



## Business Action for sustainable and resilient societies

**Charoen Pokphand Foods launched the Mun River Conservation Project, a capacity-building programme resulting in a 60% increase of the surrounding forest cover and a 100% increase in the river's fish population**

Charoen Pokphand Foods works to protect the balance of ecosystems and their biodiversity by sourcing raw materials, such as shrimp, maize and soybeans, without contributing to the depletion of forest and marine habitat. The company launched the Mun River Conservation Project in 2009 in collaboration with the Nakhon Ratchasima Provincial Authority and surrounding communities to provide them with training on how to conserve their water resources and the surrounding ecosystems through forestations and fish breeding programs. Forest cover has already increased by 60% and the fish population in the river has increased by 100%.

**Vodafone has developed machine-to-machine and artificial intelligence tools that provide real-time data on cows' health and well-being**

Vodafone has developed machine-to-machine and artificial intelligence tools that provide realtime data on cows' health and well-being. Working with Keenan, a farming solution provider, Vodafone operates computers that connect to

livestock feed machinery and ensures consistency and improved quality in the feed mix. Farmers saw a daily increase in milk production by 1.75 kilogrammes per cow after implementing the technology. Vodafone also collaborates with MooCall to measure the tail activity of female cows using Internet of Things. The tail device, which recognises contraction rates, allows farmers to accurately predict when and where a cow is to give birth and thereby helps ensure safe, supported calving.

**McDonald's is the first global restaurant company in the world to set a Science Based Target to reduce greenhouse gas emissions.**

McDonald's uses advanced monitoring technology to acquire data on the location of every beef farm in Brazil that it purchases from. The company is part of the

Novo Campo Program, which aims to improve animal management, protect biodiversity and restore 10,000 hectares of degraded land in the Amazon. McDonald's is also the first global restaurant company in the world to set a Science Based Target to reduce GHG emissions, and expects to prevent the emission of 150 million metric tons of CO<sub>2</sub>, the equivalent of planting 3.8 billion trees and growing them for ten years.

**The Plastic Bank is a social enterprise that uses blockchain technology to convert plastic waste into a digital currency. Shell, Henkel and Eat Natural are just some of the companies supporting the Bank.**

The Plastic Bank is a social enterprise that uses blockchain technology to convert plastic waste into a digital currency. By providing an international, above-market rate for plastic waste,

individuals who collect it are empowered to trade it for money, items or services in communities around the world. Shell bought plastic waste to create 500,000 reusable bottles in support of the initiative. Henkel has also partnered with the initiative in Haiti, by establishing local collection points for plastic that will be used in packaging for household cleaning-, detergent- and beauty care products globally. Most recently, Eat Natural joined the initiative with a pledge to finance the collection of 115 tonnes of ocean plastic in the Philippines.

15 LIFE ON LAND



RUSSIA

# Implementation of Sustainable Soil Management through the Soil Doctors programme and the Global Soil Laboratory Network

This soil conservation practice is implemented by families cultivating land on slopes.  
©FAO Guatemala country Team

## RELATED SDGS GOALS



## SDGS 169 TARGETS

- 15.3 Combat desertification, restore degraded land & soil
- 15.9 Integrate ecosystem & biodiversity values into national & local planning
- 1.1 Eradicate extreme poverty
- 2.1 Ensure access to safe, nutritious & sufficient food
- 2.3 Double the agricultural productivity
- 2.4 Ensure sustainable food production systems
- 2.a Enhance agricultural productive capacity of developing countries
- 8.2 Achieve higher levels of economic productivity through innovation
- 9.a Facilitate sustainable & resilient infrastructure development in developing countries
- 9.b Support domestic technology development, research & innovation in developing countries
- 12.2 Achieve the sustainable management & efficient use of natural resources
- 12.4 Achieve the environmentally sound management of chemicals & wastes
- 12.a Support developing countries to strengthen their capacity for sustainable consumption & production

## PRIMARY COUNTRY

Afghanistan, Lesotho, Sudan

## OTHERS

Cambodia, Togo, Malawi, São Tomé and Príncipe (Africa, Asia, Latin America, Near East)

strengthened. This will be done through the outputs:

1. The Soil Doctor Testing Kit will be developed, distributed (at least 5,000 farmers).
2. Regional Soil Laboratories Networks to be supported (through capacity development and enhancement of laboratory facilities).
3. Quality control procedures to be established in key regional soil laboratories.



A farmer preparing soil for planting seeds  
©FAO/Alessandra Benedetti / FAO



A lab technician testing and registering data collected on soil samples at the Sokoine University of Agriculture.  
©FAO/Simon Maina

## 1 OUTLINE OF A PROJECT/ GOOD AND SERVICE

2018 - ongoing. The objective is to promote sustainable soil management by implementing the Global Soil Doctors Programme (GSDP) and the Global Soil Laboratory Network (GLOSOLAN). Through this project, capacities of farmers for making better decisions regarding sustainable soil management will be enhanced, as well as soil laboratories will be

## 2 IMPACT ON SOCIETY

The impact of the project is to achieve environmental and human well-being through the sustainable management of soil resources. The outcome will be the strengthened national and regional capacities on soil management through the GSDP and the GLOSOLAN.

### URL

<https://www.phosagro.com/>





natura &co



# Sustainable beauty products



## RELATED SDGS GOALS



## PRIMARY COUNTRY

Brazil

## 2 IMPACT ON SOCIETY

Natura is able to limit emissions as much as possible and compensate them systematically through reforestation actions, projects for the environment and the preservation of species.



## 1 OUTLINE OF A PROJECT/ GOOD AND SERVICE

Natura Brasil works with communities from the Amazonia and the Atlantic forest to develop sustainable beauty products while making sure that 250,000 hectares of forest are preserved. Natura is 100% carbon neutral and also uses sustainable materials for packaging, such as eco-friendly bioplastic made from sugar cane. Natura recycles 50% of the plastics used in the Natura Brasil Ekos range and offers refills on moisturizing skincare products to avoid waste accumulation.



## URL

<https://www.naturabrasil.fr/en-us/>

