

## **Towards managing productive landscapes sustainably**

**Building an enabling environment for increasing investment in sustainable land management through market access and trade**

**Opportunities and areas of future work by the Global Mechanism**

prepared by

Dr Francis Vorhies

**EARTH** **MIND**

Geneva, Switzerland

[fvorhies@earthmind.net](mailto:fvorhies@earthmind.net)

June 2007

## **Contents**

- 1. Overview of the paper**
- 2. The meaning of sustainable land management**
  - 2.1 Sustainable land management objectives
  - 2.2 Sustainable land management categories
  - 2.3 Sustainable land management framework
- 3. The sustainable land management & trade dialogue**
  - 3.1 Key conclusions
  - 3.2 Key recommendations
- 4. Background information for market access & trade**
  - 4.1 Sustainable use
  - 4.2 Environmental agreements
  - 4.3 Aid-for-trade
  - 4.4 Financial architecture
- 5. Working with multilateral environmental agreements**
  - 5.1 The biodiversity-related conventions
  - 5.2 Wetlands, species trade & biodiversity
- 6. Working with trade-related processes**
  - 6.1 Trade process & trade policies
  - 6.2 The aid-for-trade agenda
- 7. Working with the new financial architecture**
  - 7.1 New approaches to development finance
  - 7.2 Sector-wide approaches
- 8. Working with the private sector**
- 9. Opportunities for the Global Mechanism**

## 1. Overview of the paper

The Global Mechanism (**GM**) of the United Nations Convention to Combat Desertification in Countries Experiencing Serious Drought and/or Desertification, Particularly in Africa (**UNCCD**) has established a strategic programme on Market Access and Trade (**MAT**). Its objectives are to

- engage new stakeholders in UNCCD implementation,
- leverage innovative sources for sustainable land management financing, and
- establish links with overarching development plans and budgeting processes.

For a cross-cutting issue like sustainable land management (**SLM**) – which is closely linked to poverty reduction, rural development and sustainable natural resource management – it is important to establish links with other issues (such as market development, trade, education and health) in order to become an integral part of the broader sustainable development agenda. For example, in order to ensure a sustainable impact from trade on the environment and from the use of biological resources, there may be a need to mainstream SLM criteria into trade-related processes.

This paper provides recommendations to the MAT programme on possible areas of future work by the GM to build an enabling environment for increasing investment in SLM through market access and trade. The paper is structured as follows:

- **Section 2** proposes an approach to the meaning of SLM which may facilitate work on the issues of market access and trade.
- **Section 3** summarises the outcomes of a recent dialogue organised by the GM and the International Centre for Trade and Sustainable Development (**ICTSD**).
- **Section 4** presents some relevant background information regarding promotion of sustainable use, multilateral environmental agreements (**MEAs**), aid-for-trade related processes, and the new international financial architecture.
- **Section 5** highlights opportunities for enhancing synergies between the UNCCC and the GM and other relevant MEAs with respect to market access and trade related activities.

- **Section 6** focuses on opportunities for the GM to establish links with aid-for-trade related processes.
- **Section 7** looks at opportunities for the GM to establish links with new financing mechanisms in order to increase investments in SLM.
- **Section 8** identifies potential opportunities for the GM to strengthen private sector engagement in SLM and the implementation of the UNCCD.
- **Section 9** summarises the various recommendations for the GM presented in the paper.

## **2. The meaning of sustainable land management**

Like many of the concepts within sustainable development, sustainable land management (SLM) clearly sounds like a good idea but what does it actually mean? If the GM is going to work with the relevant stakeholders in the areas of market access and trade, it will need to articulate a practical and operational definition of SLM.

### **2.1 Sustainable land management objectives**

TerrAfrica – the World Bank-led SLM initiative for Africa – has adopted the following definition:

“Sustainable Land Management combines technologies, policies, and activities aimed at integrating socioeconomic principles with environmental concerns so as to simultaneously maintain or enhance natural resource based production systems, protect the natural resource base, be economically viable and socially acceptable.”

This definition comes originally from a meeting of the International Framework for Evaluating Sustainable Land Management (**FESLM**) Working Party which took place in Nairobi in 1991. The FESLM definition and a detailed discussion of it follow:

"Sustainable land management combines technologies, policies and activities aimed at integrating socio-economic principles with environmental concerns so as to simultaneously:

## Towards managing productive landscapes sustainably

- maintain or enhance production/services (**Productivity**),
- reduce the level of production risk (**Security**),
- protect the potential of natural resources and prevent degradation of soil and water quality (**Protection**),
- be economically viable (**Viability**),
- and socially acceptable (**Acceptability**)."

"These five objectives of Productivity; Security; Protection; Viability and Acceptability are seen to be the basic 'pillars' on which the SLM edifice must be constructed and against which its findings must be tested and monitored. Each objective is complex, and requires further brief examination:

- **Productivity:** the return from SLM may extend beyond material yields from agricultural and non-agricultural uses to include benefits from protective and aesthetic aims of land use.
- **Security:** management methods that promote balance between a land use and prevailing environmental conditions reduce the risks of production; conversely, methods that destabilize local relationships increase that risk.
- **Protection:** the quantity and quality of soil and water resources must be safeguarded, in equity for future generations. Locally, there may be additional conservation priorities such as the need to maintain genetic diversity or preserve individual plant or animal species.
- **Viability:** if the land uses being considered are locally not viable, the use will not survive.
- **Acceptability:** land use methods can be expected to fail, in time, if their social impact is unacceptable. The populations most directly affected by social and economic impact are not necessarily the same."

This definition provides five SLM objectives which can be used by the GM to assess whether a possible market access or trade policy or intervention will promote SLM. The GM, however, might want to consider updating some of these objectives to take into account substantive progress in sustainable development policy since 1991. This would include consideration of the MEAs launched at the 1992 UN Conference on Environment and Development and the plan of implementation from the 2002 World Summit on Sustainable Development.

For example, the objective of Productivity should probably include the provision of ecosystem services and the concept of sustainable use. The objective of Security should include natural risk reduction strategies. The

objective of Protection should include the broad international commitment to biodiversity conservation. The objective of Viability should be more explicit about the business case for SLM. Finally, the objective of Acceptability should include concepts such as fair trade and social equity.

## **2.2 Sustainable land management categories**

In addition to having a working set of SLM objectives, it is important to be able to categorise SLM activities according to various natural sectors. In the context of what type of landscape is an SLM-related market access issue or trade process concerned? One approach to answering such a question can be found in the official definition of biodiversity by the Convention on Biological Diversity (**CBD**). It states that:

“biological diversity means the variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the **ecological complexes** of which they are part; this includes diversity within species, between species and of ecosystems” (emphasis added).

SLM addresses the challenge of managing “ecological complexes” sustainably. These ecological complexes – or put more simply, landscapes – are in turn made up of ecological systems or ecological categories.

In the May 2007 programme brief on a proposed USD 137 million grant from the Global Environment Facility (**GEF**) for a strategic investment program for sustainable land management in Sub-Saharan Africa, a set of five SLM categories are proposed. These are:

- **“Category 1 Sustainable Agricultural Management Activities**
  - 1.1 Rehabilitation/re-vegetation of degraded agricultural lands (including C sequestration)
  - 1.2 Improve tillage methods (zero, conservation, use of green manures / improved fallows)
  - 1.3 Adopt erosion control measures (terraces, buffer strips)
  - 1.4 Improve complexity (genetic, species, etc.) of agro-ecosystems
  - 1.5 Promotion of diversified rotations, cover crops etc.
  - 1.6 Use of integrated crop-livestock systems (including zero grazing) and other diversified practices (incl. those associated with traditional systems)

## Towards managing productive landscapes sustainably

1.7 Improved water management through water harvesting, small-scale irrigation, etc

- **Category 2 Sustainable Forest/Woodland Management Activities**

2.1 Protection/conservation of indigenous species

2.2 Agro-forestry initiatives

2.3 Regeneration of forests and woodlands

2.4 Promotion of non-timber forest products (including medicinal plants and wild food)

- **Category 3 Sustainable Range/Pasture Management Activities**

3.1 Rehabilitation/re-vegetation of degraded range/grasslands (including soil improvement)

3.2 Fire control measures

3.3 Reseeding using suitable indigenous perennial grasses

3.4 Improve management of ruminant animals

3.5 Mixed wildlife/pastoral systems

- **Category 4 Integrated Watershed Management**

4.1 Soil and water conservation, including upstream investments target both on-site and downstream benefits, and applying practices and technologies that combines both structural and lower cost vegetative measures, with emphasis on the latter, whenever possible

4.2 Measures to improve livelihoods through sustainable intensification of natural resource use (in rainfed agriculture, livestock production and forestry), diversification and integration of crop and livestock production, improved water management

4.3 Target productivity improvements in agriculture through intensification, diversification, integration of crop and livestock production, improved rangeland management, and improved water management

4.4 Maintenance of stream flow and reduction of flow variability

4.5 Conservation and sustainable management of wetlands, lakes and river valleys, including investments in forestry to protect and improve forest cover whilst creating associated revenue stream for local people

- **Category 5 Energy-Related Activities**

5.1 Improvements to reduce consumption of wood fuel (sustainable forest harvesting, efficient wood-burning stoves, fuel substitution)

5.2 Disseminate alternative technologies to reduce dependence on wood fuel (solar, wind, geothermal, small hydro)”

Importantly for the GM if these SLM categories are adopted for the purposes of promoting SLM through market access and trade, they present an ecological complex or landscape-level understanding of SLM that is much broader than the desertification/drylands focus of the UNCCD. In this respect, recent work undertaken by the author in preparing a SLM public expenditure review for Uganda has shown that in some cases, such as Uganda, we may want to add additional SLM categories such as:

- *Category 6 Fisheries Activities*
- *Category 7 Protected Areas Activities*
- *Category 8 Cross-Sectoral Activities*

With these 5 to 8 SLM categories we can provide the landscape context in which the SLM-related market access and trade work can take place.

### **2.3 Sustainable land management framework**

By combining the SLM objectives with the SLM categories, we have a policy matrix or framework within which SLM-related market access and trade interventions can be designed, implemented and evaluated. This is represented in the following table:

**An SLM operational framework**

Objectives→ Categories↓	Productivity	Security	Protection	Viability	Acceptability
1 Agricultural					
2 Forestry					
3 Rangeland					
4 Watershed					
5 Energy- related					
6 Fisheries					
7 Protected Areas					
8 Cross- Sectoral					

As the GM addresses market access and trade dimensions of SLM with other stakeholders – including stakeholders in other MEAs, trade-related processes, development assistance agencies and the private sector – it will be most useful to be able to explain clearly what SLM objectives and categories are under consideration and how these relate to the broader, sustainably managed landscapes perspective of the GM.

**3. The sustainable land management & trade dialogue**

In early 2007, the GM and ICTSD organised an exploratory dialogue on Building an Enabling Environment for Increasing Investment in Sustainable Land Management through Market Access and Trade. It took place in Geneva on 31 January and 1 February.

The main purpose of the dialogue was to explore the opportunities for increasing investments in SLM through market access and trade. Specifically, the dialogue was organised to discuss ways of promoting investment in SLM through market access and trade in the context of the new financial architecture and resource allocation patterns for

development and poverty reduction. A full report of the dialogue is available of which the key conclusions and recommendations follow.

### **3.1 Key conclusions**

The dialogue made evident that drylands in particular are an important policy space for development, environment and trade. Drylands offer a variety of land use options from hunting and gathering to pastoralism and ranching to farming and cultivation to the provision of dryland ecosystem services including tourism. The challenge for trade and market access is to promote land use options which ensure sustainability.

Trade is clearly a key component of SLM and should be explored at two levels – trade processes focusing on value chain issues and – trade policies focusing on sustainability linkages between the WTO, the MEAs and related international policy frameworks. In this context, it may be appropriate to consider undertaking dryland-specific SLM **SWOT** assessments (strengths, weaknesses, opportunities and threats assessments). The SWOT assessments could aim to identify the strengths and weaknesses of strengthening value chains for alternative dryland use options and also the opportunities and threats of trade policies and development finance flows with respect to these dryland use options.

Trade dimensions of SLM need to be understood at different levels – micro and macro levels, market opportunities and market policies, and also within the domestic policy space and the international policy space.

One area for further work is to better understand how policies of the international trade regime could be tools for SLM. For example, dryland commodities such as cotton face a number of distortions in the international markets arising from tariffs, subsidies and other trade barriers. These policies need to be addressed and discussions under the WTO could help to contribute to SLM.

Another area for further work is to help companies develop not just commodities for export but also to develop in-situ, value-added refined products. The implications of WTO rules for these value-added products then need to be understood and addressed. For example, there is currently a WTO discussion on local content and another on allowing more value addition.

Opportunities at the country level also need to be considered. How do we translate these discussions, at the WTO level, in the countries? We will

## Towards managing productive landscapes sustainably

need to clarify what we mean by SLM and its implications for both traditional (e.g. cotton) and new (e.g. BioTrade) products. Is an SLM label a possibility? Can national governments raise the right trade issues in international discussions?

Furthermore, a major challenge and opportunity is to link such trade policy issues with the resource allocation processes. This includes the discussions on aid-for-trade and the challenges national economies have to face adjusting to trade liberalisation.

There is also an opportunity and perhaps a need to undertake strategic landscape level assessments. Each dryland situation has its own set of trade issues, players, opportunities and constraints which need to be understood to develop more effective interventions for SLM. Various incentive and regulatory packages are needed to address issues at the landscape level, the national level and the international level.

It is clear that many partners are needed to address SLM at all levels. Different management strategies and different incentive structures are needed for different landscapes and different commodities. The impact of international trade rules needs to be better understood and the role they can play in supporting sustainable trade of dryland products.

### 3.2 Key recommendations

A number of overall recommendations emerged from the dialogue. These included the following:

- **Explore the possibility of promoting a UNCCD COP decision on market access and trade.** Such a decision could link to relevant work by the CBD and the **UNCTAD** (UN Conference on Trade and Development) BioTrade Initiative and help to facilitate engagement and investment in the area of market access and trade at the country level.
- **Strengthen interaction among MEAs.** At both the global and the national levels, there is an opportunity to building synergies among the MEAs – notably UNCCD, CBD and **CITES** ( Convention on International Trade in Endangered Species of Wild Fauna and Flora) – to supporting country-based approaches to incentive measures and financial resources for SLM.
- **Define indicators for achieving SLM through market access and trade.** Building on the work of the GEF, the World Bank and

others, the GM could support the development of trade-related indicators on sustainability, livelihoods and poverty reduction.

- **Define strategies on trade and SLM for both traditional commodities and new products.** For traditional commodities, attention will probably have to focus on governance structures and trade rules and policies, in particular issues related to tariffs and market distortions, while for new products, there is a need to raise awareness on the potential of these products and to provide better guidance to governments for creating supporting regulations, incentives, finance and address issues related to non-tariff barriers and measures for market access.
- **Translate international level policies and dialogues into country-based interventions.** The GM and others may need to undertake capacity-building activities at the country level to develop appropriate national responses to international development, environment and trade policies.
- **Create more consumers awareness of drylands.** Explore certification schemes for goods and services derived from sustainable dryland production processes.
- **Strengthen linkages between UNCCD and trade policies.** Such linkages will give more visibility to SLM and facilitate its mainstreaming into trade related resource allocation processes such as Aid for Trade.
- **Identify opportunities for further sustainable trade dialogues.** Upcoming COPs (Conferences of the Parties) of the MEAs, for example, could be good places to continue discussion of the role of trade in SLM.
- **Enhance availability of quantitative data.** Develop a better empirical understanding of the scale of the problems and challenges related to the impact of trade on SLM. Information on production, sales, exports, incomes, and so on will provide guidance for strategic planning and financial support for SLM.

A number of these conclusions and recommendations are considered in more detail in later sections of this paper.

## **4. Background information for market access & trade**

To facilitate the development of the MAT programme, there is a good deal of relevant background information regarding promotion of sustainable use, MEAs, aid-for-trade related processes and the new international financial architecture. Some of the more important papers and websites are listed in these sections. All of these can be accessed at the supporting worksite for this paper which can be found at:

<http://earthmind.net/slm>

### **4.1 Sustainable use**

This section provides a selected list of documents and websites regarding ongoing initiatives for promoting sustainable use of natural resources through market access and trade, in particular those involving other MEAs which are relevant to SLM.

#### ***Documents***

- Addis Ababa principles and guidelines for the sustainable use of biodiversity (CBD, 2004)
- BioTrade principles and criteria (UNCTAD, 2006)
- Conservation and sustainable use in arid and semi-arid zones: Selected case studies (UNEP et al, 2002)
- Changes in “customary” land tenure systems in Africa (IIED, 2007)
- The economics of certified organic farming in tropical Africa (DIIS, 200)
- Extractive industries in arid and semi-arid zones: Environmental planning and management (IUCN, 2003)
- ISEAL code of good practice for setting environmental and social standards (ISEAL, 2006)
- Operational program on sustainable land management (GEF, 2003)
- Pastoralism: Drylands’ invisible asset? Developing a framework for assessing the value of pastoralism in East Africa (IIED, 2006)
- Strategies for sustainable land management and poverty reduction in Uganda (IFPRI, 2004)

## Towards managing productive landscapes sustainably

- Sustainable land management: Challenges, opportunities and trade-offs (World Bank, 2006)

### Websites

- Africa Resources Trust  
<http://www.art.org.zw/>
- CIC - International Council for Game and Wildlife Conservation  
<http://www.cic-wildlife.org/>
- Convention on Biological Diversity (CBD)  
<http://biodiv.org/programmes/socio-eco/use/default.asp>
- Declaration in Support of Protecting Nature With High-yield Farming and Forestry  
<http://www.highyieldconservation.org/index.html>
- The Equator Initiative  
<http://www.undp.org/equatorinitiative/>
- ETC Ecoculture  
<http://www.etc-ecoculture.org/>
- FAO Natural Resources Management and Environment Department  
<http://www.fao.org/nr/>
- GEF Land Degradation  
[http://www.gefweb.org/projects/Focal\\_Areas/land/land.html](http://www.gefweb.org/projects/Focal_Areas/land/land.html)
- IDRC Rural Poverty and Environment Program Initiative (RPE)  
<http://www.idrc.ca/biodiversity/>
- IIED Natural Resources  
<http://www.iied.org/NR/>
- International Social and Environmental Accreditation and Labelling Alliance (ISEAL)  
<http://isealalliance.org/>
- IUCN Species Trade and Use Unit  
[http://www.iucn.org/themes/ssc/our\\_work/wildlife\\_trade/indexwildlife\\_trade.htm](http://www.iucn.org/themes/ssc/our_work/wildlife_trade/indexwildlife_trade.htm)
- IUCN Sustainable Use Specialist Group (IUCN SUSG)  
<http://iucn.org/themes/ssc/susg/>
- IUCN/WWF Traffic Network  
<http://www.traffic.org/Home.action>
- IWMC World Conservation Trust  
<http://www.iwmc.org/>
- Man in Nature  
<http://www.maninnature.com/>

## Towards managing productive landscapes sustainably

- Network for Ecofarming in Africa  
<http://www.necofa.org/>
- Sustainable Land Use Research Initiative (SLURI)  
<http://www.sluri.org.nz/>
- UNCTAD BioTrade Initiative  
<http://www.biotrade.org/>

### 4.2 Environmental agreements

This section provides selected links to documents and websites regarding the work of the MEAs related to market access and trade which are relevant to SLM.

#### *Documents*

- Draft framework for reviewing national wildlife trade policies (CITES, 2007)
- Effectiveness of trade measures contained in CITES (IUCN, 2000)
- Environment and trade: A handbook (UNEP, 2005)
- National wildlife trade policy reviews (CITES, 2007)
- Programme of work on the biological diversity of dry and sub-humid lands: Review of implementation (CBD, 2005)
- Ramsar handbook - international cooperation (Ramsar, 2006)
- Trade-related measures and MEAs (UNEP, 2006)

#### *Websites*

- CBD site on international trade  
<https://biodiv.org/incentives/int-trade.shtml>
- CITES workshop on economic incentives and trade policy  
<http://www.cites.org/eng/prog/economics.shtml>
- Joint website of the biodiversity related conventions  
<http://www.cbd.int/cooperation/joint.shtml>
- UNEP's economics and trade branch  
<http://www.unep.ch/etb/index.php>
- World Heritage site on sustainable tourism  
<http://whc.unesco.org/en/sustainabletourism/>

### **4.3 Aid-for-trade**

This section provides selected links to documents and websites regarding aid-for-trade related processes which are potentially relevant to SLM.

#### ***Documents***

- Aid for trade (Commonwealth Secretariat, 2006)
- Aid for trade: Boosting trade financing to developing countries and economies in transition (WTO, 2007)
- Aid for trade: Making it effective (OECD, 2006)
- DFID aid for trade proposal (DFID, 2005)
- Doha Development Agenda and Aid for Trade (World Bank & IMF, 2005)
- From boom to dust? Agricultural trade liberalization, poverty, and desertification in rural drylands: The role of UNCCD (Unisféra, 2005)
- Geographical indications: Distinguishing the uniqueness of biotrade products (UNCTAD, 2007)
- GM market access and trade programme (GM, 2006)
- ICTSD aid for trade meeting notes (ICTSD, 2006)
- IF manual: Integrating LDCs into the international trading system (IF, 2005)
- IF TOR for the DTIS (IF, 2006)
- Integrated Framework explained (IF, 2006)
- Introduction to the JITAP (JITAP, 2006)
- Recommendations of the WTO task force on aid for trade (WTO, 2006)
- Revisiting competitiveness policies from a developing country perspective of sustainable development (ICTSD, 2006)
- The role of trade in forest products and services for sustainable forest management and poverty reduction (IUCN, 2005)
- Uganda Diagnostic Trade Integration Study (Uganda, 2006)

#### ***Websites***

- Doha Development Agenda Trade Capacity Building Database (TCBDB)

## Towards managing productive landscapes sustainably

<http://tcbdb.wto.org/>

- Integrated Framework for Trade-Related Technical Assistance to least-developed countries (IF)  
<http://www.integratedframework.org/>
- International Centre for Trade and Sustainable Development (ICTSD)  
<http://www.ictsd.org/>
- International Trade Centre  
<http://www.intracen.org/>
- Joint Integrated Technical Assistance Programme (JITAP)  
<http://www.jitap.org/>
- World Trade Organization (WTO)  
<http://www.wto.org/>

### 4.4 Financial architecture

This section provides selected links to documents and websites regarding the new international financial architecture for official development assistance (ODA) which are relevant to SLM. The section also includes information of general relevance to financing SLM, including engagement with the private sector.

#### *Documents*

- Banking on sustainability: Financing environmental and social opportunities in emerging markets (IFC, 2007)
- Deepening GEF engagement with business (CBD, 2007)
- Defining and evaluating SWAPs (HSD, 2003)
- Environmental fiscal reform for poverty reduction (OECD, 2005)
- Evaluating public spending A framework for public expenditure reviews (World Bank, 1996)
- Evolving landscape of development finance (OECD, 2007)
- Finance Alliance for Sustainable Trade business plan (FAST, 2006)
- GEF strategy to enhance engagement with the private sector (GEF, 2006)
- GM compensation for ecosystems services programme (GM, 2007)
- GM economics & financing instruments programme (GM, 2007)

## **Towards managing productive landscapes sustainably**

- Harmonising donor practices for effective aid delivery: Volume 1: Framework for donor co-operation ... (OECD, 2003)
- Harmonising donor practices for effective aid delivery: Volume 2: Budget support, sector wide approaches ... (OECD, 2004)
- Harmonising donor practices for effective aid delivery: Volume 3: Strengthening procurement capacities ... (OECD, 2005)
- Harmonization and alignment table: Available information on country level activities (World Bank, 2006)
- Land degradation and the GEF (GEF, 2005)
- Market based instruments to achieve sustainable land management goals (Rolfe & Mallawaarachchi-2003)
- Meeting summary: The role of biodiversity offsets in conservation (Forest Trends, 2006)
- Monterrey consensus of the international conference on financing for development (UN, 2003)
- Paris declaration on aid effectiveness (Paris, 2005)
- Public spending in developing countries: Trends, determination, and impact (IFPRI, 2003)
- The public expenditure management (PEM) diagnostic (World Bank, 2000)
- Public expenditure management handbook (World Bank, 1998)
- Public financial management: Performance measurement framework (World Bank, 2005)
- TerrAfrica: Country engagement strategy (TerrAfrica, 2006)
- TerrAfrica flyer (TerrAfrica, 2006)

## **Websites**

- AiDA - Accessible information on development activities  
<http://aida.developmentgateway.org/>
- Aid Harmonization & Alignment  
<http://www.aidharmonization.org/>
- Global Environment Facility (GEF) land degradation website  
[http://www.gefweb.org/interior.aspx?id=240&ekmense=c580fa7b\\_48\\_130\\_btnlink](http://www.gefweb.org/interior.aspx?id=240&ekmense=c580fa7b_48_130_btnlink)
- FDI.net

## Towards managing productive landscapes sustainably

<http://fdi.net>

- OECD Development Assistance Committee (DAC)  
<http://www.oecd.org/dac>
- PEFA - Public Expenditure & Financial Accountability  
<http://www.pefa.org/>
- TerrAfrica  
<http://www.terrafrica.org/>
- UN Financing for Development  
<http://www.un.org/esa/ffd/>

## 5. Working with multilateral environmental agreements

In addressing issues regarding market access and trade to promote SLM, the GM and the UNCCD have a number of key opportunities for building synergies with other MEAs, particularly with the MEAs focused on biodiversity.

### 5.1 The biodiversity-related conventions

The six main biodiversity-related conventions are:

- The Ramsar Convention on Wetlands (**Ramsar**) - 1971  
<http://www.ramsar.org/>
- The Convention concerning the Protection of the World Cultural and Natural Heritage (**WHC**) – 1972  
<http://whc.unesco.org/>
- The Convention on International Trade in Endangered Species of Wild Fauna and Flora (**CITES**) – 1975  
<http://www.cites.org/>
- The Convention on the Conservation of Migratory Species of Wild Animals (**CMS** or the Bonn Convention) – 1983  
<http://www.cms.int/>
- The Convention on Biological Diversity (**CBD**) – 1992  
<http://www.biodiv.org>

## Towards managing productive landscapes sustainably

- The International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) – 2001  
<http://www.fao.org/AG/cgrfa/itpgr.htm>

Though these six conventions all address biodiversity, their scope and their mandates differ in ways which are particularly relevant to SLM. Their respective missions are summarized on the Joint Web Site of the Biodiversity Related Conventions as follows:

**Ramsar** “provides the framework for national action and international cooperation for the conservation and wise use of wetlands and their resources. The convention covers all aspects of wetland conservation and wise use, recognizing wetlands as ecosystems that are extremely important for biodiversity conservation in general and for the well-being of human communities.”

“The primary mission of the... **WHC** is to identify and conserve the world's cultural and natural heritage, by drawing up a list of sites whose outstanding values should be preserved for all humanity and to ensure their protection through a closer co-operation among nations.”

**CMS** “aims to conserve terrestrial, marine and avian migratory species throughout their range. Parties to the CMS work together to conserve migratory species and their habitats by providing strict protection for the most endangered migratory species, by concluding regional multilateral agreements for the conservation and management of specific species or categories of species, and by undertaking co-operative research and conservation activities.”

**CITES** “aims to ensure that international trade in specimens of wild animals and plants does not threaten their survival. Through its three appendices, the Convention accords varying degrees of protection to more than 30,000 plant and animal species.”

“The objectives of the... **CBD** are the conservation of biological diversity, the sustainable use of its components, and the fair and equitable sharing of the benefits arising from commercial and other utilization of genetic resources. The agreement covers all ecosystems, species, and genetic resources.”

## Towards managing productive landscapes sustainably

“The objectives of... **ITPGRFA** are the conservation and sustainable use of plant genetic resources for food and agriculture and the fair and equitable sharing of the benefits arising out of their use, in harmony with the Convention on Biological Diversity, for sustainable agriculture and food security. The Treaty covers all plant genetic resources for food and agriculture, while its Multilateral System of Access and Benefit-sharing covers a specific list of 64 crops and forages. The Treaty also includes provisions on Farmers' Rights.”

The oldest two of the biodiversity-related conventions – Ramsar and WHC – have an “ecosystem” focus which relates closely to the “landscape” focus of SLM. The next two to be established – CITES and CMS – have a “species” focus which relates closely to the “sustainable management” focus of SLM. The CBD addresses ecosystems, species and genetic resources and provides a comprehensive basis for SLM. The most recent of these – ITPGRFA – focuses on genetic resources and relates to specific SLM-related sustainable use issues.

Though all are committed to biodiversity conservation and sustainable management, their approaches differ somewhat. WHC and CMS focus on conservation through protection which in a sense pre-dates the more modern approach of protection through sustainably managed landscape production. CITES focuses on restricting detrimental species trade and has only in recent years started to promote trade processes which enhance the conservation status of threatened species.

Ramsar, CBD and ITPGRFA, on the other hand, directly link biodiversity conservation to the wise or sustainable use of biological resources. The SLM approach ought to play a key in the implementation of these conventions as it does in the implementation of the UNCCD

The linkages between biodiversity conservation, the sustainable use of biological resources and SLM are, of course, also critical to the implementation of the UNCCD. Its Parties at their 5<sup>th</sup> Conference of the Parties in 2005 recognised the value of working with the CBD Secretariat on matters of mutual interest relating to biodiversity. In their decisions, they stated the following:

“Expresses its appreciation to the secretariats of the CBD and the UNCCD for the work undertaken in developing their Joint Work Programme on biological diversity in dry and subhumid lands, and encourages Parties to take the necessary measures to ensure its effective implementation; ...

## **Towards managing productive landscapes sustainably**

“Invites the governing bodies of the UNFCCC and the CBD to take into consideration UNCCD COP decisions relating to synergies in their deliberations; ...

“Invites the Executive Secretaries of the UNCCD and the CBD to strengthen the Joint Work Programme, including their efforts to achieve the relevant 2010 biodiversity targets ...”

Such expressions of mutual interest and cooperation provide the political basis for developing an integrated programme of work on market access, trade and SLM across the biodiversity-related MEAs. This is perhaps especially the case for Ramsar, CITES and the CBD.

### **5.2 Wetlands, species trade & biodiversity**

Regarding Ramsar, at a conceptual level promoting an SLM framework as presented in section 2 above will enable the development of a more coherent and integrated approach to managing productive landscapes sustainably. Such a framework incorporates the “wetland” management approaches developed under Ramsar, the “dryland” management approaches developed under the UNCCD, and other “ecosystem” management approaches developed under the CBD. With specific respect to market access and trade, Ramsar has already developed some policy decisions on economic incentives, finance mechanisms and – to a lesser extent – private sector engagement. GM should consider engaging in relevant Ramsar processes to promote the development of these policy decisions to support SLM.

Regarding CITES, promoting an SLM or managed landscape approach is critical to reducing the threat to wild species arising from trade. As presented in section 2 above, the Protection objective of SLM includes consideration of the need to “preserve individual plant or animal species.” By combining the CITES approach to regulating wildlife trade with the GM’s approach to managing landscapes sustainably, the possibilities for enhancing the conservation status of wild species and the sustainability of the landscapes in which they live will be strengthened. The GM should consider engaging in CITES-related processes where there is a clear convergence of interest with respect to threatened species and sustainable landscape management.

Regarding the CBD, the opportunities for strategic engagement by the GM to promote market access and trade interventions for SLM are numerous and substantive. The CBD has developed programmes of work on various components of “ecological complexes” including:

## Towards managing productive landscapes sustainably

- Agricultural landscapes,
- Dry and sub-humid lands,
- Forests,
- Inland waters,
- Islands,
- Marine and coastal areas, and
- Mountains.

The CBD has also developed programmes of work on a number of cross-cutting themes which are highly relevant to SLM including:

- Access to genetic resources and benefit-sharing,
- Traditional knowledge, innovations and practices,
- Tourism,
- Climate change,
- Economics, trade and incentive measures,
- Ecosystem approach,
- Global strategy for plant conservation,
- Impact assessment,
- Assessment, monitoring and indicators,
- Invasive alien species,
- Protected areas,
- Sustainable use of biodiversity,
- Technology transfer and cooperation.

Nevertheless, in the 216 decisions adopted by the eight CBD COPs, SLM is never once mentioned! The related concept of sustainable land-use practices, however, does come up occasionally in the decision of four of the COPs – II, V, VII, and VIII. This provides at least some support for promoting SLM under the CBD.

Clearly there is an opportunity for the GM to bring the concept of SLM to relevant CBD processes. In particular, an SLM approach may assist the CBD community to address the complex and challenging discussions underway under the cross-cutting theme of economics, trade and incentive measures. As the agenda and the work programmes of the CBD are large, however, the GM will need to commit adequate resources to this effort if it is to be effective.

## **6. Working with trade-related processes**

As trade-related processes happen within a particular landscape, within a country, within a region and internationally, addressing trade-related processes is a complex matter which requires careful consideration to the opportunities and challenges of promoting SLM through trade at the various levels. This section of the report highlights some of these with respect to the development of the GM's MAT programme.

### **6.1 Trade processes & trade policies**

As highlighted in the SLM trade dialogue summarised above in section 3, trade should be explored at two levels:

- trade processes focusing on value chain issues, and
- trade policies focusing on sustainability linkages between the WTO, the MEAs and related international policy frameworks.

With respect to both levels of trade, the dialogue suggested that it may be appropriate to consider undertaking SLM SWOT assessments. A SWOT assessment looks at strengths, weaknesses, opportunities and threats.

Such an SLM SWOT would probably be best undertaken at a landscape level with the aim to enhance the sustainability of productive landscapes. The SWOT could identify the strengths and weaknesses of strengthening value chains for landscape production options and also the opportunities and threats of trade policies and development finance flows with respect to these production options.

The outcomes of a landscape level SWOT would guide the MAT programme in its efforts to identify an appropriate set of market access and trade related interventions to promote SLM. Overtime as more information is generated and lessons learned, it is likely the MAT programme could develop an effective and efficient approach to undertaking SLM SWOT assessments and designing appropriate market access and trade related interventions.

In order to support SLM SWOTs, however, the GM would need to develop its understanding of the impacts of trade processes and trade policies on productive landscapes. With respect to SLM-relevant trade processes, this could include a better understanding of the operations and impacts of various responsible trade schemes such as:

## Towards managing productive landscapes sustainably

- the International Federation of Organic Agriculture Movements (IFOAM),
- the Fairtrade Labelling Organisations International (FLO),
- the Forest Stewardship Council (FSC),
- the Rainforest Alliance (RA), and
- the Union for Ethical BioTrade (UEBT),

With respect to SLM-relevant trade policies, this could include a better understanding of operations and impacts of various international and regional trade agreements such as:

- the European Union,
- the European Free Trade Association (EFTA),
- the North American Free Trade Agreement (NAFTA),
- the Southern Common Market (MERCOSUR),
- the Association of Southeast Asian Nations (ASEAN) Free Trade Area (AFTA), and
- the Common Market of Eastern and Southern Africa (COMESA), and
- the World Trade Organisation.

Regarding trade agreements, particularly important issues to be addressed include subsidies, tariffs, technology transfer, sensitive products and special and differentiated treatment. Developing capacities – whether in-house or through partners – to understand and stay abreast of SLM-relevant trade processes and trade policies will be critical to undertaking effective SLM SWOT assessments at the landscape level.

### **6.2 The aid-for-trade agenda**

There are also various efforts underway linking development assistance to trade processes and policies. Known collectively as “aid-for-trade” – or sometimes simply as “A4T” – this agenda also presents a potential area for GM engagement.

As explained in detail in the background paper for the SLM trade dialogue which was prepared by ICTSD, A4T is aimed at helping developing countries use trade to alleviate poverty. It may be possible to broaden this focus to include others dimensions of sustainable development such as SLM.

## Towards managing productive landscapes sustainably

Will liberalised market access, on its own bring the benefits of trade to developing countries? In many cases this is not clear. There may often be a need to support measures which remove internal barriers to trade and address adjustment costs. These can include issues ranging from the lack of a domestic trade surplus to promoting enterprise development to improving trade-related capacities and structures.

One possible opportunity for the GM to engage in A4T processes is the Integrated Framework for Trade-Related Technical Assistance to Least-Developed Countries (**IF**). This is a multi-agency initiative involving the International Monetary Fund (**IMF**), the International Trade Centre (**ITC**), the UN Conference on Trade and Development (**UNCTAD**), the UN Development Programme (**UNDP**), the World Bank and the World Trade Organisation (**WTO**). It was set up to help the least developed countries alleviate poverty through engaging in international trade.

Most interesting for the GM, is that the IF process includes a Diagnostic Trade Integration Study (**DTIS**) to identify the trade-related priorities and sectors at the country level with the greatest potential to contribute to national growth. One possibility would be for the GM to propose SLM components of this diagnostic methodology. Another option would be to integrate elements of the DTIS into its own SLM SWOT assessments.

Yet another A4T process is the Joint Integrated Technical Assistance Programme (**JITAP**). Set up by the ITC, UNCTAD and the WTO, it helps African countries benefit from international trade through enhancing their participation in the multilateral trading system. JITAP use five modules of which the 4th is on Product and Services Sector Strategies. This module:

“is aimed at building capacity to derive benefits from the MTS through improved export readiness. It aims to assist entrepreneurs and policy-makers in a country to formulate strategies for specific sectors (goods and services), which have a high potential for exports.”

Again the GM could propose an SLM approach to this module, notably with respect to the products and services derived from sustainably managed landscapes. The GM could also incorporate elements of this module and the others into its SLM SWOT assessment.

Regarding the various A4T processes – some of which are currently stalled because of the lack of progress in the WTO Doha Round – the GM’s comparative advantage is to provide a tangible focus to the A4T

support through encouraging trade from sustainably managed productive landscapes in developing countries.

## 7. Working with the new financial architecture

Following the Asian financial crisis of the late 1980s, the international financial community began to debate and then develop a new international financial architecture to better manage global capital markets. Its key elements include:

- strengthening national, regional and international financial systems,
- advancing financial transparency and accountability,
- mitigating and managing international financial crises, and
- co-ordinating international financial governance.

### 7.1 New approaches to development finance

Within this context, over the last decade, there have also been considerable efforts within the Official Development Assistance (ODA) community to ensure more effective and efficient development finance through enhanced coordination and integration of international, bilateral and private donor programmes. In a very real sense, the GM itself is component of this new development finance architecture as explained on its website:

“The GM[’s] ... original functions of general broker and match-maker have evolved over its first ten years of operations, in the wake of the changing international financial architecture, its new modalities for resource allocation and the increasing importance of domestic budgeting processes in developing countries.

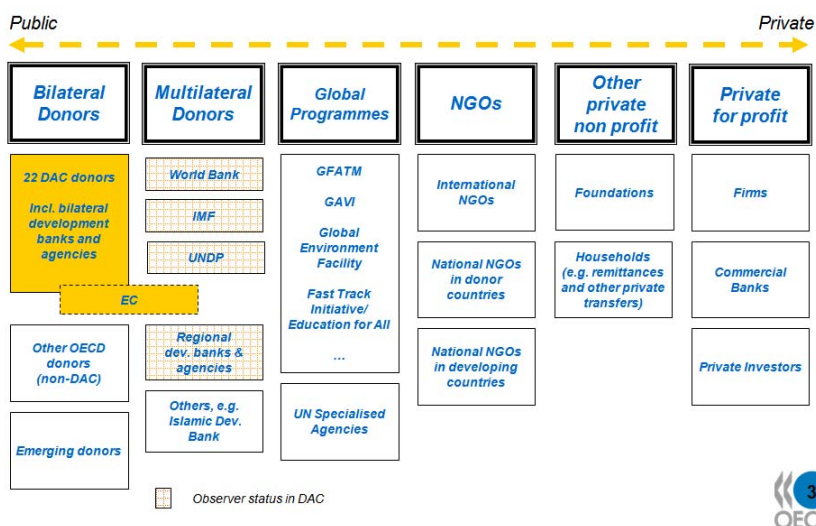
“As a consequence, the GM is increasingly specializing in providing a range of **financial advisory services** to the country Parties to the Convention in close cooperation with International Finance Institutions (IFIs) - in particular the World Bank Group, the International Fund for Agricultural Development (IFAD) and the regional development banks. The European Commission and bilateral donor agencies are also long-standing partners of the GM.

“The GM is an **innovative entity** and takes pride in being one of the few UN institutions that directly **responds to the Monterrey**

**Consensus and Paris Declaration** on Aid Effectiveness by supporting country Parties to the UNCCD in mobilizing financial resources to address the nexus between land and natural resource degradation, rural development and poverty reduction, within financial resource allocation frameworks.” (emphasis in the original)

The evolution of the development finance architecture has been a priority topic of recent meetings of the OECD Global Forum on Development. In an opening presentation of their meeting in April 2007, the development finance system was laid out as follows:

## The international system of development finance is expanding



It is clearly a complex system of funding through government structures at the global, multilateral and bilateral levels alongside support from non-governmental organisations (NGOs) and the private sector. This same presentation, however, questioned seriously whether indeed these is a new “system” or new “architecture” for development finance. This is made clear in the following slide:

## But is this really a system?

Selected Multilaterals Working on the Millennium Development Goals		
MDG / thematic area	Main multilaterals	Other multilaterals with a role
MDG 1: Eradicate extreme poverty and hunger	UNDP, World Bank, AfDB, AsDB, IFAD, EC, FAO, WFP	CGIAR, IADB
MDG 2: Achieve universal primary education	World Bank, UNICEF, UNESCO	UNFPA, UNRWA
MDG 3: Promote gender equality and empower women	UNDP, World Bank, UNIFEM, UNICEF	UNFPA
MDG 4: Reduce child mortality	WHO, UNFPA, UNICEF	World Bank, WFP, UNRWA
MDG 5: Improve maternal health	WHO, UNFPA	World Bank, WFP
MDG 6: Combat HIV/AIDS, malaria, and other diseases	UNAIDS, World Bank, WHO, UNDP, UNFPA, UNICEF	UNIFEM
MDG 7: Ensure environmental sustainability	UN Habitat, World Bank, AsDB, UNDP	CGIAR, UNIDO
MDG 8: Develop a global partnership for development	World Bank, EU, UNDP, UNIDO, ILO, UNCTAD	UNDP
Human Rights	OHCHR	UNIFEM
Conflict & humanitarian emergencies	UNHCR, OCHA, ECHO, WFP, UNICEF, WHO	UNDP

Source: National Audit Office (UK), DIFD- Engaging with Multilaterals, London, December 2005.



From an OECD perspective, a good deal of work remains to develop a more coherent and coordinated development finance architecture and the experiences of the GM approach may be able to contribute to these discussions.

### 7.2 Sector-wide approaches

In the immediate term, however, there are some financing approaches underway which might provide opportunities for the GM to scale up investments in SLM. One particularly challenging, yet promising instrument is known as Sector-Wide Approaches (**SWAs**). In a 2000 paper, the Overseas Development Institute proposed a definition of a SWAp which appears now to be generally accepted. They explained that:

“the defining characteristics of a sector programme are that all significant funding for the sector supports a single sector policy and expenditure programme, under Government leadership, adopting common approaches across the sector, and progressing towards relying on Government procedures to disburse and account for all funds.”

Though SWAs can apply to any sector, the core elements of the SWAp are essentially the same. For example in a 2003 paper, the Institute for Health Sector Development noted that:

## **Towards managing productive landscapes sustainably**

“There seems to be general agreement that this definition is reasonable, and hence that these are the core elements of a SWAp. Thus the definition of a SWAp could be where there are the following five elements:

1. All significant funding agencies support a shared, sector wide policy and strategy
2. A medium term expenditure framework or budget which supports this policy
3. Government leadership in a sustained partnership
4. Shared processes and approaches for implementing and managing the sector strategy and work programme
5. Commitment to move to greater reliance on Government financial management and accountability systems”

In short, a SWAp is a country-level process in which the national government coordinates all the various donor programmes and funds for a particular sector in order to improve the effectiveness and the efficiency of development finance in the sector.

As SWApS are underway or being planned for various “sectors” such as natural resources management, rural development, agriculture, and forestry, there is a real opportunity to incorporate SLM into these efforts. In other countries, such as Uganda where the World Bank is currently undertaking an SLM public expenditure review, there may also be a real opportunity to have a SLM SWAp in which the focus sector is sustainable land management itself.

The challenge of integrating SLM into environment and development SWApS is the cross-sectoral nature of SLM. As presented in section 2 above, SLM includes activities related to agriculture, forests, rangelands, watersheds, energy, fisheries and protected areas. Thus mainstreaming SLM into a specific SWAp will necessitate that the SWAp address the many inter-linkages – including government and donor programmes and investments – with other sectors as well. Hence, addressing SLM could well introduce a level of complexity, inter-sectoral integration, and coordination of government agencies and donors than is simply possible to attain within a SWAp framework.

Nevertheless, some SLM-related elements can probably be included in most environment and natural resource SWApS. The challenge for the GM is to identify these opportunities and to promote them at the country level during the SWAp process. This will require substantive understanding of SLM-related institutional capacities and political realities.

Where there is an opportunity to develop an SLM-focused SWAp, the challenge of identifying the many SLM-related inter-linkages between the various relevant sectors – agriculture, forests, rangelands, watersheds, energy, fisheries, protected areas and so on – will become a key element of the SWAp process. The challenge of bringing together all the government donor programmes and investments related to SLM under one SWAp will need to be addressed directly. Here again the GM might be able to play a facilitating, brokering role at the country level to further government and donor coordination under an SLM SWAp.

SLM-related SWAps, for example, are certain to play a role in the recently proposed GEF Strategic Investment Program (SIP) for SLM in sub-Saharan Africa. As the May 2007 SIP proposal explains:

“SIP is designed to confront the barriers to SLM scale-up by supporting the development of a strategic, inter-agency, regional portfolio of sequenced investment support packages that can catalyze specific country-specific SLM operations.

“The SIP aims to use GEF financing, on an incremental cost basis, to strengthen donor alignment, harmonize land and water management-related policy dialogue, strengthen cross-fertilization and investment quality, maximize impact per dollar invested, and support engagement over a longer timeframe. By amplifying the catalytic and strategic role of the GEF in this way, the SIP will support the implementation of the shared vision in TerrAfrica to improve investment efficiency and effectiveness.

The SIP is a multi-agency platform of action for GEF agencies, and will provide a strong operational umbrella in support of UNCCD, NEPAD, and African led efforts to mainstream and upscale SLM, combined with an envelope of dedicated funds. These are necessary conditions for donors and sub-Saharan stakeholders at all levels to scale up SLM.

“The SIP design is centred on an innovative interagency regional investment umbrella, targeting land degradation that threatens the long-term viability of livelihoods, economies, and ecosystems in priority agro-ecological zones in SSA. This design, elaborated below, is informed by experience and guidance

Clearly this SIP proposal has been structured in the spirit of the new development finance architecture. The proposed USD 150 million, 4 year project is envisioned as “part of a sequence of three four-year

phases, each keyed to future GEF replenishments.” There is much in the way the SIP project was developed and in the way it will be implemented which can provide guidance and lessons on the challenges and opportunities of scaling up investment in SLM.

Currently the planned membership of SIP’s Steering Committee will include “NEPAD (co-chair), GEF, and TerrAfrica secretariats, AfDB, FAO, IFAD, UNDP, UNEP, and the World Bank (co-chair). The GM should explore the possibility of joining the SIP Steering Committee or getting involved more substantively in the implementation of the project.

## **8. Working with the private sector**

Over the last decade, yet another significant development within the sustainable development community has been the continually growing interest in private sector engagement. Traditionally development issues such as SLM have been addressed by governments and NGOs with little if any attention paid to the opportunities for getting the private sector involved.

Regarding scaling up investment in SLM, the GEF SIP proposal for Africa, discussed in the previous section, for example, provides a clear rationale for engaging the private sector – financial sustainability. In a country such as Uganda, where over 50% of the government budget depends on donor funding, it is critical that SLM initiatives encourage business developments which not only support SLM objectives but also generate taxable revenues to enable to government to become self-sufficient based its own national economy’s productivity. From this perspective, the SIP proposal explains that financial sustainability will be pursued, in part, by “creating a conducive environment for SLM which would reduce investment risks and increase the incentive for private sector involvement in natural resource management.”

Though the SIP proposal recognises the need to engage the private sector, it does not spell out ways and means of doing so. Key private sector development agencies such as the International Financial Corporation (IFC) and the ITC are not even featured in the proposal. The failure to develop strategic partnerships and programmatic components to engage the private sector in SLM is, however, a common failure in many if not most SLM initiatives. Hence the interest of the GM to promote greater private sector engagement in SLM and in the implementation of the UNCCD is timely and critically important.

## Towards managing productive landscapes sustainably

If productive landscapes are to be managed sustainably, then responsible and successful entrepreneurs and investors need to be encouraged to develop businesses which make money by producing SLM-related goods and services. Whether through MEA processes, A4T processes, SWAp process or others, the GM has a potentially major role to play in ensuring that the private sector is integrated into SLM-related initiatives.

At the international level, there are a number of key private sector development agencies with which the GM could develop SLM-related partnerships. These potentially include the following:

- Centre for the Promotion of Imports from Developing Countries (CBI),
- EC Export Helpdesk for developing countries,
- Food Business Forum (CIES),
- Institute for Public-Private Partnerships, Inc. (IP3),
- International Business Leaders Forum (IBLF),
- International Chamber of Commerce (ICC),
- International Finance Corporation (IFC),
- International Trade Centre (ITC),
- Multilateral Investment Guarantee Agency (MIGA),
- Pro€Invest (EU-ACP partnership),
- Public-Private Infrastructure Advisory Facility (PPIAF),
- Sustainable Agriculture Initiative Platform (SAI Platform),
- Trade Promotion Management Association (TPMA),
- World Association of Investment Promotion Agencies (WAIPA),
- World Business Council for Sustainable Development (WBCSD),
- World Chambers Federation (WCF)
- World Economic Forum (WEF),
- UNEP Finance Initiative (UNEP FI), and
- United Nations Industrial Development Organization (UNIDO).

This is a long list of potential partners and the GM should consider developing a strategy for engaging international agencies in support of SLM-related business development in developing countries. Clearly, the experiences of international financial institutions, such as the IFC, could provide some insights. The new focus area of the WBCSD on ecosystems might present another opportunity.

In addition to this long list of potential partners, there are also private and corporate foundations which may be interested in supporting SLM-related enterprise development. The top 100 private foundations in the

US have a combined worth of over \$212 billion. In addition, the top 50 corporate foundations in the US have a combined worth of over \$7.5 billion. To date, little of this wealth has been allocated explicitly to SLM-related investments. The situation is similar for Europe. The GM may want to develop an awareness raising and marketing campaign for private and corporate foundations in OECD countries.

At the country level, there are the various national agencies promoting exports and foreign direct investment. There are also national chambers of commerce. Another opportunity for the GM in developing countries would be to engage national business organisations in SLM-related programmes and investments. For example, the GM may want to work with national export promotion agencies. The Uganda Export Promotion Board, for example, hosts the Uganda BioTrade Programme which is actively facilitating exports from SLM-related enterprises in the country. Another possibility is to work with investment promotion agencies, such as the members of World Association of Investment Promotion Agencies (WAIPA).

Regarding working with the private sector, the GM has a real opportunity to ensure that SLM programmes and investments are truly sustainable by engaging the private sector in profitable and responsible enterprise in productive landscapes.

## **9. Opportunities for the Global Mechanism**

This final section lists various opportunities for the GM developed in the previous sections of this paper. The overall recommendation arising from this paper is that market access and trade provide substantive opportunities for promoting SLM and the GM should plan to invest in strengthening the capacity of its MAT programme.

### **Regarding an understanding of SLM ...**

The GM should articulate a practical and operational definition of SLM that will be useful in its work on market access and trade. This could be based on a matrix framework of SLM objectives and categories.

The GM should consider using of the five SLM objectives outline in 1991 but it should also consider updating some of these objectives to take into account the substantive progress in sustainable development policy over the last two decades.

## **Towards managing productive landscapes sustainably**

The GM should consider adopting a set of perhaps 8 SLM categories that present a landscape-level understanding of SLM. (In this context, the GM will need to be clear how SLM is a much broader concept than the desertification/drylands focus of the UNCCD.)

### **Regarding multilateral environmental agreements ...**

The GM should build on the UNCCD's expressions of interest to cooperate and collaborate with the MEAs, particularly the biodiversity-related conventions.

The GM should consider engaging in relevant Ramsar processes to promote synergies between drylands management approaches and wetlands management approaches with respect to market access and trade and to strengthen MEA policy decisions in support of SLM.

The GM should consider engaging in CITES-related processes where there is a clear convergence of interest with respect to threatened species and sustainable landscape management.

The GM should introduce the concept of SLM to relevant CBD processes, especially to assist the CBD community in addressing the complex and challenging discussions under the cross-cutting theme of economics, trade and incentive measures.

### **Regarding trade-related processes ....**

The GM should develop and implement an SLM SWOT assessment methodology and programme of work in support of understanding and promoting market access and trade processes at the landscape level

The GM should propose SLM components of the DTIS diagnostic methodology of the IF.

The GM should integrate elements of this DTIS methodology into its own SLM SWOT assessment.

The GM should propose an SLM approach for the JITAP module on product and services sector strategies

The GM should incorporate elements of this JITAP module and others into its SLM SWOT assessment.

### **Regarding the new financial architecture ...**

## **Towards managing productive landscapes sustainably**

The GM should contribute lessons learned from its experiences to the discussions by the OECD and others on the new development finance architecture.

The GM should introduce SLM approaches and perspectives as appropriate into relevant country-level SWAp.

The GM should play a facilitating, brokering role at the country level to further government and donor coordination under a SLM SWAp.

Regarding large-scale SLM projects financed by the GEF and others, the GM should explore opportunities for joining the project's steering committee and for getting involved more substantively in the project's implementation.

### **Regarding the private sector ...**

The GM should take a leadership role within the international development assistance community in promoting greater private sector engagement in SLM and in the implementation of the UNCCD.

The GM should develop a strategy for engaging international organisations – public, private and NGO – in support of SLM-related business development in developing countries.

The GM should develop an awareness raising and marketing campaign on SLM for private and corporate foundations.

The GM should engage business organisations in developing countries in SLM-related programmes and investments, particularly national export promotion agencies and national investment promotion agencies.