

An aerial photograph of a lush green forest in the Peruvian Amazon. A winding river flows through the center of the image, surrounded by dense vegetation. In the lower-left quadrant, a small village with several houses is visible. The background shows rolling hills and mountains under a clear blue sky. A large, semi-transparent circular graphic is overlaid on the image, containing the text.

CHOBACHOBA

— FOUNDATION —

COMMUNITY-BASED FOREST CONSERVATION IN THE HUAYABAMBA

★ ... unleashing the community's greatest potential to guardian the Peruvian Amazon

November 2022

... unleashing the community's greatest potential to guardian the Peruvian Amazon



**Choba Choba
Ecosystem**



**Choba Choba
Foundation**



**Community-Based Forest
Conservation
In the Huayabamba**



2022-2023

CHObA CHObA ECOSYSTEM

Integrated Impact-Chocolate-Venture Co-owned by Farmers

Unique ecosystem with 3 legal entities that allow deep impact and transformative change in the cocoa farming communities in the Peruvian Amazon and its natural ecosystem preservation.

CHObA CHObA — FOUNDATION —

Foundation Switzerland

- Regenerative Agroecology & Nature Conservation
- Impact Projects & Measurement
- Field Implementation Guidance & Support



Cooperativa Agraria Cacaotera CC Peru

- Cocoa Production & R&D
- Impact Projects' Implementation
- Co-ownership of CC Ltd:
27% voting rights, 15% capital rights



Limited Switzerland

- Chocolate Brand
- Marketing & Sales
- Raise Consumer Awareness



Grand Cru Chocolate
+
real/ measurable Impact

Consumer Engagement
and Awareness to become
sustainable changemakers
by indulging one of the
best chocolates in the
world



Choba Choba is the only Swiss Chocolate Brand that has an in-house cocoa production and thus controls quality and traceability from planting the tree to the final product in a transparent and vertically integrated value chain.

CHOPA CHOPA ECOSYSTEM

CHOPA CHOPA
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Achieving long lasting impact together...



FiBL

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atDta



Swiss Platform for
Sustainable Cocoa



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



UBS Optimus Foundation



and more...

ABOUT CHObA CHObA FOUNDATION

The Swiss non-profit pillar of the Choba Choba Ecosystem, actively working since its creation in December 2019, to achieve deep impact and transformative change in the **cocoa farming communities in the Peruvian Amazon** in hand with the **active conservation of the rainforest and local biodiversity**.

2021 – 2023 Cycle Projects

Professional Agroecology (2021 -2023)

Community-based Forest Conservation (2022 -2023)

Conservation & Use of Cacao Genetic Diversity (2022 -2023)



Starting point: to fight climate change and global warming, it is paramount to provide local communities in the Peruvian Amazon with the mean and resources to protect the rainforest

The Problem

The Amazon rainforest is **threatened by an important anthropogenic pressure** resulting in **massive deforestation** and uncontrolled land changes. This hinders the forest's capacity **to store carbon and to provide valuable ecosystem services** for the local and global populations.

Background & Opportunities

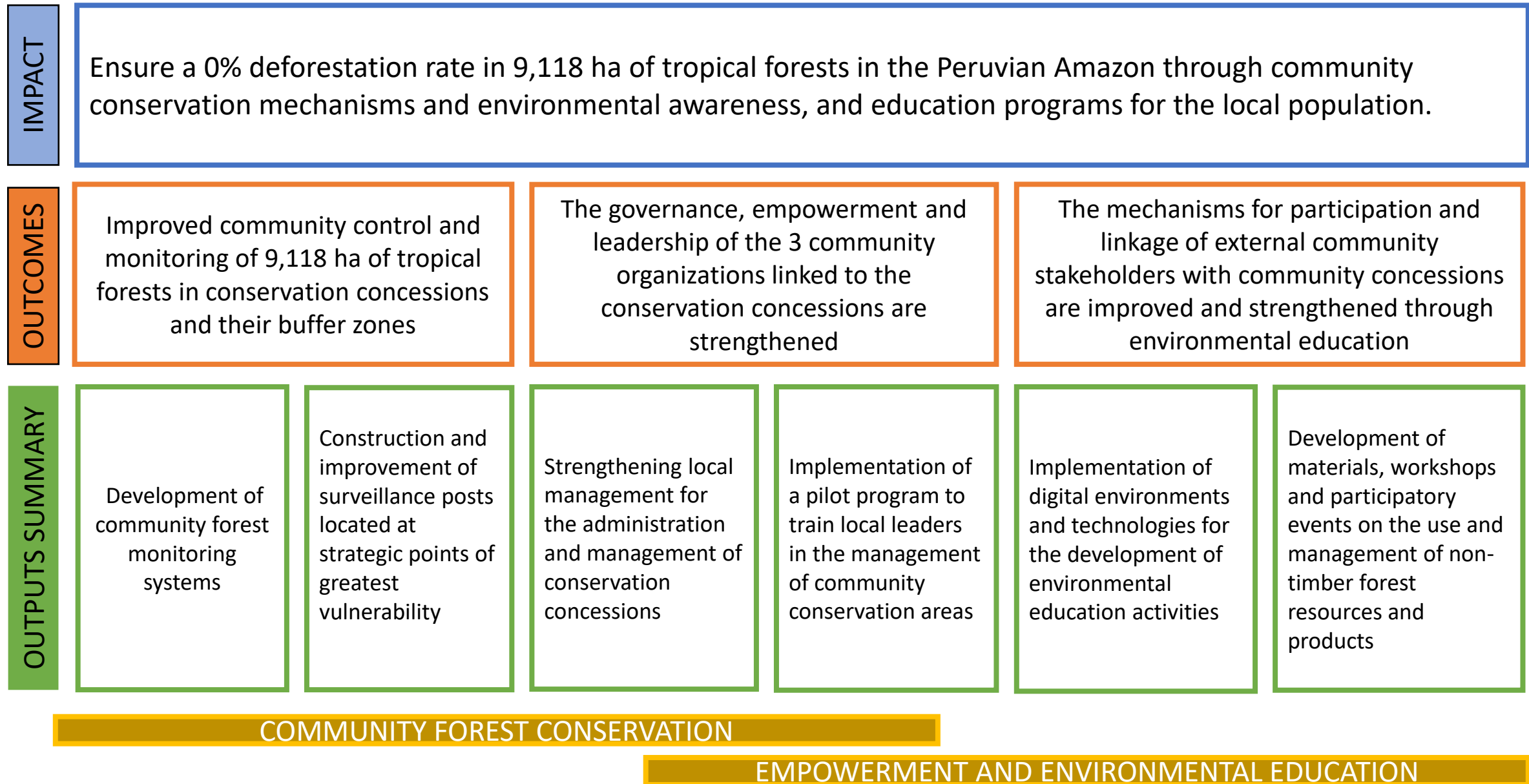
The Peruvian Amazon covers 60% of the national landscape, is home to immense biodiversity, and one of our planet's most important carbon stores.

It is scientifically confirmed that **avoiding deforestation and protecting tropical forests is instrumental in mitigating the worst effects of climate change.**

Challenges...

- ❖ Expansion of the agricultural frontier putting pressure on tropical forests
- ❖ Risk of forest loss increased by slash and burn practices
- ❖ Development of illicit crops (coca) in remoted areas
- ❖ Lack of resources available to the local populations to efficiently protect their neighboring rainforest
- ❖ Lack of community-based conservation initiatives

COMMUNITY-BASED FOREST CONSERVATION INTERVENTION LOGIC



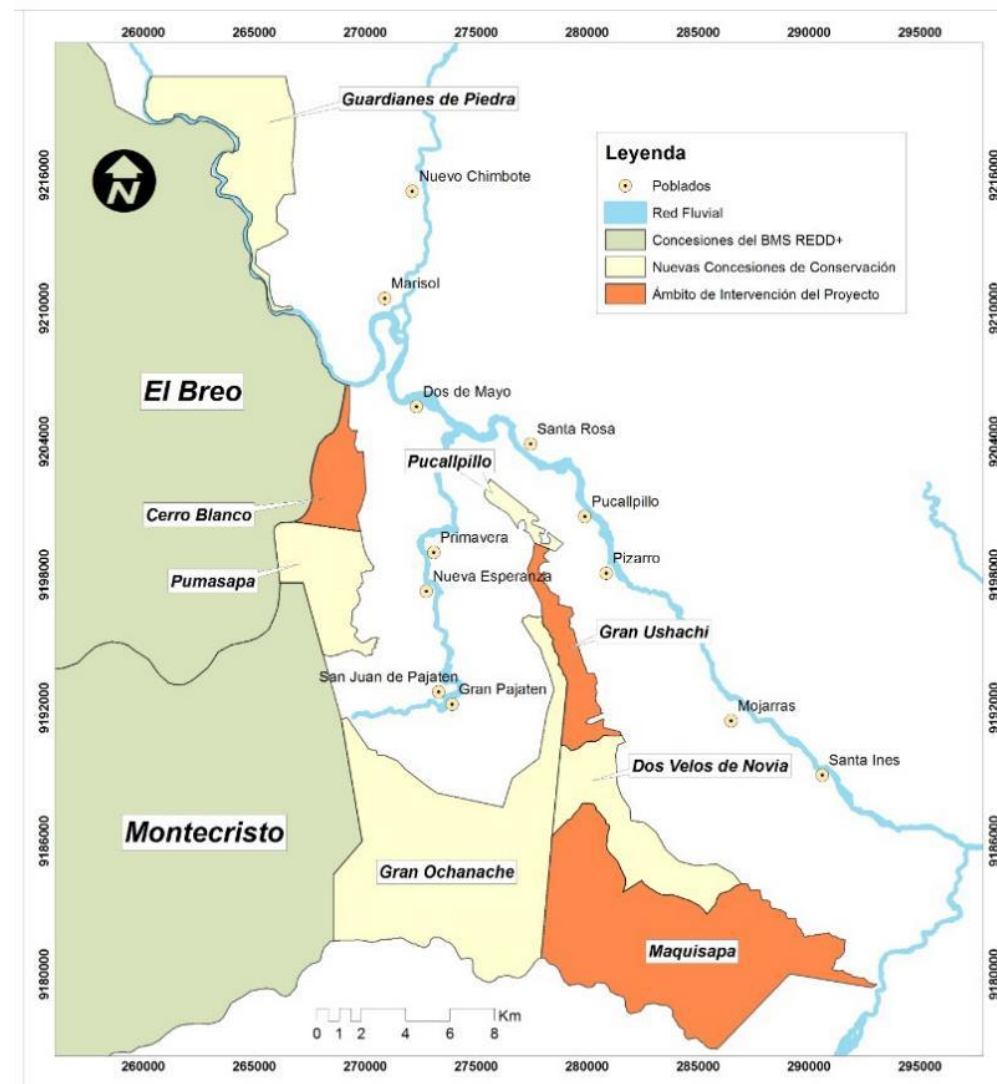
SUPPORTING THE DEVELOPMENT OF 3 CONSERVATION CONCESSIONS

Community	Concession Name	Managed by	Area protected
Santa Ines	Maquizapa CC.	APAFCOSOL	7,061 ha
Pizarro	Gran Ushachi CC.	APROREAP	1,041 ha
Dos de Mayo	Cerro Blanco CC.	AGROECYS	1,016 ha

Implementing Partner



APROBOC is dedicated to the conservation of threaten ecosystems of the Alto Huayabamba sub-basin. With over 10 years of experience in the management of Conservation Concession EL Breo, APROBOC will be local responsible to manage the overall budget, monitor the project, and report to the project partners on a quarterly basis (technical and financial reporting).



OUTCOME 1: Improved community control and monitoring in 9,118 ha of tropical forests in 3 conservation concessions and their buffer zones

Key Activities

- ❖ Development of community forest monitoring systems
- ❖ Construction and improvement of surveillance posts located at strategic points of greatest vulnerability

Key Results and Indicators

- 3 community forest surveillance committees
- 14 training workshops on control and surveillance
- 30 forest rangers accredited
- 18 special patrols in the 3 concessions
- 2 guard posts' construction, in CC. Gran Ushachi and CC. Cerro Blanco
- 1 guard post improvement, in the CC. Maquisapa

OUTCOME 2: The governance, empowerment, and leadership of the 3 community organizations linked to the conservation concessions are strengthened

Key Activities

- ❖ Strengthening local management for the administration and management of conservation concessions
- ❖ Implementation of a pilot program to train local leaders in the management of community conservation areas

Key Results and Indicators

- 3 strategic plans are collectively designed
- 3 local organizations are sounded and up to date in their admin/legal formalities
- 6 trainings on organizational management
- 2 trainings on empowerment and leadership.
- 2 trainings on concession governance
- 99 community members have strengthened their knowledge on governance, and management of conservation concessions

OUTCOME 3: The mechanisms for participation and linkage of external community stakeholders with community concessions are improved and strengthened through environmental education

Key Activities

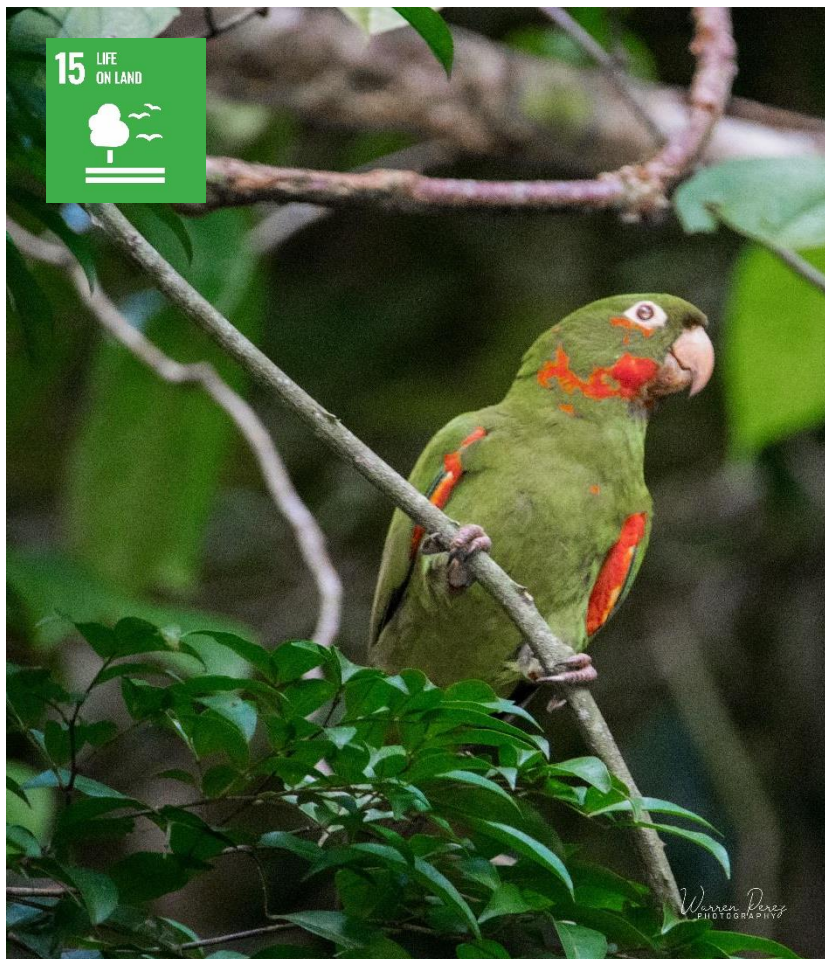
- ❖ Implementation of digital environments and technologies for the development of environmental education activities
- ❖ Development of materials, workshops, and participatory events about the use and management of non-timber forest resources and products

Key Results and Indicators

- 3 educational centers have digital classrooms
- 3 interpretation centers
- 1 environmental education training plan.
- 9 practical workshops related to the use and management of non-timber forest resources.
- 2 painting and/or use of digital tools contests for children
- 2 trainings on the use and management of non-timber forest resources

COMMUNITY-BASED FOREST CONSERVATION IN THE HUAYABAMBA

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IMPACT OPPORTUNITY

Region

❖ **Huayabamba Valley, San Martin - Peru**

Beneficiaries until 2023

❖ **99 associated community members (9'118 ha of tropical forest)**

Potential for scaling up

❖ **Estimated 3'000 farmers in the Huayabamba Valley**

Technical Partner



**Implementing
Local Partner**



An aerial photograph of a lush green forest with a winding river and a small village. The image is partially covered by a large, semi-transparent white circle that serves as a background for the text.

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COMMUNITY-BASED FOREST CONSERVATION IN THE HUAYABAMBA

CO-CREATE IMPACT NOW!

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