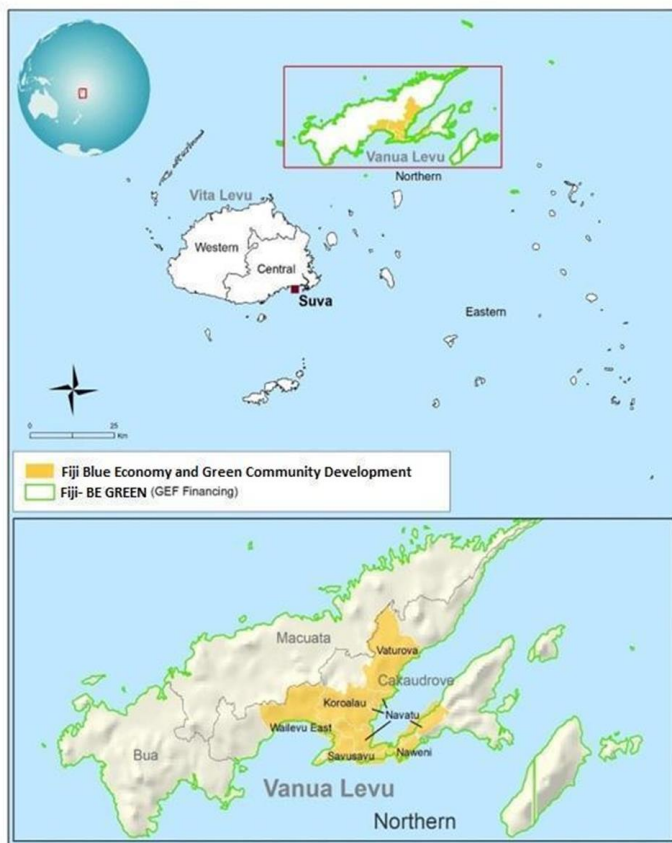




Multiphase Adaptive Programme: Blue Economy and Green Community Development Programme (BE-GREEN) | FIJI

EB Consultations, 1 September 2025

BE-GREEN AT A GLANCE



The designations employed and the presentation of the material in this map do not imply the expression of any opinion whatsoever on the part of IFAD concerning the delimitation of the frontiers or boundaries, or the authorities thereof.
Map compiled by IFAD | 13-06-2024

Duration	10 years – Multiphase Adaptive Programme (1 st Phase 2026 -2031, 2 nd Phase 2030 - 2035)
Programme Area	IFAD: 6 Districts in Cakaudrove Province GEF: Whole of Vanua Levu Island (Cakaudrove, Bua and Macuata provinces)
Financing	Estimated total multiphase programme costs: US\$41.95 million Total first phase cost: US\$ 24.26 million <ul style="list-style-type: none"> • IFAD: US\$ 5.3 million • GEF: US\$ 8.22 million • GoF: US\$ 1.17 million • Beneficiaries' contribution: US\$ 1.87 million • Financing Gap: US\$ 7.7 million IFAD financing for second phase: US\$ 4.7 million
Implementing Agency	Ministry of Agriculture and Waterways Ministry of Environment & Climate Change
Beneficiaries	6 550 HH



PROGRAMME RATIONALE



Problem Context

- **Unsustainable land and resource management**, leading to land and coastal ecosystem degradation, loss of soil fertility and erosion.
- **Limited knowledge** of modern technologies and ecosystem services, **poor connectivity** and **lack of access to profitable markets and to financial services**
- Women, youth, and poorer groups face fewer economic opportunities, resulting in **youth outmigration and women marginalization**.
- **Limited institutional capacities** and fragmented approaches to landscape management

Programme Logic

- **Mainstream integrated island management** approach across connected landscapes
- **Transition** communities from ecosystem degradation and economic decline **towards sustainable and market-oriented production**
- **Improve the access** of rural enterprises sourcing from farmers in the target districts **to markets and relevant financial services**

PROGRAMME COMPONENTS

- Development of an Integrated Island Management Plan,
- Targeting sustainable land use, biodiversity conservation, and climate adaptation.
- Institutionalize integrated island management plan.



Component One Holistic Island Management

Component Two Sustainable and Market-Oriented Production from Resilient Systems



Component Three Inclusive Access to Markets and Finance



Component Four Enabling Policy and Institutional Environment



Component 0 Rapid Disaster Response

- Community climate resilience and ecosystem management plans
- Climate-resilient and market responsive production & primary processing
- Climate smart investments for production, eco-restoration and eco-tourism
- Forests and freshwater habitats under improved management
- Better manage impacts of agricultural land degradation

- Business development services
 - Access to finance
 - Climate smart investments for agri and marine based-business including eco-tourism

- Innovative policies
- Institutions strengthened
- Innovative models for environmentally sustainable and climate resilient economic initiatives
- Programme Management

SPECIAL FEATURES



Mainstreaming
Themes

1

Build adaptive capacity:
Mainstreams climate adaptation across activities

Climate finance:
US\$4, 494,000 validated as climate finance

Youth: 30%
Youth sensitive youth-sensitive program that fosters youth participation and inclusion across all activities.

Indigenous People: 75%
Enhance their livelihood, build on their traditional knowledge, food systems, governance of land and natural resources.



Building on
Good Practices

2

BE-GREEN draws on valuable lessons learned from **projects** in Fiji, as well as IFAD's broader **experience across other Pacific Island Countries** and the Asia Pacific region.

The Reef to Ridge initiative highlighted the **effectiveness of integrated approaches** that simultaneously address multiple environmental challenges. **Strong coordination** among diverse implementing partners **and stakeholder groups is critical.**

Promoting remittance conversion to financial products opens up **new sources of investment** finance for the country

Designed as a **10 Year MAP**, in two phases of 6 years each with 2 years overlapping between Phase-1 and Phase-2 implementation periods.



Strategic
Alignment

3

Supports key government policies, incl. National Development Plan, National Biodiversity Strategy, National Climate Change Policy, the 10-Year Fiji Agriculture Sector Policy 2025-2035, National Financial Inclusion Strategy 2022-2030 and the National Sustainable Tourism Framework 2024-2033.

It also supports the **2023-2027 United Nations Pacific Sustainable Development Cooperation Framework's (UNSDCF)**, as well as IFADs Strategic Framework and Fiji CSN.

Thank You



Investing in rural people