

GreenChoice

A model for aligning and scaling up best practice conservation in fisheries and agricultural industries

Presented by Sophie Susman

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**Green
Choice**



GreenChoice Model

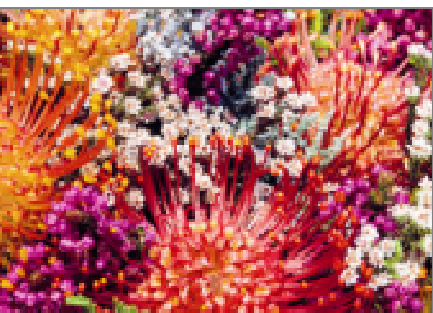
Purpose, rationale & conservation priorities

Structure

Functions

Activities: Lesson sharing & best practice tools

Challenges & lessons



Purpose & Rationale

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Multi-stakeholder, inclusive alliance

Enabling better resource use throughout agriculture & fisheries

Value chains

Reducing biodiversity loss & improving ecosystem management

Unlocking barriers (e.g. market access; enforcement)

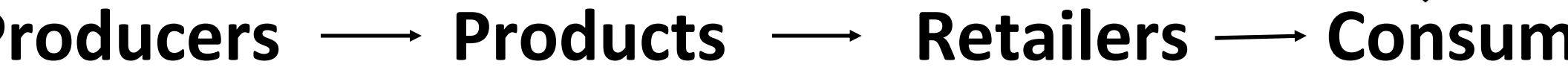
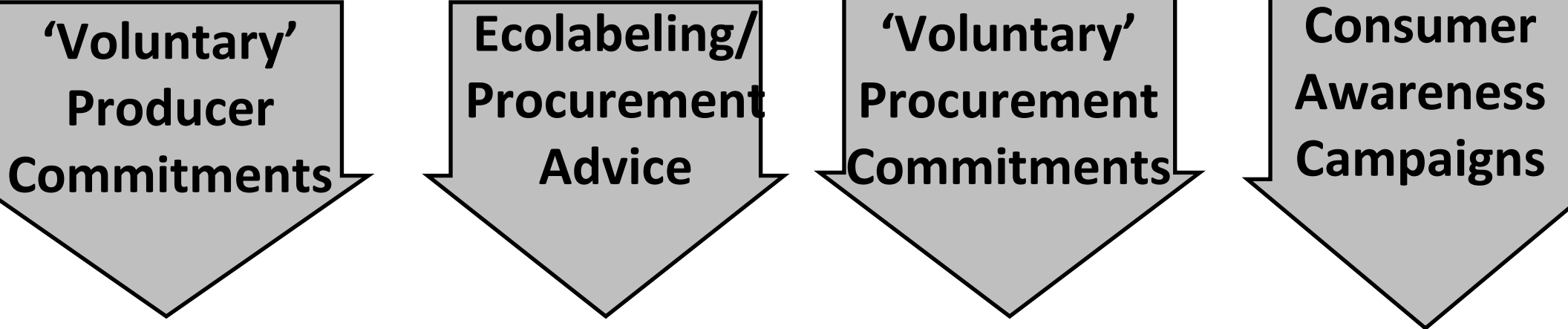
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Agriculture & fisheries expansion = key drivers of biodiversity loss

Need for coordination of existing initiatives & support to new ones





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Providing a platform for collaboration, knowledge sharing, and advocacy

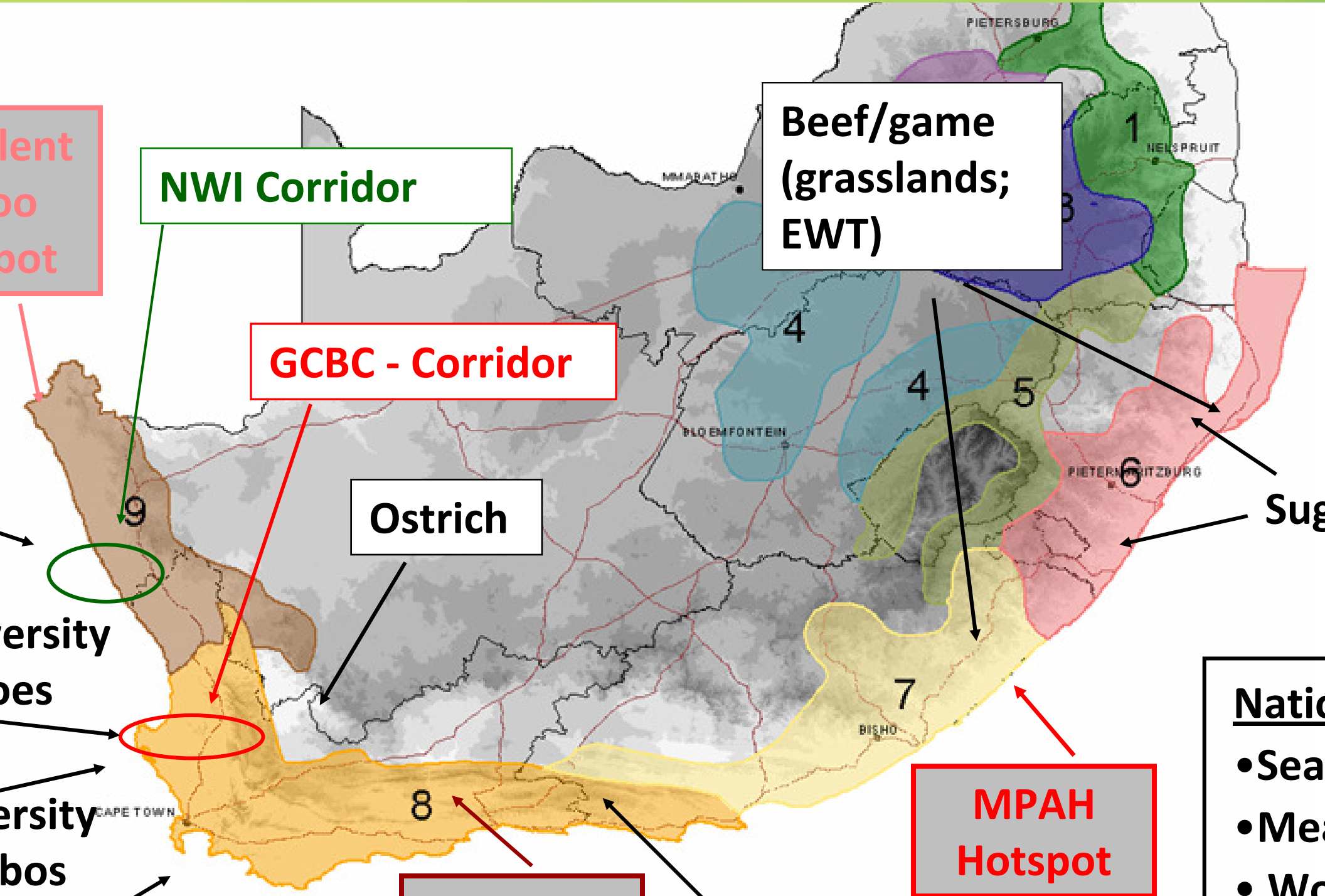


ACTIVITIES	ACTIVITIES (selected examples)
Route to sustainability of existing business and biodiversity initiatives and emerging initiatives	<ul style="list-style-type: none">- Knowledge sharing events- Biodiversity audit (M&E)- Research on strengths & weaknesses suggested future investments- Funding
Policy frameworks and policy options to support healthy ecosystem management	<ul style="list-style-type: none">- Generic farm mngmt scheme- Linking to other Departments (N and stakeholders
Market access for biodiversity friendly products	<ul style="list-style-type: none">- Working with retailers on preferred procurement and green supply chain mngmt- Certification development
Develop business case at farm and retail	<ul style="list-style-type: none">- Incentives research (e.g. PES)

Practice Products & Industry Guidelines

ING	EMERGING
<p>- BWI</p> 	<p>SUGAR - SuSFarMS</p> <p>OSTRICH - Integrated Biodiversity & Ostrich Industry Project (IBOIP)</p> <p>CITRUS - Baviaanskloof Citrus Initiative</p>
<p>- Badger-friendly</p> 	<p>POTATOES - Sandveld Biodiversity Best Practice Potatoes</p> <p>ROOIBOS- Biodiversity Rooibos Initiative</p> <p>LIVESTOCK (various)</p>
<p>OD- Sassi</p> 	<p>NUTS - Cape Parrot-friendly Pecans</p> <p>TEXTILES - Wool; Mohair</p>
<p>ERS</p> 	<p>MULTI-INDUSTRY - Landmark Foundation</p>

Priority Areas



Activities Example

KNOWLEDGE SHARING:

WHY?

to promote the business case for
conserving on farm biodiversity
green supply chain management

HOW? (examples)

NETWORKING: (e.g. Annual Forum; website)

ALIGNING: (e.g. Knowledge exchanges)

RAISE AWARENESS & EDU: (e.g. Farmers days)



- Measuring value (esp. biodiversity impact)
- Securing retailer engagement (competition; current markets; social & BEE priorities)
- Proliferation of green labels
- GreenChoice membership structure - Accommodating stakeholders interests
- Accessibility (e.g. meat abattoirs)



Lessons (selected)

message NB (keep simple & continuous)

alliance/partnership beneficial (e.g. retailers; donors)

relationships are key (leverage each strengths)

work across value chain

knowledge exchanges are valuable

invest in research and communication NB (e.g. use in stores; PES)

understand stakeholder priorities (e.g. diff retailers have diff expectations & c

environmental sustainability is key (need industry buy-in)

avoidance of generic solutions across industries and biomes

national biodiversity label/std is tricky – embed in existing schemes where po

bring in expertise outside conservation (e.g. marketers)

stakeholder task teams are beneficial (e.g. Potatoes)

pilot projects are key (choose carefully; must be scalable across the industry)

Thank you

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CONSERVATION

