatory requirements and international best practice. ESG refers to the integration of environmental, social, and governance factors in the investment process. ESG issues cover:

- **Environmental:** GHG emissions, biodiversity loss, pollution and contamination, carbon regulation exposure, renewable energy; and
- **Social:** Livelihoods, labor practices, community displacement, human rights, gender, health and safety, financial inclusion; and
- **Governance:** Corruption and bribery, reputation, management effectiveness.



Photo credit: narawit\_sukkasemsakorn

USAID Regional Development Mission for Asia (RDMA) supported this workstream, followed by buy-in support starting in 2019 from USAID Cambodia to support bank training for ESG policy and practice in Cambodia.

In **Cambodia**, the Activity supported the implementation and roll-out of the Cambodian Sustainable Finance Initiative, founded in 2016 to strengthen banks' risk management of environmental and social impacts stemming from private-sector investments. Banks are the biggest funders of business in Cambodia. With USAID Cambodia's buy-in support, the Activity partnered with the Association of Banks in Cambodia to roll out trainings and tailored support to the banking association's members. The Activity convened experts during 19 events and trainings attended by 888 persons, to share best practices and implementing tips on carbon accounting, sustainability reporting, gender inclusion and green banking in the context of climate change. The Activity developed tools for Cambodia's bank lending processes, including an Environmental and Social Management System (ESMS) that could be tailored to banks' needs. The ESMS addressed environmental and social risk management in a bank's credit portfolio, including the mainstreaming of gender considerations throughout the credit approval process in addition to banks' specific gender policies.

**Vietnam** has been building sustainable finance sector capacity in its banks. Since 2018, the State Bank of Vietnam (SBV) had enacted high-level banking sector reforms requiring banks to assess, manage and report on ESG risks in their lending operations. The SBV issued Circular 39 that established, for the first time, compulsory environmental standards for banks operating in Vietnam. While several banks had started developing ESG risk management approaches to comply with SBV regulations, compliance gaps remained, and banks required further support to achieve full compliance. The Vietnamese environmental protection law and associated central bank regulations used a complex risk categorization process that differed from the international system of categorization. This required a tailored tool to help bank staff select the appropriate E&S risk category for each loan. The ESMS drafted with banks complied fully with the SBV circular, provided additional assessment, such as the social dimension of the risk assessment, and was aligned with the Ministry of Natural Resources and Environment's regulations and risk categorization. The Activity organized an event in partnership with the Ministry of Planning and Investment to discuss green business and sustainable finance on December 8, 2022 in Hanoi, attended by more than 60 persons.

## Training tools: Environmental and Social (E&S)

The tools developed by USAID Green Invest Asia covered the environmental & social (E&S) dimensions of the ESMS. Banks' business integrity and governance assessment are assumed to be covered by the bank under a separate process. The Activity provided sector-level training on gender and climate considerations. More details below on how an ESMS works, and the system that USAID Green Invest Asia created for banks in Cambodia and Vietnam.

FIGURE 10: ENVIRONMENTAL AND SOCIAL MANAGEMENT SYSTEM (ESMS)

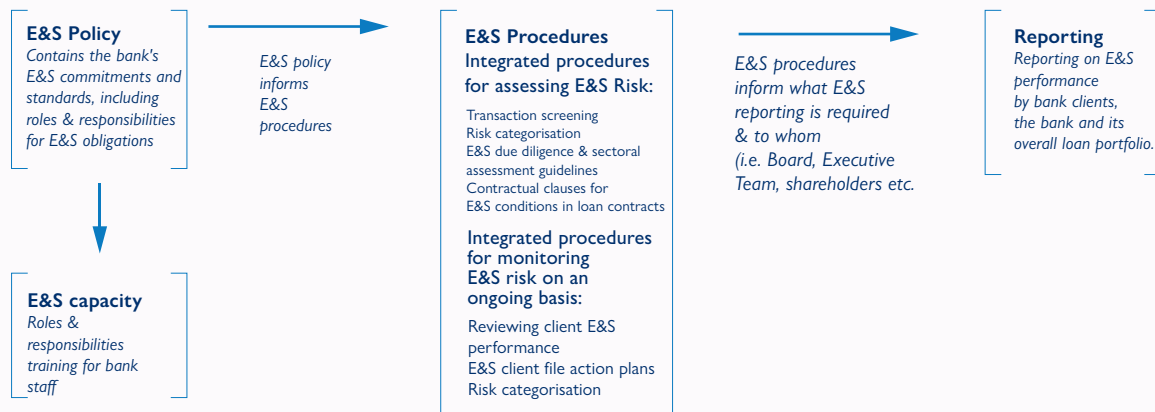


TABLE 1: THE ESMS CONTAINED POLICIES AND TOOLS FOR INTEGRATING INTO A BANK'S OPERATIONS.

Aspect	Policies/tools
1. E&S policy	E&S Policy Template
2. Screening and risk categorization tools	Exclusion List Template Excel-based Risk Categorization Excel-based Desk Review Checklist
3. E&S due diligence and sectoral assessment guidelines	E&S site visit due diligence questions Climate Change Policy Forestry Sector Checklist Agricultural Sector Checklist Livestock Sector Policy Gender Policy
4. Integrated E&S procedures with associated roles and responsibilities	E&S procedures Roles and Responsibilities description
5. Guidelines to draft an E&S action plan with the client and monitoring format	Action plan template for clients (High and Medium risks)
6. Specific contractual clauses for E&S conditions in the loan contract	Key E&S contractual terms template
7. Reporting template	Consolidated reporting format with KPIs
8. Process map	E&S Process map

## Banking sector results

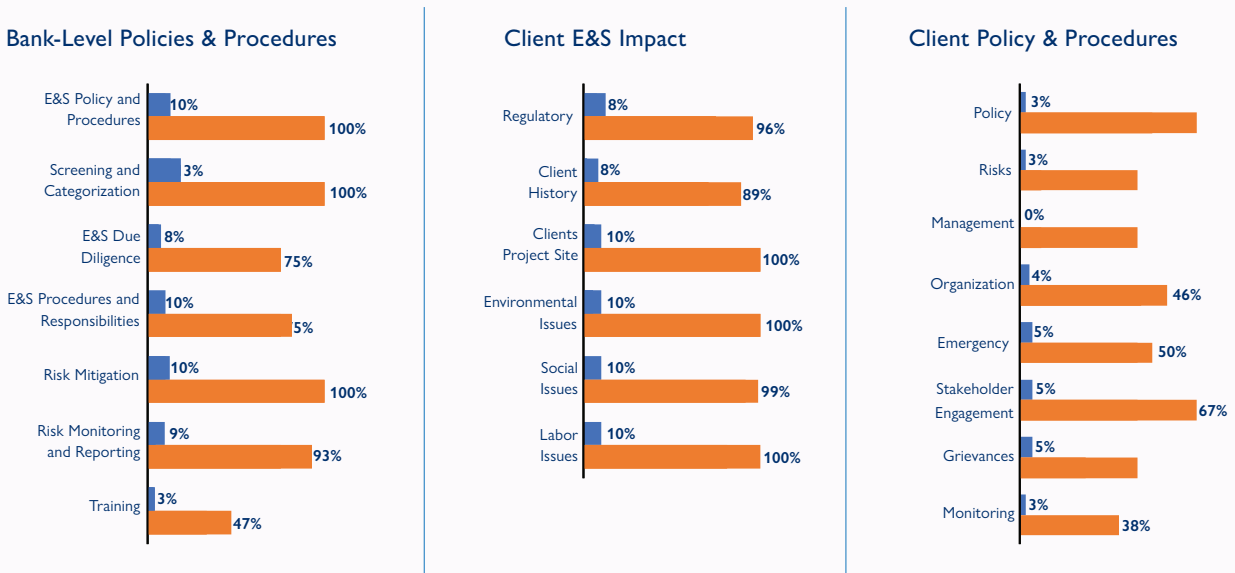
**In Cambodia,** USAID Green Invest Asia converted six principles of the Cambodian Sustainable Finance Initiative into templates for new bank policies, credit approval and risk management systems, and provided 10 participating banks tailored technical assistance (TA) to align with the principles. The TA included detailed analysis of each bank’s policies and documents through an initial E&S diagnostic, after which support was provided to meet banks’ individual needs. A clear indicator of the perceived value of the ESG training program is the expressed commitment from the Cambodia Ministry of Environment to fund and support ongoing bank trainings in Cambodia.

**In Vietnam,** the Activity worked with four banks to align their individual ESMS with new regulations in Vietnam: The Activity conducted in-person trainings with all four Vietnam banks. The trainings were based on bank objectives as well as diagnostic studies, which included document and policy reviews, such as existing credit process flows, risk management policies and credit policies. The Activity developed interventions, including the preparation of E&S policies and credit policies and procedures, staff training, risk- categorization tools, and E&S checklists for each of the banks.

**Sustainability for post-Activity support.** The Ministry of Environment has indicated willingness to fund additional bank trainings in Cambodia, demonstrating a clear interest in continuing this work. A key outcome from the training in Vietnam was an increased awareness and desire to scale up domestic green lending. Two of the four banks trained pursued further efforts to define their climate finance strategies and approach, including scaling up their green lending activities and discussions with Green Climate Fund to participate as accredited entities to provide large-scale green lending in Vietnam.

FIGURE 11: CAMBODIA BANK POLICIES: PRE AND POST TRAINING

(Average of 5 Banks Trained in Cambodia)



Data collected from only 5 out of 7 Cambodian Banks trained; Post Training evaluates the policies designed with the banks

■ Diagnostic ■ Post Training

## C. Sustainable investment trends

This section highlights investment trends in the AFOLU sector that informed GIA's business advisory, as well as transactional and technical assistance provided to both investors and their investees. Services included supporting the verification of a climate bond, helping set targets and indicators to secure a sustainability-linked loan (SLL), and preparing companies to enter the Voluntary Carbon Market.

### Green financing (green bonds and green loans)

While green financing has proven successful in capital-heavy sectors with proven returns, such as energy and infrastructure, a much smaller percentage of green bonds exist in the AFOLU sector. Green bonds fund projects with environmental or climate benefits, and are well-suited to finance energy, transport and infrastructure as they allow investors to invest in projects that are both environmentally and financially sustainable, while also providing a stable long-term return on investment. What constitutes a green project in the AFOLU sector is less clearly defined, and how to mitigate the risks involved, is less understood. While some banks have been issuing agricultural green bonds to refinance their agricultural assets, the costs of issuing and managing green bonds for smaller-scale projects, and the boutique nature of these deals may outweigh the benefits of using this financing instrument. There are challenges identifying and measuring the environmental impacts of AFOLU projects, making it more difficult to design green bonds for them. In contrast, it is easier to structure green bonds for energy, transport, and built environment projects whose environmental impacts are more clearly defined and quantifiable.

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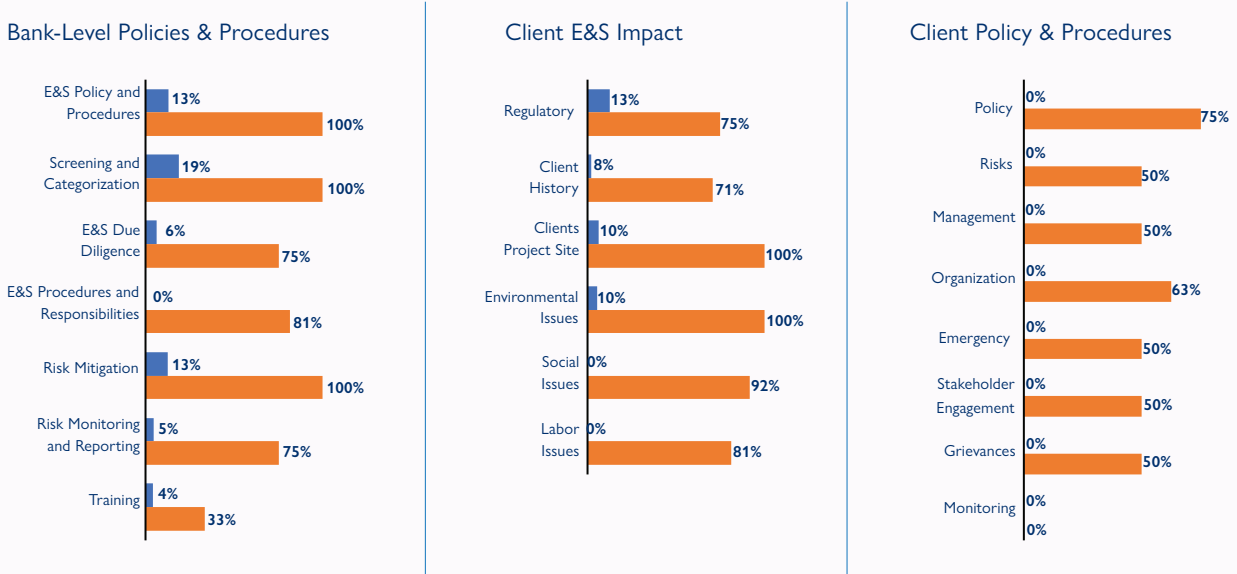
*USAID, for example, has shown also through certain products that you offer a willingness to come in as a guarantor for some transactions to enhance the credit profile of the borrower, or provide technical assistance to pay for some of the costs. These are additional costs to normal financing that are necessary to ensure that the projects are aligned with the objectives... That's a very strong contribution to the ecosystem... Thanks to USAID, we were able to go as far as developing a green bond framework, getting a second party verification by Carbon Care Asia, and obtain the certification from the Climate Bonds Initiative.*

Cedric Rimaud  
Portfolio manager  
First Degree Asset Management

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FIGURE 12: VIETNAM BANK POLICIES: PRE AND POST TRAINING

(Average of 4 Banks Trained in Vietnam)



Post Training evaluates the policies designed with the banks ■ Diagnostic ■ Post Training

### IMPACT SNAPSHOT: Improved ESG integration in the Finance sector

Less than 5 percent of global commercial finance goes to sustainable land use, despite the fact that agriculture, forestry and other land use contribute up to 40 percent of greenhouse gas emissions in Southeast Asia. To support a transition to sustainable finance and stronger ESG in the Cambodian and Vietnamese banking sectors, USAID Green Invest Asia developed a sustainable banking toolkit to provide training to participating banks. The toolkit includes exclusion list templates, risk categorization tools, risk-review checklists, and policies linked to climate change, gender and more, which the Activity adapted to each bank seeking assistance to comply with sustainable finance decrees and to become more competitive for international finance.

In Cambodia, USAID Green Invest Asia provided 10 participating banks tailored technical assistance (TA) to align with the principles. The training included detailed analysis of each bank’s policies and documents through an initial E&S diagnostic, after which support was provided to meet banks’ individual needs. A clear indicator of the perceived value of the ESG training program is the expressed commitment from the Cambodia Ministry of Environment to fund and support ongoing bank trainings in Cambodia.

For Vietnam, USAID Green Invest Asia has entered into agreements with four of the country’s largest banks to provide bespoke technical assistance to improve ESG systems and build environmental and social (E&S) risk management/reporting capacity. Two of the four banks trained are pursuing further efforts to define their climate finance strategies and approach, including scaling up their green lending activities and discussions with Green Climate Fund to participate as accredited entities to provide large-scale green lending in Vietnam.



Representatives of Agribank and MSP discussed risk management E&S at the seminar.  
Photo credit: USAID Green Invest Asia



## IMPACT SNAPSHOT:

### Supporting issuance of region's first Climate Bond issued under Agriculture Criteria

Lionheart Farms (Philippines) Corporation, a sustainable coconut farm in Palawan, Philippines, received Pre-Issuance Certification from the Climate Bonds Standard Board for the company's green bond to expand coconut cultivation. With support from USAID Green Invest Asia, the Hong-Kong based verifier, Carbon Care Asia, confirmed that Lionheart Farms had processes and controls in place to issue a green bond.

The Activity supported the accreditation of Earthwake's green bond issuance for an investment into Lionheart Farms Philippines Corporation "a company that the Activity supported" with financial advisory services such as financial modelling and pitch deck creation, for its coconut plantation in the Philippines. Lionheart was raising capital to plant additional palms and increase operational capacity. This was the first accreditation issued by the Bond Market Association for an agricultural green bond in Asia. A drawback of the green bond was that the underlying asset was for a single company, rather than a portfolio of companies, which meant investors could easily work directly with the company to negotiate custom terms, rather than accept the green bonds' pre-defined terms. While the green bond had not received investment commitments by the time of publication, the green accreditation of the use-of-proceeds and the exposure from the green bond roadshow increased investor interest and resulted in direct investments.



*Application of Bio Organic Fertilizer  
Photo credit: Lionheart Farms (Philippines) Corporation*

## Sustainability linked loans/bonds

Sustainability-linked financing, whether a bond or loan, focuses on improving a company's ESG performance. They may not be tied to a specific project or landscape, but rather, aim to improve a company's overall ESG performance and align its financial and ESG performance. The Loan Market Association has established the Sustainability-Linked Loan (SLL) Principles to support and promote the growth of this market. Once quality data is collected, sustainability linked investments for multinationals are a useful way to align financing with their sustainability objectives. This financing is linked to specific sustainability progress and outcomes. While these investments occur at the corporate level, such investments will have impact across a company's global and regional supply chains. The use of SLLs at the corporate level have increased globally for AFOLU-focused multinationals.<sup>28</sup>

USAID Green Invest Asia supported Halcyon Agri Corporation, a large multinational natural rubber processor, with a corporate GHG inventory baseline study and second-party assessment of its sustainability linked loan, which resulted in the Activity's largest investment supported. Halcyon secured a \$300 million loan, led by UOB, with \$244 million attributed to the Activity's target countries.

28. [https://www.ifc.org/wps/wcm/connect/306c321d-ea77-448d-85c6-7ce3899136a5/EMCompass\\_Note+110\\_Sustainability-Linked+Finance\\_web.pdf?MOD=AJPERES&CVID=nVKABZX](https://www.ifc.org/wps/wcm/connect/306c321d-ea77-448d-85c6-7ce3899136a5/EMCompass_Note+110_Sustainability-Linked+Finance_web.pdf?MOD=AJPERES&CVID=nVKABZX)

Halcyon sources its natural rubber from over 1 million smallholders covering over 500,000 ha of agricultural land in high tropical forest areas. The loan aligned financial goals with sustainability targets and required increased traceability to support no-deforestation commitments. The loan included an intermediary target of achieving 100 percent end-to-end traceability for customers, an important indicator that takes traceability information downstream to Halcyon’s customers, enabling the supply chain to collaborate in addressing land-use risks. GIA also supported Halcyon to assess, for the first time, its corporate GHG inventory. This baseline is needed to understand key drivers of emissions across Halcyon’s business supply chain in Asia, and to set emissions targets.

The loan aligned the management’s financial goals with those of the sustainability teams. An important target within the loan linked to land-use change is the achievement of end-to end traceability for customers at district level by the Asian factories. This indicator identified all sourcing areas, which can then be overlaid with high deforestation and high conservation value mapping to identify high-risk locations. Thus, this indicator will allow Halcyon to develop targeted interventions.

The impact from this SLL can be considerable given the large number of smallholders (>1,000,000) and the size of supply areas from which Halcyon sources. One disadvantage of this approach is that the depth of anticipated impact is generally less than that of a smaller SME given the size of the company and its distance from direct land management. However, the key advantage is the potential impact at scale.

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*Beyond meeting climate reporting requirements, our project with USAID lays the foundation for Halcyon’s climate ambitions. Through this partnership, we have tapped on data-driven decisions and further strengthened our internal capabilities. These covered key areas such as prioritizing mitigation efforts, partnering with suppliers on supply chain emissions, and strengthening our value proposition in supporting our customers’ net-zero commitments.*

Li Xuetao  
CEO  
Halcyon Agri Corporation

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## Carbon markets

Carbon credits are a market-based mechanism that allows individuals or companies to offset their carbon emissions by purchasing carbon offsets from projects that remove or reduce GHG emissions. Carbon credits are attractive to buyers as they can deliver important co-benefits for forests, biodiversity, and communities. Transparent revenue sharing from carbon credit sales can help improve livelihoods. The Science-based Target Initiative (SBTi) allows companies to “inset” as opposed to “offset”, where they pay for credits from carbon reduction/sequestration projects generally outside of their supply chains. AFOLU projects that deliver carbon removals are needed to neutralize residual emissions and contribute toward meeting net-zero targets. From the launch of the Activity, the growth in the voluntary carbon markets accelerated rapidly, driven by increased corporate commitments to reduce emissions, as well as by investors seeking carbon credits as an attractive asset class.

## IMPACT SNAPSHOT:

### Issuance of Philippines' first nature-based solutions carbon credits

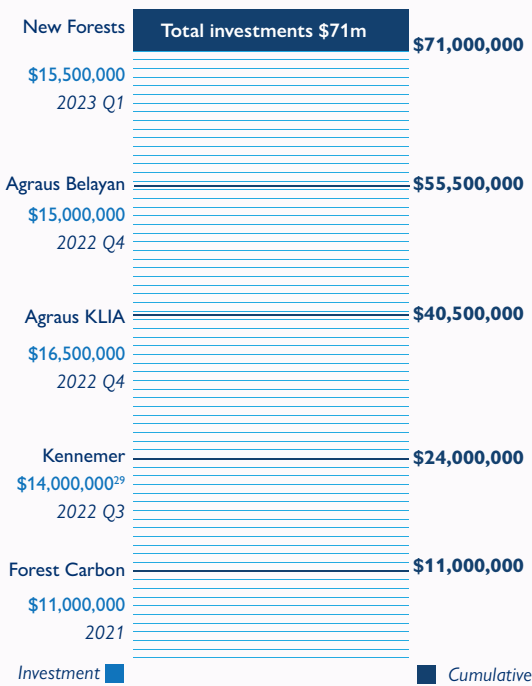
In January 2023, the Kennemer Group was awarded the first nature-based solutions carbon credits issued in the Philippines. The credits were issued in recognition of Kennemer's cacao-based agroforestry program, and the planting of trees to sequester carbon, implemented in direct partnership with local farmers. Under the "MinTrees" carbon project, farmers receive cacao, fruit trees, and forest seedlings, livelihood, technical training, and guaranteed off-take purchases from Kennemer Foods International. The project, which operates in the southern Philippine island of Mindanao, was verified and approved in January 2023 under Verra's Verified Carbon Standard Program and Climate, Community & Biodiversity Standards Program (to the triple-gold level) after more than two-and-a-half-year rigorous review, validation, and verification, in a process that the Activity supported.

In 2021, the Activity assessed past and future deforestation drivers in Mindanao using spatial analysis to support The Kennemer Group's plan to create a forest restoration and protection program compliant with the Verified Carbon Standard (VCS) program. The Activity also provided the group financial and sustainable business advisory, which resulted in a \$14 million capital raise from Mirova Natural Capital, some of which will be used to develop viable carbon market projects. The Kennemer Group estimates generating more than \$50 million in carbon credits to sell over the next decade. Kennemer will deploy Mirova's investment to improve the sustainable management of 280,000 hectares of land, which enables the company to avoid more than 20.2 million metric tons of carbon dioxide equivalent (CO<sub>2</sub>e) over 15 years. That is the same amount of emissions that is released by driving almost 49.6 billion miles in a gasoline-powered passenger vehicle.



Photo credit: <http://www.kennemerfoods.com>

FIGURE 13: CARBON PROJECT DEVELOPMENT TA



AGRAUSRESOURCES



*The feasibility study for the PT Kandelia Alam (KLIA) project (covering 18,627 Ha) that assessed converting the concession from a selective logging regime to protection along with avoiding planned and unplanned deforestation. The feasibility study now gives us the confidence to move the project forward.*

Riza Suarga  
Chairman & CEO  
Agraus-Integra



Carbon markets provide a much-needed funding source for forest protection to support a reduction in deforestation and degradation, with most verified carbon credits coming from forestry and land use projects and principally REDD+ projects (Reducing Emissions from Deforestation and Forest Degradation). These REDD+ projects support carbon sequestration through the tropical forests they protect by acting as carbon sinks. These forests also support biodiversity and climate regulation. REDD+ projects aim to protect existing forests, rather than improve the sustainability of an agricultural commodity.

While these projects protect forests and provide a crucial funding source, challenges can arise in the implementation of these REDD+ carbon projects, including:

**Additionality:** REDD+ projects need to provide additional emissions reductions or removals compared to what would have happened without the project.

**Permanence:** Carbon stored in forests is subject to loss due to natural events like wildfires or future human activities that cause deforestation. Permanence refers to the risk that carbon stored in a forest may be released in the future.

**Revenue sharing with indigenous and local communities:** what share of the revenue and to whom that revenue should go is a key challenge of REDD+ projects that is gaining greater scrutiny.

At the same time, huge areas of tropical forests are being lost to deforestation and degradation annually due to encroachment and a lack of funding to protect these areas. Carbon projects can potentially raise funding to protect these areas.

<sup>29</sup> This is the full investment by Mirova, of which a smaller amount goes toward carbon project development.

## IMPACT SNAPSHOT:

### Activity supports carbon project development

The Activity partnered with four investors/carbon project developers (Mirova Natural Capital, Agra Resources, Forest Carbon, and New Forests) to analyze and verify carbon project investments in Indonesia, the Philippines, and Thailand, which resulted in all four investors committing funds. The Activity's technical assistance supported: deforestation mapping by GIS; business feasibility studies that calculated the cost and environmental impact of converting concessions to protected forest/peatland; a climate, community and biodiversity (CCB) baseline study; due diligence on rainforest conservation and on Indonesia's enabling environment/policy frameworks for carbon offset production; and design of an environmental and social management system.

The investment from Mirova's Land Degradation Neutrality Fund in the Kennemer Group will partially go toward carbon project development in the southern Philippine island of Mindanao, while the other three investments are dedicated entirely to carbon projects that, together, are expected to reduce/avoid almost 95.5 million tons of CO<sub>2</sub>e, and help ensure that 330 million hectares of land will be managed in a more sustainable way that boosts biodiversity, livelihoods of smallholders, and agricultural yield/profits. By publication time, one of the four projects – operated by Kennemer Group in the southern Philippines and funded by Mirova's Land Degradation Neutrality Fund– had been issued the island country's first nature-based carbon credits. Other carbon projects are in various stages of approval for carbon credit issuance.



Photo credit: <https://agraresources.com/>

## OBJECTIVE 3: BUILD COMMUNITY OF PRACTICE IN SUSTAINABLE LANDSCAPES FINANCE

Objective 3 addressed systemic issues that blocked financing of nature-based solutions, while building a community of practice<sup>30</sup> across the region. To grow the community of practitioners, GIA worked with stakeholders in the finance, forestry, and agriculture sectors to build awareness of the benefits of nature-based solutions, the importance of investing in such solutions, and to address systemic issues blocking a shift in business-as-usual practices. The Activity shared knowledge and lessons learned across the region and developed/strengthened effective platforms for communities of practice. As a result of TA provided under Objective 3, the following two outcomes were expected.

1. A robust and inclusive community of practice that sustains the momentum for investment in the AFOLU businesses across the region; and
2. Development of three pathways to deliver technical assistance and achieve low-emission land use management, beginning at the project level through the enterprise level and up to a portfolio level, which are areas USAID bilateral missions may not be able to engage as effectively. (Description under Objective 1, page 13)

### A. Systemic change

USAID describes systemic change as “those interconnected sets of actors – governments, civil society, the private sector, universities, individual citizens and others – that jointly produce a particular development outcome” (USAID, 2014). GIA focused on influencing systemic change to increase financial incentive to invest in sustainable business models in agriculture and forestry sectors. The following characteristics are instrumental to understand systemic change:

- **Scale:** Affects many people over a large area of land and can be achieved through a few smaller actors implementing similar projects or at portfolio/institution level; and
- **Sustainability:** Continues past the end of the Activity, without further external assistance; and
- **Resilience:** Adaptation capacity of companies and investors to continue their improved models in a changing business context.

It is helpful to understand the above in two phases. During Phase 1, the emphasis is supporting companies and investors to pilot/integrate practices that emphasize low-emission pathways for commodity production and sourcing into their strategic and investment plans. The expectation is sufficient scale will be reached to influence the sustainability of the model to replicate without external support (Phase 2). The Activity was focused on the first phase. However, as most all systems are complex, there are clear challenges to achieving systemic change. USAID (2018) outlines the complexity of systems:

- Cause-and-effect relationships are uncertain
- Stakeholders bring diverse perspectives to the situation, making consensus difficult and at times impractical
- Contextual factors are likely to influence programming
- New opportunities/needs continue to arise
- The pace of change is unpredictable

30. Communities of practice are defined as groups of people who share a concern, a set of problems, or a passion about a topic, and who deepen their understanding and knowledge of this area by interacting on an ongoing basis.

The Activity provided technical assistance to financial institutions and companies (both enterprise and portfolio level) to facilitate change in their investment policies, standards and strategies, and business practices. Engagements focused on expanding and improving low-carbon pathways in the agriculture and forestry sectors. Addressing the whole market system was beyond the Activity's mandate and resources.

## GIA systemic change focus

GIA's services supported the development of low-emission pathways to contribute toward systemic change in investment and business practices. The following table highlights issues addressed:

TABLE 2: INFLUENCING SYSTEMIC CHANGE

Systemic issue	USAID Green Invest Asia Activities to Reach Scale
Lack of clear sustainability standard for key commodities (i.e. coconut production)	Co-convening of industry around Coconut Roundtable and development/launching of a charter to align sustainability requirements within the supply chain
Lack of strong environmental social governance (ESG) policy in financial institutions lending practices and companies	Cambodia Sustainable Finance Initiative and integration of sustainable financing principles into banks' lending practices through individual bank training on ESG; improved ESG policies within New Forest equity investments
Lack of consideration of carbon impacts in investing	Worked with investors to integrate GHG emissions considerations into investments (i.e. &Green); piloting of Scope 3 carbon footprint methodology for Rabo Foundation; development of carbon credit projects: carbon footprint of farm models for supply chain
Lack of business models that go beyond business as usual (BAU) and promote carbon-positive outcomes.	Technical assistance for companies to help develop and implement strategies for intercropping, regenerative agriculture; insetting, agroforestry, and timber sustainability certification (i.e. Puratos, Harmless Harvest Thailand, Nestlé, JDE Peet's, Barry Callebaut, etc.)

This initial list presented in the above Table 2 was revised to target two key themes for influencing systemic change:

1. Carbon footprint analysis: extent to which the innovation is diffused across supply chains and transform them towards sustainability?
2. ESG structural change: What structural changes can be observed from interventions by USAID Green Invest Asia on integrating ESG and developing green pipelines?

## Monitoring systemic change

Given the complexity of systemic change, monitoring and documenting change were challenging. To adhere to the Activity's theory of change while also documenting with sufficient evidence the impact of technical assistance on influencing systemic change in Southeast Asia, the Activity used the following indicator to monitor, document and disseminate systemic change outcomes: EG. 13-3: Number of laws, policies, regulations, or standards addressing sustainable landscapes formally proposed, adopted, or implemented as supported by the U.S. government.

The Activity focused on and documented change pathways that companies and financial institutions took and outcomes that resulted from those changes. Acknowledging inputs from various stakeholders in complex systemic issues, the Activity identified its contribution to the system changes in its monitoring and data collection.

## B.Sustainable Coconut Roundtables

The corporate buyers that dominate the nearly \$40 billion annual coconut market face similar sourcing challenges: low yields from retiring farmers, senile trees, and complex supply chains that make it hard to trace coconuts' journeys. Meanwhile, wide use of coconuts in the cosmetic, food and beverage, and pharmaceutical industries has driven year-on-year rising sales. In terms of revenue, North America held the largest coconut products market share in 2018. The United States is a major importer of coconut oil. In late 2018, the leading chocolate buyer/processor multinational, Barry Callebaut, approached the Activity to address sustainability issues in the coconut supply chain.

Coconut and coconut oil are key ingredients for chocolate companies. The world's top coconut producing countries are in Southeast Asia- Philippines, Thailand and Indonesia. While not traditionally considered a major driver of deforestation or land degradation in Southeast Asia, coconut production has been documented to contribute to deforestation and degradation. In the Philippines, coconut plantations covered 15 percent of areas that were previously forested from 2000-2015, according to the 2021 report "Commodity-Driven Forest Loss: A Study of Southeast Asia".

Smallholders in the coconut industry face challenges of needing to replant aging (senile) trees, low coconut prices, and an exodus of youth from the farm to the city in search of more lucrative occupations. Industry sustainability is in jeopardy without decisive climate-smart action from major buyers and suppliers within their supply chains and shared landscapes.

From 2019-2022, the Activity, in partnership with Barry Callebaut, co-organized seven Sustainable Coconut Roundtable events, held both in-person and on-line. Through the roundtables, participants shared information/experiences related to the sustainability of the coconut sector, agreed on a framework for the industry's first sustainable coconut charter, networked, and built consensus around formalizing a new sector platform for stakeholders to engage on shared sustainability concerns. Companies agreed on three sustainability principles captured in the Sustainable Coconut Charter<sup>31</sup>, launched in November 2020 with seven signatories.

This charter formed the backbone for a formal Sustainable Coconut Platform. Together with the Activity, GIZ convened 10 non-signatories of the charter as a task force to review recommendations and a proposal for a governance structure of the new platform.

Seven signatories



31. <https://www.coconutpartnership.org/sustainable-coconut-charter>



The Activity facilitated the convening of a Sustainable Coconut Steering Committee made up of representatives from AAK, Barry Callebaut, Ferrero, Nestlé and Unilever, and led a co-design process that issued an open call for proposals to serve as secretariat of the new platform. Sustainable Coconut Steering Committee evaluated submitted proposals and selected BSR, a sustainable business network and consultancy, as secretariat to formalize and grow the newly branded Sustainable Coconut Platform. USAID Green Invest Asia handed the coconut platform over to BSR management in January 2023.



Seventh Sustainable Coconut Roundtable | 25 November, 2022 | Makati City Philippines  
Photo Credit: USAID Green Invest Asia

## Strategy for engagement to build partnerships

The Activity leveraged its initial partnership with Barry Callebaut to attract other multi-nationals to champion the Sustainable Coconut Roundtables, bringing along their supply chain actors to participate. In consultation with roundtable participants, the Activity developed roundtable agendas and drafted the Sustainable Coconut Charter. The Activity coordinated leadership commitments from industry partners, convened gatherings, moderated and mediated the charter drafting process, as well as advised on the charter's content. As the roundtables gained traction, the Activity engaged more multi-nationals to host events, and collaborated with GIZ's Philippines Sustainable Certified Coconut Oil Project to align industry initiatives around coconut sustainability.

The engagement strategy centered on building a pre-competitive partnership among major players in the coconut supply chain. Initially this started with Barry Callebaut, and expanded as it became evident there needed to be more than one corporate partner driving the process to get wider buy-in. Regular webinars held approximately every six months during the pandemic helped maintain momentum and drive engagement. The Activity launched and managed a website<sup>32</sup> for the initiative as a news hub for current and prospective signatories. A member of the GIA team and a representative of one of the founding signatory members vetted potential charter signatories to try to ensure they were sincere/committed to the charter's principles.

32. <https://www.coconutpartnership.org/sustainable-coconut-charter>

## Results

Several results can be attributed to the activities supporting the development of a Sustainable Coconut Platform.

1. Drafting and signing of the Sustainable Coconut Charter by multiple buyers and suppliers of coconuts. The charter provides a shared framework for developing impact activities and monitoring tools.
2. Companies that belong to the Strategic Coconut Alliance for Coconut Oil Production in the Philippines and GIZ agreed to co-invest \$7 million euros (\$8.1 million USD) to train close to 10,000 coconut farmers in the southern Philippines on sustainable land use and Good Agriculture Practices that are aligned with the Sustainable Coconut Charter's principles and goals. "This project can also be seen as a result of roundtable discussions," said Cornelia Skokov, GIZ's chief advisor for private sector partnerships.
3. Barry Callebaut and Nestlé are collaborating with the NGO ProForest to create a framework based on the Sustainable Coconut Charter that assesses environmental and social risks in the coconut supply chain for what will become an industry supplier scorecard.



Seventh Sustainable Coconut Roundtable | 25 November, 2022 | Makati City Philippines | Photo Credit: USAID Green Invest Asia

## Pathway to low-emission land use management

Prior to the launch of the Sustainable Coconut Roundtable series, there was no coconut industry-led community of practice focused on sustainability. Collaboration among competitors to develop a sector-wide sustainability agreement had precedence (i.e. Roundtable on Sustainable Palm Oil, or RSPO), but was still rare. By 2023, the Sustainable Coconut Charter had 17 signatories who indicated their adherence to the charter's principles of improved livelihoods for smallholders, improved traceability within supply chains, and reduced deforestation and climate impacts, with more expected to sign on.

## Sustainability for post-Activity support

The Activity successfully executed a strategy for handing over the secretariat function to continue driving formalization of a Sustainable Coconut Platform. In collaboration with GIZ, the Activity mapped out a process to engage both signatories of the charter, as well as other stakeholders in the coconut supply chain to develop terms of reference and an open solicitation for possible secretariat organizations. Five representatives of the Sustainable Coconut Steering Committee selected BSR. In January 2023, the Activity handed over the secretariat function for all activities related to managing the platform. At the Sustainable Coconut Roundtable held in Manila in November 2022, participants put forth ideas for collaboration under the new platform, including: the establishment of coconut model farms, stronger public-private sector partnerships, and a pilot Tier 1 level traceability exercise in cooperation with a partner who creates digital systems for traceability and transparency across the value chain.

## IMPACT SNAPSHOT: Coconut industry launches first Sustainable Coconut Charter and Platform

The Activity responded to a request from the multinational cocoa manufacturer/processor Barry Callebaut to help the coconut sector address sustainable sourcing challenges. Low yields from senile trees and complex supply chains that made it hard to trace coconuts' journeys were sustainability challenges that required a climate-smart solution. In March 2019, the Activity and Barry Callebaut held the first of a series of seven roundtables, which resulted in seven industry signatories launching the first Sustainable Coconut Charter in November 2020.

For this initiative, the Activity coordinated leadership commitments from industry partners, convened gatherings, moderated and mediated the charter drafting process, as well as advised on the charter's content. The charter defines coconut sustainability, and outlines focus areas, principles and sustainability program goals/and outcomes in coconut supply chains, which includes improving smallholder farmers' income and livelihoods, enhancing supply chain traceability and preventing deforestation and mitigating climate change. It also aims to harmonize buyers' requirements for supply chain partners. The charter's current 17 signatories control nearly half of annual trade volume in an industry valued at \$40 billion.

### C. Sustainable Coffee Consortium Robusta Baseline Climate Collaboration

Beginning in 2021, the Activity facilitated an industry-led carbon footprinting collaboration for Robusta coffee production in two key origins: Central Highlands, Vietnam and southern Sumatra, Indonesia. Together, these two globally important origins represent about 20 percent of global total coffee production (nearly 2 million tons per year) with an annual trade value of about \$3 billion, grown on over 1 million hectares by as many smallholder farmers.

With initial co-funding from Nestlé and JDE-Peet’s, and later by Lavazza Group and Costa Coffee, 11 participating supplier-partners (“the Consortium”) joined as part of an unprecedented collaboration to develop an open-source carbon footprint benchmark calculated from standardized data collected from suppliers and partners. The collaboration resulted in the first detailed carbon baseline estimate created by and for the coffee sector in Southeast Asia. This carbon footprint benchmark in commercial production areas was needed not only to determine a baseline of coffee production emissions, but also to help channel investment into low-emission business models and interventions to deliver climate benefits.



*We all face the same complex challenges which we can’t solve on our own, so why not work together to address these challenges as long as they are pre-competitive? It’s important to have a neutral moderator [like USAID Green Invest Asia] to align all stakeholders and to maintain the focus on the main shared objective in order to reach the best result. This was done well within this specific partnership.*

**Wouter De Smet**  
Nestlé’s Green Coffee Farmer Connect Manager  
for Asia, Oceania and Africa  
Nestlé



USAID Green Invest Asia with lead technical partner Enveritas, a data-driven sustainability non-profit specializing in verification services for the coffee sector, launched this pre-competitive collaboration in March 2022. Objectives included:

- Establish industry-accepted, statistically sound **carbon footprint baselines** for Robusta coffee production for two key global sourcing regions: Central Highlands, Vietnam and southern Sumatra, Indonesia;
- Put in place a **standardized framework** and mechanism for regular data collection, sharing, and analysis to facilitate annual impact measurement, reporting, and verification for the sector; and
- **Increase capacity** of supplier-partners to understand, document, and report on carbon emissions and sequestration in coffee systems.

Enveritas developed a representative sampling framework for the origins, designed a standardized farmer survey questionnaire guided by inputs required for the Cool Farm Tool, and provided training on the survey to more than 100 agronomists and field staff of participating supplier-partners. These 11 partners included Louis Dreyfus Company (LDC), Neumann Kaffee Gruppe (NKG), Olam Food Ingredients (ofi), Sucden, Simexco, ACOM, Sari Makmur, Sucafina, Hanns R. Neumann Foundation, Volcafe, and Intimex, with IDH the Sustainable Trade Initiative, the Global Coffee Platform (GCP), and Rainforest Alliance participating as dialogue partners.

FUNDING PARTNERS	LEAD IMPLEMENTING PARTNER	PARTICIPATING SUPPLIER-PARTNERS	TECHNICAL PARTNERS	DIALOGUE PARTNERS

The trained agronomists and field staff conducted more than 4,500 farmer surveys in the two origins (2,539 in Vietnam and 2,045 in Indonesia) during July to September 2022, followed by data cleaning and analysis by Enveritas using the Cool Farm Tool. Additional technical partners including CIRAD the French Agricultural Research Centre for International Development, Sphera, Geotree, 4C – Meo Carbon Solutions, and Yara. These partners provided additional technical review and analyzed the same data sets using other carbon footprinting tools to help triangulate results. Geotree integrated additional data from remote sensing and other sources to improve understanding of carbon sequestration in coffee systems.

A Sustainable Coffee Dialogues series<sup>33</sup> launched in October 2022 with the Global Coffee Platform hosted six online dialogues to engage, alongside participating companies, a wider audience on low-emission production strategies and findings from the baseline study. In total, over 888 participants participated in six webinars.

## Strategy for engagement to build partnership

The genesis of this collaboration began in 2020 with a data compilation and analysis exercise, supported by Green Invest Asia, involving data from near 15,000 farmers in Vietnam across five years provided by JDE Peet's, IDH- the Sustainable Trade Initiative, ACOM, Louis Dreyfus Company, Mascopex, Intimex, and Global Coffee Platform, which was reported in "Scaling up sustainable Robusta coffee production in Vietnam".<sup>34</sup> While this exercise demonstrated an impactful model of pre-competitive collaboration and data sharing, and provided important sector-level perspectives and recommendations on carbon footprint estimation, outstanding questions remained about how representative the data was, and the robustness of findings.

In consultation with global coffee buyers, GIA tapped a sector-wide desire to expand the pre-competitive data-sharing approach and develop robust carbon footprint baselines for key origins in Southeast Asia. Lacking a large-enough data set only available through collaboration, companies had no way to reliably measure their own climate impact. GIA drafted a concept note, circulated it with potential partners who agreed on ways to scale data to create a baseline and benchmark. All companies working in the sector could use this benchmark to measure their climate impact, driving down sector-wide emissions.

Estimating the carbon footprint of coffee production was a new, highly technical topic, with multiple tools/approaches<sup>35</sup>. As some suppliers had only begun addressing climate impacts, GIA needed to build capacity on this topic, while also aligning the sector around standardized approaches for assessing and monitoring impact. This initiative was well received as a pre-competitive collaboration involving a learning-by-doing approach.



Photo credit: USAID Green Invest Asia

33. <https://greeninvestasia.com/events/sustainable-coffee-dialogues/>

34. <https://greeninvestasia.com/research/>

35. In 2018, GIA assessed the fit of 13 carbon measurement tools (among 78 on the market) for the AFOLU sector, which can be downloaded at [greeninvestasia.com/research](https://greeninvestasia.com/research).

Following initial co-funding commitments from Nestlé and JDE-Peet’s (along with matching in-kind funding from the Activity) and in-kind support from interested supplier-partners, GIA selected through competitive procurement Enveritas, a non-profit that evaluates and certifies sustainable coffee, as lead technical partner. Lavazza Group and Costa Coffee subsequently joined the consortium and provided additional co-funding support, enabling the initiative to recruit additional technical partners to further analyze the data collected. Beyond co-investing, there was considerable collaboration among the consortium’s 15 members, including regular meetings to inform the study design and update on monthly progress. In addition, the coffee webinar series helped build awareness and further expand support of the initiative.

The consortium’s work contributed to the following key results:

- Development of carbon footprint baselines for Robusta coffee production for two key global sourcing regions: Central Highlands, Vietnam and southern Sumatra, Indonesia;
- For Central Highlands, the carbon footprint was estimated as 1.83 tons CO<sub>2</sub>e per ton Green Bean Equivalent (GBE), while for Southern Sumatra the value was 2.38 tons CO<sub>2</sub>e/ton GBE.
- Training of >100 agronomists and field staff of participating companies in greenhouse gas emissions and farmer data collection;
- Increased capacity and understanding of carbon footprinting for 15 participating companies;
- Model for effective pre-competitive collaboration demonstrated for replication and scale up.

The final report, annexes and technical insights are available here <https://greeninvestasia.com/research/usa-id-green-invest-asia-reports/>

TABLE 3: STUDY HIGHLIGHTS

Central Highlands Vietnam (VN):		Southern Sumatra Indonesia (ID):	
<b>1.83</b> kg CO <sub>2</sub> e/kg GBE	<b>74%</b> emissions from fertilizer use, <b>13%</b> from residue	<b>2.38</b> kg CO <sub>2</sub> e/kg GBE	<b>64%</b> emissions from fertilizer use, <b>11%</b> from residue
<b>94%</b> Top drivers emissions from fertilizer, residue management, energy for irrigation	Yield <b>2,947</b> kg/ha	<b>93%</b> Top drivers emissions from fertilizer, residue management, energy for irrigation	Yield <b>705</b> kg/ha
Green bean equivalent (GBE)			

## Pathway to low-emission land use management

Establishing a robust carbon footprint baseline is a critical first step for companies to meet climate commitments, as it provides a starting point and a reference for monitoring improvements. In agricultural supply chains, 70-90 percent of a company’s full scope emissions typically derive from commodity production at the farm level (Scope 3). Prior to this initiative, companies relied on life cycle assessment databases for such emission factors, which are typically hidden behind paywalls, have limited transparency, and are often based on secondary data and unclear assumptions. GIA co-designed with coffee companies this initiative to address these concerns and engage key industry players to collect primary data using a standardized approach. The result was enhanced capacity and greater alignment in methodologies among suppliers.

Identifying and quantifying the main emission sources associated with Robusta coffee production (i.e. fertilizer production and use, land use change, and energy for irrigation) provided a benchmark for comparison across origins and within specific supply chains, and informed low-emission land use management strategies. This will enable targeted investments and interventions to address main emissions sources, and companies to monitor change over time. The initiative established a strong foundation to move the sector towards a low-carbon future, while also ensuring farmer livelihoods and productivity are also continually improved.



*I think this has been one of the most effective and meaningful precompetitive initiatives that I've ever been part of. It's extremely valuable to have a neutral baseline for the carbon footprint of coffee production for Indonesia and Vietnam that all stakeholders agree on. The real value comes from creating a level playing field that we can now all use to guide investment decisions to reduce our coffee footprint and report progress against.*

Anneke Fermont  
Sustainability Manager  
Volcafe



*By implementing this initiative, a lot of very significant coffee suppliers and other value chain actors can fast track their own knowledge, build and become better prepared to incorporate carbon reduction goals and actions in their operations... Nestlé is already looking across the world to Latin America as a confirmed supporter and co-funding partner of a similar initiative for the main coffee producing countries in that continent."*

Marcelo Burity  
Head of Green Coffee Development  
Nestlé



*The next step is for us...to consolidate the lessons learned from this collaboration by starting the same activities in other countries with the same pre-competitive approach. This is critical to quickly drive meaningful climate action.*

Angela Aiello  
Environmental Sustainability & Life Cycle  
Assessment (LCA) Manager  
Lavazza Group



*To grow coffee, within planetary boundaries, we need to do that collaboratively. We need to work together to drive that systemic change. And working together will build a better future. And I think this consortium is just the start of that.*

Simon Fox  
Minimizing Footprint Lead  
JDE Peet's



*It would have been very difficult for us to have gathered data on such a large sample of farms by working alone. Collaboration is more efficient and increases the chances of achieving impact at scale. Hopefully this will be the start of an ongoing collaboration which will drive down the carbon footprint of coffee farming. To enable this there needs to be a trusted and credible organization [like USAID Green Invest Asia] that can bring together the whole value chain, including both the private sector and potentially some public sector organizations too. It's a complex task as there are many different actors to coordinate.*

Laurence Webb  
Sustainability Manager  
Costa Coffee





Coffee plantation shade tree, Central Highlands, Vietnam  
Photo credit: Coffee sector collaboration

## Sustainability for post-Activity support

In May 2022, the Activity shared the pre-competitive joint study with the Sustainable Coffee Challenge (SCC) platform and its industry partners as a model of collective climate action in the coffee sector. The presentation resulted in interest among SCC<sup>36</sup> and key coffee industry players to replicate the approach in at least four Arabica coffee origins in Latin America. A concept note has been drafted based on the original one of the Activity and is now being circulated for feedback and funding commitments, to scale what GIA has helped launch in Southeast Asia.

In parallel with the Initiative, the Activity also supported carbon baseline assessments for coffee supply chains of two participating supplier partners, the ECOM Group subsidiary in Vietnam, ACOM, and Louis Dreyfus Company (LDC). This work established baselines in specific supply chains of these companies in Vietnam and Indonesia using a similar approach and led to the development of and investment into specific supply chain intervention projects involving support to smallholder coffee farmers for fertilizer optimization, promoting agroforestry, and other regenerative farming practices.

Consortium partners have expressed interest in continued collaboration to move from monitoring to action.



*It is really great that we can build on this study to replicate it across Latin America and make tweaks to the methodology where needed based on lessons learned... We're on a good path to roll this out and work towards sector-wide alignment on the methodology used to conduct on-farm carbon footprint accounting.*

**Niels Haak**  
Director of Sustainable Coffee Partnerships  
Conservation International, convener  
of Sustainable Coffee Challenge



36. [https://www.youtube.com/watch?v=MTF7lxit7\\_Y](https://www.youtube.com/watch?v=MTF7lxit7_Y)



# GENDER & SOCIAL INCLUSION



## A. Gender-focused Research

Forest loss disproportionately affects women and other marginalized groups' access to life-essential products and services. Providing female farmers with the same access to resources as men would increase agricultural output by up to 4 percent, reduce poverty and lift an estimated 100-150 million people out of hunger, according to Women in Agribusiness Asia (WOMAG), an association promoting gender diversity in the food and agribusiness industry in Southeast Asia. Women's lack of financial literacy (and general literacy), bank accounts, land tenure, time, and legal documentation have been historical barriers for them to access finance and financial services.

### Women in coffee

Coffee is a key commodity for several Southeast Asian countries, with total coffee exports from the region worth \$6.2 billion in 2017. The region produces over 20 percent of the world's green beans<sup>37</sup> – in Vietnam and Indonesia. In 2019, the Activity conducted a regional study to understand the role and competitive advantages of women-led businesses in coffee value chains in four countries – Cambodia, Indonesia, the Philippines and Vietnam.

The study<sup>38</sup> found competitive advantages for women in the coffee sector including:

- women are more meticulous than men in tasks that determine bean quality
- women are better tasters<sup>39</sup>, and have stronger sensory recollection than men
- women, at least in Vietnam, are reported to be better business negotiators

### Women drive sustainability in region

In 2019, the Activity supported one of the largest studies<sup>40</sup> to date on the female sustainability economy in Southeast Asia. Researchers from Moxie Future, a sustainable development platform working at the intersection of sustainable business and the female economy, interviewed close to 3,000 women in Indonesia, the Philippines, Singapore and Vietnam to learn how women act on sustainability priorities, what affects their decisions, and what is missing in the marketplace. Globally, women control on average 75 percent of household consumption. Findings included:

- Among the top priorities for women with their purchases is that a product comes from sustainable sources, followed by recyclable packaging.
- For 83 percent of women responding from Indonesia and the Philippines, product selection depends on what is written on packaging.
- Women's top requests included products that help consumers reduce their environmental footprint, products with clearly displayed information about a company's environmental and social standards and brands taking steps to help the environment.
- Women want to invest in socially-responsible companies (88 percent of women surveyed) and more products made with women in mind (71 percent of women surveyed).
- Less than half of women surveyed in Singapore are satisfied with sustainable food options.

37. Coffee beans that are unroasted.

38. <https://greeninvestasia.com/research/#1572237631246-2755503f-907a>

39. Several studies/media reports have studied the phenomenon of gendered sensory differences, including NPR's 2015 report.

40. Why are women championing sustainability in South East Asia: <https://greeninvestasia.com/research/#1569573783591-f56e1e19-7a7f>

Both studies were widely cited in regional and national media, as well as the global sustainable business outlet, Eco-business.

**Agraus Resources** - One project the Activity supported raise capital, which advances women's leadership in the land use industry, is Agraus Resources. It develops carbon projects that support partners' transition from logging activities into forest conservation using revenue from carbon credits. Meeting the 2X Challenge's criterion for women leadership, women constitute 30 percent of those in management positions at both Agraus Resources and its portfolio companies.

## B. Gender criteria for pipeline selection

To address gender gaps in the land use sector, the Activity established early screening and investment review gender criteria for evaluating partnership opportunities.

Screening investments' gender commitments, USAID Green Invest Asia's investment review evaluated how a company includes women in its management, trainings, decision making and product design. While the below information was not a specific requirement to receive advisory or technical services, it did help a company's sustainability profile/investment pitch and was considered during USAID Green Invest Asia's evaluation of prospective partners.

### Representation

- Are there women among the farmers the business works with? (Percentage of women)
- What is the percentage of women out of total firm workforce?
- Does the firm procure goods and/or services from businesses that are women-owned or women-led (female top manager)? If so, which good/services?

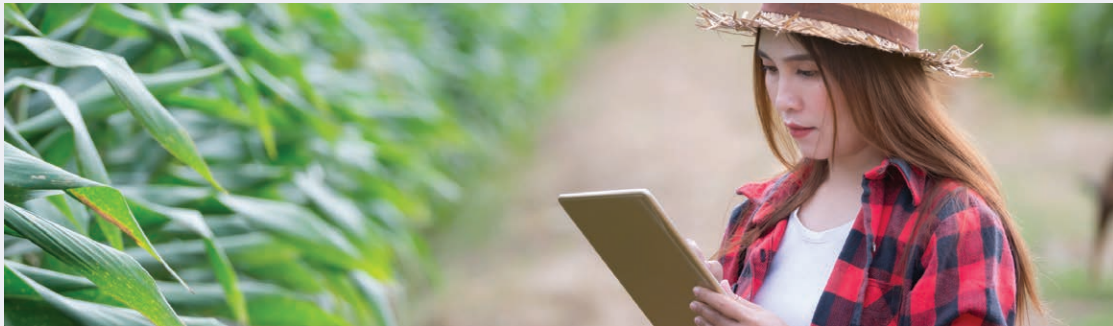
### Training

- Have women farmers received the same training (technical; business) as men? (number & percentage of women among farmers trained)
- Have women employees attended any business and/or technical training last year? (please specify)

### Leadership

- Do women participate in decision-making of key producer organizations/cooperatives? (Number & Percentage of women are in decision-making positions?)
- What is the number and percentage of women in mid-level management, senior-management, and at board level?

**A majority of projects supported by USAID Green Invest Asia that secured finance met at least one criterion of the 2X Challenge** projects supported by USAID Green Invest Asia that secured finance met at least one criterion of the 2X Challenge, a global commitment to increase investments in businesses that provide women, especially in emerging economies, more leadership opportunities, quality employment, and products/services that enhance their economic participation. These criteria have become a global standard of performance on "gender-lens" investments.



		Criteria	Threshold	
Direct Criteria	1	Entrepreneurship	1A. Share of women ownership	51%
			<b>OR</b>	
			1B. Business founded by a woman	Yes/No
	-----OR-----			
	2	Leadership	2A. Share of women in senior management <sup>1</sup>	20-30% <sup>2</sup>
<b>OR</b>				
		2B. Share of women on the Board or IC <sup>1</sup>	30%	
-----OR-----				
3	Employment	3A. Share of women in the workforce <sup>1</sup>	30-50% <sup>2</sup>	
		<b>AND</b>		
		3B. One “quality” indicator beyond compliance	Yes/No	
-----OR-----				
4	Consumption	4. Product or service specifically or disproportionately benefit women	Yes/No	
-----OR-----				
Indirect	5	Investments through Financial Intermediaries <sup>3</sup>	<i>On-Lending facilities:</i> Percent of the DFI loan proceeds supporting businesses that meet direct criteria <sup>1</sup>	30%
			<b>OR</b>	
		<i>Funds:</i> Percent of portfolio companies that meet the direct criteria <sup>1</sup>	30%	

photo credit and source:<https://www.2xchallenge.org/>  
<https://static1.squarespace.com/static/5b180402c3c16a6fe0001e45/t/60bfe754201d3d2a8e51745c/1623189333660/2X+Challenge+Criteria+%28Final+June+2021%29.pdf>.

## C. Gender bank policy

In July 2020, Green Invest Asia organized a gender-lens investing training session with The Association of Banks in Cambodia in Phnom Penh to introduce and highlight gender concepts for integration into bank systems and policies. The objective was to support banks to comprehensively integrate gender into their Environmental and Social (E&S) systems. This effort was part of the partnership with the Association of Banks in Cambodia to support the implementation of the Cambodian Sustainable Finance Initiative. The workshop had the following objectives:

- Increase bank representatives' awareness of the benefits integrating gender into internal systems and policies;
- Share business rationales for integrating gender considerations; and
- Assess market needs and current understanding of gender among financial institutions in Cambodia.

Before and after the workshop, a survey was conducted to get participant feedback regarding the participants' awareness of gender, their banks' consideration of the topic, and participants' willingness to integrate into bank policies and procedures. More than half of the respondents did not have gender policies implemented at their bank, or did not know if they did before the event. After the event, all participants were interested in integrating gender considerations at their banks and 86 percent of participants were interested in being involved in the integration process.

## D. Gender-lens investing podcast episode

On September 29, 2022, USAID Green Invest Asia hosted the eighth episode of the Green Invest Asia sustainable finance podcast series focused on the topic of gender lens investing with Maud Savory-Mornet, the Global Impact Investing Network's Southeast Asia advisor. The half-hour podcast helped define and present a business case for gender lens investing. The podcast covered funds and initiatives trying to tap the multibillion-dollar investment opportunity in the female economy, including the 2X Challenge, the Australian Department of Foreign Affairs and Trade and Savory-Mornet's own efforts launching a fund on gender and climate resilience. Transcript and recording available here: <https://greeninvestasia.com/podcast/>.



*I really would like to acknowledge the work Green Invest Asia has been doing in this space [of gender-lens investing in sustainable land use]. It's actually very important work... Some challenge comes probably from the fact that as we know, women represent 40% of the labor force in agriculture. So they produce basically 60% of the world's food – that's a lot - but still, they don't have the same access as men to capital, technology, training, and very often to land rights.*

**Maud Savory Mornet**  
Southeast Asia advisor  
Global Impact Investing Network



## IMPACT SNAPSHOT:

### Reducing GHG emissions brings co-benefits

The Activity has helped seven agriculture and forestry SME's specializing in wildlife-friendly rice, sustainable cacao, teak, and cinnamon, plus community forestry raise more than \$33m to advance environmental and social (E&S) outcomes in Cambodia, Indonesia and the Philippines, through supporting their investment pitches, capital matchmaking/investor identification and introductions, business feasibility studies and advisory, agroforestry planning, Forest Stewardship Council certification, environmental and social performance analysis, and deal structuring. These SMEs' business models each emphasize E&S sustainability.

For example, **in Cambodia**, IBIS Rice deployed the capital raised to scale operations with an aim to increase rice yield. IBIS plans to honor its commitment to 1,500 farmers to buy all the paddy it produces at an 80-percent premium compared to the market price; these farmers have traditionally been food insecure, relying on forest resources for income. The International Initiative for Impact Evaluation found that farmers' participation from 2014-2017 in IBIS Rice's production was positively associated with increased economic status, increased rice harvest and improved household food security. Household wellbeing was found to be significantly higher for participants of the IBIS Rice program in comparison to non-participants, and participants also improved their economic wellbeing at a faster rate than non-participating households.

**In Indonesia**, the NGO Fairventures Social Forestry carries out large-scale reforestation of degraded land and the conservation of biodiverse forests in economically viable systems that benefit local communities, with a focus on equal employment opportunities for women. Its business model rehabilitates degraded land while providing a return on investment and generating sustainable income sources for local communities. By 2027, Fair Ventures aims to manage 100,000 ha, improving the livelihoods of approximately 50,000 local people, protecting biodiversity, and sequestering and conserving approximately 300,000 tons of CO<sub>2</sub>e annually.

Also **in Indonesia**, Forest Carbon – a consultancy company and carbon project developer that secured \$11m from AXA IM Alts – is working to create jobs in an emerging land use sector in Indonesia. From radio operators and forest patrol staff to cooks and biodiversity researchers, Forest Carbon aims to create employment for local community members, including indigenous people. It invests in continuing education, offering a high-school degree completion program for all staff, along with access to college education. This ensures that staff hired from surrounding communities build their earnings capacity while fostering deeper connections to conservation values.

**In the Philippines**, Kennemer Group meets two of the gender-lens investment criteria of the 2X Challenge, which calls for the private sector to invest more in women. Half of Kennemer's workforce is composed of women, and 70 percent of its senior leadership is female, including the head of its subsidiary, Agronomika Finance Corporation. The lender requires signatures of spouses regardless of who holds tenure, guaranteeing women's access to information and potential financing of their own.



Photo credit: <https://forestcarbon.com/>

# COMMUNICATIONS & MARKETING

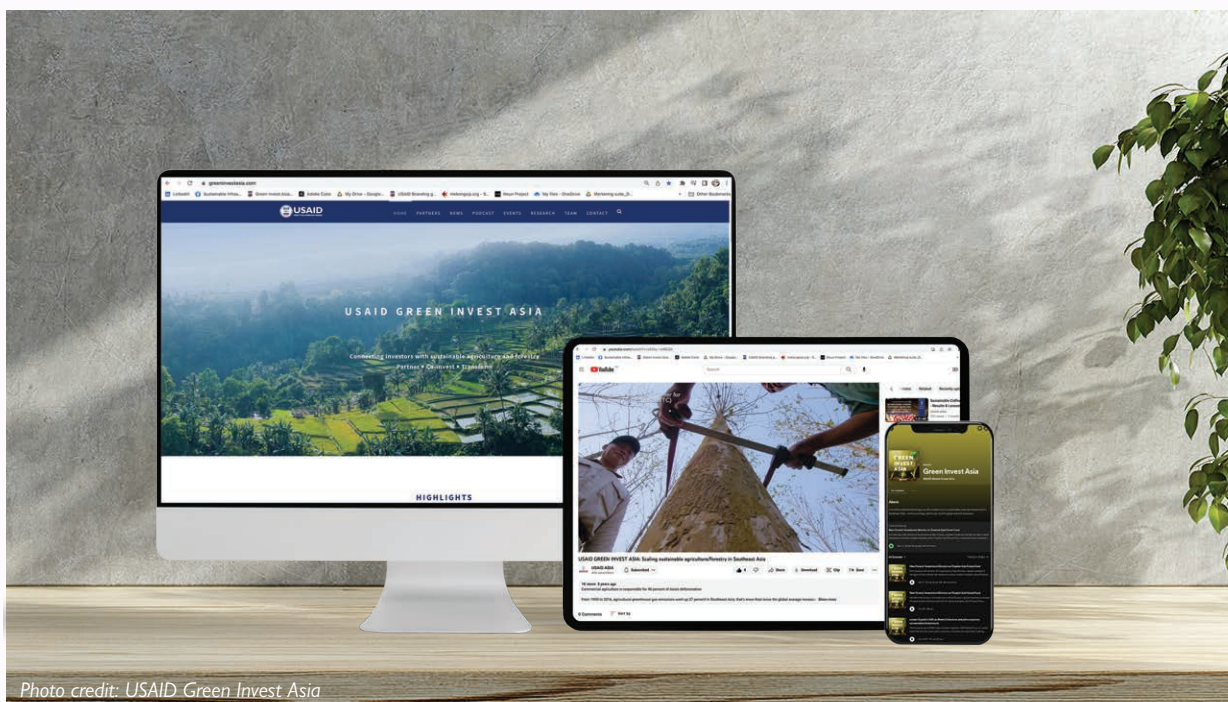
From its launch, GIA has consistently tailored its messaging to a private sector audience. The private sector is not monolithic, but a multitude of actors with varied incentives, timelines, and decision processes. Each requires a targeted approach. Any enterprise-driven approach requires market segmentation, which, in turn, requires nuanced messaging/marketing.

The Activity focus-grouped marketing content in 2018 with members representing GIA's target audiences. The group provided feedback on tone, relevance, and clarity to refine the Activity's information products/formats. The Activity then designed multimedia products and chose distribution channels to increase brand visibility/awareness to position thought leadership. See Annex I for list of productions/publications.

To meet industry where it consumes information, GIA launched a LinkedIn page in late 2019 that by early 2023 had more than 3,000 followers – 2/3 of whom are senior decisionmakers in their industries, mostly from GIA's target audiences.

From 2021-2023, produced Green Invest Asia podcast, which amplified investments GIA facilitated, and investors provided insights on their investment priorities and criteria. The first 11 episodes had more than 1,600 plays/downloads by listeners, in some 60 countries, with the United States claiming the largest share.

Green Invest Asia invested in marketing communications as a core function to ensure the Activity had senior in-house expertise to identify, mitigate and respond to any reputation risks through approved defensive and offensive communications; and graphic design capacity to tailor strong visual content and ensure consistent branding.



# MONITORING & EVALUATION

USAID Green Invest Asia has been guided by a Monitoring, Evaluation and Learning (MEL) plan designed according to the following principles that determines impact and results.

- **Activity-assessment and adaptive management:** This plan enabled USAID Green Invest Asia to assess progress/results actively and systematically correct action when necessary. It was designed to inform management decisions: the indicators collectively demonstrated or disproved the Activity's Development Hypothesis, which is:

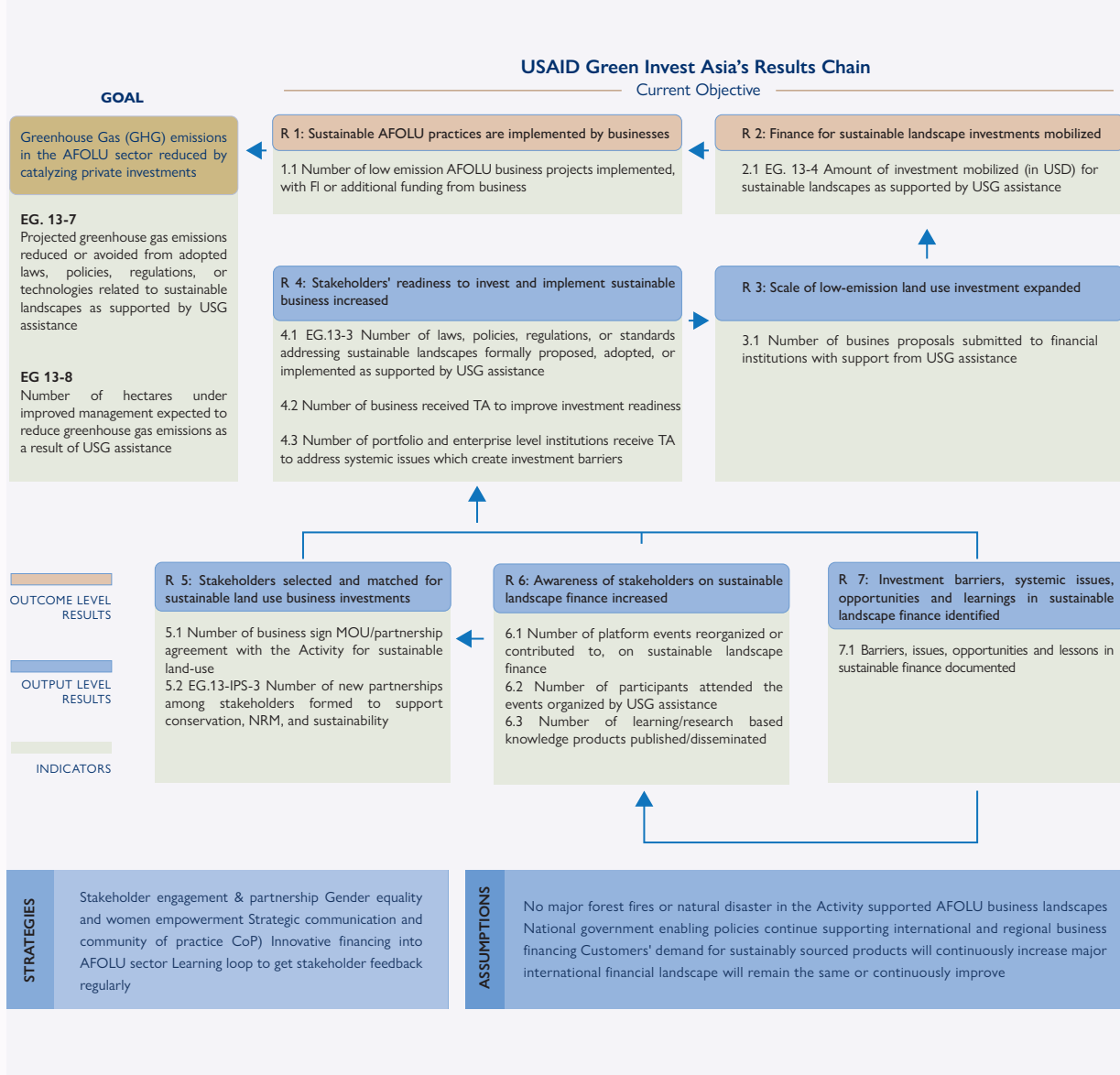
*If the environmental sustainability of land use investments is enhanced through the adoption of improved environmental, social, and governance (ESG) standards, and the scale of existing investments in low-emission land use is increased, then a more robust finance ecosystem for sustainable landscape investments is fostered in Asia, thereby reducing commodity-driven deforestation and terrestrial greenhouse gas emissions in the region.*

- **Data accountability:** To increase transparency, indicator and data quality assessments were conducted, identified limitations documented, and reports on corrective actions shared with key stakeholders and partners.
- **Collaboration:** USAID Green Invest Asia designed the MEL plan in consultation with RDMA/USAID and implementing partners. Mechanisms and tools for monitoring and evaluating the performance of the activity allowed for sharing and review of program information, regular consultations, and feedback on data usage with the donor, partners, and key stakeholders.
- **Economy of effort:** The indicator selection process focused on streamlining and minimizing the burden of data collection and reporting. Data collection for each indicator was reviewed as the operating environment changed. The principle of "management usefulness" was applied to ensure that only data useful for accountability and decision-making were collected.

Core to the MEL Plan was a list of indicators along with annual targets, developed and agreed upon with RDMA/USAID during the annual workplan process. The indicators were customized for each of the Activity's expected results, listed in the indicator tracking table in Annex II. The MEL Plan also included an overview of processes the Activity used to monitor and evaluate efficacy throughout the period of performance.

A key design of the MEL Plan was that it was regularly reviewed and revised through an iterative process between the Activity and USAID. Due to nature of GIA's public-private partnerships' model for environmental impact, an MEL plan designed at the onset could not have predicted evolution of the Activity's outcomes and required indicators. While USAID approved the first version in March 2019, an annual revision process incorporated changes as the project evolved. USAID approved the fourth and last version in July 2022, one year before the Activity's close.

Figure 14: The Activity's result chain links goals, results (outcomes) and sub-results (outputs).



One change was in the overall project finance target from \$400m of investment mobilized for sustainable landscapes to \$200m to align with USAID's overall leveraging of \$10 for every \$1 invested as outlined in USAID's Climate Strategy. Other key revisions in the MEL Plan included the removal of indicator EG. 13-6 GHG Emissions which was considered redundant with EG.13-7 Projected GHG Emissions, and the inclusion of two new indicators. In 2021 (Version III), Indicator 13-8, Hectares under improved management were added to enable tracking of the impact of GIA on land use. The life of activity target from Indicator 1.1 (custom indicator) was also revised from its earlier estimate of 30 projects down to 15 in accordance with the 50% reduction of the finance target as mentioned above. In 2022 (Version IV), Indicator EG.13\_IPS\_3 Partnerships among stakeholders was added to capture the impact of GIA-stewarded collaborations in the coffee and coconut sectors, which were not previously captured.



# CHALLENGES & LESSONS LEARNED

Over six years of testing, learning, and adapting, Green Invest Asia learned numerous lessons. The following is a selection of key lessons for future USAID programming that shares similar objectives to Green Invest Asia.

**1 Different business models require tailored market-oriented solutions to improve investment readiness.** The Activity supported a variety of business types over the period of performance, which each required bespoke advisory and technical support. Carbon projects, for example, have large emissions reductions potential by avoiding deforestation and preserving forests, but may require support to demonstrate business feasibility and profitability to investors. And multinational supply chains shifting their commodity sourcing and supply chain practices to meet climate commitments may need help assessing and reducing their Scope 3 emissions. Growing businesses that require around \$2 to \$20 million capital can scale their impact and demonstrate new models by blending together finance from multiple investors who, on their own, may be too risk-averse to invest in less-mature business models. Considerations in how to partner strategically with the private sector include:

1. Industry champions are important for systemic change and entrance into a sector-wide discussion.
2. While there is available private-sector finance, catalytic public-sector funds are appropriate/valuable for pre-investment in early-stage project development, feasibility studies, verification, and investment-readiness services (i.e. financial modelling). Most companies and investors have limited resources to support these costs, yet are needed to get greenlights from investment committees.
3. Reputational risk is always a factor, especially when working with larger companies with large holdings, complicated ownership structures, and assets across multiple countries. A fit-for-purpose risk mitigation and management process can identify potential risks and support decisions on how to move forward with a potential partnership.

**2 Calculating GHG emissions reductions potential is an evolving science and methodologies used in the agriculture and forestry sector may differ depending on the business model and purpose for the calculation.** In the early stages of Green Invest Asia, the intention was to identify the most appropriate methodologies to report potential emissions reductions to USAID. After reviewing dozens of carbon accounting tools, it was clear that reliance on only one tool was infeasible given the varied end uses of carbon assessments. The tools used to calculate carbon emissions for a potential carbon project that intends to sell carbon credits (in the case of Kennemer or Agraus) is different than the tool used to calculate a Scope 3 carbon inventory of a corporate's value chain that spans several countries and vendors (as the one for Halcyon Agri Corporation<sup>41</sup>). As a result, the Activity deployed an approach that consisted of utilizing several fit-for-purpose tools. If an investor or company wanted to calculate baselines for Key Performance Indicators (KPIs), or to sell carbon credits, then the Activity would recommend, for example, using the Cool Farm Tool or a specific VCS methodology. As is standard industry practice to estimate environmental impact, the end use determines the most appropriate tool.

41. <https://greeninvestasia.com/usaidsupported-advisory-informs-natural-rubber-sustainability-strategy/>

3

### **USAID can add value to the private sector by serving as a neutral broker and convener for meeting shared sustainability objectives.**

The Activity's success in both the coconut and coffee sectors demonstrates USAID's convening power to facilitate precompetitive collaboration and joint corporate climate action. The Activity successfully spun off a Sustainable Coconut Platform<sup>42</sup> to a newly selected secretariat managed by BSR, ensuring continued industry momentum toward sector-wide implementation and impact from the Sustainable Coconut Charter. Based on these convenings, best practices include:

- Engagement with the private sector can happen more quickly and with longer-term sustainability in spaces they already occupy (e.g., trade meetings) vs public-sector spaces (e.g., intergovernmental).
- Highlight USAID's role as a neutral convener, which is appreciated by corporates that are concerned about perceptions of collusion or forfeiting competitive advantage.
- Align with MNCs' sustainability commitments, as well as those of investors.

4

### **Partnering with MNCs can achieve scale and validates market demand for low-carbon farming and production practices.**

Collaborating with MNCs, that can send market signals through their supply chains, is effective to achieve impact at scale and shift commodity production and sourcing practices. MNCs can develop interventions in multiple locations within their regional sourcing geographies, which can then be replicated and scaled up across their broader global sourcing areas. However, it is important to engage MNCs and institutional investors with clear sustainability commitments to support change leaders and minimize potential for greenwashing.

One current barrier to investment is lack of standardized KPIs and baseline metrics within and across different sectors that enable systematized monitoring and tracking of MNCs' environmental and social impacts. The growth in reporting requirements for climate disclosures, along with evolving import regulations (i.e., from the European Union<sup>43</sup>), steadily increased requests for the Activity's support of companies' accounting of Scope 3 emissions from their supply chains.

MNCs must understand their supply chain emissions to know how and where to reduce emissions. As downstream sourcing companies generally share the same upstream Scope 3 emissions, these supply chain partner companies should collaborate to improve traceability and address shared emissions sources.

A standardized approach to assessing emissions is advantageous in the land use sector, and for companies across the supply chain of each sector (i.e., producers, processors, traders). Typically, such uniform methodologies and KPIs to monitor and track environmental and social impacts of companies are scarce or do not exist. With the development and adoption of baselines, methodologies and KPIs, companies can then have a consistent understanding of the carbon intensity of commodities produced in different origins, and co-design and co-invest in effective low-emission interventions.

With a clear understanding of the sources of emissions, a baseline measurement, an approach to reduce emissions, and measurement tools, companies can be more confident to commit to climate targets, such as through the Science Based Targets Initiative (SBTi).

On the investment side, sustainability linked loans or green bonds for MNCs can align financing with their sustainability objectives, which are linked to approved environmental and social indicators. While these loans/bonds are generally issued at a corporate headquarters level, such investments have repercussions across global supply chains and require strong metrics to set KPIs.

42. <https://www.coconutpartnership.org/>

43. The European Commission approved a first-of-its-kind European Union (EU) deforestation-free regulation on December 6, 2022, signaling that European supply chains of cocoa, coffee, soy, wood, palm oil, rubber, and cattle needed to prepare for closer due diligence.

5

**The growth in voluntary carbon markets is an opportunity to meet GHG emissions reduction goal and create financial incentives for conservation and protection of Southeast Asia’s remaining forests and forestlands.** In FY 2022 alone, the Activity reported more than 82m metric tons of CO<sub>2</sub>e that will be sequestered projected over 15 years as a result of project implementation. Carbon projects drove this growth. Potential reductions depended heavily on the type of investments supported.

In particular, avoided deforestation (REDD+) carbon projects had high emissions reduction potential through forest protection and reduced degradation. These projects aim to maximize reductions and produce carbon credits, which companies and organizations wanting to offset their emissions could buy. Under the Science Based Targets (SBTi) initiative, offsetting is only meant to be used after exhausting prevention, reduction, substitution, and neutralization.

Demand for voluntary carbon and nature-based solution projects grew significantly among investors, outstripping the supply of quality, verified carbon projects. As investing in carbon projects was still relatively new, support to de-risk the earlier stages of carbon project increased confidence to commit investment. Supporting growth in the carbon markets was done in parallel with shifting agricultural commodity companies towards sustainable sourcing.

6

**There is inherent risk within the land use sector, as with any investment, and a fit-for-purpose approach to risk mitigation and management is required.** To identify, mitigate and respond to risk from partnering with the private sector, a clear process is needed to determine how the likelihood of risk weighs against the probability of positive environmental impact, and how to mitigate such risk. Pursuing a goal of changing “business as usual” practices will inevitably lead to decisions around partnering with major actors with historical issues related to environmental and social impacts. By design, the Activity’s mandate required it to engage with companies “contributing to deforestation, forest degradation, and high-emissions land management in order to help them adopt and implement ESG standards and sustainable landscape practices<sup>44</sup>.” A risk evaluation should be “fit for purpose” to recognize the level of engagement (i.e. financing through grant or guarantee; co-financing of technical assistance; or collaboration for a joint activity), and relevant context about a company or partnership model.

7

**Existing financial tools, such as sustainability linked loans, require clear metrics to establish realistic KPIs linked to zero deforestation and measurable climate goals.** Sustainability-linked loans (SLL) can be an important financial product to align management and commercial priorities with a company’s ESG priorities. While sustainability-linked loans do not directly result in investments in green assets (“green financing”), they can support a company’s overall shift towards sustainability. This is also one way to engage with commercial lenders trying to shift business as usual since generally there are large amounts of capital required. SLLs can mobilize large amounts of capital that may impact the land-use sector. However, it will unlikely be linked to a specific location, but can, instead, influence land-use operations through ESG targets integrated into financing. Key for strong sustainability is relevance of indicators chosen, ambition of the targets, and quality of ESG data. Companies should set accurate baselines, select appropriate targets, and understand where ambitious progress can be made. Companies and institutions may want to prepare for the SLL finance market by preparing data early (e.g., ensuring a strong E&S management system and conducting baselines) to be competitive as the SLL market matures.

44. Activity Scope of Work, 2017.

8

**Impact investors are more aligned with USAID’s development objectives and have large amounts of private capital available, yet compete with commercial lenders’ low interest rates, and struggle to identify sufficient investment opportunities that meet their criteria.**

Green Invest Asia’s success supporting business models that achieved climate outcomes was more often achieved with investors committed to generating positive, measurable social and environmental impact alongside a financial return. However, criteria rooted in social, environmental and climate metrics can be challenging for most businesses to establish adequate, reliable baseline data and subsequent monitoring capacity. Less stringent commercial lenders thus provide an easier counter proposal for businesses without sufficient capital resources to make needed adjustments to meet investment criteria to secure climate finance. While Green Invest Asia made efforts to influence and shape stronger ESG policy and practice among commercial banks in the region through ESG capacity and training activities, bank leadership was difficult to access unless there were external incentives evident like central bank regulation, or additional capital available in the near future.

9

**There are limitations to reporting financial and environmental indicators to USAID due to companies’ disclosure and data-sharing limits.**

To report against indicators related to investment and potential GHG emissions, the Activity had to calibrate data collection methods to consider private sector sensitivities related to disclosure and data sharing. Availability of data was also dependent on the type of business model supported. For example, a project like IBIS Rice which had a well-defined project area had more accurate projections than a model involving sustainable sourcing with a wider geography and complexity. Similarly, investors were not willing to share term sheets for investments that the Activity helped catalyze. Thus, the Activity adopted best practice as established by RDMA, using emails from authorized representatives/press releases to document investment amounts.

# RECOMMENDATIONS

Following on lessons learned over the past six years, the recommendations presented here are for USAID's consideration when developing or assessing future sustainable landscapes activities that will focus on engagement with the private sector to achieve results.

**1 Continue engaging private sector as a motivated partner willing to co-finance activities for positive climate outcomes.** Green Invest Asia demonstrated that impact investors, SMEs and MNCs are willing to partner and co-invest in activities designed collaboratively that advance shared sustainable development objectives. As companies strive to meet net-zero emissions targets and other sustainability commitments, and investors seek to develop investment-worthy pipelines, both groups are motivated to leverage their resources to deliver results to shareholders and communities. Partnering with USAID to co-finance assessments and feasibility studies unlocked additional finance from partners' investment committees. While investors and companies may have identified resources outside the Activity's, Green Invest Asia's market-oriented services accelerated investments, including ones investors would not otherwise have considered/greenlighted in the limited time available to influence/reverse the climate crisis.

**2 Continue to support a regional, demand-driven mechanism that co-designs solutions with investors and MNCs.** A key Green Invest Asia value proposition for investors and MNCs working in the Southeast Asia region was its regional mandate. Investors could partner with Green Invest Asia to explore and co-finance opportunities<sup>45</sup> across six countries, developing a clear relationship and single point of contact (SPoC) on the Green Invest Asia team to yield multiple benefits, including capitalizing on cross-border opportunities in their regional portfolios. The regional mandate is also a benefit for MNCs looking to pilot and replicate sustainability approaches across their regional supply chains. A regional mechanism reduces transaction costs (economy of scale), streamlines communication/coordination, and improves overall client management. Sixteen Green Invest Asia-supported projects resulted in \$446m in investments; of these, five financed projects were successive transactions that took place in a second country of engagement, or across several countries, following collaboration with Green Invest Asia in an initial country. These transactions brought in a total of \$340.3 million (more than 75 percent of the total investment capitalized), and stemmed from trust, experience and relationship capital gained through more than one engagement.

45. Partners invested more than \$2 million, cash and in-kind, into Green Invest Asia-supported interventions.

**3** **USAID should specify the purpose of GHG measurement and align with implementing partners on accepted reporting methodologies based on the anticipated types of activities to be supported.** Carbon accounting is an evolving science and there are many methodologies to calculate GHG emissions from land use. The methodology selected should be based on the purpose and intended use of the calculation. For example, if the purpose is for a company to sell carbon credits, then existing internationally-accepted methodologies under the Voluntary Carbon Market should be applied. In this case, USAID should indicate if an additional methodology is required to report against USAID targets, recognizing the additional time, cost, and resources required. Similarly, if USAID prefers the use of the most robust methodology, then consideration should be made as to the time, cost and resources required weighed against the intended use of the resulting carbon emissions projection.

**4** **Support reductions in supply chain emissions to achieve scale/replicability.** USAID can partner with MNCs and investors to increase Scope 3 reporting given the region's multiple supply chains for major global commodities. MNCs' reach within and beyond the region enables USAID to replicate methodologies and related investment strategies to lower GHG emissions through supply chain changes. This opportunity will expand with the implementation of the anticipated EU regulations<sup>46</sup> covering imports of agriculture and forestry commodities.

**5** **Influence/support development of carbon projects that have clear benefits for communities.** The private sector-both project developers and investors-will continue establishing a transparent and credible Voluntary Carbon Market. While most acknowledge and plan to share carbon project benefits with communities, there is lack of expertise and best approaches for appropriate engagement and benefit-sharing.

**6** **Encourage fit-for-purpose risk mitigation and management processes.** The land use sector is inherently risky due to historical and on-going deforestation, poor enforcement of social safeguards, uncertain land tenure, and corruption. As a high-risk sector, investors and companies benefit from de-risking mechanisms available through USAID. USAID implementing partners should implement/follow screening processes when partnering with business that balance real (vs perceived) risk exposure with the urgency of the climate crisis to determine if the opportunity cost of engagement is higher than non-engagement. Invest in marketing communications as a core function to ensure senior in-house expertise to identify, mitigate and respond to any reputation risks through approved defensive and offensive communications.

46. [https://ec.europa.eu/commission/presscorner/detail/en/IP\\_22\\_7444](https://ec.europa.eu/commission/presscorner/detail/en/IP_22_7444)

**7 Partner with investors to catalyze investments quickly.** Due to differences in investor requirements, more time and resources were required to make a business investment-ready for not-yet-identified potential investors. Impact funds identify potential pipeline to raise capital. However, very few funds include a dedicated technical assistance facility or identified technical partner to help develop pipeline to meet investor committee requirements. There is an opportunity here for USAID to strategically engage with one or more impact funds to catalyze investments more quickly within the limited timeframe of USAID projects.

**8 Maintain flexibility for USAID to de-risk investment opportunities.** A large investment can happen with small amounts of strategic financing provided through market-oriented services, but grants may provide additional options. While Green Invest Asia exceeded targets solely through market-oriented services, USAID could increase its leverage/influence by investing cash grants in blended finance deals.

**9 Scale of potential impact depends on type of partner and commodity.** As USAID considers the scale of impact anticipated or expected from its investment, careful consideration should be given to who can be engaged as a partner and the commodity focus. Data analyzed by Green Invest Asia shows that the strongest results in terms of potential GHG emissions reduction is through supporting the development of carbon projects, as they generally seek to maximize climate benefits as the primary business model. However, creating scale through pre-competitive partnerships among corporate actors within a shared sourcing landscape could create wide ripple effects within sectors and across global supply chains. The latter will be challenging to quantify, but through more qualitative monitoring and evaluation techniques, could prove to be equally effective at reducing GHG emissions over the long term.

**10 USAID should utilize longer-term contracting vehicles to partner with the private sector.** Effective partnerships with the private sector rest on trust and reliability. Current USAID contracting mechanisms through which activities are developed tend to run five years maximum. It took Green Invest Asia approximately one to two years to initiate relationships with MNCs and investors; returns on investment and activity results happened five to six years after initial discussions.

# ANNEX I KNOWLEDGE PRODUCTS

## 12 PODCASTS

- Jun 14, 2023 Podcast episode #12: USAID Sr. Climate Finance Advisor  
<https://podcasters.spotify.com/pod/show/usaaid-green-invest-asia/episodes/USAID-Sr-Climate-Finance-Advisor-on-USG-investments-full-episode-e25mrh7>
- Mar. 3, 2023 Podcast episode #11: New Forests podcast with Jens Petersen, Director of Investments  
<https://podcasters.spotify.com/pod/show/usaaid-green-invest-asia/episodes/New-Forests-Investment-Director-on-Tropical-Asia-Forest-Fund-e1vpfq1/a-a9e4omv>
- Dec. 16, 2022 Podcast episode #10: Lestari Capital's CEO on Rimba Collective  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Lestari-Capitals-CEO-on-Rimba-Collective-and-joint-corporate-conservation-investments-e1scio/a-a92l8u4>
- Oct. 30, 2022 Podcast episode #9: Climate Impact X's Commercial Director on Voluntary Carbon Market  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Full-interview-with-Climate-Impact-X-on-the-Voluntary-Carbon-Market-e1q08m3/a-a8pckd1>
- Sep. 28, 2022 Podcast episode #8: Global Impact Investing Network's Southeast Advisor on Gender-Lens Investing  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Global-Impact-Investing-Networks-Southeast-Advisor-on-Gender-Lens-Investing-Full-interview-e1ogsik>
- Aug. 30, 2022 Podcast episode #7: Livelihoods Funds' VP of Sustainable Sourcing on Corporate Partnership Strategy  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Livelihoods-Funds-Scaling-supply-chain-transformation-and-low-carbon-farming-with-corporates-e1n630h>
- Jul. 25, 2022 Podcast episode #6: Mizuho Bank's sustainability journey  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Mizuho-Banks-sustainability-journey--full-episode-e1lleui>
- Jun. 27, 2022 Podcast episode #5: Land Degradation Neutrality Fund with Mirova's Investment Director  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Land-Degradation-Neutrality-Fund-with-Mirovas-Investment-Director--Nicolas-Hayon-e1i2n1a>
- May. 30, 2022 Podcast episode #4 How ADM Capital's Asia Climate-Smart Landscape Fund Evolved  
<https://anchor.fm/usaaid-green-invest-asia/episodes/How-ADM-Capitals-Asia-Climate-smart-Landscape-Fund-came-together-e1j1fjq>
- Feb. 10, 2022 Podcast episode #3: Sustainable Finance 2022 lookahead with Rabobank  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Sustainable-Finance-2022-lookahead-with-Rabobank-e1e6cdp>
- Dec. 16, 2021 Podcast episode #2: Michael Schlup, E&S Director, Sail Ventures on Financing Forest Restoration  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Financing-forest-restoration-e1bocdf>
- Oct. 26, 2021 Podcast episode #1: Cedric Rimaud, First Degree Global Asset Management, Portfolio Manager on Issuing Climate Bonds in Emerging Economies  
<https://anchor.fm/usaaid-green-invest-asia/episodes/Issuing-climate-bonds-in-emerging-economies-e199fzk>

## 13 THOUGHT PIECES

- Oct. 25, 2022 Scaling a Sustainable Rice Business Model in Cambodia: USAID's Journey with IBIS Rice  
<https://www.cimatelinks.org/blog/scaling-sustainable-rice-business-model-cambodia-usaids-journey-ibis-rice>
- Feb. 24, 2022 Leveraging Regional Supply Chains to Deliver Low-Carbon Coffee  
<https://www.cimatelinks.org/blog/leveraging-regional-supply-chains-deliver-low-carbon-coffee>
- Jan. 4, 2022 Industry-Level Market Reform in Southeast Asia: Spurring Pre-Competitive Collaboration to Green the Coconut Supply Chain  
<https://www.cimatelinks.org/blog/industry-level-market-reform-southeast-asia>
- Jul. 2, 2021 Reducing the Carbon Footprint of Coffee Supply Chains  
<https://www.cimatelinks.org/blog/reducing-carbon-footprint-coffee-supply-chains>
- Jul. 12, 2021 Reducing the Carbon Footprint of Coffee Supply Chains: An Evolution Toward Sustainable Commodities  
<https://www.cimatelinks.org/blog/reducing-carbon-footprint-coffee-supply-chains>
- Jun. 9, 2021 Industry-level market reform in Southeast Asia: Sustainable Coconut Charter  
<https://www.marketlinks.org/blogs/industry-level-market-reform-southeast-asia-spurring-pre-competitive-collaboration-green>
- Apr. 22, 2021 Celebrating Southeast Asia's Fields and Forests Every Day  
<https://greeninvestasia.com/celebrating-southeast-asias-forests-and-fields-every-day/>
- Jan 25, 2021 Closing the "Rhetoric Gap" in 2021: Honoring Green Commitments in Finance  
<https://greeninvestasia.com/closing-the-rhetoric-gap-in-2021-honoring-green-commitments-in-finance-and-business/>
- May 23, 2020 How Private-Sector Approaches Succeed  
<https://www.cimatelinks.org/blog/how-private-sector-approaches-succeed>
- Jan. 30 2019 Investing in Southeast Asia's Sustainable Businesses: Notes from USAID Green Invest Asia Journey  
<https://greeninvestasia.com/investing-in-southeast-asias-sustainable-businesses-notes-from-usaid-green-invest-asias-journey/>
- Oct. 29, 2018 ESG-linked loans: A game changer for the future of corporate sustainability?  
<http://www.responsiblebusiness.com/news/asia-pacific-news/esg-linked-loans-game-changer-future-corporate-sustainability/>
- Jul. 19, 2018 Changing business as usual: How sustainable investment promotes sustainable Land Use  
<https://avpr.asia/blog/changing-business-as-usual-how-sustainable-investment-promotes-sustainable-land-use/>
- Jun. 24, 2018 Women shape the future of responsible business  
<https://www.responsiblebusiness.com/sdg-action/prosperity-news/women-shape-future-responsible-businesses/>



## 6 EVENT ANNOUNCEMENTS

- Nov. 15, 2021 Sustainable Coffee Dialogue, Regenerative Practices  
<https://greeninvestasia.com/event-announcement-sustainable-coffee-dialogue-regenerative-practices-that-lower-carbon-emissions/>
- Oct. 22, 2021 USAID Convenes Green Tech Experts for Clean Energy Week Cambodia  
<https://greeninvestasia.com/event-announcement-usaid-convenes-green-tech-experts-for-clean-energy-week-cambodia/>
- Sep. 28, 2021 USAID, Global Coffee Platform to Launch Sustainable Coffee Dialogues  
<https://greeninvestasia.com/event-announcement-usaid-global-coffee-platform-to-launch-sustainable-coffee-dialogues/>
- Sep. 21, 2021 USAID, Barry Callebaut, GIZ Reconvene Sustainable Coconut Roundtables  
<https://greeninvestasia.com/event-announcement-usaid-barry-callebaut-giz-reconvene-sustainable-coconut-roundtable/>
- Mar. 24, 2021 Webinar on investment perspectives on commodity-driven deforestation  
<https://greeninvestasia.com/2266-2/>
- Jan. 16, 2020 U.S. Trade Event to Highlight Sustainable Ag Business  
<https://greeninvestasia.com/event-announcement-u-s-trade-event-to-highlight-sustainable-agriculture-business-opportunities-in-cambodia/>

## 16 RESEARCH PRODUCTS

- May 2023 Establishing Carbon Footprint Baselines for Robusta Coffee Production in Two Origins in Southeast Asia Central Highlights, Vietnam and Southern Sumatra, Indonesia – Main report, technical reports and annexes  
<https://greeninvestasia.com/research/usaid-green-invest-asia-reports/>
- May 2022 Carbon Footprint Analysis of Robusta and Arabica Coffee Production in ECOM Supply Chains in Vietnam  
<https://greeninvestasia.com/research/#Carbon-Footprint-Analysis-of-Robusta-and-Arabica-Coff%C2%ADee-Production-in-ECOM-Supply-Chains-in-Vietnam>
- May 2022 Robusta Coffee and Diversification in Vietnam Fintech, Smallholders, and Sustainable Agriculture in Southeast Asia: EIU  
<https://greeninvestasia.com/research/#Robusta-Coffee-and-Diversification-in-Vietnam><https://greeninvestasia.com/research/>
- Feb. 24, 2021 Scaling up Sustainable Robusta Coffee Production  
<https://greeninvestasia.com/research/>
- Dec. 12, 2020 Scaling up Sustainable Robusta Coffee Production (Summary)  
<https://greeninvestasia.com/research/>
- Dec. 12, 2020 Rabo Foundation Case Study-How to Consider Greenhouse Gas Emissions for Cooperative/SME Finance  
<https://greeninvestasia.com/research/>
- Aug. 1, 2020 Challenges and Opportunities for Intercropping in Southeast Asia  
<https://greeninvestasia.com/research/>
- Aug. 1, 2020 Financial Assessment of Smallholder Natural Rubber Production in Indonesia  
<https://greeninvestasia.com/research/>
- Jul. 1, 2020 Financial Assessment of Smallholder Natural Rubber Production in Indonesia (Summary)  
<https://greeninvestasia.com/research/>
- Jul. 1, 2020 Environmental and Social Assessment Guidelines for Land Use Lending by Banks in Southeast Asia  
<https://greeninvestasia.com/research/>
- Aug. 1, 2019 Sustainability-linked loans for Small and Medium-sized Enterprises  
<https://greeninvestasia.com/research/>
- Jul. 1, 2019 The Role of Women-led Businesses in Southeast Asia's Coffee Value Chains  
<https://greeninvestasia.com/research/>
- May 30, 2019 GHG Assessment Tools for AFOLU Projects  
<https://greeninvestasia.com/research/>
- May 1, 2019 GHG Assessment Tools for AFOLU Projects (Summary)  
<https://greeninvestasia.com/research/>
- May 1, 2019 Why are Women Championing Sustainability in Southeast Asia: Role of Women as Decisionmakers on Sustainability  
<https://greeninvestasia.com/research/>

## 62 WEB ARTICLES

- May 31, 2023 USAID and Coffee Industry Co-create Robusta Carbon Footprint Baselines in Vietnam and Indonesia  
<https://greeninvestasia.com/usaid-and-coffee-industry-co-create-robusta-carbon-footprint-baselines-in-vietnam-and-indonesia/>
- May 30, 2023 USAID Green Invest Asia Forum Advances Sustainable Land Use Investment in Southeast Asia  
<https://greeninvestasia.com/usaid-green-invest-asia-forum-advances-sustainable-land-use-investment-in-southeast-asia/>
- April 12, 2023 Coffee Corporates Prepare to Scale USAID-Supported Joint Carbon Footprint Model in Southeast Asia  
<https://greeninvestasia.com/coffee-corporates-prepare-to-scale-usaid-supported-joint-carbon-footprint-model-in-southeast-asia/>

## 62 WEB ARTICLES

- Feb. 2, 2023 **USAID-Supported Advisory Informs Natural Rubber Sustainability Strategy**  
<https://greeninvestasia.com/usaidsupported-advisory-informs-natural-rubber-sustainability-strategy/>
- Dec. 21, 2022 **USAID Supports Vietnam's Green Economy**  
<https://greeninvestasia.com/usaidsupports-vietnams-implementation-of-sustainable-finance-for-a-green-economy/>
- Dec. 7, 2022 **Industry Formalizes Sustainable Coconut Platform**  
<https://greeninvestasia.com/industry-formalizes-sustainable-coconut-charter-to-collaborate-on-climate-actions/>
- Nov. 4, 2022 **USAID Supports Cocoa Industry's Climate Mitigation Efforts**  
<https://greeninvestasia.com/usaidsupports-cocoa-industrys-efforts-to-mitigate-climate-risk/>
- Oct. 31, 2022 **Sustainable Coconut Charter Steering Committee Names BSR as Secretariat**  
<https://greeninvestasia.com/sustainable-coconut-charter-steering-committee-names-business-for-social-responsibility-as-secretariat-usaid/>
- Aug. 1, 2022 **Carbon Footprinting Experts Call for Aligned Methodology in Coffee Sector**  
<https://greeninvestasia.com/carbon-footprinting-experts-call-for-aligned-methodology-in-coffee-sector/>
- Jun. 6, 2022 **USAID Facilitates Mirova's Land Degradation Neutrality Fund \$14m Investment**  
<https://greeninvestasia.com/usaidsupports-mirovas-land-degradation-neutrality-fund-in-kennemer-foods-international/>
- May 4, 2022 **USAID-Convended Coffee Experts Call for Improved Data Collaboration, Analysis**  
<https://greeninvestasia.com/usaidsupports-coffee-experts-call-for-improved-data-collaboration-analysis-alongside-carbon-digital-solutions/>
- Apr. 5, 2022 **Nestlé, JDE Peet's, USAID Launch Joint Carbon Footprint Study**  
<https://greeninvestasia.com/nestle-jde-peets-and-usaid-launch-joint-southeast-asia-coffee-carbon-footprint-study/>
- Apr. 4, 2022 **USAID-Convended Coconut Sustainability Experts Call for Increased Industry Collaboration**  
<https://greeninvestasia.com/usaidsupports-coconut-sustainability-experts-call-for-increased-industry-collaboration/>
- Feb. 17, 2022 **How to Finance a Transition to Low-Carbon Coffee?**  
<https://greeninvestasia.com/how-to-finance-a-transition-to-low-carbon-coffee/>
- Nov. 29, 2021 **Coffee Industry Reps Call for Regenerative Coffee Transformation**  
<https://greeninvestasia.com/coffee-industry-reps-call-for-regenerative-coffee-transformation/>
- Oct. 11, 2021 **USAID, Global Coffee Platform Launch Sustainable Coffee Dialogues**  
<https://greeninvestasia.com/usaidsupports-global-coffee-platform-launch-sustainable-coffee-dialogues-to-cut-industry-emissions/>
- Oct. 7, 2021 **Sustainable Coconut Roundtable Partnerships Pursue Climate Actions**  
<https://greeninvestasia.com/sustainable-coconut-roundtable-partnerships-pursue-climate-actions/>
- Sep. 28, 2021 **USAID Focuses on Mobilizing Climate Finance in Cambodia Climate Change Summit**  
<https://greeninvestasia.com/usaidsupports-mobilizing-climate-finance-in-cambodia-climate-change-summit/>
- Sep. 9, 2021 **USAID, Global Coffee Platform Launch 2021-2022 Sustainable Coffee Dialogues**  
<https://greeninvestasia.com/usaidsupports-global-coffee-platform-launch-2021-2022-sustainable-coffee-dialogues/>
- Aug. 30, 2021 **USAID Supports Lionheart Farms (Philippines) Green Bond Issuance**  
<https://greeninvestasia.com/usaidsupports-lionheart-farms-philippines-green-bond-issuance/>
- Jun. 15, 2021 **USAID Supports Modeling of Deforestation in Mindanao for Carbon Project Development**  
<https://greeninvestasia.com/usaidsupports-modeling-of-deforestation-in-mindanao-to-launch-carbon-offset-project/>
- May 21, 2021 **USAID Convenes Industry Brainstorm on Regenerative Agriculture**  
<https://greeninvestasia.com/usaidsupports-industry-brainstorm-on-regenerative-agriculture/>
- Apr. 7, 2021 **USAID Supports Commercial Response to Deforestation in Southeast Asia**  
<https://greeninvestasia.com/usaidsupports-commercial-response-to-deforestation-in-southeast-asia/>
- Mar. 16, 2021 **How Corporates Can Reduce Robusta Coffee's Carbon Footprint**  
<https://greeninvestasia.com/how-corporates-can-reduce-robusta-coffee-sectors-carbon-footprint/>
- Mar. 2, 2021 **USAID Supports U.S. Organic Water Company Harmless Harvest**  
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- Feb. 24, 2021 **USAID, EIU Research Boosting Smallholder Access to Capital**  
<https://greeninvestasia.com/usaidsupports-eiu-research-how-to-boost-smallholders-access-to-finance/>
- Feb. 23, 2021 **USAID Partners with Nestlé to Boost Low-Carbon Coffee in SE Asia**  
<https://greeninvestasia.com/usaidsupports-nestle-to-boost-low-carbon-coffee-production-in-southeast-asia/>
- Feb. 4, 2021 **USAID Supports AXA's \$11m Investment in Forest Carbon**  
<https://greeninvestasia.com/usaidsupports-axas-11-million-investment-in-forest-carbon-for-wetland-forest-restoration-in-indonesia/>
- Dec. 18, 2020 **USAID Facilitates Working Capital Loan, Debt Facility for IBIS Rice in Cambodia**  
<https://greeninvestasia.com/usaidsupports-working-capital-loan-debt-facility-for-ibis-rice-in-cambodia/>
- Nov. 16, 2020 **Private Sector Launches Coconut Industry's First Sustainability Charter**  
<https://greeninvestasia.com/private-sector-launches-coconut-industrys-first-sustainability-charter/>
- Oct. 22, 2020 **USAID Convenes Bank CEOs in Cambodia to Analyze Climate Risks**  
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- Oct. 12, 2020 **Thailand's Sustainability for Business Forum Calls for Green Recovery**  
<https://greeninvestasia.com/thailands-sustainability-for-business-forum-calls-for-green-recovery/>

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<https://shorturl.at/psjR9>
- Aug. 3, 2020 USAID Launches Smallholder Rubber Finance Findings  
<https://greeninvestasia.com/usa-id-launches-smallholder-rubber-finance-findings/>
- Jul. 21, 2020 How Intercropping Can Boost Asia's Agriculture Yield, Profits: EIU  
<https://greeninvestasia.com/how-intercropping-can-boost-asias-agriculture-yield-and-profits-eiu-study/>
- Jul. 20, 2020 USAID Supports Cambodian Banks' Gender-Lens Investing  
<https://greeninvestasia.com/usa-id-supports-cambodian-banks-gender-lens-investing/>
- Jul. 6, 2020 USAID, Barry Callebaut Spearhead Sustainable Coconut Charter  
<https://greeninvestasia.com/usa-id-barry-callebaut-spearhead-sustainable-coconut-charter/>
- May 14, 2020 USAID Convenes Carbon Footprint Experts to Support Cambodian Banks  
<https://greeninvestasia.com/usa-id-convenes-carbon-footprint-experts-to-support-cambodian-banks-sustainable-finance-journey/>
- Apr. 29, 2020 USAID Facilitates Investment into Cambodia's First Sustainable Plantation  
<https://greeninvestasia.com/usa-id-facilitates-investment-into-cambodias-first-sustainable-plantation-grandis-timber/>
- Apr. 8, 2020 USAID, Barry Callebaut Partner on Sustainable Sourcing in Southern Philippines  
<https://greeninvestasia.com/usa-id-barry-callebaut-partner-on-sustainable-sourcing-in-southern-philippines/>
- Mar. 30, 2020 USAID Partners with Coffee Corporate to Boost Sustainability  
<https://greeninvestasia.com/usa-id-green-invest-asia-partners-with-coffee-corporate-to-boost-sustainability-in-vietnam/>
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- Nov. 19, 2019 USAID Announces Partnership with Rabo Foundation to Sustainably Invest in Asia's Future  
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- Nov. 11, 2019 USAID Green Invest Asia Releases Sustainable Bank Guidelines  
<https://greeninvestasia.com/usa-id-green-invest-asia-releases-bank-guidelines-for-sustainable-land-use-investments/>
- Nov. 7, 2019 USAID Supports 1st Supply of Fully Traceable Wood in Cambodia  
<https://greeninvestasia.com/usa-id-green-invest-asia-supports-first-supply-of-fully-traceable-sustainable-wood-to-cambodian-garment-factory/>
- Nov. 1, 2019 USAID Convenes Sustainable Coconut Event in Bangkok  
<https://greeninvestasia.com/sustainable-coconuts/>
- Oct. 21, 2019 Field Dispatches: Is the Philippine Coffee Capital Ready for Revival?  
<https://greeninvestasia.com/field-dispatches-is-the-philippine-coffee-capital-ready-for-revival/>
- Sep. 10, 2019 USAID Forum Addresses Asia's Sustainable Coffee Challenges  
<https://greeninvestasia.com/usa-id-green-invest-asia-sustainable-coffee/>
- Aug. 23, 2019 USAID Convenes Southeast Asia Regional Coffee Forum in Manila  
<https://greeninvestasia.com/asia-sustainable-coffee-forum/>
- Jul. 31, 2019 USAID Formalizes Green Finance Work with Association of Banks in Cambodia  
<https://greeninvestasia.com/usa-id-green-invest-asia-formalizes-green-finance-work-with-association-of-banks-in-cambodia/>
- Jun. 18, 2019 Q&A: VOLCAFE'S Sustainability Manager Reena Eddiks  
<https://greeninvestasia.com/interview-with-volcafes-sustainability-manager-reena-eddiks/>
- May 29, 2019 Southeast Asia's Businesswomen Ride Coffee's Third Wave (Study)  
<https://greeninvestasia.com/southeast-asias-businesswomen-ride-coffees-third-wave/>
- Apr. 5, 2019 Seeking Innovation in Food & Agricultural Sustainability  
<https://greeninvestasia.com/seeking-innovation-in-food-and-agricultural-sustainability/>
- Mar. 21, 2019 Coconut Conundrum: How to Scale Sustainable Production?  
<https://greeninvestasia.com/sustainable-coconut-and-coconut-oil-roundtable-event-proceedings/>
- Mar. 15, 2019 Carbon Footprint Prompts Investors to Act Sustainably  
<https://greeninvestasia.com/capital-and-carbon-how-carbon-assessments-are-forcing-a-rethink-of-sustainable-land-investments/>
- Mar. 8, 2019 Are Women the Sustainability Champions We Urgently Need?  
<https://greeninvestasia.com/are-women-the-sustainability-champions-we-urgently-need/>
- Mar. 8, 2019 Southeast Asian Women Champion Sustainability  
<https://greeninvestasia.com/press-release-southeast-asian-women-champion-sustainability/>
- Jan. 25, 2019 Inaugural Development Finance In Asia Forum Launched  
<https://greeninvestasia.com/inaugural-development-finance-in-asia-forum-launched/>
- Dec. 4, 2018 Rubber Hits the Road: Private Sector Dialogue on Sustainable Rubber in Vietnam  
<https://greeninvestasia.com/rubber-hits-the-road-private-sector-dialogue-on-sustainable-rubber-in-vietnam/>
- Nov. 22, 2018 Entrepreneurs Call for Urgent Need to Rethink Asia's Agribusiness  
<https://greeninvestasia.com/entrepreneurs-call-for-urgent-need-to-rethink-asias-agribusinesses/>
- May 23, 2018 Incentivizing and scaling private investment for sustainable land use in Asia  
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## 8 VIDEOS

- Oct. 3, 2019 **Sustainable sourcing business leader interviews**  
<https://www.youtube.com/watch?v=8199T4IGKAQ&feature=youtu.be>
- Oct. 3, 2019 **Caterina Meloni, Gender and Social Inclusion Advisor interview**  
<https://www.youtube.com/watch?v=VzQP-RCD9lo>
- Sep. 26, 2019 **Barry Flaming, Senior AFOLU advisor interview**  
<https://www.youtube.com/watch?v=W0ymd-mSeNE>
- Sep. 26, 2019 **Dr. Natcha Tulyasuwan, Deputy Chief of Party interview**  
[https://www.youtube.com/watch?v=dPhcpCad\\_VY](https://www.youtube.com/watch?v=dPhcpCad_VY)
- Sep. 17, 2019 **John McGinley, Strategic Advisor interview**  
<https://www.youtube.com/watch?v=uFcT22gRuQ&t=2s>
- Sep. 10, 2019 **Christy Owen, Chief of Party interview**  
<https://www.youtube.com/watch?v=KQpSxSSLvYY>
- Sep. 6, 2019 **Yohann Formont, Senior Finance Advisor interview**  
<https://www.youtube.com/watch?v=xcZW9YcW-7A>
- Aug. 28, 2019 **USAID Green Invest Asia Introduction**  
<https://www.youtube.com/watch?v=sEQq-m8EQA&t=6s>

# ANNEX II PROJECTS CONTRIBUTING TO MEETING KEY GIA TARGETS

17 projects contributing to GIA targets

	<b>\$446m investment mobilized</b>	<b>156 Mt emission reduction</b>	<b>1.7m ha improved Land-use</b>	
<b>Project</b>	<b>Finance (\$)</b>	<b>GHG (tons)</b>	<b>Land (ha)</b>	<b>Commodity (Primary)</b>
 CAMBODIA <b>Grandis Timber</b> SME	\$4,000,000	1,000,000	9,791	Timber
<b>IBIS Rice</b> SME	\$3,200,000	2,070,756	17,400	Rice
 INDONESIA <b>Agraus Belayan</b> Investor	\$15,000,000	19,528,343	163,249	Carbon
<b>Agraus KLIA</b> Investor	\$16,500,000	22,462,462	18,627	Carbon
<b>Cassia</b> SME	\$350,000	73,038	3,467	Cinnamon
<b>Fairventures</b> SME	\$600,000	50,379	772	Timber
<b>Forest Carbon</b> Investor	\$11,000,000	40,011,615	77,235	Carbon
<b>Halcyon</b> MNC	\$244,000,000	N/A	N/A	Rubber
<b>Lestari-INPROSULA</b> Investor	\$12,826,000	1,090,066	13,819	Carbon
<b>Lestari-PRCF</b> Investor	\$15,605,987	224,451	9,076	Carbon
<b>Royal Lestari Utama</b> Investor	\$23,750,000	5,692,459	91,419	Rubber
 PHILIPPINES <b>Kenemer</b> SME	\$14,000,000	20,235,926	279,810	Cocoa
<b>Lionheart</b> SME	\$400,000	N/A	N/A	Coconut
 THAILAND <b>New Forests</b> Investor	\$15,500,000	15,723,563	70,699	Carbon
 VIETNAM <b>ECOM</b> MNC	\$517,320	67,500	9,000	Coffee
 REGIONAL Projects covering more than one country <b>&amp;Green Sail Ventures Vietnam and Laos PDR</b> Investor	\$63,000,000	27,000,000	931,675	Carbon
<b>LDC</b> ■ Vietnam and ■ Indonesia MNC	\$3,800,000 \$2,200,000 \$1,600,000	863,000 435,000 428,000	46,000 16,000 30,000	Coffee
<i>Total investment reported toward targets includes estimated \$2 million in cost share, both cash and in-kind</i>				

# ANNEX III MEL TARGETS AND ACHIEVEMENTS

Indicator number and name		FY 2018		FY 2019		FY 2020		FY 2021		FY 2022		FY 2023		Life of Award FY18-FY23		
Goal: Greenhouse Gas Emissions in the AFOLU sector in sustainable andscape reduced by catalyzing private investments	Unit	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Result to date	% Achieved	
EG 13-7 Projected greenhouse gas emissions reduced or avoided through 2030 from adopted laws, policies, regulations, or technologies related to sustainable landscapes as supported by USG assistance	Projected tCO <sub>2</sub> e over 15 years (in million ton)			5.7	5.7	1	1	8	2.07	8.12	82.35	8.12	64.98	25	156.10	624%
Disaggregation: Years 1 to 5				3.60	3.60	0.28	0.28	2	0.610		27.58		20.64	8.85	52.70	595%
Disaggregation: Years 6 to 10				1.05	1.05	0.35	0.35	3	0.764		31.57		25.53	7.70	59.26	770%
Disaggregation: Years 11 to 14				1.05	1.05	0.38	0.38	3	0.696		23.21		18.81	8.45	44.14	522%
Disaggregation: Regional					5.7		0		0		82.35		64.98		153.03	
Disaggregation: Cambodia Buy-In					0		1		2.07		0		0		3.07	
EG 13-8 Number of hectares under improved management expected to reduce greenhouse gas emissions as a result of USG assistance	Hectares			91,505	91,419	3,600	9,791	50,000	17,400	64,195	272,426	64,195	1,351,003	245,105	1,742,039	711%
Protection, Forests				41,602	41,602	2,500	6,252	40,000	15,000		267,205		1,081,044		1,411,103	
Restoration, Forests				28,659	28,659	1,100	3,539	5,000			1,684		65,739		99,621	
Management, Forests											3,537		50,000		53,537	
Protection, Non-Forests				21,158	21,158				5,000	2,400					23,558	
Restoration, Non-Forests																
Management, Non-Forests														154,220	154,220	
Disaggregation: Regional					91,419						272,426		1,351,003		1,714,848	
Disaggregation: Cambodia Buy-In						9,791		17,400						27,191		
Result 1: Sustainable AFOLU practice are implemented by businesses	Projects	FY 2018		FY 2019		FY 2020		FY 2021		FY 2022		FY 2023		Life of Award FY18-FY23		
Indicator 1.1: Number of low emissions AFOLU business projects implemented, with FI or additional funding from business		Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result to date	% Achieved
				1	1	5	1	14	1	6	9	6	5	15	17	113%
<ul style="list-style-type: none"> <li>This target has been revised from its earlier estimate of 30 down to 15 in accordance with the 50% reduction of Indicator 2.1 from USD 400 million to USD 200 million (aligned with USAID's strategy of \$10 of leveraging for every \$1 invested)</li> <li>The low emissions AFOLU business projects implemented, with FI or additional funding from business, and which were counted for Indicator 1.1 are: Lestari Inprosula; LDC Indonesia; ACOM (also known as ECOM); Halcyon; New Forests; Forest Carbon; Cassia; Lionheart; Fairventures; Lestari – PRCF; Kennemer; Agraus KLIA; Agraus Belayan; &amp;Green Fund - Vietnam &amp; Laos; Royal Lestari Utama; Grandis Timber; Ibis Rice.</li> </ul>																

Indicator number and name	FY 2018		FY 2019		FY 2020		FY 2021		FY 2022		FY 2023		Life of Award FY18-FY23			
	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result to date	% Achieved	
<b>Goal: Greenhouse Gas Emissions in the AFOLU sector in sustainable andscape reduced by catalyzing private investments</b>  Result 2: Finance for sustainable landscape investments mobilized  Indicator 2.1: EG. 13-4 Amount of investment mobilized (in USD) for sustainable landscapes as supported by USG assistance  Disaggregation A: Private, International  Disaggregation B: Private, domestic  Disaggregation C: Public International  Disaggregation: Regional  Disaggregation: Cambodia Buy-In	Unit															
	USD Million			\$25.0	\$23.8	\$50.0	\$4.0	\$175.0	\$14.2	\$79.0	\$127.5	\$79.0	\$276.6	\$200	\$446.1	223%
		EG 13-4 This target has been revised from USD 400 million to USD 200 million (aligned with USAID's strategy of \$10 of leveraging for every \$1 invested)														
				\$25.0	\$23.8	\$30.0	\$4.0	\$150.0	\$11.0		\$93.8		\$276.6	\$165	\$409.2	248%
						\$20.0		\$25.0	\$3.2		\$33.7			\$35	\$36.9	105%
					\$23.8				\$11.0		\$127.5		\$276.6		\$438.9	
						\$4.0		\$3.2							\$7.2	
Result 3: Scale of low-emission land use investment expanded  Indicator 3.1: Number of business proposals submitted to financial institutions (FIs) with support from USG assistance	Proposals			5	5	15	16	15	9	3	32	3	1	35	63	180%
Result 4: Stakeholders' readiness to invest and implement sustainable businesses increased  Indicator 4.1: 13-3 Number of laws, policies, regulations or standards addressing sustainable landscape formally proposed, adopted or implemented as supported by USG assistance  Disaggregation A: a) National, Proposed  Disaggregation B: b) National adopted  Disaggregation C: c) International proposed  Disaggregation D: d) International adopted  Disaggregation E: e) International implemented  Disaggregation: Cambodia Buy-In: Proposed (National)  Disaggregation: Cambodia Buy-In: Proposed (Adopted)  Disaggregation: Cambodia Buy-In: Proposed (Implemented)	Unit															
	Policies					2	3	3	1	1	4	1	7	6	15	250%
							1	1			2		7	2	10	500%
						2	2	2	1	1				4	3	75%
											1				1	
											1				1	
							1				7				8	
											4				4	
		■ This target excludes the target (of 5) from the Cambodia Buy-In  ■ The laws, policies, regulations or standards addressing sustainable landscape formally proposed, adopted or implemented as supported by USG assistance, which were counted for Indicator 4.1 are: E&S Policy & Procedures Checklist for prosed to Vietnam banks; Climate Change Policy prosed to Vietnam banks; Gender Policy prosed to Vietnam banks; Land Use policy prosed to Vietnam banks; Agricultural Sector Checklist prosed to Vietnam banks; Forestry Sector Checklist prosed to Vietnam banks; Livestock Sector prosed to Vietnam banks; International Sustainable Coconut Charter prosed; National policies proposed to &GreenFund in Vietnam; National policy proposed with &GreenFund in Laos; Adoption the international Sustainable Coconut Charter; Implementation of the international Sustainable Coconut Charter; ESG standard for New Forests proposed; ESG standards for Rabo Foundation around land use carbon accounting proposed; ESG standards for Association of Banks in Cambodia (ABC) proposed  ■ Sustainable Finance Principles to Association of Banks in Cambodia reported in Regional and Cambodia Buy In  ■ These figures from Cambodia Buy In are not reported in the Regional Table above														

Indicator number and name	Unit	FY 2018		FY 2019		FY 2020		FY 2021		FY 2022		FY 2023		Life of Award FY18-FY23		
		Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result to date	% Achieved
		<p>Goal: Greenhouse Gas Emissions in the AFOLU sector in sustainable landscape reduced by catalyzing private investments</p>														
4.2 Number of business received TA to improve investment readiness	Businesses	2	2	5	4	15	11	15	6	3	16	4	4	37	43	116%
4.3 Number of portfolio and enterprise level institutions receive TAs to address systemic issues which create investment barriers	Institutions			1	2	4	4	5	4		29		4	10	43	430%
Result 5: Stakeholder selected and matched for sustainable land use business investments	Businesses															
Indicator 5.1: Number of businesses sign MoU/partnership agreement with the Activity for investment support in sustainable land-use	Businesses	4	2	10	9	13	14	20	14	8	7	7		49	46	94%
Indicator 5.2: Number of new partnerships among stakeholders formed to support biodiversity conservation, natural resource management, sustainable landscapes, sustainable supply chains and safeguards formed with USG assistance (custom, EG.13-IPS-3)	Partnerships									2	2			2	2	100%
<p>■ The new partnerships among stakeholders formed to support biodiversity conservation, natural resource management, sustainable landscapes, sustainable supply chains and safeguards formed with USG assistance and counted for Indicator 5.2 are: the JDE-Nestle-Lavazza-Costa Coffee Sector Baseline collaboration and the Sustainable Coconut Charter.</p>																
Disaggregation by programming focus area: Sustainable landscapes											2				2	
		FY 2018		FY 2019		FY 2020		FY 2021		FY 2022		FY 2023		Life of Award FY18-FY23		
	Unit	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result	Target	Result to date	% Achieved
Result 6: Awareness of stakeholders on sustainable landscape finance increased	Events	11	11	8	8	7	10	7	10	8	11	6	6	47	56	119%
Indicator 6.1: Number of platform events co-organized or contributed to, on sustainable landscape finance	People	1,100	1,103	800	1,388	700	1,251	700	1,116	800	1,525	600	851	4,700	7,234	154%
<p>■ Includes USAID GIA Forum and its 189 participants held on May 18-19, 2023</p>																
Women participants (at least 33%)		363	424	264	559	231	403	231	470	267	593	200	412	1,556	2,861	184%
Indicator 6.3: Number of learning-/research-based knowledge products published/disseminated	Number of Product			4	16	18	19	18	39	18	13	6	4	64	91	142%
Disaggregation: Type of publications - Web-articles, short reports, blog, marketing products & videos (publicly available)						3	14	2	4	15	8	12	9	4		
<p>■ Blogs ■ Event news ■ Promo video ■ Media clips ■ News ■ Web articles ■ Third-party release</p>																
Result 7: Investment barriers, systemic issues, opportunities and learnings in sustainable landscape finance identified	Number of reports															
Indicator 7.1: Number of barriers and issues, opportunities and lessons in sustainable businesses documented				2	2	2	2	2	2	1		2		9	8	67%
<p>■ -Improving ESG in Cambodian &amp; Vietnam's Banking Sector -Robusta Coffee Carbon Footprint Baselines in SE Asia</p>																



## CAMBODIA BUY-IN TARGETS AND ACTUAL

(October 2019- September 2020)

Objective/Indicators	FY 2020		FY 2021		FY 2022/2023		Life of Award FY18-FY23		
	Target	Result	Target	Result	Target	Result	Target	Result to date	% Achieved
Also reported in Regional MEL table above									
EG. 13-3 Number of laws, policies, regulations or standards addressing sustainable landscape formally proposed, adopted or implemented as supported by EUSG assistance	1	7					3	8	267%
EG. 13-3 Number of laws, policies, regulations or standards addressing sustainable landscape formally proposed, adopted or implemented as supported by EUSG assistance				4			2	4	200%
EG. 13-4 Amount of investment mobilized for sustainable landscapes as supported by USG assistance	\$4 m		\$3.2 m				\$20 m	\$7.2 m	36%
EG. 13-7 Projected greenhouse gas emissions reduced or avoided from adopted laws, policies, regulations, or technologies related to sustainable landscapes as supported by USG assistance (through 15 years of investment)	2.07 Million tCo <sub>2</sub> e						1 Million tCo <sub>2</sub> e	2.07 Million tCo <sub>2</sub> e	207%
EG 13-8 Number of hectares under improved management expected to reduce greenhouse gas emissions as a result of USG assistance [LOP target: 20,000]		9,791		17,400			17,400	27,191	156%
1.1: Number of investors Identified for Green Bank/Finance Facility				3	1	1	3	4	133%
1.2: Number of business plans for Green Bank finalized with guidelines and structure for operational and financial management			1	1			1	1	100%
1.3: Number of Green Bank capitalized (legal entity and has money in it)					1	1	1	1	100%
2.2: Number of business shared their EOI for green investments as a result of USG assistance	2		2		4	2	6	4	67%
2.2b: Number of AgTech events	1	1			1		3	1	33%
3.1: Number of Association of Banks in Cambodia with enhanced capacity			1				1		0%
3.2: EG. 13-2 Number of institutions with improved capacity to address sustainable landscapes issues as supported by USG assistance	4	3	7	4	4	3	15	10	67%
3.4: Number of banks piloting sustainability linked loan for Cambodian SMEs			1		1		2		0%

# ANNEX IV SUMMARY OF EVENTS

## 2023 3 EVENTS

May 18 -19 Bangkok USAID green Invest Asia Forum: Sustainable Land Use in Southeast Asia  
GIA developed, organized, implemented, and facilitated the event. GIA personnel moderated all panel discussions.

PARTICIPANTS

 85  108  193

April 5 Online Sustainable Coffee Dialogue Webinar #6: Establishing Carbon Footprint Baselines for Robusta Coffee Production in Vietnam and Indonesia: Results & Lessons Learned from Industry Collaboration

GIA led in event design, planning, and implementation partnering with Global Coffee Platform (GCP). Chief of Party (COP) moderated and delivered closing remarks. Senior AFOLU Advisor delivered Setting the Scene – overview of the collaboration.

83 125 208

March 7 Hybrid Global Landscape Forum (GLF) EXPERT SESSION: Market-based mechanisms: Sustainable conservation finance from incubation to operations  
GLF organized the event. COP participated in a panel discussion via Zoom with Lestari Capital and Nestlé.

N/A N/A N/A

## 2022 12 EVENTS

December 8 Vietnam Sustainable Finance in Vietnam: Fostering Green Production and Businesses to a more Resilient Economy  
GIA led event design, planning, and implementation partnering with the USAID and Australia Mekong Safeguard programs, and the Vietnamese Ministry of Planning and Investment. COP moderated the event and delivered closing remarks. Strategic Advisor set the scene for a sustainable future for Vietnam and examined regional green banking trends.

PARTICIPANTS

 27  37  64

November 25 Philippines 7<sup>th</sup> Sustainable Coconut Roundtable: Advancing Resilient and Sustainable Coconut Supply in Southeast Asia  
GIA led event design, planning, and implementation partnering with GIZ and the Sustainable Coconut Steering Committee (SCSC). COP hosted the event and delivered closing remarks.

66 44 110

November 2 Online Climate Change and Cocoa: Strategies for Mitigating Risk and Building Resiliency  
GIA led event design, planning, and implementation partnering with the Cocoa Association of Asia (CAA). COP moderated the event and delivered closing remarks. Senior AFOLU Advisor presented a scene-setter overview of Climate-friendly Cocoa.

67 81 148

November 7-11 Malaysia 50<sup>th</sup> International Cocotech Conference & Exhibition: Climate Change Adaptation and Mitigation Strategy for a Resilient and Sustainable Coconut Agroindustry  
Organized by the International Coconut Community (ICC). COP presented “Investment in Sustainable Coconut Development & Global Market Acceptability of Coconut Products”.

512 406 918

September 1-2 Singapore CAA International Cocoa Conference & Dinner  
The event was organized by the Cocoa Association of Asia (CAA). GIA contributed \$50,000 and led in the design, planning, and implementation of the networking reception “Climate-friendly Cocoa: What can the industry do?”. COP moderated the session and participated in “Women in Cocoa and Chocolate Asia” session.







254 133 387




June 29 Online Sustainable Coffee Dialogue Webinar #5: Establishing Carbon Footprint Baselines for Coffee Production  
GIA led in event design, planning, and implementation partnering with Global Coffee Platform (GCP). COP moderated and delivered closing remarks. Senior AFOLU Advisor moderated “Industry Collaboration to Establish Carbon Footprint Baselines for Robusta Production in Key Origins”.

44 46 90

June 29 Indonesia Private Sector Engagement (PSE) Event  
USAID Sustainable Environmental Governance Across Regions (SEGAR) Activity organized the event. Senior Sustainable Finance Advisor participated in the session on “Green financing: potential and challenges”.

36 28 64

2022		12 <sup>EVENTS</sup>	PARTICIPANTS		
					
May 24	Online	<b>CI/SCC Meeting</b> Conservation International (CI) organized the event. Senior AFOLU Advisor presented "Industry Collaboration to Establish Carbon Footprint Baselines for Robusta Production in Key Origins".	18	19	37
May 12	Online	<b>USAID Southeast Asia EDGE Power Sector Learning Series Webinar</b> The USAID and Australia Mekong Safeguard programs organized the event. Strategic Advisor joined the session on "Importance of local financial institutions in developing nations as source of capital to finance sustainable development".	47	73	120
April 28	Online	<b>Sustainable Coffee Dialogue Webinar #4: Enhancing Low-carbon Coffee Production with Digital Solutions and Remote Sensing</b> GIA led in event design, planning, and implementation partnering with Global Coffee Platform (GCP).	57	90	147
March 31	Online	<b>6<sup>th</sup> Sustainable Coconut Roundtable: Restoring Coconut Farmers' Sustainable Livelihoods</b> GIA led in event design, planning, and implementation partnering with Barry Callebaut and GIZ. COP was the event's host and delivered closing remarks.	92	84	176
February 10	Online	<b>Sustainable Coffee Dialogue Webinar #3: Climate Finance and Low-carbon Economy in Coffee Industry</b> GIA led in event design, planning, and implementation partnering with Global Coffee Platform (GCP). Deputy Chief of Party moderated the event and delivered closing remarks. Senior Sustainable Finance Advisor presented "Setting the Scene" and moderated the session on "Corporate Climate Finance delivering Net Zero transition and Reduced Deforestation".	54	79	133
2021		8 <sup>EVENTS</sup>	PARTICIPANTS		
					
November 24	Online	<b>Sustainable Coffee Dialogue Webinar #2: Low Carbon Coffee Production: Reducing Emissions and Enhancing Carbon Storage on Coffee Farms through Regenerative Practices</b> GIA led in event design, planning, and implementation partnering with Global Coffee Platform (GCP). COP moderated the event and delivered closing remarks. Senior AFOLU Advisor.	83	92	175
October 14	Online	<b>SERVIR-Mekong Symposium: Land Use, Land Cover Change, &amp; Ecosystems</b> Organized by SERVIR Mekong Project. COP joined a panel discussion on "Application of geospatial technology for increasing private sector investment into sustainable business model of low-emission production: Case studies of Green Invest Asia in Thailand and the Philippines".	76	122	198
October 6	Online	<b>Sustainable Coffee Dialogue Webinar #1: Unlocking Climate-friendly Coffee Investment in Southeast Asia</b> GIA led in event design, planning, and implementation partnering with Global Coffee Platform (GCP). COP moderated the event and delivered closing remarks.	47	88	135
September 29	Online	<b>5<sup>th</sup> Sustainable Coconut Roundtable: Fostering Coconut Sustainability through Partnership</b> GIA led in event design, planning, and implementation partnering with Barry Callebaut and GIZ. COP moderated the event and presented on "Coconut Roundtable: From a meeting series towards a dialogue & impact platform transforming the sector".	65	67	132
September 2	Online	<b>Climate-Smart Agriculture Webinar</b> GIA designed, planned, and implemented the event partnering with the Philippines Partnership for Sustainable Agriculture (PPSA). COP provided opening remarks. Innovations for Impact: Regenerative Agriculture in Southeast Asia.	62	35	97
May 19	Online	<b>Innovations for Impact: Regenerative Agriculture in Southeast Asia</b> GIA led in event design, planning, and implementation partnering with the Global Impact Investing Network (GIIN). COP moderated the event and delivered closing remarks.	35	50	85

			PARTICIPANTS		
					
<b>2021</b>	<b>8</b>	<b>EVENTS</b>			
March 31	Online	<b>Sustainable Coffee Dialogue Webinar #2: Low Carbon Coffee Production: Reducing Commodity-driven Forest Loss: A Study of Southeast Asia</b> GIA led in event design, planning, and implementation partnering with the US Department of Agriculture's Forest Service (USFS). COP moderated the event and delivered closing remarks.	54	70	124
February 24	Online	<b>Fintech, smallholders and sustainability in Southeast Asia</b> Economist Intelligence Unit (EIU) organized the event. COP provided closing remarks.	25	41	66
<b>2020</b>	<b>10</b>	<b>EVENTS</b>			
November 16	Online	<b>4<sup>th</sup> Sustainable Coconut Roundtable: Sustainable Coconut Charter Launch -Forging a more sustainable coconut industry</b> GIA led in event design, planning, and implementation partnering with Barry Callebaut and Grow Asia. COP moderated and delivered closing remarks.	56	58	114
October 8	Bangkok	<b>Sustainability for Business Forum 2020</b> The Multi-Chamber of Commerce led by FTCC, NTCC, and TSCC organized the event. GIA contributed \$3,200 and led in design, planning, and implementation of the session on "Food of the Future: Sustainable Food Supply Chain", moderated by COP.	70	122	192
September 16	Online	<b>Scaling Investment for Clean Energy and Climate Resilience, Part 2</b> The Private Financing Advisory Network (PFAN) organized the event. GIA participated in the "Climate Smart Agriculture and Sustainable Landscape" session moderated by Communication & Outreach Manager, along with panelist Strategic Advisor.	21	64	85
August 5	Online	<b>Scaling Investments for Clean Energy and Climate Resilience, Part 1</b> The Private Financing Advisory Network (PFAN) organized the event. GIA participated in the session on "Climate-smart Agriculture and Sustainable Landscape".	87	37	124
July 30	Online	<b>Perspectives on Financing Smallholder Rubber</b> GIA led in event design, planning, and implementation partnering with Grow Asia. COP provided opening remarks.	31	60	91
July 9	Online	<b>Perspectives on the future of sustainable agriculture in Southeast Asia</b> Economist Intelligence Unit (EIU) organized the event. COP provided closing remarks.	30	30	60
June 30	Online	<b>3<sup>rd</sup> Sustainable Coconut and Coconut Oil Roundtable</b> GIA led in event design, planning, and implementation, partnering with Barry Callebaut.	43	36	79
Apr 29	Online	<b>Responsible Agricultural Investment</b> Grow Asia and the OECD Centre for Responsible Business Conduct co-organized the event. COP was one of the event's speakers.	129	124	253
Mar 11-13	Malaysia	<b>WIEF Roundtable Kota Kinabalu 2020</b> World Islamic Economic Forum Foundation (WIFE). organized the event, in which COP took part.	120	280	400
Jan 22-23	Thailand	<b>Asian Financial Institution Forum 2020</b> Footlight International. organized the event. COP moderated the session on "Blended Finance: Scaling-up and private sector commitments".	193	437	630

2019 11<sup>EVENTS</sup>

## PARTICIPANTS



Date	Country	Event Title	Individual	Group	Total
December 11	Spain	<b>Country-Driven Climate Finance: Green Banks for Enhanced Ambition</b> Inter-American Development Bank (IDB) organized the event, which Strategic Advisor joined as a speaker. <a href="https://www.youtube.com/watch?v=Z52giVd9pgA">https://www.youtube.com/watch?v=Z52giVd9pgA</a>	21	31	52
November 7	Thailand	<b>2<sup>nd</sup> Sustainable Coconut Roundtable - Coconut Conversations: Sustainability in Action</b> GIA led in event design, planning, and implementation, partnering with Barry Callebaut. GIA moderated “Innovative Financing for Sustainable Coconut”.	22	26	48
October 10	Thailand	<b>Institutional Investor Forum</b> Haymarket Asia organized the event. COP joined a panel discussion on “ESG—the global perspective”.	44	52	96
August 29	Philippines	<b>Regional Coffee Forum</b> GIA co-organized with International Women’s Coffee Alliance (IWCA) and Philippine Coffee Board. GIA moderated “Financing coffee businesses – portfolio, strategy, and criteria”.	46	30	76
July 1	Philippines	<b>International Conference on Blended Finance</b> Association of Development Finance Institutions in Asia and Pacific (ADFIAP) organized the event. GIA delivered the keynote.	32	23	55
June 25-28	Singapore	<b>AVPN Annual Conference: Breaking Boundaries</b> Organized by Asian Venture Philanthropy Network (AVPN). GIA moderated the session.	40	60	100
March 26-27	Thailand	<b>Responsible Business Forum on Food and Agriculture 2019</b> Global Initiatives organized the event. GIA contributed \$15,000.00. GIA designed, planned, and implemented a session on “Innovative Financing for Agriculture” which COP moderated.	162	207	369
March 19-20	Cambodia	<b>Leadership training to CWEA with CIPE</b> Cambodia Women Entrepreneurs Association (CWEA) organized this event, which GIA joined as a speaker.	34	0	34
March 7	Malaysia	<b>1<sup>st</sup> Sustainable Coconut Roundtable - Sustainable Coconut and Coconut Oil Roundtable</b> GIA led in event design, planning, and implementation, partnering with Barry Callebaut. COP provided an introduction and moderated the session on “Prioritizing Key Issues to Solve”. GIA moderated the session on “Sustainable Coconut, from Challenges to Action: Experiences from Sustainable Coconut Initiatives”.	43	40	83
March 25 February 1	Vietnam	<b>A Workshop on Inventory of Commodity-driven Land Use Changes in Southeast Asia</b> Co-organized by the US Forest Service (USFS), Spatial Informatics Group – Natural Assets Laboratory (SIG-NAL), and The World Agroforestry Centre (ICRAF). Senior AFOLU Advisor took part.	2	6	8
January 22-23	Thailand	<b>Asian Financial Institution Forum</b> Organized by Footlight International. Strategic Advisor moderated the session on “The Financial Industry by 2020”.	198	397	595

2018 14<sup>EVENTS</sup>

## PARTICIPANTS



November 28	Vietnam	<b>Private Sector Dialogue on Vietnam Sustainable Rubber</b> GIA co-organized with Vietnam Rubber Association (VRA). GIA moderated the session on “CEO Talks: business logics and journey towards sustainable rubber”. Communication & Outreach Manager provided feedback.	20	31	51
November 22	Vietnam	<b>VCCI Vietnam Export Forum: Promoting Vietnam’s Linkages to Global Value Chains</b> Co-organized by Vietnam Chamber of Commerce and Industry (VCCI), American Chamber of Commerce in Ho Chi Minh (AmCham HCMC), and the Japanese Chamber of Commerce and Industry in HCM (JCCH). COP delivered a presentation on “Connecting Sustainable Agriculture and Forestry businesses with global value chains and finance.”	100	300	400

2018 14<sup>EVENTS</sup>

## PARTICIPANTS






November 22	Thailand	<b>ANDE Learning Lab on Sustainable Agriculture</b> Aspen Network of Development Entrepreneurs (ANDE) organized the event. COP joined the session on “Introduction to ANDE East & Southeast Asia Learning Lab Launch” and GIA moderated the session on “Trends and Trajectories: Sustainable Agriculture Certification and Business Models”.	18	24	42
November 20	Thailand	<b>AVPN Sustainable Agriculture Webinar: Sustainable Business in Agriculture and Forestry</b> Organized by Asian Venture Philanthropist Network (AVPN). GIA took part in the session on “Business models from forestry industry: Experiences from USAID Green Invest Asia”.	7	20	27
October 11-12	Singapore	<b>Responsible Business Forum on Sustainable Development - Shaping the World in 2030: Partnership for SDG action</b> Organized by Global Initiatives. COP moderated the session on “Innovative Financing and the SDGs”.	412	338	750
Sept ember3-5	Hong Kong	<b>Fund Forum: Connecting Asian Investment Community</b> Organized by FundForum, Informa. The Strategic Advisor moderated the session on “How will ESG impact investing work for Asia?”. GIA joined as a panelist the session on “Female empowerment, diversity and inclusion: Impact on profitability”. Strategic Advisor moderated the session on “ESG Investing: Insights from Agriculture Industry”.	34	83	117
June 29	Thailand	<b>Kick-Off Practitioner Lab Climate Finance</b> Organized by SEED (UNEP/UNDP/IUCN). GIA joined the session on “Conservation Finance and Blockchain” as a speaker.	7	40	47
June 8	Thailand	<b>Launch of Global Accelerator Learning Initiative (GALI)</b> Organized by Aspen Network of Development Entrepreneurs (ANDE). COP provided welcome remarks.	13	13	26
June 4-7	Singapore	<b>AVPN Annual Conference: Maximizing Impact</b> Organized by Asian Venture Philanthropist Network (AVPN). COP joined the session on ‘Social Investment in Forest Ecosystem Services’.	10	25	35
May 25	Vietnam	<b>Next Generation Bioenergy Vietnam: An Outbreak Biomass Market</b> Organized by Control Union/Peterson. GIA joined the session on “Financing forestry and biomass in Vietnam” as a speaker.	22	53	75
April 26	Online	<b>CEADIR Series: Accelerating Investment for Climate-Smart Agriculture and Forestry in Southeast Asia</b> Organized by Climate Economic Analysis for Development, Investment and Resilience (CEADIR). GIA joined the session on “Accelerating Investment for Climate-Smart Agriculture and Forestry in Southeast Asia.”	39	43	82
March 26-28	Indonesia	<b>Responsible Business Forum on Food and Agriculture</b> Organized by Global Initiatives. COP moderated the session on “Financiers in conversation: Scaling private investment in sustainable land use”.	14	27	41
March 8-9	Thailand	<b>Forest Landscape Restoration: Attracting Sustainable Investments for Restoring Degraded Land in Southeast Asia</b> Organized by The Center for People and Forests (RECOFTC). COP and GIA moderated the event.	16	33	49
February 13	Philippines	<b>IFC-BSP</b> Organized by the Bangko Sentral ng Pilipinas (BSP), with support from International Finance Corporation (IFC), World Bank Group. Strategic Advisor joined as speaker.	34	61	95

			PARTICIPANTS		
					
<b>2017</b>	<b>2</b> EVENTS				
September 10-12	Thailand	<b>Climate Action for Agriculture in Asia</b> Organized by Food and Agriculture Organization (FAO). The event was moderated by COP and Strategic Advisor.	34	61	95
September 28	Thailand	<b>ASEAN Banker Association Sustainable Finance</b> Strategic Advisor moderated the event.	15	35	50

## SUMMARY OF EVENTS CAMBODIA BUY-IN

			PARTICIPANTS		
					
<b>2022</b>	<b>1</b> EVENT				
October 17-19	Cambodia	<b>Cambodia Climate Change Summit 2022 (CCCS22)</b> The Mekong Future Initiative organized the event. GIA contributed \$24,400 and led the design, planning, and implementation of two sessions. Barry Flaming moderated "Net Zero Pathways" and John McGinley joined the panel on "Climate Finance Access".	82	50	132

			PARTICIPANTS		
					
<b>2021</b>	<b>12</b> EVENTS				
Oct 26	Online	<b>Clean Energy Week Cambodia</b> EnergyLab organized the event. GIA contributed \$5,000 and led in the design, planning, and implementation of the webinar on "Clean Energy Supporting Sustainable Landscapes and Ecosystems". GIA Strategic Advisor was the event's host and delivered closing remarks.	21	33	84
Oct 14	Online	<b>Green Project Financing Training</b> GIA Strategic Advisor was the event's host and delivered closing remarks.	3	35	56
Sept 29	Online	<b>Wing Bank Environment &amp; Social Risk Management Training - Diagnostic</b> GIA Strategic Advisor hosted and presented the diagnostic report.	59	4	7
Sept 28	Online	<b>Cambodia Climate Change Summit 2021 (CCCS21)</b> The Mekong Future Initiative organized the event. GIA contributed \$3,000 and led in the design, planning, and implementation of two sessions. GIA Strategic Advisor moderated "Accessing International Climate Investment flows for Cambodia". GIA Finance Advisor moderated "The Role and Opportunities for Banks and ESG in Reducing Climate Impacts in Cambodia".	3	99	158
Sept 20	Online	<b>Wing Bank Environment &amp; Social Risk Management Training</b> GIA Strategic Advisor hosted.	2	4	7
Sept 1	Online	<b>Wing Bank Environment &amp; Social Risk Management Training - Orientation</b> GIA Strategic Advisor hosted.	24	4	6
Aug 24	Online	<b>2<sup>nd</sup> SUSTAINABLE FINANCE FORUM: green Loan Definition for Cambodia</b> GIA Strategic Advisor moderated the discussion and presented on "Green Loan Definition for Cambodia".	2	55	79
Aug 6	Online	<b>Foreign Trade Bank Environment &amp; Social Risk Management Training</b> GIA Strategic Advisor hosted.	5	6	8
Aug 6	Online	<b>J Trust Royal Bank Environment &amp; Social Risk Management Training Workshop 3</b> GIA Strategic Advisor hosted.	3	7	12
Jun 8	Online	<b>J Trust Royal Bank Environment &amp; Social Risk Management Training Workshop 2</b> GIA Strategic Advisor hosted and presented the diagnostic report.	2	5	8
Mar 29	Online	<b>Foreign Trade Bank Environment &amp; Social Risk Management Training - Orientation</b> GIA Strategic Advisor hosted.	2	6	8
Feb 23	Online	<b>J Trust Royal Bank Environment &amp; Social Risk Management Training Workshop 1</b> GIA Strategic Advisor hosted.	20	3	5

2020

6 EVENTS

PARTICIPANTS



Date	Format	Event Title	Participants	Participants	Participants
October 20	Online	<b>Climate Change and Cambodian Banks: Risks and Opportunities</b> GIA led in event design, planning, and implementation partnering. GIA Chief of Party (COP) presented the "Introduction to ABC" and "USAID collaboration and linkage between ABC Sustainable Finance Principles and Climate Change". GIA Strategic Advisor delivered Q & A and closing.	20	49	69
August 12	Online	<b>ABC Sustainability Reporting webinar</b> GIA Strategic Advisor hosted the event and delivered Q&A and closing remarks.	5	18	23
July 15	Online	<b>Gender Webinar</b> COP delivered a presentation on "Introduction to ABC and USAID Green Invest Asia collaboration", and "Linkage between ABC Sustainable Finance Principles and Sustainability Reporting". GIA Strategic Advisor presented "Sharing of business rationales for integrating gender considerations", and Binod Chapagain administered a post-webinar survey.	14	41	55
May 13	Online	<b>ABC-USAID Green Invest Asia Carbon Footprint</b> COP presented "Introduction to ABC and USAID Green Invest Asia collaboration", and "Linkage between ABC Sustainable Finance Principles and Carbon Footprint". Binod Chapagain presented "Brief survey on status and interest in developing carbon footprint". GIA Strategic Advisor moderated the Q&A and closed the event.	8	55	63
April 2	Online	<b>Prince Bank Orientation on E&amp;S</b> Sustainable Finance Advisor and GIA Senior Finance Advisor attended the event.	1	5	6
February 6-7	Cambodia	<b>Business Opportunities in Cambodia's Agriculture Sector 2020</b> GIA co-organized with the U.S. Cambodian embassy, AmCham Cambodia, USDA, and the U.S. Commercial Service. COP delivered opening and closing Remarks. Panicha Chandragholica presented "Voting on Key Sustainability Issues in Agri-food Industry in Cambodia". GIA Strategic Advisor joined a panel discussion on "Investing in Sustainable Agriculture in Cambodia."	26	76	102



# USAID GREEN INVEST ASIA FINAL REPORT 2023

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*Activity Start and End date: July 19, 2017 to July 18, 2023*

*Name of Implementing Partner: Pact, Inc.*

*Subcontractors: Mekong Strategic Partners*

*PAPA: N/A*

*Region: Southeast Asia*

*Activity COR: Dr. Suphasuk Pradubsuk*

*Submitted by: Christy Owen, Chief of Party*

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# USAID GREEN INVEST ASIA

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