



# Call to Action: Business for Land

## A Business Agenda for Restoring 1.5 Billion Hectares of Land and Increasing Drought Resilience

### Preamble

We, the undersigned companies and organizations, recognize the urgent need to address land and soil degradation as well as drought to protect ecosystems, communities, and economies worldwide. As vital stewards of Earth's natural resources, we acknowledge our responsibility to ensure the preservation, restoration, and sustainable use of land, soil, and water for the benefit of present and future generations.

In alignment with the United Nations Convention to Combat Desertification (UNCCD) and its goal to restore 1.5 billion hectares of land by 2030, we hereby pledge our commitment to combating land degradation, desertification, and drought through the Business for Land (B4L) initiative.

### The B4L Pillars

By signing this call to action, we commit to contributing to one or more of the Business 4 Land (B4L) initiative's pillars, in alignment with the UN Global Compact Principles. We will support Business 4 Land by participating in activities aligned with our own priorities and UNCCD's mandate.

#### Business Operations & Value Chains

- Assess and disclose our organization's impacts, dependencies, and risks related to land, soil, and water by integrating, incorporating these into our corporate disclosures.
- Integrate measurable targets into our transition strategies with the objective to minimize and reverse negative impacts on land, soil and water within our operations and across supply chains.
- Engage in action and transparently report on progress toward these targets, ensuring accountability and continuous improvement, with data shared with UNCCD to communicate collective progress.

#### Finance

- Realign financial portfolios to support sustainable land, soil and water management initiatives, while avoiding investments that exacerbate land, soil and water degradation.
- Develop, promote, and contribute to sustainable financial solutions that prioritise land, soil and water restoration, conservation, and responsible management.
- Provide philanthropic support for community-led land, soil and water restoration projects, particularly in regions most affected by degradation.

#### Advocacy & Collaboration

- Advocate for policies and regulations that create an enabling environment for sustainable land, soil and water management in business ecosystems.
- Engage in multistakeholder dialogues, sharing knowledge, best practices, and innovations to advance land-positive and drought-resilient initiatives.
- Collaborate with governments, civil society, and the private sector to amplify collective impact, particularly during UNCCD COPs and other major international gatherings.

### Signatory

Company Name: The international "4 per 1000" Initiative

Representative Name and Title: Dr Paul Luu, Executive Secretary

Date and Signature: On 4 December 2024