

# Produce, Conserve, Include

A working model of the jurisdictional approach to sustainable development

## The issue

Global deforestation is on the rise.  
Companies struggle to meet goals.

Companies have committed to removing deforestation from their supply chain by 2020, yet deforestation rates continue to rise. Innovative solutions are needed to curb deforestation and meet corporate goals. The jurisdictional approach is one such solution and is a highly-touted opportunity for corporate leadership.

The jurisdictional approach encourages companies to collaborate with local governments, communities and producers in their sourcing regions. By working together, the stakeholders ensure that local laws, regional efforts and corporate policies work in concert to catalyze deforestation-free landscapes. Many companies have heard about the jurisdictional approach, but they need practical opportunities to prove the concept in promising jurisdictions.



## Mato Grosso, Brazil

An ideal region to deliver on the jurisdictional approach

From 2004 to 2014, Mato Grosso demonstrated that it is possible to reduce deforestation while increasing productivity. This agricultural powerhouse produces nearly 30% of Brazil's soy and has the largest cattle herd in Brazil, with more than 30 million cattle. To meet rising food demand, experts indicate that the state could expand agricultural land by around 5 million hectares by 2021. However, with the appropriate measures in place, Mato Grosso can meet growing demand through sustainable development rather than increased forest loss.

## Produce, Conserve, Include

An investment-ready model  
designed to meet aggressive targets

Mato Grosso's government created the Produce, Conserve, Include (PCI) strategy, a leading jurisdictional approach that creates a new vision for the future of Mato Grosso: increase productivity across the state, all while maintaining native vegetation cover and reducing deforestation.

The PCI's ambitious vision add up to huge environmental benefits: over six gigatons of avoided emissions by 2030. Meeting these aggressive targets requires a multi-stakeholder effort, and the PCI brings together government agencies, civil society, producer groups and companies to drive toward impact.



# Why should companies engage in the PCI?

Benefits to participation in the PCI include:



## How can companies engage?

- 1. Engage in the Corporate Action Group.** This group will connect approximately four times per year to discuss items pertinent to the PCI and help companies get exposure to on-the-ground and large-scale opportunities.
- 2. Support one or more priority projects that drive toward PCI goals.** The PCI has identified priority projects that are ripe for replicability and scale. Companies can provide technical or financial assistance to these projects.
- 3. Commit to source from PCI projects** as a way to send a demand signal that sustainable development increases access to markets.
- 4. Voice support for the PCI strategy** to your supply chain partners, in communications to the public, and in policy conversations in Brazil.

These are just a few of the various opportunities for company engagement. We would like to hear from you and help us shape corporate opportunities based on your interest and priorities.

To learn more or get involved, go to [pcimonitor.org](http://pcimonitor.org) or contact Fernando Sampaio: [diretor.pci@gmail.com](mailto:diretor.pci@gmail.com).

