



*Preparing for
Accelerated
Climate Change*

Advancing Sustainable Livelihoods in Vulnerable Watersheds through Corporate Partnerships

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Presentation Outline



Introduction to USAID Safe Water



Case Studies (Coca Cola, Sunlight Foods, Greentropics)



Corporate Roundtable



Group Activity: Pitch Competition!



Conclusions & Takeaways

- Understand the role of private sector partnerships in advancing sustainable livelihoods and watershed management.
- Explore successful models of collaboration between communities, corporations, and development organizations.
- Identify key strategies for integrating economic development with environmental sustainability in rural areas.



Panelists



Alma Porciuncula

Chief of Party, USAID Safe Water



Joanne Dulce

Project Management Specialist, USAID/Philippines



Jazmin Gutierrez

Private Sector Engagement Advisor, USAID Safe Water

State of Watersheds in the Philippines



Diminishing forest cover: Forest cover is down to 23%; 40% is needed for ecological balance



Water availability: Current water availability is at 1,400 cu.m. per capita per year and declining



Underinvestment: Public investments for water resource management average only 1% of total national and local budgets; financing gap of 60% to achieve 40% forest cover



Unsustainable livelihood activities: Rampant practices include slash-and-burn agriculture, monocropping, land conversion, chemical inputs, etc.





USAID Philippines Safe Water Project

Achieving a water-secure future for the country's most water-stressed communities

USAID Safe Water

IMPROVED WATER RESOURCES MANAGEMENT

Sustainable water resources availability - **Objective 2** - originates in the upstream as agricultural practices, protected areas management, water diversions, and upland communities drive change within the watershed. Active watershed councils and river basin organizations play a key role in safeguarding water quality and quantity.

STRENGTHENED WATER SECTOR GOVERNANCE

Good water governance - **Objective 3** - underpins the enabling environment for water security, with locally accountable LGUs proactively planning and coordinating water and sanitation services and national government agencies enabling service expansion through new policies, regulatory reforms, and strategic investments.

INCREASED ACCESS TO RESILIENT WATER SUPPLY AND SANITATION SERVICES

Upstream stewardship comes to fruition in downstream access to water and sanitation services - **Objective 1** - through reliable and resilient water service providers supported by responsive local government units. Water-wise households and committed private sector actors are conscientious consumers of water services and support a clean and green environment through a responsible wastewater management.



PARTNERSHIPS FORGED

Water Demand Management

Ayala Malls
CAPITOL CENTRAL

seda

PBSP
Philippine Business
for Social Progress
Business Social Investment

WATER ALLIANCE

Credit Access for WSS/WRM

PHILIPPINE
4SP

WATER

onwtr

water.org

Nature-based Solutions/ Sustainable Livelihoods

CCT
MINISTRY
AMONG
TRIBESPEOPLE

WATER

WATER

WATER

SEAOL

FARM
KONEK

ANP
ASSOCIATION OF NAGAS PRODUCERS

KASITAK
DEVELOPMENT FOUNDATION INC.
Building Resilience and Promoting Livelihoods for Sustainable Development

SUNlight
FOODS COFF

Conrado &
Ladislawa
Alcantara
Foundation

Coca-Cola Foundation
Philippines

Innovations in the Sector

pdrf
PHILIPPINE
DISASTER
RESILIENCE
FOUNDATION

MANILA WATER
CARE IN EVERY DROP

Maynilad

Globe

Smart

QBO

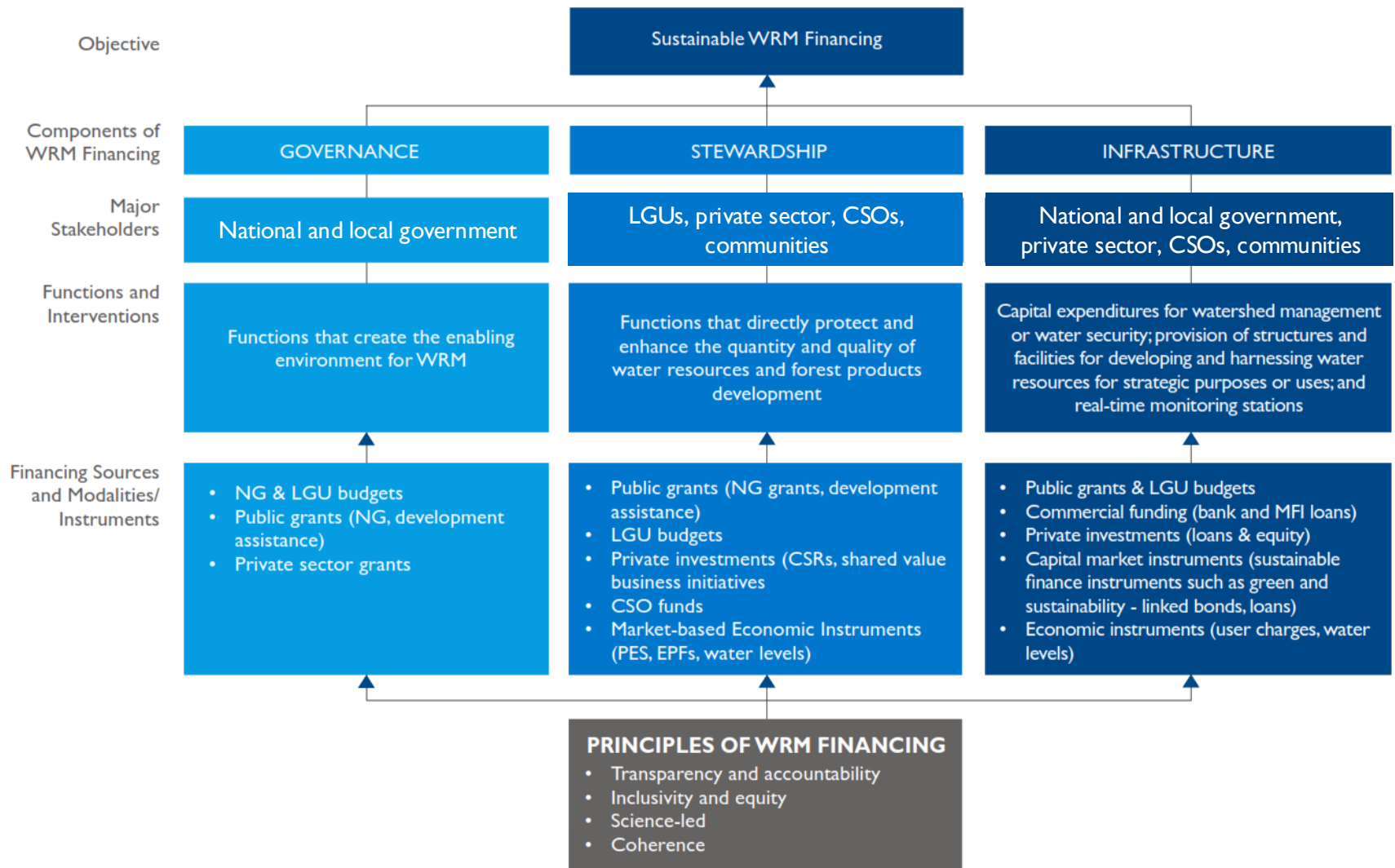
ideaspace



Key Results to Date

- **133,858 people** receiving livelihood co-benefits from sustainable landscapes activities, including better quality of produce, expanded livelihood opportunities, improved market linkages, and higher incomes.
- **55% women** participation in livelihood trainings
- **\$18,174,157 in investments** mobilized for sustainable landscapes
- **724,596 in CO₂ GHG emissions mitigated** from improved watershed management and reforestation efforts

Sustainable WRM Financing and the Role of Private Sector





USAID PHILIPPINES (SAFE WATER)

PARTNERSHIP WITH COCA-COLA

Achieving a water-secure future for the
country's most water-stressed communities

9/29/2022



Coca-Cola Foundation
Philippines



USAID
FROM THE AMERICAN PEOPLE





What's in it for Coca-Cola?

"Water is a priority for The Coca-Cola Company because it is essential to life, our beverages and the communities we serve. It is also critical to public health, food security, biodiversity and the climate crisis. The world is experiencing increased water insecurity, which is evident through water scarcity, with demands for safe, usable water exceeding supply in certain areas."

Water Leadership, The Coca-Cola Business and Sustainability Report 2022



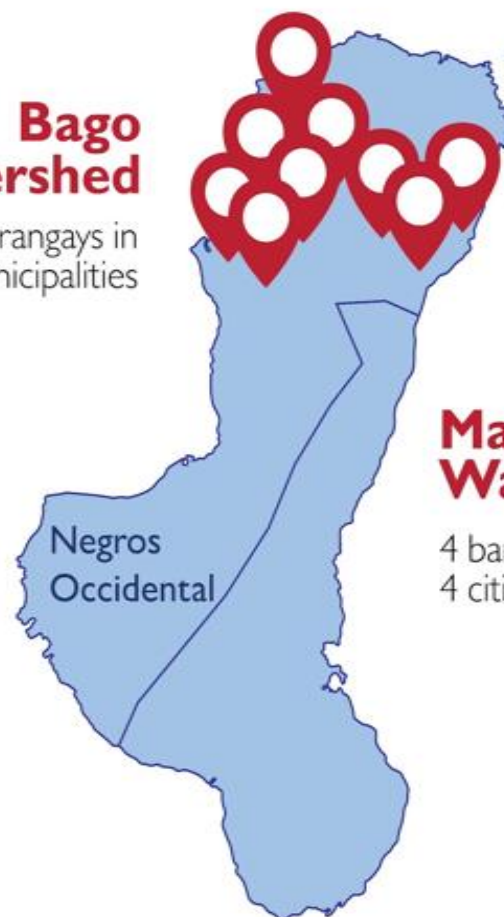


P4WatER Project PROJECT BACKGROUND

- Economic development project that integrates forest protection and rehabilitation
- **Overall Objective:**
To improve quality of lives among communities around Bago and Malogo watersheds through sustainable livelihoods and watershed conservation.
- CCFPI Grant:
Php 11,994,200.00

Bago Watershed

15 barangays in
5 cities/ municipalities



Malogo Watershed

4 barangays in
4 cities/ municipalities



P4WatER Project

PARTNERSHIP FOR WATER AND ECONOMIC RESILIENCE
WITH MUAD, COCA-COLA & USAID



Conservation-oriented agriculture: integrate climate, adaptive, and regenerative system in upland farming practices.



Water quality and quantity monitoring: build capacity of community leaders to monitor water.



Watershed protection: enhance skills and knowledge on the protection of forests and springs, including Lawin forest protection system.



Improve savings: organize and increase generation of community level savings to support livelihoods.

P4WatER Results to Date



1,162 upland farmers trained on agroforestry and benefitting from training on seedling nursery establishment and propagation



23 Community Green Farms (CGF) and nurseries established for production of vegetables, fruit trees and native trees with 2 caretakers each CGF in-charge of maintenance



24 people's organizations (POs) trained on ICARE Food House Technologies for organic farming and conservation, linked to Abanse Producers Consumers Club for marketing and provided with access to financing through EDSIA.



21.3M in Php as total savings generated for upland farmers to sustain, enhance and diversify their livelihood

P4WatER Results to Date



1,705 infiltration wells established in 23 Community Green Farms and 117 Retirement Tree farms and captured an estimated 290,717.30 cu m. of surface run-off



7000+ metric tons of GHG emissions reduced from 52.06 hectares of land surrounding water sources used for irrigation and other agricultural activities planted with native trees and 61.72 hectares within retirement tree farms planted with fruit trees



50 PO members trained in LAWIN Forest and Biodiversity Protection System and conducting regular patrolling in their respective areas



50% proportion of women in leadership and managerial positions

COMMUNITY FARMS FOR FOOD SECURITY AND INCOME



Spotlight on Swales

- Swales are small scale infiltration wells, dug with canals that serve as rain impounding structure around the community farms
- They are more environmentally friendly, easier to install; can capture and replenish water back into the ecosystem
- 1,705 swales established in 23 barangays
- Estimated annual volume of surface runoff captured in 2024 : approx. 1,183,039,200 liters (equivalent to 473 Olympic-sized swimming pool)



Testimonial: Benefits of Swale

"As a farmer working the uplands, I've seen firsthand how rainwater runoff can strip our soil of vital nutrients and negatively impact water sources in the lowlands. However, since adopting simple yet innovative techniques like swales and infiltration canals, we've been able to redirect excess rainwater back to our fields. This not only conserves the topsoil and keeps the nutrients right where we need them but also safeguards the water quality in the springs below. It's straightforward and labor-intensive, sure, but the benefits to our farm and the environment far outweigh the effort. A small sacrifice for such big rewards!"

Joselito Libre

Magazine 2 General Savings
and Investment Association
farmer





Sunlight Foods: Purple Yam Contract Growing Scheme Among Small Holders





A Missed Livelihood Opportunity

- Poor upland communities in Palawan cultivate lands anywhere from 500 sqm to half a hectare individually
- While ube is a traditional crop, lack of technical know-how and access to the market does not allow ube to be an alternative livelihood source
- How they farmed ube before: “plant and forget”
- Safe Water conducted livelihood scoping and assessment: local soil and weather conditions are suitable to ube production
- Safe Water led community consultations and negotiated with communities and partners

The Partners

- **Sunlight Foods Corporation**- buyer, source of planting materials, organic farm inputs and training provider on sustainable ube production
- **23 farmers' associations (FAs)** who used to cultivate rice and corn as main crops
- **DUMRIA** – one of the FAs who acts as consolidator
- **Department of Agriculture Regional Office** – facilitates scale-up in other areas of Palawan



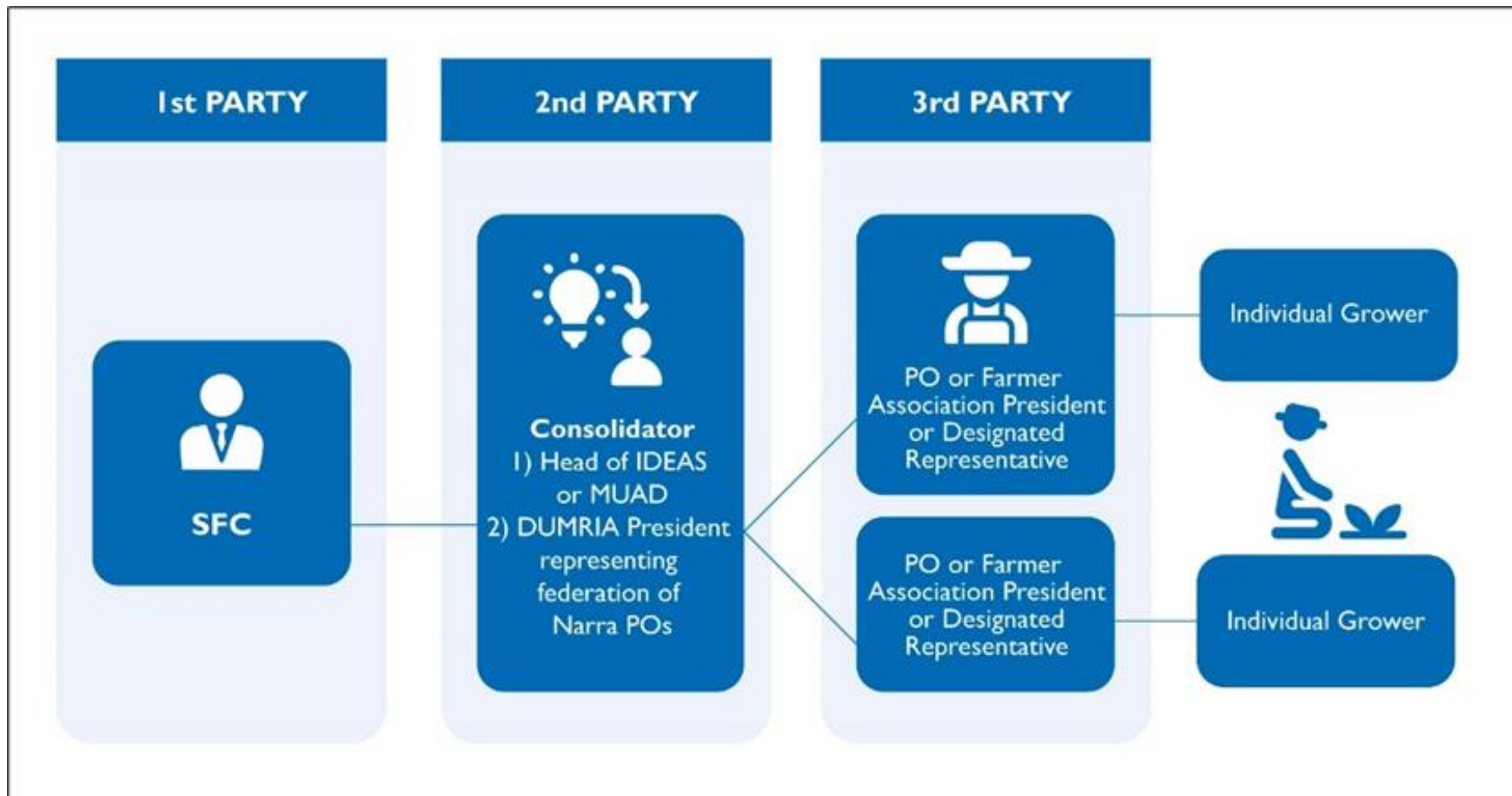
What's In it for Sunlight?

- Major supplier of Unilever and local leading brands such as Jollibee, Red Ribbon, Caramia Cakes, Gardenia and Magnolia
- Steady supply of raw materials for its processing business
- Compliance with the sustainability standards of Unilever, its major client
- Farm sources need to be USAC-certified through annual audits
- Fulfills SFC's environmental sustainability goals

Local leading **brands** supplied by Sunlight with fruit preserves



The Ube Contract Growing Scheme



Results to Date

- 25 demo farms established in Palawan, Negros Occidental and Sarangani Provinces
- Harvested 10,613 kilos from the in Palawan alone and paid for by SFC to the farmers
- Farmers starting to plant ube in their own farm lots (3rd cropping cycle)



[Link](#)



USAID
FROM THE AMERICAN PEOPLE

From Beans to Cups: Indigenous People in the Coffee Value Chain

The Coffee Partnership

- **Coffee:** a traditional but neglected crop among upland farmers in Sarangani
- **Constraints:** Unsustainable farming practices, market access, post-harvest skills and organizational capacity of people's organizations
- **Opportunity:** High demand for Arabica and specialty coffee; existing coffee trees needing rejuvenation



What's in it for Greentropics?

- **Greentropics Enterprise (GCE)** is a social enterprise with extensive experience in coffee cultivation, trading, processing, and marketing
- Introduced **sustainable coffee livelihood** to the IP communities in Siguel Watershed
- **Fred's vision** is to put Sarangani in the coffee map



Indigenous Peoples Skilled up on Coffee Value Chain

- Trained more than 300 farmers from 366 POs on:
 - Farm Planning and Farming as Business;
 - Coffee Farm Establishment, Care and Maintenance;
 - Integrated Nutrient Management (Plant Nutrition and Fertilization); and
 - Integrated Pest and Diseases Management with Pruning and Rejuvenation.
 - Post-harvest handling, grading, and roasting.
- Developed 20 IP coffee mentors to assist POs in coffee production



The Aroma of Early Success

- **Adoption of GAP:**
Increased selling price of Green Coffee Beans from PhP 70-80 per kilo to PhP 240 per kilo.
- Coffee farmers who practiced selective harvesting and sorting of GCBs were able to **sell their sorted GCBs as high as PhP 350 per kilo.**
- Coffee mentors who apply their GAP skills are now selling their own **specialty coffee brands**





Corporate Roundtable

Featuring:

Coca-Cola Foundation Philippines, Inc.

Sunlight Foods Corporation

Greentropics Coffee



Group Activity

- Each group will be assigned a prompt outlining an illustrative corporate partner and technical workstream from the Safe Water Activity. Your job is to identify potential partnership opportunities to advance water security in the Philippines.
- Prepare a 2-3 minute pitch to our panelists, who will provide feedback on your proposed approach. Your pitch should touch on:
 - What resources can the corporate partner provide?
 - What incentives does the corporate partner has to engage in this activity?
 - How will project-supported communities benefit from the proposed partnership?



Lessons

- There is a clear business case for investing in sustainable livelihoods in vulnerable watersheds, including compliance with environmental regulations, reputation, reliable supply chains, and resilience to natural disasters
- Corporate partnerships help address the poverty-related drivers of deforestation, ensuring that livelihoods programming extends beyond project lifetime
- Demonstration farms can visibly demonstrate the value of nature-based solutions in agricultural communities; speeds up the adoption
- Supporting small farmers and IP communities in sustainable livelihood can unleash their potential as stewards of the watersheds
- Increased income, secure food sources, and self-mobilized savings for communities are critical to their resilience