

Guidelines for application

Welcome to Latin America' Partnerships for Forests (P4F) application form! This is the first step to submit a proposal to P4F in this region. Please, read the guidelines below and answer the questions starting on page 3.

Partnerships for Forests supports investment models in which the private sector, public sector and communities can achieve improved returns from sustainable forests and sustainable land use. In Latin America, P4F works in Brazil, Colombia and Peru.

Through grants and technical assistance (TA), the programme helps selected businesses move through the maturity stages required to get products and services to market – from idea development and memorandum of understanding (MOU), to business planning, to deal negotiation and piloting, to commercial scale-up and to acceleration. Find more about P4F in Latin America [here](#).

Although the programme also supports Demand Side Measures and Enabling Conditions projects, this form is exclusively focused on Forest Partnerships proposals. By creating market-ready 'Forest Partnerships' that offer an attractive balance of risks and benefits, the programme aims to mobilise significant investment, principally from the private sector, while at the same time delivering improved land use management.

Partnerships for Forests operates according to a principle of additionality. This means that grants and TA must not substitute or replace organisation's core funding or subsidise activities that private sector companies or other partners should undertake themselves.

¹ *Demand Side Measures*: initiatives that strengthen public or private demands for sustainable products; *Enabling Conditions*: initiatives that removes barriers and creates improved environment for sustainable business on land use sector.



In Latin America, we work in five thematic areas:

Cattle: moderate intensification of cattle ranching coupled with forest protection and/or restoration;

Soya (only in Brazil): redirecting the soya expansion to degraded areas instead of native forest lands;

Restoration: boosting agroforestry or other restoration economic systems and reducing the costs of restoration;

Non-timber forest products (NTFPs): increasing the value of standing forest through the structuring of NTFPs supply chains;

Native Forest management for timber production (only in Colombia): Sustainable timber harvesting with best practices;

A strong proposal for P4F should have the following features:

A clear *Theory of Change*: the rationale of how your business can deliver forest protection and/or improved land use management, with clear attribution;

A robust Business Model: the description of how your business operates and generates profit while creating social and environmental impacts;

A clear private sector business owner, preferably with a partnership with a public sector or community/civil society;

The capacity to deliver impact by 2023, measured by (i) hectares under improved management and (ii) volume of private capital mobilised;

A minimum matching funds contribution of 25-50%, depends on the scale of the partner, i.e. P4F expects higher matching funds from a larger private sector partner (in kind allowed);

A solid potential and pathway for replication and scaling-up.

This form should be submitted to P4F using the following e-mail:

pedro.ferro@partnershipsforforests.com .

Idea Submission – Partnerships for Forests in Latin America

Applicant's Name

Lead Organization

Contact details

Title of your idea

1. Which country are you operating through this idea?

Brazil

Colombia

Peru

2. Which commodity/sector you are dealing with in this proposal:

Cattle

Soya

Non-timber forest products

Forest restoration

Native Forest management for timber production

Mixt: _____



3. Location and potential positive impact on land area of your intervention (in hectares), please also mention the land ownership status. *(Maximum of 50 words)*

4. *Theory of Change*: briefly describe the forest and/or land-use problem you are addressing and how your business helps to advance a solution. *(Maximum of 250 words)*



5. Briefly describe your organisation and the key partner(s) involved in the proposal, with a short description of the roles, in case they exist. (Maximum of 100 words)

6. Business model: briefly describe the nature of your business, what product or service you commercialize, its production or service system, revenue source(s) as a pathway to profitability, target clients, etc. (Maximum of 300 words)



7. How mature is your idea? (Is it on idea phase, does it have a business plan, have you piloted the business, are you scaling up an existing business? See the maturity stages described in page 1) Explain your response. (Maximum of 150 words)

8. Explain how your idea can mobilize capital on a commercial basis (by unlocking commercial or public credit? Attracting private investors? Increasing sales? Others?) Include an estimate of how much capital you could leverage by 2023, and how financially sustainable it is in the long-term. Include an estimate of when financial sustainability could be reached. (Maximum of 200 words)



9. What specifically do you need grant funding for? Explain how this will help your partnership progress to the next stage of commercial maturity and why this cannot be achieved without support from *Partnerships for Forests*. (Maximum of 300 words)

10. What is your rough estimate of grant funding required (caped at GBP 1 million) and match funding expected. (Maximum of 30 words)