



UNCCD Private Sector Strategy

Executive Summary

Half of the world's GDP is dependent on terrestrial ecosystems being healthy and productive. The global economy will lose a whopping USD 23 trillion by 2020 through land degradation.

Achieving the Sustainable Development Goals (SDGs) by 2030 will require accelerating transformative change and innovation in the production and consumption systems within the food, fibre and feed sectors. The SDGs cannot be achieved solely through public investment and official development assistance (ODA). Achieving SDG 15 (Life on Land) requires private sector investment and a transition to sustainable productive practices at scale. Achieving the

SDGs also presents substantial business opportunities, potentially unlocking markets worth USD 12 trillion per year. This strategy aims to support the work of UNCCD country Parties and UNCCD institutions (the Secretariat and the Global Mechanism) to tap into these opportunities.

The conversion of land for agriculture to meet the demands for food, feed, fibre and bioenergy production is the leading driver of land-use change. However, transforming the way we produce and consume has enormous potential to reverse land degradation and biodiversity loss, and to mitigate climate change. The involvement of the private sector in the restoration and protection of ecosystems is key to ensuring sustainable supply chains that do not threaten the survival of future generations. To contribute to this, the UNCCD will enhance its efforts to engage the private sector in supporting a fundamental rethinking of productive capacities in favour of positive outcomes for nature that also deliver socioeconomic benefits.

More sustainable production and consumption for a healthy planet and people

The main goal of the strategy is to leverage private sector expertise, innovation, solutions and funding to achieve relevant SDGs, in particular SDG 15 and its target 15.3: By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world.

The main objectives of the strategy are to:

- Facilitate investments and technology for sustainable production as catalysts for a transition to sustainable land use.
- Promote the expansion of value chains for sustainable consumption for healthy lands and people.

Investments and technologies in favour of healthy lands

OBJECTIVE 1:
Facilitate investments and technology for sustainable production as catalysts for a transition to sustainable land use.

This objective focuses on promoting increased investments from the private sector that include a land degradation neutrality (LDN) approach, as well as re-aligning existing investments from the private sector to include sustainable land management approaches. To achieve this objective, the following actions are needed:

1. Engaging strategically with multi-stakeholder investment platforms: Establish alliances/ platforms of investors both from the private and public sectors to tackle issues around land rehabilitation standards, carbon credits, and sustainable investments and production.
2. Facilitate impact investments: Promotion of land as asset class in impact investments to support sustainable production approaches.
3. Supporting blended finance solutions: Helping governments (UNCCD Parties) facilitate private investments in sustainable land management and LDN.

4. Technology promotion and transfer: Support the development of financial technology and other technology solutions for sustainable value chains that support LDN, as well as provide solutions for drought-affected areas.

Value chains for sustainable consumption

OBJECTIVE 2:
Promote the expansion of value chains for sustainable consumption for healthy lands and people.

The second objective focuses on supporting the expansion of options for sustainable consumption directly engaging the private sector from a bottom-up perspective to support more resilient value chains. To achieve this objective, the following actions are needed:

1. Supporting a shift towards sustainable value chains (supply side): Proofing of concepts for sustainable value chains within the food, fibre, and feed domains. This will include integration of specific and quantifiable commitments by the private sector that support the transition towards sustainable consumption, including through the development and implementation of specific tools for the private sector to combat desertification, land degradation and drought (DLDD) and achieve LDN.
2. Promoting the consumption of land-positive products and brands (demand side): Design and launch a sourcing challenge to incentivize large producers to invest in and integrate land degradation neutral products within their product lines.

Impacts that target the economic, social and environmental spheres

In order to ensure a systems approach in its interventions, the strategy will have a triple focus for its impacts. Economic, social and environmental targets will be integrated throughout the strategy. These will focus the achievement of the following impacts:

- Protect land and reverse land degradation.
- Improve livelihoods and create decent jobs.
- Support sustainable production and consumption patterns.

Private Sector Strategy



VISION

Sustainable production and consumption for a healthy planet and people



OBJECTIVES

- Facilitate investments and technology for sustainable production
- Promote the expansion of value chains for sustainable consumption



ACTIVITIES

- Engage with investment platforms and facilitate investments
- Support blended finance solutions
- Promote technology development and transfer
- Support a shift to sustainable value chains
- Promote the consumption of land-positive products and brands
- Help develop enabling policy frameworks



INTERMEDIATE OUTCOMES

- Financing mobilized
- Technology improved
- Value chains reoriented



IMPACTS

- Protecting land and reversing land degradation
- Improving livelihoods and creating decent jobs
- Supporting sustainable production and consumption patterns

United Nations Convention
to Combat Desertification
P.O. Box 260129
D-53153 Bonn, Germany
Tel: 00 49 228 815 2800
Email: secretariat@unccd.int
www.unccd.int



United Nations
Convention to Combat
Desertification

United for land