

Safeguards Compliance Memorandum

Project Information

Project Name	Generating responsible demand for reduced deforestation commodities
GEF Focal Area	IAP-Set Aside
Safeguards Categorization	C

Project Description

The proposed Responsible Demand child-project seeks to mainstream the demand for soy, beef and oil palm that is not attributed to deforestation. The project will primarily work at global and regional levels, with pilots taking place at a national or local level. These pilots were selected based on trends towards agricultural growth and expansion, with the expansion threatening globally significant biodiversity and GHG emissions. Over the four year period, the project will:

Project Component 1: Mainstream demand for reduced deforestation commodities with major buyers and traders, by influencing financial institutions, raising corporate buyer awareness of the impacts of unsustainable production, and driving trader commitments.

Project Component 2: Strengthen the enabling environment for reduced deforestation commodities in demand markets by raising policy maker awareness and capacity for policy makers to create regional/national policies incentivizing reduced deforestation demand.

Project Component 3: Promote reduced deforestation commodities globally and in major markets through consumer campaigns and media engagement. Component 3 will be piloted in Indonesia to increase domestic demand for sustainable palm oil.

Project Component 4: Advance transparency, traceability and decision support tools for reduced deforestation commodities, which will support all of the above components.

Project Component 5: Monitoring and Evaluation to inform project management.

Project location and salient physical characteristics relevant to the safeguard analysis

The proposed project is a global project with some regional and national campaigns and awareness raising in Indonesia, Paraguay and West Africa.

Safeguards Policies	Triggered	Explanation
Natural Habitat	No	No interventions are envisaged in natural habitats or Forests. The project will primarily focuses on awareness raising and campaigns to encourage demand for sustainably produced key commodities (oil palm, soy and beef)
Indigenous People	No	The implementation of the project is unlikely to affect Indigenous communities since the project will primarily focus on awareness raising and campaigns to encourage demand for sustainably produced key commodities (oil palm, soy and beef) amongst national governments and buyers (corporations, traders and financial institutions)
Involuntary Resettlement	No	The Project will support no civil works and will involve no land acquisition or land taking.
Pest Management	No	The project will not finance experiments or production of pesticides.

Summary of Key Safeguards Issues

Describe any safeguard issues and impacts associated with the proposed project. Identify and describe any potential large scale, significant and/or irreversible impacts:

Environmental due diligence and screening identified no potential large scale, significant and/or irreversible impacts are envisaged under the project. The Project is socially inclusive and gender sensitive.

Describe measures taken by the Project Team to address safeguard policy issues. Provide an assessment of Executing Agency capacity to plan and implement the measures described

Not Applicable.

Identify the key stakeholders and describe the mechanisms for consultation and disclosure on safeguard policies, with an emphasis on potentially affected people.

No environmental and social safeguards policies are triggered since the project entails only awareness raising campaigns.

Gender Mainstreaming

Describe how the project has incorporated gender into the project design to ensure participation of both men and women.

The project team designed the Responsible Demand Project in such a way as to assess, to the extent possible, potential impacts of the project on gender equality and gender equity. It is the aim of the Project to ensure that potential negative impacts on women and men are addressed, as well as to identify and use opportunities to reduce gender inequities. Social sustainability, including gender equity, is essential to achieving sustainable commodity supply chains

UNDP, as program lead for *Taking Deforestation out of Commodity Supply Chains*, is responsible for the overarching Gender Equality Strategy to shape the program-level framework for mainstreaming gender. UNDP, under the Adaptive Management and Learning Child Project, will develop a Program-level Gender Mainstreaming Strategy and Action Plan based on the gender mainstreaming actions to be carried out by each of the child projects, ensuring a consistent approach. The Strategy will be implemented by the child projects.¹

Along with ensuring consistency with the Gender Equality Strategy set out by UNDP, the Responsible Demand Project will also align with WWF policy and practice on gender and conservation. WWF Global Network Policy on Gender was instituted in 2011 to ensure that its conservation policies, programs, and activities benefit women and men equally, and contributes to gender equity as part of a broader commitment to strengthening the social dimensions of its projects and programs. As the WWF Network Policy on Gender underscores, lasting success in conservation and natural resource management is only possible when it is sustained by, and benefits, the women and men concerned and involved.

Building on WWF Gender Network Policy on Gender, MTI has been exploring the role of sustainability standards and certifications in driving improvements in women's rights and empowerment in commodity production, as well as the effectiveness of these tools as mechanisms for improving livelihoods of producers and indigenous peoples. MTI has developed a set of social indicators to track such issues at a high level and has drafted an analysis of how standards address gender issues. MTI plans to continue its involvement in this space by engaging with ISEAL on a research agenda for gender issues relevant to standards, and by hosting a workshop to discuss findings with standards and other stakeholders.

To inform project design and ensure gender integration throughout the project cycle, kick-off workshops were conducted that included a balanced participation of women and men, with special consideration of the role and potential impact to women under components 2 and 3 of the Demand Child Project (see below). Project team discussions, outcomes from these kick-off workshops as well as consultancy with a gender expert informed the following gender entry points. To maximize the impact from identified gender entry points, the following activities

¹ See IAP Adaptive Management and Learning Child Project for full details on Gender Mainstreaming Strategy and Action Plan.

will be done during implementation, with an underlying understanding that adaptation and improvement should guide the process:

Project Component 1. Project component 1 builds awareness, capacity and opportunities for collective action among buyers, traders and investors in South East Asia and Latin America with a focus on building corporate and financial commitment to reduced deforestation sourcing. This component will integrate gender dimensions into buyer and investor trainings through specific gender tutorials, and will encourage adoption of environmental, social and governance (ESG) and/or corporate social responsibility (CSR) policies that promote gender equity on the ground. Gender-specific tutorials will be developed and informed by a gender analysis that will take place during project implementation. The gender analysis will identify potential positive impacts to women, sustainable supply chains, and broader benefits to investors, companies, policy makers and consumers. In addition to promoting gender equity through ESG and CSR policies, there is room to promote gender mainstreaming practices within the buyer and investor operations themselves by revealing the benefits associated with the presence of women in management and decision-making roles. The potential impact of Component 1 is gender mainstreaming in major buyer supply chains. Throughout the project cycle, the corporation/investors strategies will be adapted based on annually updated findings through the M&E plan (see below).

Project Component 2. Project Component 2 builds awareness and capacity for policy makers in the West Africa, Southeast Asia, and Paraguay to incentivize reduced deforestation demand for palm oil and to encourage demand country governments to commit to and adopt policies that incentivize reduced-deforestation sourcing. Engagement with policy makers, including any recommendations towards mainstreaming gender, will be screened through the WWF Gender Policy, with impacts to women and men considered. In addition, the project will conduct a study on the present situation of gender policies in and across the target countries, and will produce recommendation to address gaps or obstacles to achieving gender equity. Findings and recommendations from the gender study will then be presented to relevant policy makers and stakeholders during project implementation as relevant.

More specifically, the Demand Child Project will include gender considerations when assisting in the development of national standards. National interpretations of standards can provide greater transparency and social assurance for agricultural activities within varying environmental and social contexts; therefore, addressing gender within the national context specifically offers potential for increased local and regional positive impacts at certified sites. Some examples of gender related requirements within national standards are: an anti-discrimination criterion (with indicators that include equal access to all jobs, equal wages, and a process to report gender specific discriminatory practices); avoidance of the preparation and application of pesticides for pregnant and nursing women; and maternity/paternity leave. This will largely be applied to UNDP's development of a national interpretation of the Global Roundtable of Sustainable Beef (GRSB) in Paraguay.

In addition, the Demand Child Project will include gender considerations when helping establish TFA principles in Sierra Leone and in regional West Africa (including Liberia).

While TFA principles do not currently include components on gender, recommendations from the gender study described above will inform this work.

Project component 3. Project Component 3 focuses on the Indonesian consumer and aims to build awareness for Indonesian consumers through media outlets on the benefits of reduced deforestation palm oil and the negative impacts of unsustainable palm oil and oil-palm based products. A gender-sensitive consumer campaign will be rolled out across three major cities in Indonesia. A professional communications firm will be contracted to undertake the work.

The Demand Child Project will begin with an analysis of the present consumer base in Indonesia by conducting public, gender balanced focus groups and surveys. Focus groups will ensure representation of both women and men. The results of the analysis will inform the consumer campaign. By possessing a clear understanding of what is most important to the women and men interviewed and surveyed, the campaign will be successful in helping to shift consumer attitude toward sustainably produced palm oil. As women are the primary users of palm oil for cooking, components of the messaging and communication outlets produced will be geared to women specifically. The consumer campaign will also, directly and indirectly, shine a spot light on the importance of the female voice both in the production and consumption of sustainable palm oil.

Project Component 4. Under Component 4, the Demand Child Project will strengthen transparency and decision support tools for companies, investors, policy makers, and consumers targeted in Components 1-3. Component 4 has limited relevance and opportunity to advance gender mainstreaming. However, traceable supply chains have the potential to indirectly benefit women and men, as transparency at every level means increased opportunities to address the labor environment, human rights issues, and gender integration. In addition, M&E efforts under this component will ensure gender is incorporated throughout project implementation, within Components 1-3 listed above (see M&E below).

M&E. To ensure gender is considered throughout the complete scope of the project, the M&E plan will include gender indicators incorporate gender disaggregated information.

Indicators related to the Indonesia consumer campaign include the following (see also Appendix 5):

- Objective level: Percentage of consumers who state they are willing to change their purchasing habits to sustainable palm oil;
- Outcome level: Percentage of consumers who associate palm oil with negative environmental impacts related to deforestation.

Both indicators will be disaggregated by gender. M&E data will pay particular attention to awareness and purchasing changes amongst women, with this data interpreted through a gender perspective by the professional communication firm undertaking this work. With assistance from gender experts as necessary, the communication firm will adjust the strategy accordingly.

In addition, the Demand Child Project will track gender at the output level through the following indicator:

- Number of gender-specific tutorials conducted with buyers or investors.

Monitoring and Compliance

Have satisfactory calendar, budget and clear institutional responsibilities been prepared for the implementation of measures related to safeguard policies? Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input checked="" type="checkbox"/>
Have costs related to safeguard policy measures been included in the project cost? Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input checked="" type="checkbox"/>
Does the Monitoring and Evaluation system of the project include the monitoring of safeguard impacts and measures related to safeguard policies? Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input checked="" type="checkbox"/>
Have satisfactory implementation arrangements been agreed with the borrower and the same been adequately reflected in the project legal documents? Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input checked="" type="checkbox"/>
Have relevant safeguard policies documents been sent to WWF-US? Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input checked="" type="checkbox"/>
Have relevant documents been disclosed in-country in a public place in a form and language that are understandable and accessible to project-affected groups and local NGOs? Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input checked="" type="checkbox"/>

Disclosure Requirements

Date received by WWF-US	N/A
Date Disclosed on WWF-US website	N/A
Date Disclosed	N/A
In country Disclosure	N/A

Approvals

Anushika Karunaratne, Safeguards Coordinator	<i>A. H. Karunaratne</i>	Date 07/21/16
David McCauley, Safeguards Compliance Officer	<i>David McCauley</i>	Date 21 July 2016