



# PRIVATE SECTOR ENGAGEMENT: PARTNERSHIP PLATFORM FOR THE AMAZON (PPA)

How USAID mobilizes private sector-led collective action to jointly advance biodiversity and forest conservation coupled with sustainable economic models for the Brazilian Amazon through innovation and partnerships: The case of PPA

Brazil's Amazon represents about 60% of Brazil and 60% of the greater Amazon, which holds more than half of the remaining tropical forests on the planet and globally important biodiversity resources. The region generates less than 8% of Brazil's GDP, creating economic growth pressures on its natural resources. Significant philanthropic resources have been invested over the years to ensure its conservation, yet threats remain or are increasing. Without better economic models built on legal and sustainable use of forest products and natural resources that also benefit local communities, Amazon conservation will remain out of reach. Private companies have a key role in such partnerships, by bringing ideas, technology and investing towards innovative solutions with other partners.

## THE PARTNERSHIP PLATFORM FOR THE AMAZON (PPA)

The PPA is an organic, rapidly growing collective action platform led by private sector companies whose aim is “to develop and identify innovative solutions for sustainable development and conservation of the Amazon's biodiversity, forests and natural resources”. Its members sign a commitment letter to advance socially and environmentally responsible approaches. The Platform aims to leverage investments, share experiences and best practices, foster partnerships and support other private sector partners in

developing innovative solutions. Over 30 national and international companies from diverse sectors are PPA members, with new members joining frequently.

Founded in December 2017, its objectives are to: 1) Leverage social and environmental investments; 2) Share experiences and best practices in the area of sustainable socioeconomic development and conservation in the Amazon region; 3) Provide support and coordination with and through private sector partners to lead, partner and deliver on innovative solutions for sustainable socioeconomic development and conservation of the Amazon's biodiversity; and, 4) Foster the development of partnerships.

In its first year, the PPA held the “[First Forum for Impact Investments and Sustainable Businesses in the Amazon](#)”, in Manaus, Amazonas state capital. The forum mobilized blended finance co-investments of over US\$250,000 into four Amazon-based sustainable businesses. It continues to identify and accelerate Amazon-based sustainable businesses through the [PPA Acceleration Program](#) that includes start-ups related to acai berry production, sustainable fashion, and local Amazon food processing, among other sectors. The PPA is undertaking other priorities as it expands, from strengthening of Amazon forest-based and sustainable smallholder value chains to innovative approaches to engage with municipalities and communities in integrated territory management. The PPA reports on its impact [annually](#).

## USAID/BRAZIL'S ROLE IN THE PPA

USAID/Brazil has a [strategic Private Sector Engagement \(PSE\)](#) approach to co-design, co-implement and co-evaluate initiatives with the private sector for greater scale, sustainability, and effectiveness on joint biodiversity conservation and sustainable development priorities in the region. We aim to create examples and learn together through innovative partnerships, building relationships and trust and advancing new models of sustainable economic development. These models work with local communities and stakeholders to combine biodiversity conservation and socio-economic development with income generation through the creation of business and entrepreneurship opportunities. With that goal in mind, USAID catalyzed the creation of the [Partnership Platform for the Amazon \(PPA\)](#). Within the PPA, we facilitate and convene a broad array of partners, provide technical advice, and carry out long-term evaluations to learn how the PPA can leverage additional impact in the Amazon. Jointly with PPA company leaders, USAID co-coordinates the platform with the [International Center for Tropical Agriculture](#) (CIAT) and three Brazilian organizations, [IDESAM](#), [ECAM](#), and [Peabiru](#).

The PPA is part of USAID/Brazil's [Partnership for Conservation of Amazon Biodiversity \(PCAB\)](#), a multi-year (2014-2024), \$80 million bilateral agreement with the Government of Brazil and all activities meet a rigorous [Biodiversity Policy and Biodiversity Code](#). We think the PPA can advance private sector engagement, leadership and investments in Amazon biodiversity conservation and sustainable development. Its long-term success rests on the commitment of its private sector leaders and partners.

USAID envisioned the PPA based on its experiences with the USAID Brazil-initiated [Mais Unidos](#) partnership. The Mais Unidos Program has been in operation for 13 years now, and no longer receives financial support from USAID.