Context
Consumers in the European Union (EU) are increasingly demanding products that are produced in a sustainable way and not contributing to deforestation. To address such emerging challenges, the EU is supporting partner countries to accelerate the inclusive transition into sustainable, deforestation-free and legal agricultural production. One of such support measures is the Sustainable Agriculture for Forest Ecosystems (SAFE) project.

SAFE Project
The SAFE project is co-funded by the European Union and Germany’s Federal Ministry for Economic Cooperation and Development. It is implemented in Brazil, Ecuador, Indonesia, and Zambia with each country representing different contexts and commodities.

In Indonesia, the SAFE project (September 2022–May 2026) is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in cooperation with the Ministry of National Development Planning (BAPPENAS) using the following approach:

1. SAFE Challenge
2. Piloting
3. Learning & Sharing
4. Policy Recommendation

What We Offer
The SAFE Challenge is a matching fund that supports private-sector initiatives in promoting sustainable, deforestation-free, and legal agriculture production.

- We offer collaboration opportunities to companies
- We adopt an open and adaptive concept with no pre-defined solutions
- We support initiatives to strengthen smallholder farmers, and other local market actors

Who Can Apply
The SAFE Challenge is open for companies as part of the export supply chains of palm oil, natural rubber, and cocoa to the EU market, incl. traders, processors, or manufacturers.

Companies can apply as a single entity or as a lead in a consortium with other organisations.

NGOs/CSOs are welcome to apply if they collaborate with companies meeting the criteria above.
SAFE Challenge seeks to support solutions that contribute to the 3 Key Performance Indicators shown in the following figure.

- Increased areas (ha) of existing forests preserved in the pilot areas
- Increased production areas (ha) of crops produced in line with EUDR
- Increased number of smallholder male & female farmers with improved socio-economic conditions

Selection Criteria
The selection criteria used for the assessment of idea submissions are outlined in the following. Their exact definitions can be found in the Information Pack.

- Relevance
- Feasibility
- Business Viability
- Scalability
- Impact Potential

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