



Creating private sector behavioural change to sustainability

The use of tools and innovative approaches

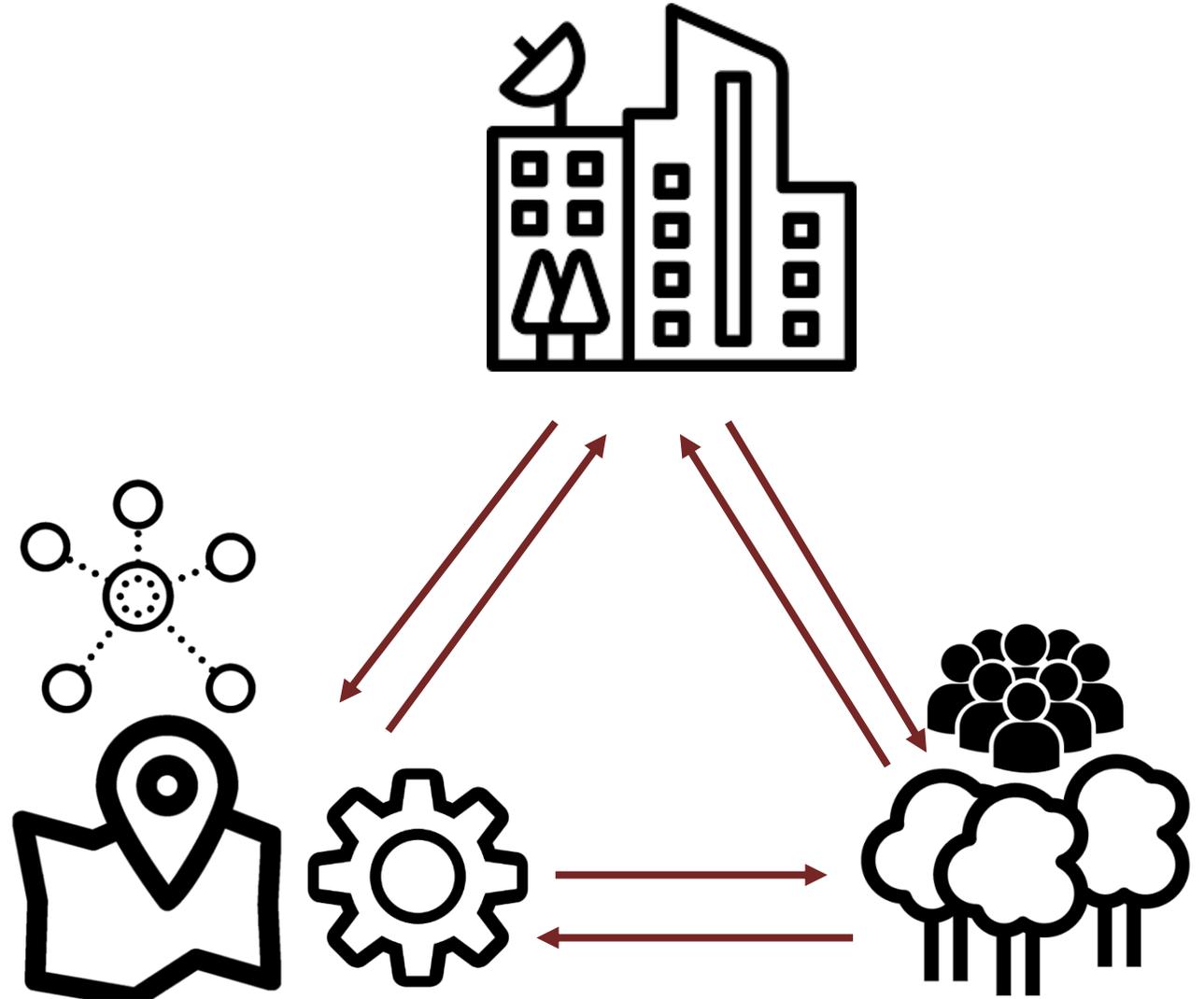
August 2021

Our approach

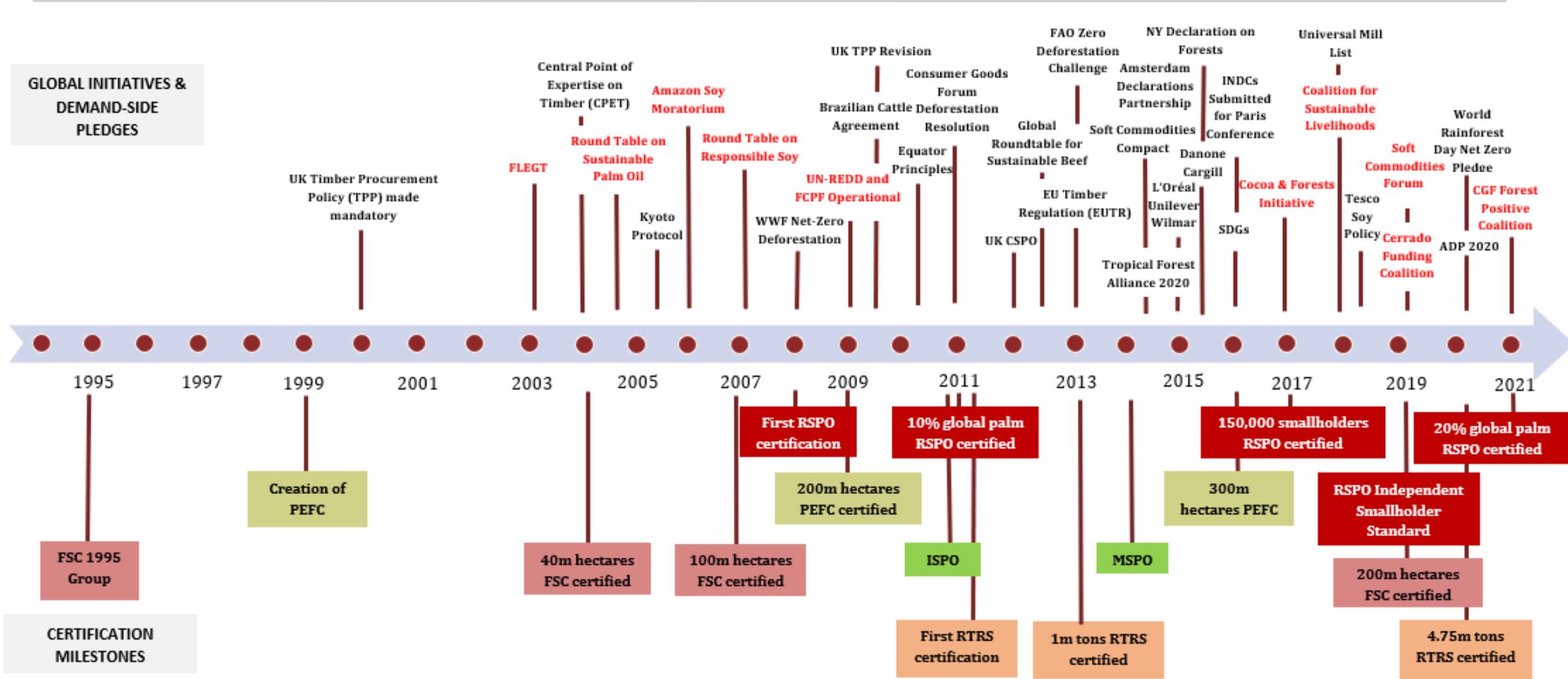
Aim: To provide key **lessons** learned in changing **private sector behaviour**.

Specifically exploring the relationship between the private sector and tools and approaches.

The scope of this work was not to assess or comment on effectiveness, but rather to gather and share learnings on behaviour change.



The evolving ask timeline



How tools support companies



Challenge: Consolidating the critical information

- Tools provide a clear ask of companies
- Provide a trusted, verified source of information
- Importance of user type: Informed and not informed (leaders and followers)

Challenge: How to support mass market change

- Offering support at a range of scales and importantly stage of transition
- Carrot vs stick approach
- Green wash and Green hush

Challenge: How to keep up with the evolving ask?

- Many tool owners exploring how to achieve greater alignment: Increasing reliance on other tools to maintain the system.

Interconnectivity

National led approaches

Strengthening forest and agricultural governance and providing strong, high level 'push' and 'pull' signals which level the playing field for industry

Jurisdictional and landscape approaches

Delivering impact at scale through multistakeholder collaboration

Voluntary certification

Identification of best practice and provision of rapid support for producers.
Also supports corporate claims about individual supply chains

Private sector joint action coalition

Thought leadership and strategic use of resource allows for agile, responsive working and identification of solutions. Larger groups reduce speed but deliver solutions to the mass market.

National scale

Local scale

Conditions for success

Private sector joint action coalitions

- *Positive engagement across the supply chain*
- *Consistent involvement from members*
- *Direct decision maker engagement*

Voluntary certification

- *Needs a clear 'ask'*
- *NGO support increases confidence in the approach*
- *Return on Investment needs to be balanced*

Jurisdictional/ landscape approaches

- *Strong buy-in from industry*
- *A significant volume or market share to create change – but not too large as to be unwieldy*
- *A neutral convenor*

National led approaches

- *A clear driver for uptake/compliance e.g., market access*
- *SME support packages and fair process*
- *Sufficient time to develop – slower moving but lasting impact*

Learnings

- The ask of supply chain actors is constantly evolving - clarity is key!
- Partnerships and collaboration utilises joint influence and cost sharing to deliver change at scale.
- Measuring and reporting progress is a challenge and needs to be considered early on.
- We cannot work in a bubble



Thank you for your time

Questions?

Emily.Fripp@Efeca.com

Rose.McCulloch@Efeca.com