



## THE CONTEXT

Historically Colombia has been recognized for exporting raw materials and agricultural products. Its potential for growth is vast, yet there would be high environmental costs.

Progress has been made in terms of joint actions between the government, the civil society and the private sector to produce sustainable goods.

**NEVERTHELESS, AWARENESS AMONG POLITICAL DECISION-MAKERS, BUSINESSES AND CONSUMERS ON CLIMATE FRIENDLY CONSUMPTION AND PRODUCTION IS STILL LOW.**

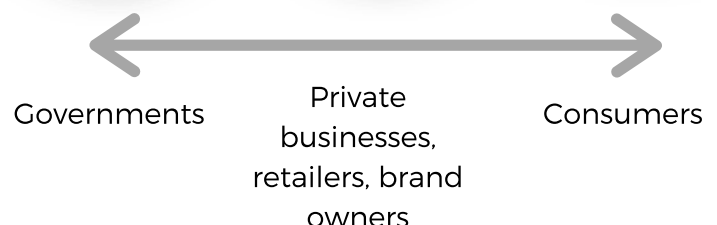
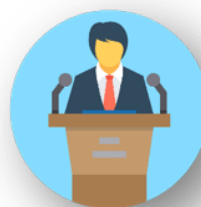
## THE SCP PROJECT

- Contributes to national plans to reduce GHG emissions associated with food and land use while building on policy commitments regarding food, land use and sustainable supply chains, including the NDC implementation.
- Works collaboratively with the private sector on their implementation of SCP principles with focus on reducing food waste and raising consumer awareness to drive long lasting change.
- Will allow businesses to improve metrics, methods and technical information about the benefits of sustainable consumption and production practices. Consumers will have more information and options for sustainable food choices.

**UNDER A MULTI-LEVEL APPROACH (GOVERNMENT, BUSINESSES, AND CONSUMERS) THE PROJECT SEEKS TO PROVIDE RECOMMENDATIONS AND IMPLEMENTS ACTIVITIES NEEDED TO ADVANCE SUSTAINABLE CONSUMPTION AND PRODUCTION.**

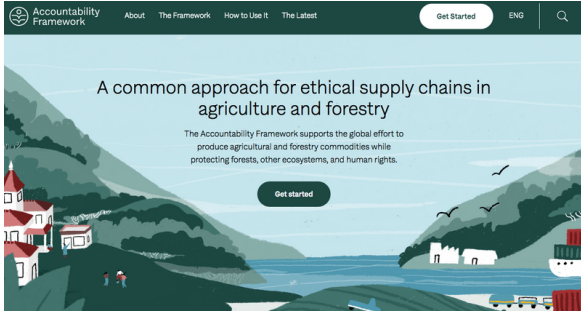
## THE GOALS

- Strengthen policy commitments and support the implementation for sustainable production and consumption in Colombia
- Support the private sector on their implementation to reduce food waste
- Raise consumer awareness to drive long lasting change



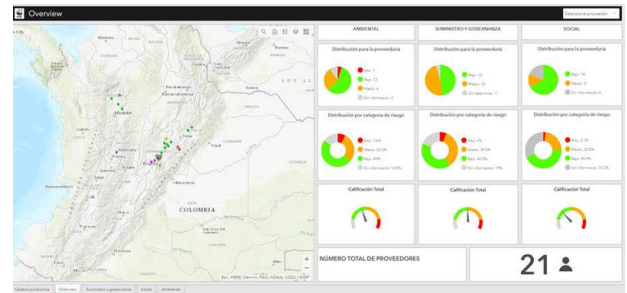


# ADVANCES



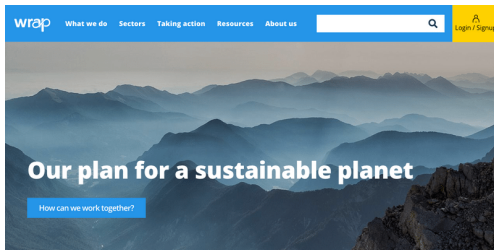
The project has supported the articulation with the principles of the accountability framework and participation in multi-stakeholder spaces such as the Colombian chapter of the TFA (Tropical Forest Alliance) and the four zero deforestation agreements with the palm oil and meat supply chains.

The project has also enabled the work in supply chain mapping, analysis and evaluation of supply risks. A dashboard for the private sector is being developed to support the transformation of the private sector to implement principles on sustainable production and consumption.



**WWF is accompanying the Government to keep on improving national mitigation strategies for SCP focused on the agri-food sector.**

# KEY PARTNERS



A partnership has been signed with UK based **Wrap** to develop two pilot models in Colombia. The first is related to food waste measurement at the retail level, while the second is addressing packaging optimization, such as packaging materials.

**Grupo Exito**, the largest retailer in Colombia, is supporting the implementation of zero deforestation commitments for beef and palm oil. The retailer is training personnel in key concepts such as supplier mapping as well as environmental and social risk analysis. A methodology is being developed for conservation agreements for their beef supplying farms. The joint work also includes support for the adoption of the AFI (Accountability Framework) principles.



A campaign is being designed to improve understanding of how food production and consumption choices affect the environment, biodiversity, human health and the climate. Now, **UNEP** and the **government of Bogotá** are working with the project team to increase the campaigns reach.

