



**EVER
LAND**

Alto Mayo Conservation Initiative

Impact Report Q4 2019

Q4 2019 Summary

Generating benefits to local communities for their support of implementing conservation actions to protect the Alto Mayo Protected Forest

**More than
\$1 million
of income
generated for
communities**

**Nearly 4,000
people directly
benefited**

**12 women
committees
strengthened
to support
leadership**

More than \$1 million of income for communities



13 high-quality coffee containers produced by the cooperative and exported to specialty markets - North America, Europe, Asia and Australia.

Traditional practices to produce coffee is the main driver of deforestation, turning this to sustainable coffee required the linkage to specialty markets to halt deforestation.

The key people involved in this are the cooperative (COOPBAM) and CI's coffee network.

In addition, a portfolio of green economies developed by the Project (dragon fruit, honey from native bees, ecotourism) generates ~\$400K.





Nearly 4,000 people directly benefited

A portfolio of 12 economic activities as well as a healthy family approach were developed to deliver more than 1,000 benefit packages to subscribers of the conservation agreements.

Conservation has to directly benefit people to promote behavior change. People must satisfy basic needs to fully implement conservation actions.

The key people involved in this are Conservation International and the local partner ECOAN.



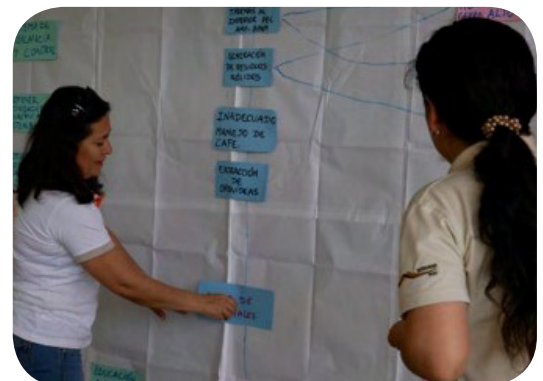


12 women committees strengthened

256 women's groups and 12 women's committees trained in leadership and entrepreneurship sessions to empower them and facilitate proactive participation in key processes and organizational structure.

Socially, women are relegated in decision making process and structure, among the project activities they have demonstrated to be vital to develop sustainable process.

CI's right based approach was the seed of this initiative and the local partner ECOAN, the cooperative and the head office adopted and improved upon it.



Challenges / Opportunities

1. Developing a sustainable financial mechanism

It is vital to develop a long-term financial mechanism that guarantees cost coverage of the basic expenses to maintain and manage the project area for the long-term.

Exploring options to design the mechanism, seeking in parallel new sources to finance the management of the protected area.

A long-term design of stacking various revenue sources is essential to the prosperity of the project. The income generated from the REDD+ mechanism is a big advantage to start this long-term financial mechanism.





2. Coffee market price variation & trends

Coffee importers are seeking a higher quality coffee, however coffee market price is dramatically decreasing pushing the project to invest more resources in both, increasing quality and searching for speciality markets worldwide.

To address this challenge, the project is seeking fair trade coffee markets, improving cupping (grading) coffee skills among cooperative members and promoting coffee culture among coffee producers.

There is a need to find more stakeholders to increase the coffee importers portfolio and to become more aggressive in developing economic diversification and improve communications potential, not only for the product itself but the stories of the producers and communities.



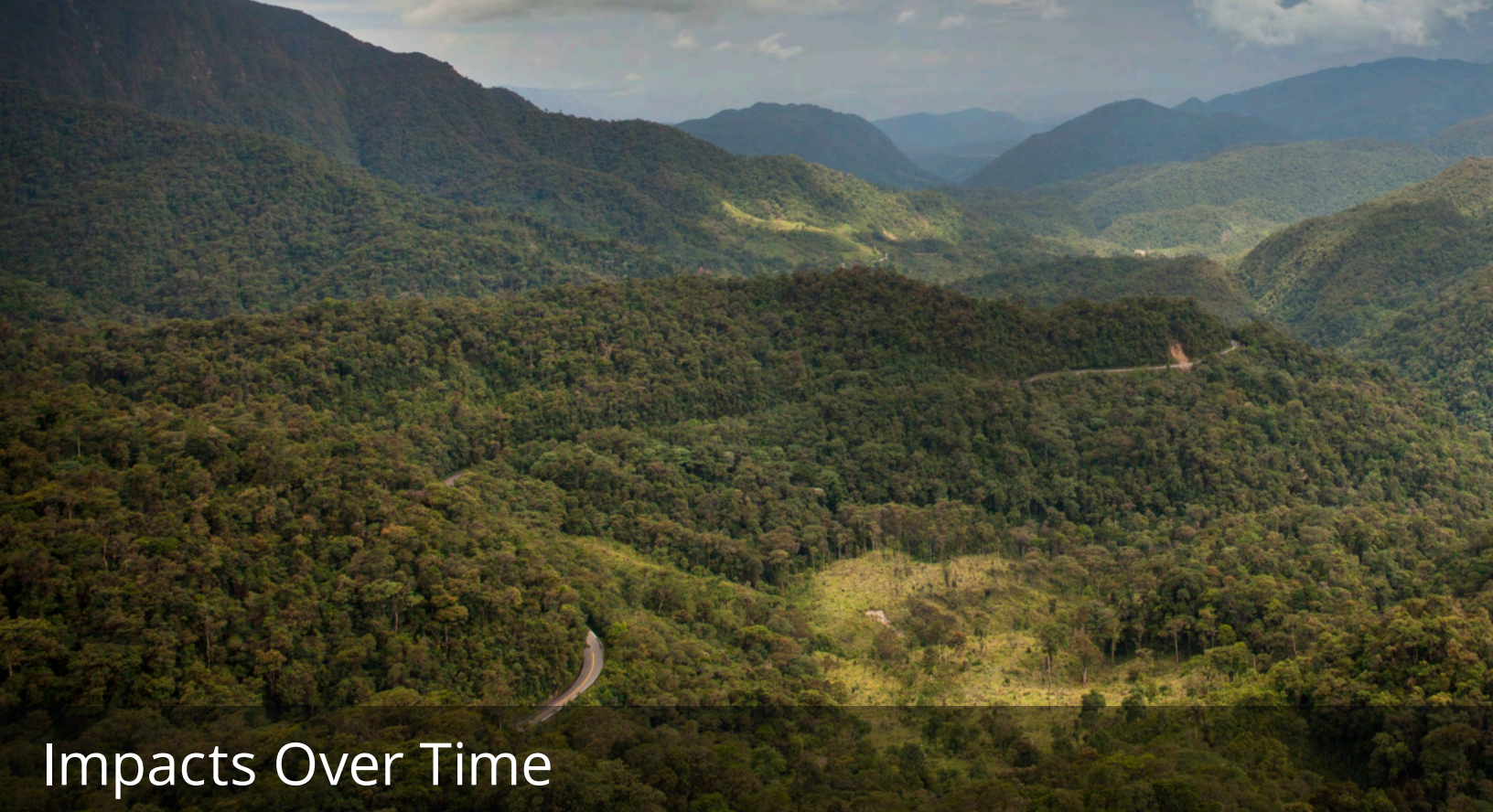


3. Increase public investment

Amplifying the model is essential to achieve sustainability; public investment needs to be in place to enable conditions and make the region more attractive for private investment. Supporting province municipalities to develop the Alto Mayo Commonwealth is one of the best alternatives to unlock bigger public investment for the project area and its neighboring buffer zones.

There is a gap in connectivity between national authorities and regional/provincial level interests; policies, strategies, regulations for development must be considered.





Impacts Over Time



Forest



Wildlife



Community

Deforestation reduced by 75%

Stable protection of 1,000 unique species, including rare birds, amphibians, the giant armadillo, and other endemic plants and animals of global importance

Conservation agreements signed by 1,033 families in the protected area

187 improved cooking stoves have been built, reducing 52% of firewood use

Zero incidents of orchid trafficking registered (2018-19), vs. 120 registered between 2008-18

120 formal jobs created by the project (2016-18), with 20 additional jobs created by the protected area coffee cooperative

Adoption of ecological farming practices by 1,033 families has eliminated agrochemicals and significantly improved productivity

\$3M in revenue earned by protected area coffee cooperative since 2016



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One forest at a time

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