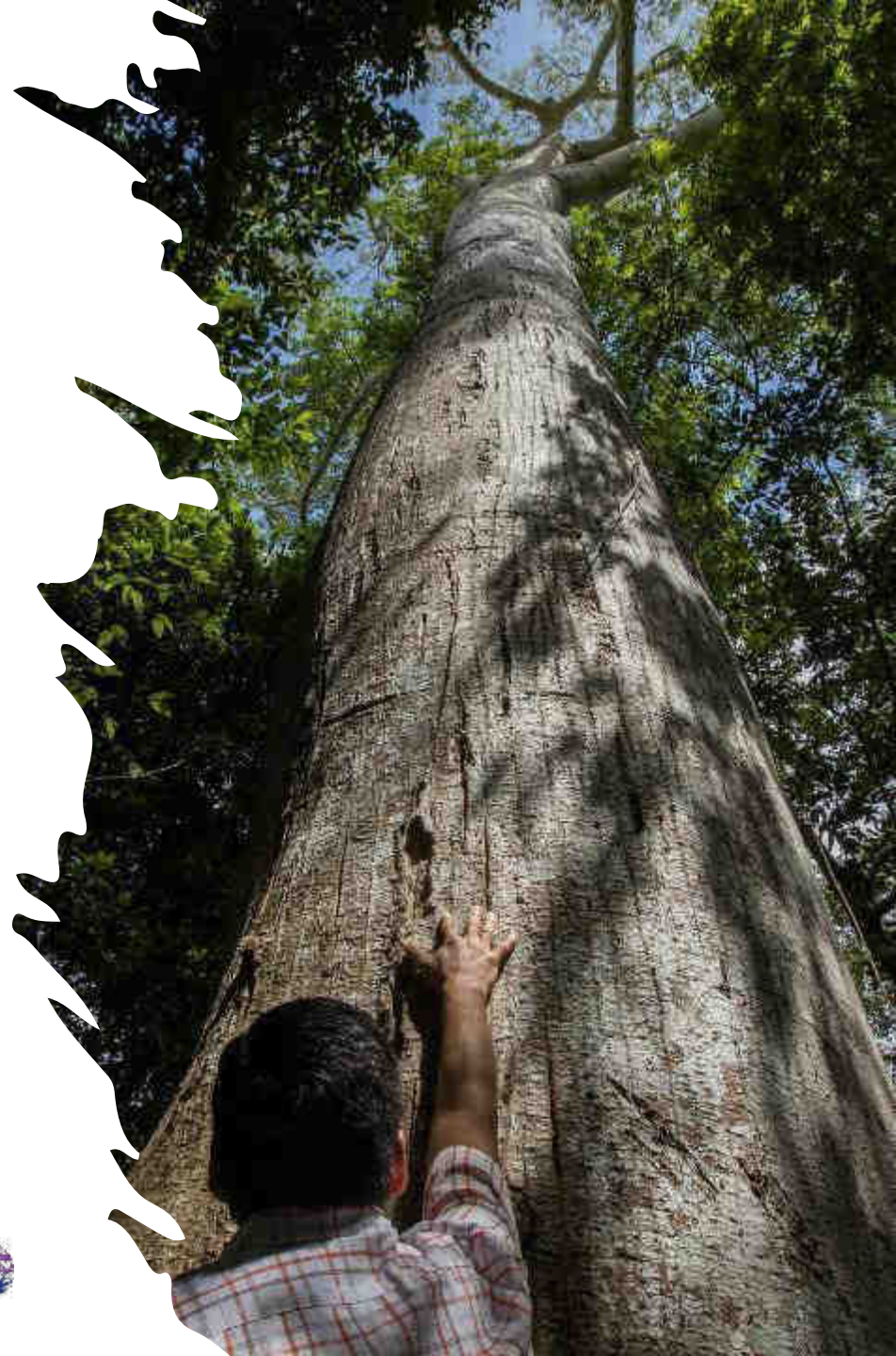


From Forest to Future: Aligning Market Impact with the SDGs

Markets for a Sustainable Future
by Rainforest Alliance Mexico

Nayeli Almanza Lazcano



Why Impact Evaluation Matters Today



Financing for regenerative agriculture and climate resilience is limited.



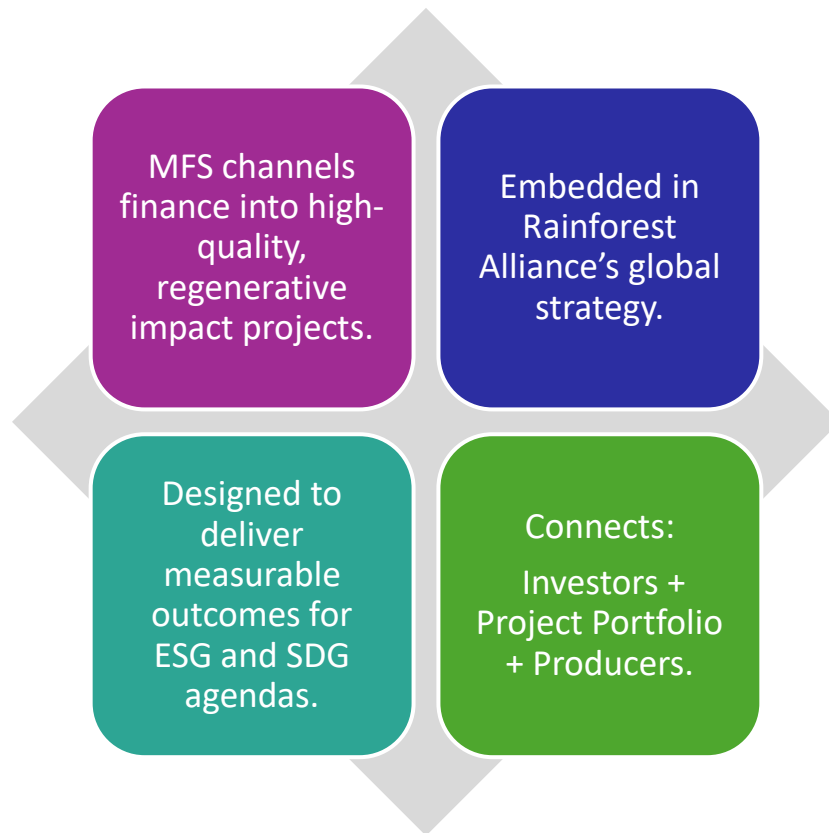
Producers face high costs, fragmented funding, and little recognition for good practices.



The demand for measurable, transparent, and aligned impact is growing.



A Platform Bridging Producers and Capital



<http://www.mercadosporunfuturosostenible.org/>

Measuring What Matters

Our MEL framework is built on:



THE SUSTAINABLE DEVELOPMENT GOALS



From Theory to Field-Based Evidence

- Baselines and producer segmentation
- Real-time dashboards for data-driven decisions
- Metrics:
 - Carbon stocks
 - Biodiversity
 - Productive diversification
 - Climate resilience (adaptive activities)
 - Soil conservation
 - Community participation
 - Economic and social impact
- Blockchain/Web3 tools for transparency (*under development*)



What We've Learned

- It's necessary to run innovation processes to identify real incentives of potential buyers.
- Producers engage more when impact is visible and meaningful.
- MEL must be simple, useful, and scalable.
- Combining digital tools and human stories builds trust with stakeholders.
- Corporations are interested on real impact based on their own metrics.
- Risk Mitigation is needed; thus carbon credits are needed to support the additional impact.
- Development of financial instruments based on traditional and innovative schemes that facilitate revenue and community benefits.



Looking Ahead: Making MEL Investable

Our 2025-2026 goal is to achieve at least USD 1M in capital raised through:

Impact projects portfolio
with continuous
implementation.

MEL de-risks projects and
strengthens trust with
funders.

Communication strategy
focused on impact stories
and claims delivery.

Scaling with blended finance
and impact investment
vehicles focusing on ESG
corporate compromises
and philanthropy donors.

Conclusions: Evaluation for Action

- MEL is not just a requirement, it's a tool for transformation.
- Better evaluation → better design, funding, and outcomes.
- Let's rethink how we measure and manage impact.