The Challenge

The commercial production of soy, beef and palm oil are a dominant economic force in many national and regional developing economies. Worldwide, the livelihoods of 2.5 billion people depend on agriculture.

However, our growing global population, rising incomes and changing diets will continue to increase demand for agricultural commodities and create more pressure on the planet’s finite natural resources.

Soy, beef and palm oil are considered to be the biggest drivers of deforestation today. The red soil landscapes of Brazil, Indonesia, Liberia and Paraguay, as well as the private sector and civil society organisations.

The partnership is funded by the Global Environment Facility and contributes to the GEF’s commitment to assist developing countries in meeting the objectives of multilateral environmental agreements. Led by the UNDP’s Green Commodities Programme, the Good Growth Partnership will be implemented in collaboration with Conservation International, the International Finance Corporation, UN Environment and the United Nations Development Programme (UNDP), as well as the private sector, civil society organisations and national, regional and local governments.

Our work is currently focused in several important landscapes: Brazil’s Matopiba area in the country’s expansive Cerrado ecoregion; the biodiverse Indonesian provinces of Riau, North Sumatra and West Kalimantan; the new palm oil frontier regions of the Indonesian island of Sumatra; and the semi-arid Chaco region in Paraguay.

Why ‘Good Growth’?

Our work builds on the premise that in order to effectively tackle commodity supply chain sustainability, there are several factors that need addressing:

- Responsible Demand: Building on WWF’s long history of engaging with corporations and consumers, the Good Growth Partnership helps to raise awareness and strengthens demand for sustainably produced beef, palm oil and soy amongst consumers, policy makers, companies and investors. Coordinating with existing platforms and networks, the Good Growth Partnership helps to bring together the global community of practice, fostering collective action and knowledge management. This work is supported via the continual development of a wider community of practice, coordinated by the UNDP’s Green Commodities Programme. This expanding global community of practice brings together partners with expertise and capacity to improve transparency. We are also working to address market barriers and to develop ways to better incentivize demand for sustainable production.

- Sustainable Production: Building on the UNDP’s Green Commodities Programme’s work on national systems change, as well as WWF and Conservation International’s efforts in key conservation landscapes, this partnership supports national and regional governments to improve transparency. We are also working to address market barriers and to develop ways to better incentivize demand for sustainable production.

- Finance: The three areas of supply chain intervention are bound to the financial sector to improve best practice and reduce the risk associated with financing the sustainable commodity sector. There must be an increase in market awareness and demand for reduced deforestation.

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About The Challenge Why ‘Good Growth’?

Our partnership promotes a holistic approach to sustainability that encompasses entire commodity supply chains. We work with a full range of stakeholders, from small-scale producers to governments and global corporations in order to tackle the interconnected layers of the global commodity supply chain: production, demand and finance.

Our work focuses on the systemic issues that underlie deforestation and environmental degradation. This goes to the root of the challenge in commodity supply chains. In every work desk with reducing poverty by enabling rural and other marginalized communities, reducing deforestation to commodity production, and increasing the demand for sustainably produced commodities and creating more pressure on the planet’s finite natural resources.

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Launch launched the United Nations New York headquarters in 2017, the Good Growth Partnership works with the governments of Brazil, Indonesia, Liberia and Paraguay, as well as the private sector and civil society organisations.

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The Good Growth Partnership supports the 2030 Sustainable Development Agenda which seeks to end poverty, reduce inequality & tackle climate change.

Show your support!
Post a photo of yourself with the #GoodGrowth hashtag.
Tell us why cultivating sustainability in commodity supply chains is important and how you are committed to supporting the transition.

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