Agenda

1. Welcome and context setting
2. Introducing the guiding practices
3. Panel discussion
4. Q&A
5. Next steps
Supporting effective jurisdictional action

› ISEAL aligns stakeholders around good practices for sustainability action

› Recent work supports **effective monitoring and communications** about jurisdictional performance

› Current focus is on **guiding practices for effective company engagement** in landscapes and jurisdictions

› Complements and supports existing frameworks – LandScale, SourceUp, CDP LTKL, PCI, CGF FPC
Context setting

Lloyd Gamble – WWF US
Introducing the four guiding practices
Framework for companies to engage in landscape action

› New guidance: key considerations and steps for companies to ensure effectiveness of actions
  › Prioritize actions
  › Maximize impacts
  › Measure progress
  › Communicate results

› Collective view on current good practice – product of broad technical consultation
1. Prioritising action

*Companies determine where and how to engage in landscapes and jurisdictions*

a) Identify priority landscapes where well-placed to have impact

b) Engage stakeholders to identify critical issues in each priority landscape

c) Determine the scale of your investment commensurate with global commodity volumes sourced
Prioritising action
Company actions address critical sustainability issues

- **Landscape 1**
  - 20% volumes sourced
  - Medium risk/opportunity
  - 20% investment

- **Landscape 2**
  - 30% volumes sourced
  - High risk/opportunity
  - 80% investment

- **Landscape 3**
  - 50% volumes sourced
  - Low risk/opportunity
  - No landscape investment
2. Maximising impact

*Company actions maximise performance improvement at scale*

a) Assess the context to take actions that positively address priority issues

b) Align and embed actions in collaborative partnerships
Maximising impact

Company actions maximise performance improvement at scale

- Align actions
- Share data
- Set goals
- Education
- Restoration
- Supply certification
- Protected area
- Smallholder mapping
3. Measuring progress

Results of actions and performance on critical issues are monitored

a) Develop a collective monitoring framework and collaborate to access high quality data

b) Monitor your actions and support collective monitoring of jurisdictional performance results
Monitoring actions and performance outcomes

Company-level data and reporting

Collective data collection and reporting

Landscape-level metrics and outcomes

Action and investment metrics and outcomes

Startup (Year 0-3)
Implement and scale (Year 3-5)
Steady State (Year 5 onwards)

Company-level data and reporting

Collective data collection and reporting

Landscape-level metrics and outcomes

Action and investment metrics and outcomes

Startup (Year 0-3)
Implement and scale (Year 3-5)
Steady State (Year 5 onwards)
4. Communicating results

*Claims and communications are truthful and proportional*

a) Ensure integrity of the data and make it publicly available

b) Make claims that are relevant and proportional to actions taken, and contextualised

c) Communicate contribution to shared outcomes
Communicating contribution

- Action claims
- Progress claims
- Contribution claims

Actions → Claims
Progress → Claims
Panel discussion

Fernando Sampaio
Executive Director

Veronique Bovee
Deputy Director – Responsible Sourcing

Rob Nicholls
General Manager of Programmes and Projects
Next steps

▪ Download the 5-page **guiding practices** document
▪ Listen to the **Innovation Forum** and **Evidensia** podcasts
▪ Look out for the **jurisdictional claims good practice guide V2**
▪ Continue the conversation – **landscapes@isealalliance.org**
▪ Learn more about **ISEAL’s landscape and jurisdictional approaches work**

*The guiding practices were developed in collaboration with the following organisations:*

[Logos of the collaborating organisations]
Coming up...

Webinar | Insights, innovations and the future of collective action
15 March 2022

Virtual Event | Landscale Global Launch
05 April 2022
Thank you