



CONSERVING ECOLOGICAL CORRIDORS THROUGH A LANDSCAPE APPROACH

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WHAT IS THE RAINFOREST ALLIANCE?

We work to conserve biodiversity and ensure sustainable livelihoods by transforming...

Land use practices



Business practices

Consumer behavior



Global Impact



- Nearly 80 countries
- 1.1 million hectares of farmland Rainforest Alliance Certified™
- 393,000 farms (90% small holders), certifying 32 crops
- 66 million hectares of forests certified to FSC standards
- 7,000 tourism entrepreneurs trained on the GSTC
- 850,000 hectares managed for carbon projects, avoiding more than 100 million tons of CO²



RAINFOREST ALLIANCE PROGRAMS

Forestry



Agriculture



Climate Change
Evaluation & Research
Sustainable Finance

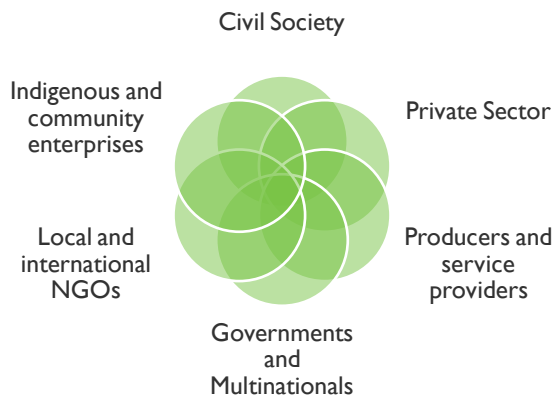
Tourism



MAKING SURE SUSTAINABLE DEVELOPMENT ENCOMPASSES...



KEY STRATEGY – WORKING WITH ALL STAKEHOLDERS



BENEFITS OF RAINFOREST ALLIANCE STANDARDS

Coffee – Yanesha Cooperative, Peru

Lavazza partnered with the Rainforest Alliance and Yanesha Cooperative for Tierra! Coffee, Volcafe

- New wet mill **reduced** water consumption by **95%**
- Net **income grew 51%**, from \$23.60 per hectare in March 2004 to \$35.84 in April 2005
- Percentage of **first grade coffee** increased from **85% to 91.5%**
- Number of tree species on farm went from **12 to 19**, with **more than 30,000 trees** planted for **reforestation**. Tree diversity is essential for creating viable wildlife habitats.



BENEFITS OF RAINFOREST ALLIANCE STANDARDS

Tourism – Costa Rica, Belize, Nicaragua, Ecuador, Guatemala

- **71% of the hotels decreased** their **water consumption**, while 31% decreased the amount of money they spent on water payments.
- **93% decreased** their **energy consumption**, while 15% of them expanded their installations.
- **100% hired local people**, and businesses found improvement in job quality after attending sustainability training sessions



The Santa Lucia Lodge, a community enterprise located at the center of a cloud forest that ranges in altitude up to 2,600 m. above sea level, provides habitat for a great diversity of birds.



This eco-lodge in the Ballena Bay of Costa Rica covers 250 hectares, most of which is in protected forest, with a section for a reforestation project.



BENEFITS OF RAINFOREST ALLIANCE STANDARDS

Forest Carbon Benefits in Mozambique

In 2010, the Sofala Community Carbon Project was validated by the Rainforest Alliance, ensuring it meets both Plan Vivo and Climate, Community and Biodiversity Alliance standards.

- Over 511,392 hectares brought under conservation management in the buffer zone of the Gorongosa National Park and the Zambezi Delta.
- Payments to 2,000 small landowners for their reforestation and conservation activities.



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GUATEMALA CASE-STUDY



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THE MAYA BIOSPHERE RESERVE

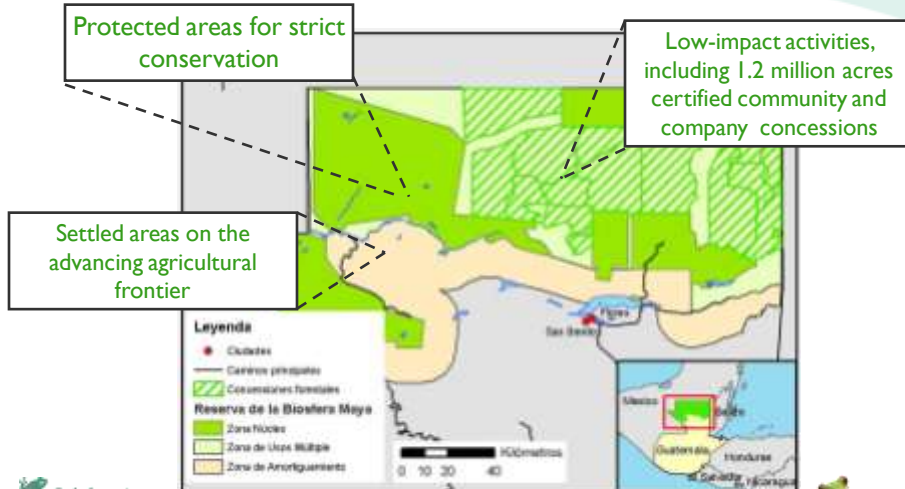
4.9 million acres protected area within the Petén region of Guatemala

- 500,000 indigenous people
- Highly dependent on forests
- 68% live below poverty line
- 0.88% annual deforestation rate (13% loss since 1986), due to:
 - Migration
 - Expansion of agricultural frontier: commodities, subsistence & cattle
 - Money laundering from growing drug trafficking



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THE MAYA BIOSPHERE RESERVE



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BUILDING INCENTIVES FOR WISE FOREST STEWARDSHIP



- Sustainable Forest Management Plans
- Training and Certification to Forest Stewardship Council Standard
- Marketing and product development
- Small rural enterprise development



Phase 3: Value-added processing and certified non-timber products

Phase 2: Certified wood products

Phase 1: Improved forest management



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RESULTS FROM 2007 TO PRESENT



Jade leaf palm sold now for twice as much as they did previously



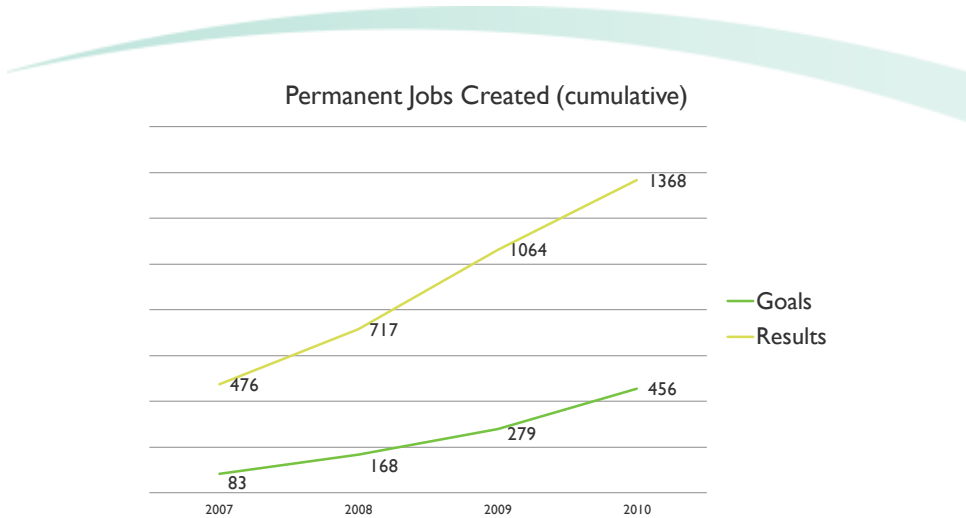
Building new schools and first time access to health services

- \$12 million in sales
- \$12 million invested by private sector/national partners
- 5,800 jobs created
- International market linkages built
- New processing plant built for high-value wood products
- Selling guitar components for up to 40 times higher than wood on the stump

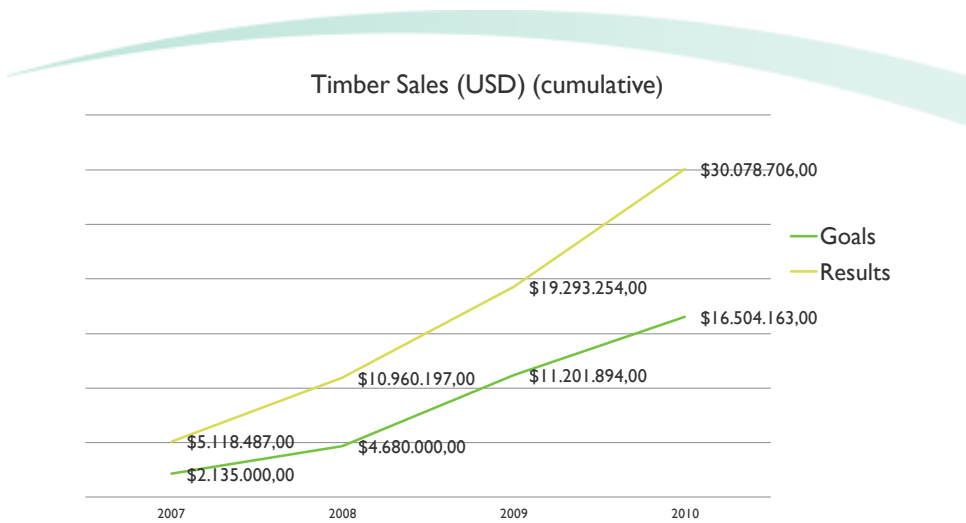


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FORESTRY RESULTS FROM 2007 - 2010

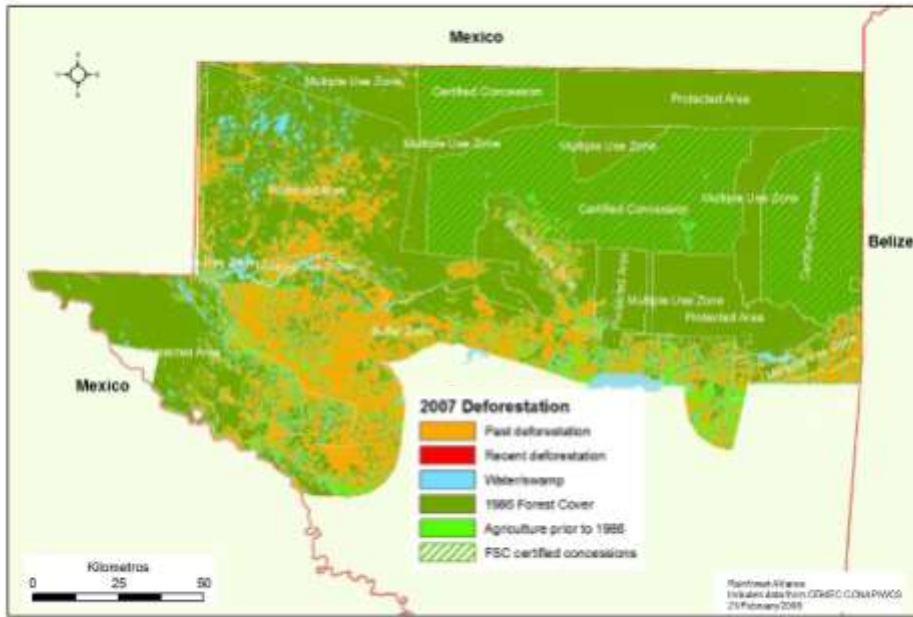


FORESTRY RESULTS FROM 2007 - 2010

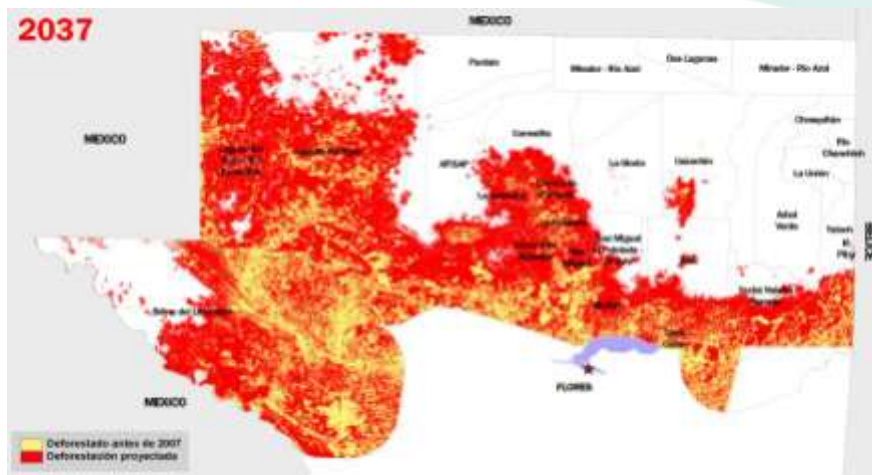


Forest Cover and Deforestation

2007

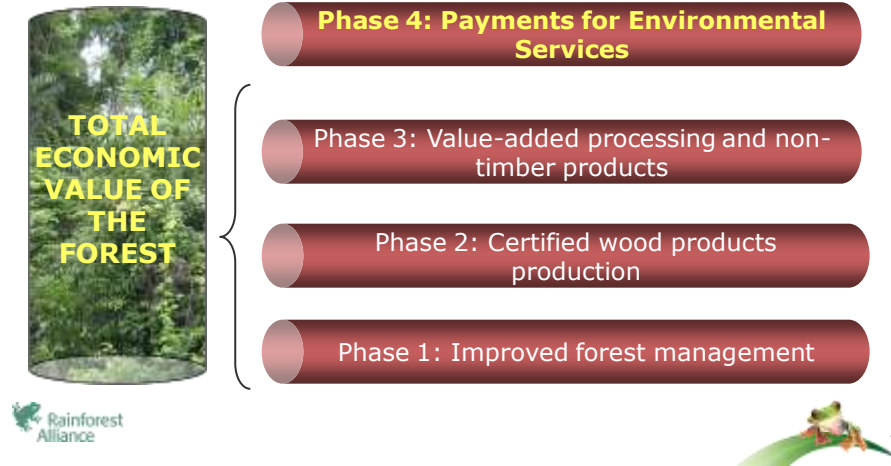


PROJECTED DEFORESTATION



IT IS ENOUGH? NO!

We must consolidate conservation and livelihood gains – ensuring fullest economic and social gains – through **payments for environmental services: REDD+**



OUR GOALS IN PHASE 4: PES

- Model for PES/REDD that is **efficient, measurable, transparent,** and **equitable for indigenous peoples and communities**
 - Social and ecological co-benefits for enhanced impacts and higher quality carbon credits demanded by buyers
 - **Tools for participatory approaches that promote transparent governance based on democratic principles**
 - Build technical and institutional capacity and support required regulatory environment: carbon ownership; benefits sharing; PPP Climate Trust Fund
- Rainforest Alliance 20

SELVA MAYA – GUATE CARBON REDD+ PROJECT

- **560,000 ha** of Forest Stewardship Council certified forest
- 14 forest concessions (12 community and two industrial concessions)
- More than **5,000 families** depend on the forest for livelihoods
- Objective: to use REDD activities to add value to existing management
- Avoided emissions potential: **16 million tons CO₂e** over 20 years
- Project aims to meet VCS and CCB Standard
- Project status: **PDD** under development
- Sub-national **baseline** (40,000 Km²)
- Carbon rights clarified (political consensus)



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TANGIBLE ECONOMIC BENEFITS FOR COMMUNITIES

- The majority of the carbon revenues have to go to communities in order to make sustainable forest management a competitive land use alternative (5,000 families directly benefited).
- Mechanism is being structured to deliver social needs, capacity building, sustainable initiatives and local governance.
- Revenues to communities must be reinvested in improving practices in productive activities:
 - Sustainable forestry best management practices
 - Value-added wood / non-wood products
 - Business skills development
 - Eco and cultural tourism
 - Agro forestry



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BIODIVERSITY AND ECOSYSTEM CONSERVATION

- Improved forest management by maintaining FSC certification will ensure biodiversity conservation.
 - Illegal logging, deforestation and forest fires are best controlled through integrated community and government management.
- Recover degraded ecosystems through reforestation with native species and natural regeneration (*20,000 families* in Laguna del Tigre National Park).
- Protection of 300,000 ha directly or indirectly benefited (120,000,000 Ton of CO₂e)



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GHANA CASE-STUDY

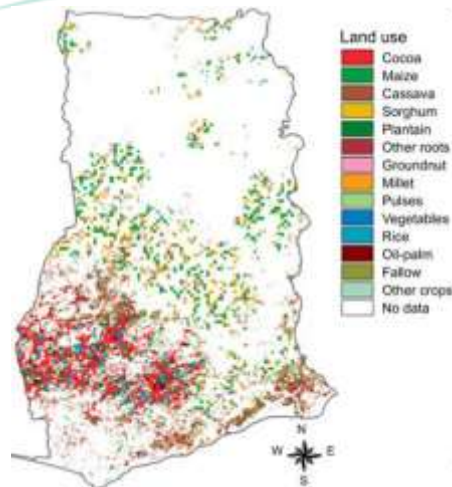


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A COCOA-DOMINATED REALITY



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- Most livelihoods based on a variety of activities, but cocoa is central for the vast majority
- Cocoa farming as currently practiced is degrading soils, low yields, low quality
- Together with in-migration from North, expansion of cocoa is key driver of deforestation
- There are few incentives in place to maintain or increase tree or forest cover
- To successfully pilot REDD+, we must work on cocoa and forest restoration



A LANDSCAPE APPROACH IN JUABESO-BIA

- 36 communities, 24,000 ha
- Strategy: improve natural resource management and build locally-owned, certified enterprises as the basis for REDD
- Five pillars:
 - Forest landscape governance
 - Agro-forestry improvement
 - Forest conservation and enrichment
 - Small enterprise development
 - REDD preparation activities
- Standards-based approach: SAN, CCB



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FOREST LANDSCAPE GOVERNANCE



- Community organizing
- Creation of community and cluster-level organizations
- Landscape Management Board
- Building the basis for participatory landscape planning
- Based on traditional governance structures, but more inclusive
- Institutional strengthening for improved bargaining, increased political voice, marketing reach
- Creation of structures for managing agroforestry activities and REDD+



SAN CERTIFICATION AND CARBON ENHANCEMENT

- To date, 1,200 farmers trained in SAN standard, covering over 3,000 ha – certification expected end of year
- Another 3,500 ha and 2,000 farmers, target for FY12
- Application of SAN will increase yields over long term and benefit biodiversity
- Certification will grant access to premium prices and preferred markets – agreement with Olam Corp. for \$500,000 plus purchase commitment
- Major carbon benefit, since shade systems hold twice carbon volume of non-shade systems

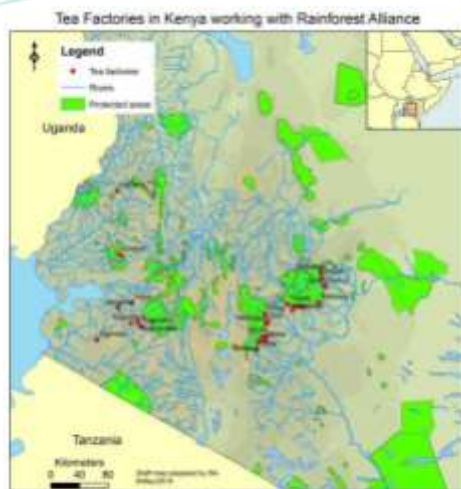


KENYA CASE-STUDY



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CONSERVING TEA ESTATES ADJACENT TO NATIONAL PARKS



- 386,000 smallholders trained in Kenya through a train-the-trainer approach
- 226,000 farms have been certified, all trained smallholders to be certified soon



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REDEFINING “GREEN” TEA

Kericho Estate

- More than **100 bird species** found in/around estate
- Since 2000, it has planted and distributed three-quarters of a million trees
- Vervet and red-tailed monkey populations increased due to expansion of forest
- Employees have full range of **worker benefits**: free company housing; estate-subsidized schools; healthcare (free hospital & dispensaries)
- Employees **earn three to five times national average**



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“First, there are economic benefits. Second, if we meet the objectives we have proposed as a community, we will become relevant at a global level. And last, we would contribute to halting climate change by maintaining the equilibrium of this forest.”

–Benedit Garcia Rodriguez, President of the Management and Conservation Organization of the Uaxactún community in the Maya Biosphere Reserve.



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The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.