

September 29th - 30th, 2016
Palmeraie Golf Palace,
Marrakesh



29 - 30 septembre 2016
Palmeraie Golf Palace,
Marrakech

**HIGH-LEVEL MEETING ON THE INITIATIVE
FOR THE ADAPTATION OF AFRICAN AGRICULTURE
TO CLIMATE CHANGE "AAA"**

**RENCONTRE DE HAUT NIVEAU SUR L'INITIATIVE POUR
L'ADAPTATION DE L'AGRICULTURE AFRICAINE AUX
CHANGEMENTS CLIMATIQUES "AAA"**

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President, Livelihoods





LIVELIHOODS
Act today for a better future

■ WHY IS IT SO DIFFICULT TO MAKE AGRICULTURAL INVESTMENTS SUSTAINABLE?

TODAY'S MAIN CHALLENGES

Complexity of projects;
Aggregating farmers

Time lag between investments
and ROI

Narrow approach; focus on
one aspect of supply chain

ROI not at market standards



TOMORROW'S OPPORTUNITIES

Create a coalition between
private/public sector/NGOs

Create a financial vehicle with
long-term investment

Holistic approach focusing on
the wider ecosystem

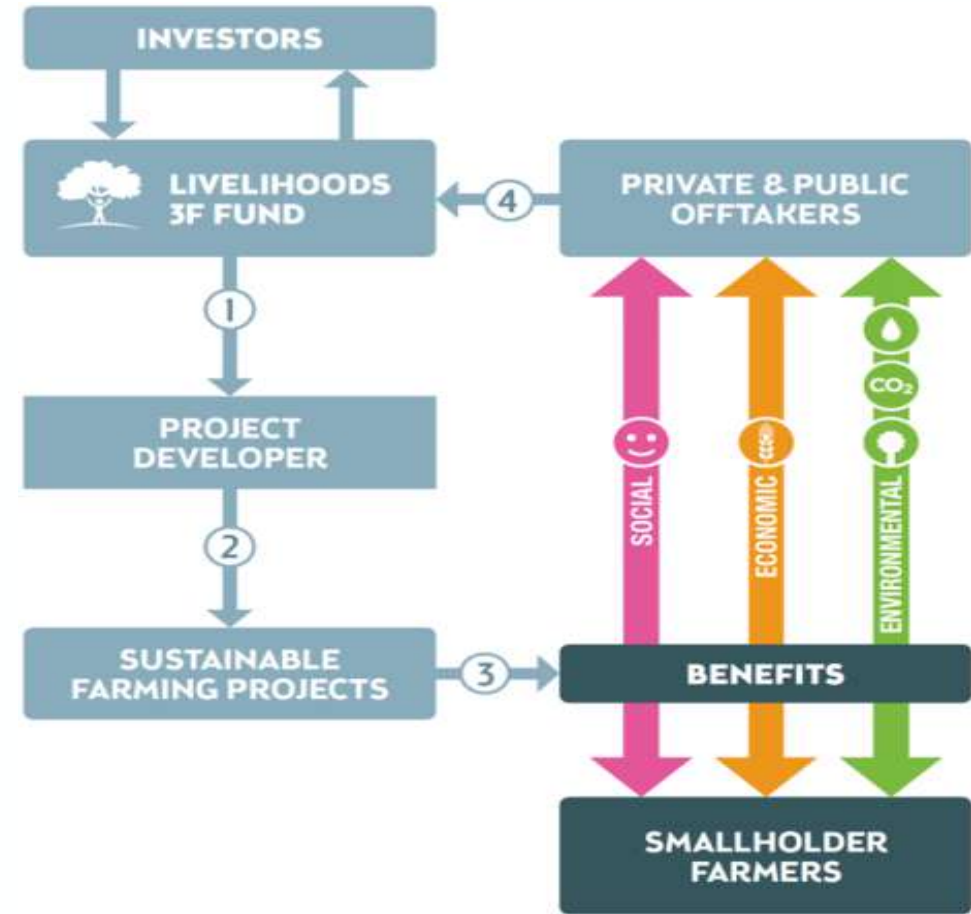
Results-based approach



LIVELIHOODS FUND FOR FAMILY FARMING

Our investment Model

- Invest up-front
- Maximize value creation for farmers
- Monetize externalities



■ AN EXAMPLE OF A LIVELIHOODS FUND'S PROJECT

Kenya: creating a sustainable dairy cycle with 30,000 farmers

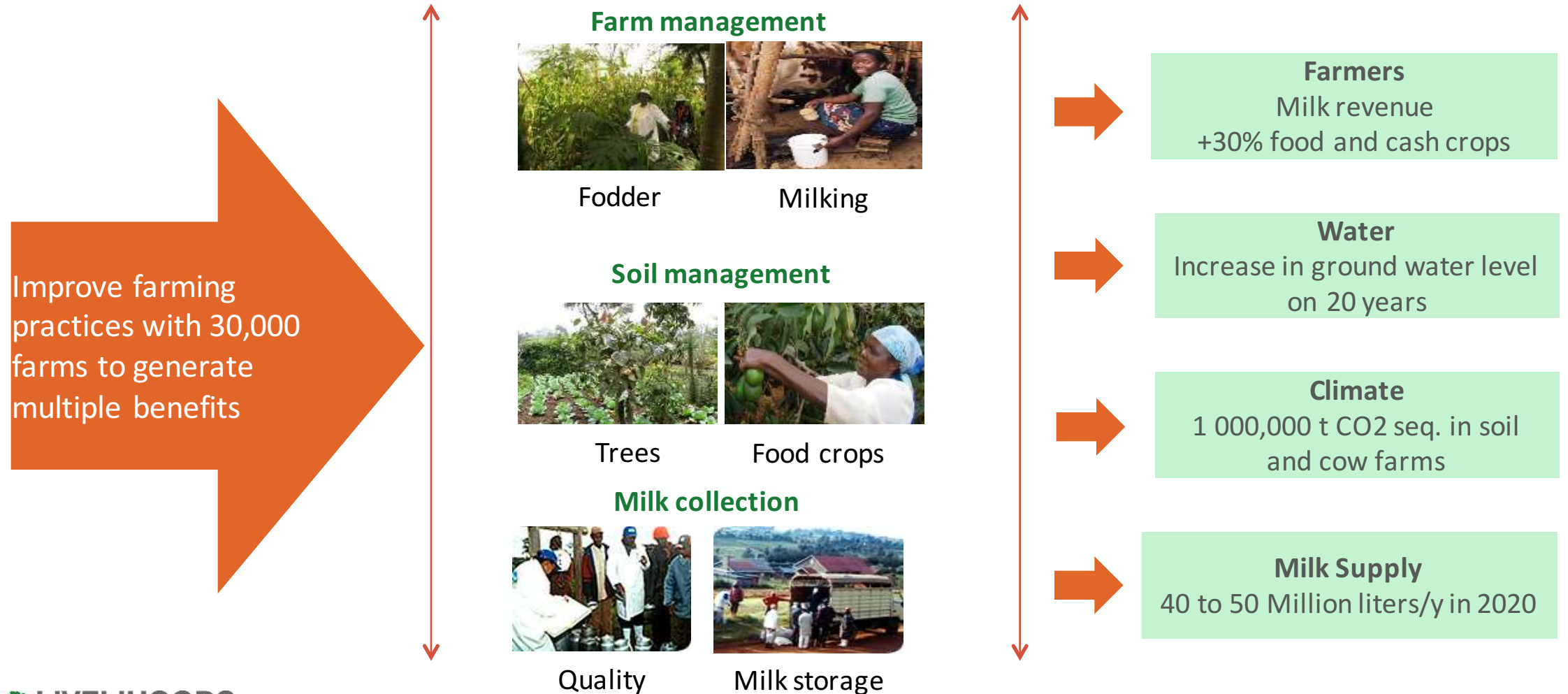
SECURE MILK SOURCING
Brookside Dairy needs to extend its milk collection area with good quality and high volumes

IMPROVE LIVELIHOODS
30,000 farmers need to increase their yields and revenues

PRESERVE WATER RESOURCES
Government need to preserve watershed and fight decrease in the water level of Victoria Lake

MUTUAL VALUE CREATION IN LIVELIHOODS PROJECT

For farmers, business and society



■ A PUBLIC-PRIVATE COALITION

For project financing and implementation

Local dairy company

Contributes through investment in equipment and fees based on milk volume and quality



Carbon Market

Monetization of certified carbon credits sold on the market

Benefit
30,000
farmers

Public institutions

Public support expected for water resources and environment protection



■ LIVELIHOODS FUNDS' APPROACH

Examples of other projects in Africa



BURKINA FASO

Food security



IVORY COAST

Cocoa



MADAGASCAR

Vanilla

- > Reaching scale and triple bottom line impact <
- > Shifting to sustainable supply chains <



LIVELIHOODS

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120

MILLION EUROS
INVESTED IN PROJECTS
IN AFRICA, ASIA,
AND LATIN AMERICA

2

MILLION PEOPLE
POSITIVELY IMPACTED



200,000

FARMS CONVERTED TO SUSTAINABLE
AGRICULTURAL PRACTICES

