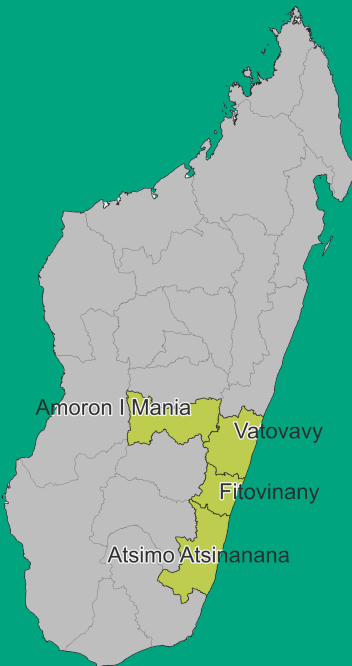


Madagascar - Integrated Landscape Management for a Zero-Deforestation Coffee Value Chain

GEF FOLUR - MADAGASCAR COFFEE LANDSCAPE INVESTMENT CARD

KEY STATS

- **Timeline:** 2024 –2029
- **Project Size:** \$9,874,117 (GEF amount)
- **GEF Implementing Agency:** United Nations Food and Agriculture Organization (FAO)
- **Core Executing Partner¹:** Ministry of Environment and Sustainable Development; Ministry of Agriculture, Livestock and Fisheries



RELEVANCE & CHALLENGES

Madagascar is [globally significant](#) for its wild *Coffea* species and biodiversity conservation potential, both of which are under serious threat due to climate change, deforestation driven by livestock grazing and fuelwood collection, as well as challenges from agricultural expansion (e.g., rice), and land tenure challenges (e.g., human settlements).

OVERVIEW & EXPECTED IMPACTS

The FOLUR country project in Madagascar aims to transform food systems through sustainable production, reduced deforestation from commodity supply chains, and increased landscape restoration in the Amoron'i Mania, Vatovavy, Fitovinany, and Atsimo Atsinanana landscapes.

The country project develops an Integrated Landscape and Management Plan (ILMP), which can function as a national policy blueprint for Nature Based Solutions. Among other advantages, the ILMP will identify degraded land in productive areas (e.g., coffee, rice) to stimulate restoration through agroforestry as well as biodiversity conservation.

The following main activities are being carried out by the country project and reinforced by private sector investment:

- **Landscape Planning:** Strengthen the technical capacities of national and local stakeholders to plan, update and implement integrated landscape plans to conserve biodiversity and ecosystem services. Activities will include a baseline analysis of the landscape, including data collection and validation.
- **Landscape Restoration:** Creation and implementation of the ILMP, with particular focus on forest and landscape restoration activities in and around coffee and rice production, to stimulate sustainable value chains and unlock socio-economic development opportunities.
- **Governance:** Institutionalization of participatory governance mechanisms for ILMP implementation, led by an intersectoral government team composed of heads of the region, district, and municipalities as well as technical experts on regional planning, environment, agriculture and livestock.

By September 2029, the program will have successfully conserved and sustainably utilized genetic resources from at least 10 wild coffee species and 5 locally adapted crop species, resulting in the development and distribution of climate-adaptive seedlings to 10,000 smallholder farmers in Madagascar, thereby enhancing their resilience to climate change and improving their livelihoods.

¹ Beyond the FAO (GEF Implementing Agency) and Madagascar's Ministry of Environment and Sustainable Development and the Ministry of Agriculture, Livestock and Fisheries (Executing Partners), additional involved partners include: Slow Food, Silo National des Graines Forestieres, FOFIFA, Madagascar National Parks, Missouri Botanical Garden, Kew Madagascar Conservation Centre, Ramanandraibe Export, Akesson, and Bondy.

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Madagascar's FOLUR CP expected impacts align with the sector-wide vision and goals for a sustainable coffee sector as set out by the [Sustainable Coffee Challenge](#).

PROSPERITY & WELL-BEING



10,000 coffee producers benefit of improved coffee production practices

32 community groups involved in new/improved value chains or green business on forest goods and services

RESILIENT SUPPLY



5,000 ha of agro-forestry coffee plantations under improved management

58,000 ha of agroforestry land with system conservation

STRENGTHEN DEMAND



04 Public-Private Partnership commercial agreements

01 Payment for Ecosystem Services bankable project developed for the long-term

CONSERVE NATURE



10,000 ha of natural forests and agro-forestry systems under restoration

3,274 ha of natural forests with avoided deforestation

4,968,459 MT CO2e mitigated

GET INVOLVED: To indicate interest in supporting this country program, please contact: Manitrana Rasoanaivo via manitrana.rasoanaivo@fao.org and/or Ms. Hasina Ratovonirina via cnp@folur.mg.

Visit <https://www.folur.org/madagascar> to learn more, including about additional coffee-focused FOLUR country projects.

CO-INVESTMENT OPPORTUNITIES

Concrete opportunity areas for coffee supply chain actors – small, medium, and large – to complement and scale the program include:

COFFEE INDUSTRY RESILIENCE

Parallel co-investment into biodiversity-friendly and small-holder inclusive coffee production would contribute to reviving Madagascar's role as a unique coffee origin. Specifically, supply chain actors can support the provision and access to improved coffee varieties as well as to international markets in line with emerging regulatory requirements (e.g., European Union Deforestation Regulation).

CORPORATE NATURE + CLIMATE TARGETS

By supporting the transition to agrobiodiversity conservation – through on-farm restoration and emission reductions – co-investments in this program can unlock and drive progress towards corporate climate and nature targets.

SCALE IMPACT ACROSS LANDSCAPE

Embedding supply chain actions within the program's jurisdictional approach (i.e. ILMP) will foster long-term impacts and help de-risk supply chains. Companies can co-invest in the establishment of the ILMP, for instance by supporting the development of a rigorous baseline to monitor and track sustainability across the landscape and guide interventions for conservation and sustainable production.

Additionally, interested stakeholders will be invited and encouraged to participate in multi-stakeholder initiatives and to provide in-kind contributions.

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