

ENGAGING THE PRIVATE SECTOR TO ADVANCE THE GREAT GREEN WALL INITIATIVE

Sarah Toumi,
Emma Pistarino,
Liv Angerer



GREAT GREEN WALL



United Nations
Convention to Combat
Desertification



United Nations
Convention to Combat
Desertification

INDEX

1

RESEARCH
SPOTLIGHTS

4

2.

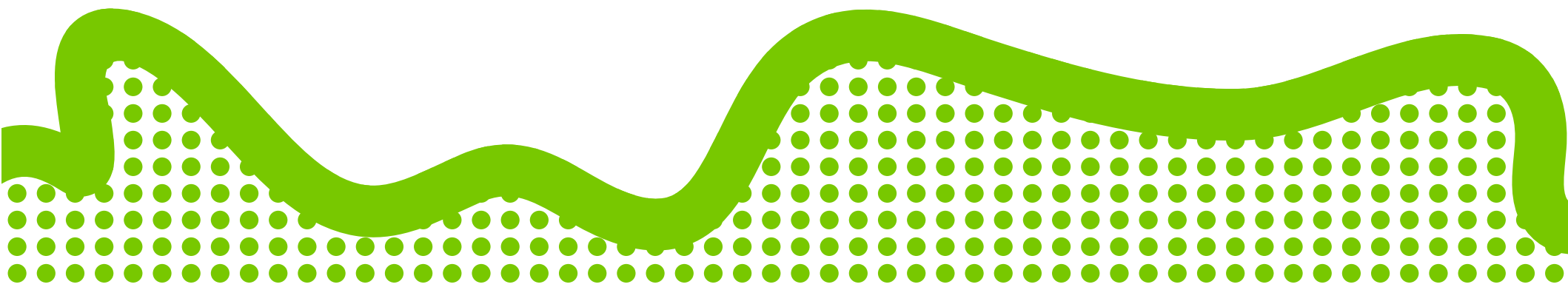
BUILDING
SUSTAINABLE
MARKETS

8

3

GREAT GREEN
WALL LABEL

12





AT A GLANCE...

How does the the Great Green Wall ecosystem supports entrepreneurs at the forefront of sustainable land management?



ACCESS TO
FINANCE



KNOWLEDGE
AND TRAINING



ACCESS TO
AGRICULTURAL
INPUTS



INFRASTRUCTURE
AND ENERGY



LAND TENURE





RESEARCH SPOTLIGHT: EXPLORING INNOVATIVE FARMING MODELS

Toulu Keur is an innovative farming method, grounded in traditional practices, that has been spearheaded by the Senegalese Agency for Reforestation and the Great Green Wall.





RESEARCH SPOTLIGHT: INNOVATIVE FINANCING FOR SMALLHOLDERS

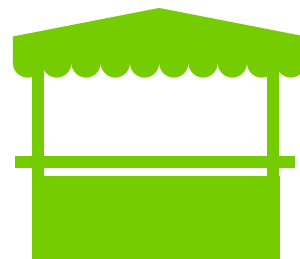
Smallholders in sub-Saharan Africa face systemic challenges such as limited market access and low agricultural productivity.



Gender inequalities



Limited
land



Insufficient access
to markets

- lack of infrastructure
- lack of access to extension services
- high perception of risks



RESEARCH SPOTLIGHT: INNOVATIVE FINANCING FOR SMALLHOLDERS

Actors relevant to enhancing smallholder access to livelihood resources :
Governments, Civil Society, and:

Agribusinesses (out-grower sourcing):

- support (extension services, credit)
- work with cooperatives
- long-term management strategies to mitigate risks
- sustainable practices

Credit institutions:

- credit for production
- investments with payback tied to harvest cycles
- combine microcredits with insurance to enhance resilience
- link credit provision to extension services to reduce default risk

Insurance providers:

- promote insurance literacy
- implement gender-responsive strategies,
- encourage holistic risk management approaches





INSIGHTS ON THE CREATION OF A GGW MARKET COMMUNITY

BUILDING AND INCREASING uptake of GGW products requires continuous effort. Market insights (product shares, trade flows, and leading players) are crucial for matching supply and demand operators

OBSTACLES TO SUPPLY CHAINS may extend beyond sustainability issues to product quality and perceptions

MARKETING STRATEGIES tailored to specific regions should be developed, determining pre-conditions that must be in place to implement them

KEY PLAYERS should be targeted, such as organizations that support commercial outreach work in Africa and targeted export markets (corporations, forums, trade associations, etc)





UNLOCKING SUSTAINABLE MARKETS IN THE GREAT GREEN WALL

ACHIEVING GGW ambitious goals will require private sector investments and a transition to sustainable production, **PRESENTING** large business opportunities and potentially unlocking markets worth billions of dollars

PLEDGES of more than 19 billion USD were made at the One Planet Summit – a major boost for the initiative, **NEED** for more investable projects in the region

A Great Green Wall **CATALYTIC FUND** could provide technical assistance and financing to SMEs, to accelerate the transformation of sustainable production and create more resilient supply chains

THE GREAT GREEN WALL CATALYTIC FUND

Key elements

- Grants: Provide technical assistance, capacity building, and financing for SMEs
- Seed capital/concessional loans, enable investments in new business models
- Developing standards for sustainable production: promote a comprehensive approach that includes environmental sustainability, social equity, and economic viability



United Nations
Convention to Combat
Desertification





United Nations
Convention to Combat
Desertification

TWO-TRACK APPROACH OF THE GGW CATALYTIC FUND

TRACK 1: DEVELOP & CONNECT INVESTABLE SOLUTIONS

- Goals: Strengthen economic performance and build an enabling investment environment
- Challenges: Fragmented capacities, weak infrastructure, security issues
- Actions:
 - Grants and seed capital for capacity building
 - De-risk investments with flexible financing options

TRACK 2: TRANSITION TO SUSTAINABLE PRODUCTION

- GOALS: INTEGRATE NATURE-POSITIVE PRODUCTION IN GLOBAL SUPPLY CHAINS
- ActionS:
 - DEVELOP AND PROMOTE THE GGW BRAND
 - LAUNCH 'GREAT GREEN WALL SOURCING CHALLENGE' TO ENGAGE MAJOR CORPORATIONS
 - ENSURE COMPANIES SOURCE SUSTAINABLY FROM GGW COUNTRIES AND SUPPORT LAND REHABILITATION





EXPLORING THE POTENTIAL OF A GREAT GREEN WALL LABEL

A label for products originating from the Great Green Wall (GGW) region that:

- Focuses on farmer empowerment, sustainable development, and combating desertification;
- Is substantiated by a robust verification system to gain stakeholder trust;
- Develops standards for sustainable practices, requiring stakeholder engagement and governance;
- Involves a balanced representation from stakeholders for credibility and trustworthiness.





Options for Development

Three options for its development:

- GGW's own program
- Collaboration with landscape-level systems
 - 'Verified Sourcing Areas' and 'LandScale'
- Collaboration with producer
 - Fairtrade, Organic, Union for Ethical Bioproducts

Other Considerations

- **Licensing and Monitoring:**
 - Due diligence performed on potential collaborators can ensure credibility of GGW logo
- **Financing the Label:**
 - Analysis of market dynamics and consumer preferences should inform the business plan
- **Time:**
 - Development would require a minimum of 3.5 years



KEY SURVEY FINDINGS:

- **Market Landscape in Africa and Sahel**
 - Lack of widely recognized labels specific to the region
 - Concerns about product quality and political stability
- **Perspectives on Labeling**
 - Importance of strong marketing and storytelling
 - Debate over whether GGW should be an origin label
- **Messaging and Claims**
 - Narratives: empowering farmers, reforestation, fighting desertification. Showcase African products positively, no aid-centric messaging



NEXT STEPS: DEVELOPING A GREAT GREEN WALL LABEL

The development of a GGW labeling program requires a **comprehensive market analysis**, **stakeholder engagement**, and **sustainable financing** to achieve meaningful impact in the region.

Let's discuss:

- Should it be a third-party certification? Or a GGW program?
- Is a consumer-facing label indeed needed to support the purposes of the Great Green Wall?
- What kind of messaging should it be connected to?

PUBLIC INCENTIVES: THE DECLARATION OF THE 1ST PRIVATE SECTOR FORUM OF THE GGWI



United Nations
Convention to Combat
Desertification

Fiscal incitations

Land tenure security

Standardized blended finance vehicles

Communication strategy likely to reach all targets

Platform for data collection, capitalization of good practices and monitoring

Project banks to accelerate the implementation of the Great Green Wall

valorization and promotion of species and natural products of the Great Green Wall

identify and structure Start-ups for the production of Great Green Wall services

Create economic hubs with integrated markets which will stimulate the development of value chains

Stimulate opportunities for agricultural, forestry and livestock value chains

Decentralized cooperation axes in production, valorization, transformation and commercialization of natural resources

Service offerings and the development of renewable energy infrastructure, hydraulic works, and priority socio-economic infrastructure





United Nations
Convention to Combat
Desertification

THANK YOU!

the longest
living structure on the planet

Sarah Toumi, stoumi@unccd.int

Emma Pistarino, epistarino@unccd.int

Liv Angerer, langerer@unccd.int



**GREAT
GREEN
WALL**