



September 2021

## Insetting Manifesto

### **We call for guiding climate frameworks to;**

1. acknowledge the significant opportunity that insetting provides to businesses,
2. provide clear methods and guidance for companies on how to claim the generated carbon benefits through insetting interventions, and
3. help accelerate the transformation of value chains, industries and geographies towards a net zero and nature positive global economy.

**We invite land-dependent companies to join the IPI** to collectively drive the uptake of insetting through enhancing collaboration and demonstrating proof of concepts and credible practice of innovative and promising new approaches to supply chain climate action.

**We encourage companies with a land footprint to embrace insetting** at a landscape level around their sourcing areas and value chains to keep within a 1.5 degree future.

## **Accelerating the transformation towards net zero and nature positive value chains through insetting**

We cannot address our planet's current climate emergency without reversing the loss of nature. **For a just transition to a net zero and nature positive economy, businesses need to take an integrated and science-based approach that recognises the nexus between climate, nature and people.**

Businesses must follow the mitigation hierarchy that prioritises a reduction of greenhouse gas emissions within value chains over activities to mitigate emissions beyond their value chains. However, most value chains are deeply connected to the communities and ecosystems in the landscapes that businesses operate in and source from. **For land-based industries to truly decarbonise and transform their business models and to keep within a 1.5 degree future, it is important to recognise the role of interventions within supply chains as well as in supply chain adjacent communities and sourcing landscapes<sup>1</sup>**, especially when there is an environmental and socio-economic relevance to the business operations.

**Insetting represents a strategic mechanism for businesses to implement successful and scalable climate solutions at the heart of their value chains.** It is an effective tool for businesses to drive direct action and investment in landscapes and ecosystems, thus supports the transformation towards net zero and nature positive value chains. In order to scale these investments that are helping to build climate resilient communities and regenerative landscapes, **it is critical that the climate benefits generated through insetting interventions can be claimed by companies against existing and emergent frameworks such as the Science-based Targets and Net-Zero.**

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<sup>1</sup> Adjacent sourcing landscapes can be defined as landscapes that are connected bio-physically, ecologically and/or socio-economically to the supply chain such that it may provide direct or indirect benefits to the sustainability and socio-economic health of the sourcing area.

Furthermore, **we need to enhance our community of practice to collectively provide proof of concepts and demonstrate credible practice of insetting strategies and mechanisms** to encourage businesses in land-dependent sectors to embrace this promising concept.

### What is insetting?

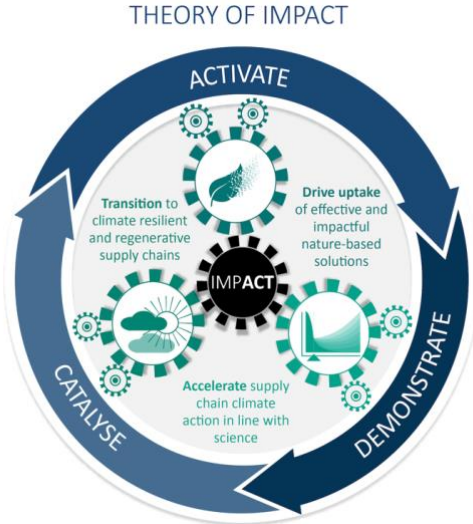
INSETTING PROJECTS are interventions along a company’s value chain that are designed to generate greenhouse gas emissions reductions and carbon storage, and at the same time create positive impacts for communities, landscapes and ecosystems.

INSETTING INTERVENTIONS are typically based on regenerative agriculture practices and agroforestry programmes both at farm level, within the adjacent landscapes and with local communities. They protect and re-establish natural carbon sinks through conservation and restoration of forests, wetlands, coastal and marine ecosystems. Some insetting interventions also involve energy and community activities that aim to improve livelihoods and reduce pressures on natural resources. These interventions allow companies to reduce their climate impacts, whilst building climate resilience and supply chain stability at the heart of their value chains, future proofing their businesses, and improving the quality of raw materials.

### About the International Platform for Insetting

The International Platform for Insetting (IPI) is a business-led organisation which advocates for climate action at the source of global value chains. It is a diverse community of practice, including mostly corporate organisations and implementation partners, who regularly convene to share real-world cases, best practices and challenges as they work on insetting projects. The community is open to new members and we invite corporate organisations to join us to collectively:

- **ACTIVATE** the implementation of insetting projects through facilitating a knowledge exchange between experts, practitioners and pioneers.
- **DEMONSTRATE** how investing in nature is an effective and strategic approach to achieving ambitious corporate targets and makes economic sense.
- **CATALYSE** the transition to a climate resilient and regenerative economy through engaging with key stakeholders that help businesses implement nature-based adaptations to climate change.



The signatories:

**Brune Poirson**, Chief Sustainability Officer, Accor

**Pamela Batty**, Vice President Corporate Responsibility, Burberry

**Kate Wylie**, Chief Sustainability Officer and President of Fondation Chanel

**Leyla Ertur**, Head of Sustainability, H&M Group

**Marie-Claire Daveu**, Chief Sustainability Officer, Kering

**Benjamin Ware**, Global Head of Climate Delivery, Nestlé S.A.