



# Rainforest Alliance: Guiding the Sustainability Journey

shared with the German Institute of Global and Area studies

Hamburg

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# Our Mission

The Rainforest Alliance works to...



Conserve  
Biodiversity



Ensure Sustainable  
Livelihoods

By  
transforming...



Land Use Practices



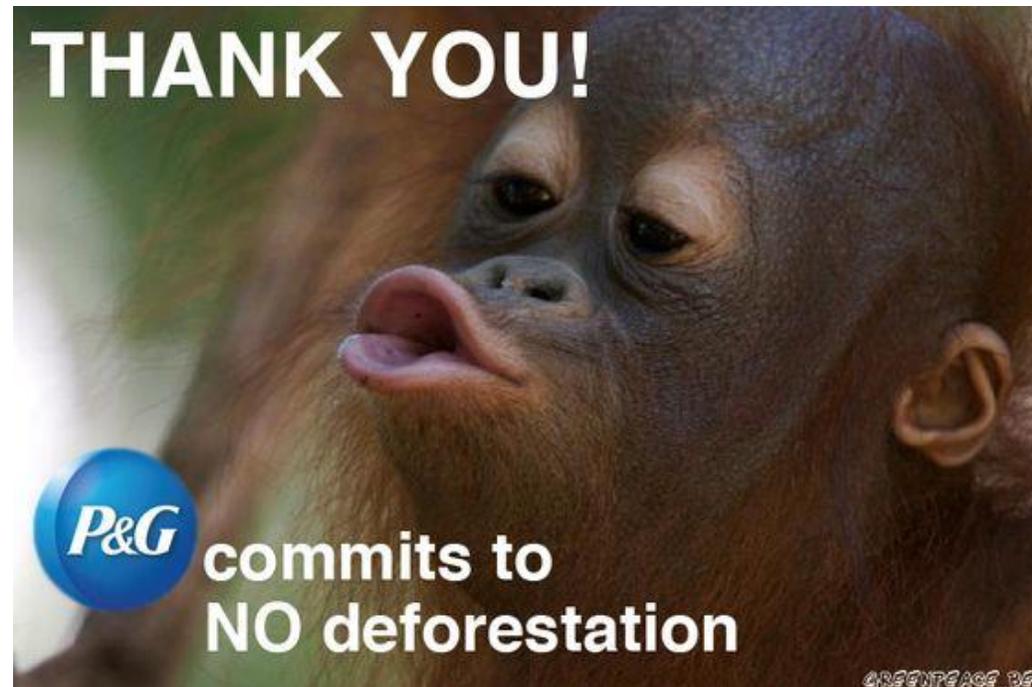
Business Practices



Consumer  
Behaviour

## Corporate commitments

Third-party verification and certification have a key role to play before any company claims can be believed



## Hard facts: no *halting* of deforestation

Neither certification schemes nor moratoriums have yet been able to stop the rate of deforestation in the Amazon or Indonesia



## Certification delivers real Value at Farm level

### Latest SAN/ RA impact report



#### Biodiversity conservation

Compared with non-certified farms, certified farms have:

- More on-farm trees, native tree species, and tree canopy layers (*coffee farms in Colombia*)
- A greater diversity of aquatic macroinvertebrates (*coffee, Colombia*)
- Higher rates of migratory bird survivorship (*coffee, El Salvador*)
- Reduced deforestation rates (*coffee, Ethiopia*)



#### Farmer, worker, and family wellbeing

Compared with non-certified farms, workers on certified farms:

- Have children with a median educational achievement that is two years higher (*coffee, Colombia*)
- Wear personal protective equipment at a higher rate (*coffee, Colombia*)
- Have better access to sick leave and maternity/paternity leave (*tea, India*)

Details can be found in our full report on <http://www.rainforest-alliance.org/publications/impacts-report-2015>

## Certification delivers real Value at Farm level

### Latest SAN/ RA impact report



#### Natural resource conservation

Compared with non-certified farms, certified farms have:

- Better soil health, indicated by more organic matter (*cocoa, Ghana*)
- Streambanks covered in more erosion-controlling vegetation (*coffee, Colombia*)
- Better water quality (*coffee, Colombia*)



#### Farm productivity and profitability

Compared with non-certified farms, certified farms have:

- Yields that are 1.5 to 2 times higher (*cocoa, Ghana and Côte d'Ivoire; coffee, Peru and Colombia*)
- Higher product quality (*tea, Kenya*)
- Higher farmer income (*cocoa, Côte d'Ivoire; coffee, Peru*)

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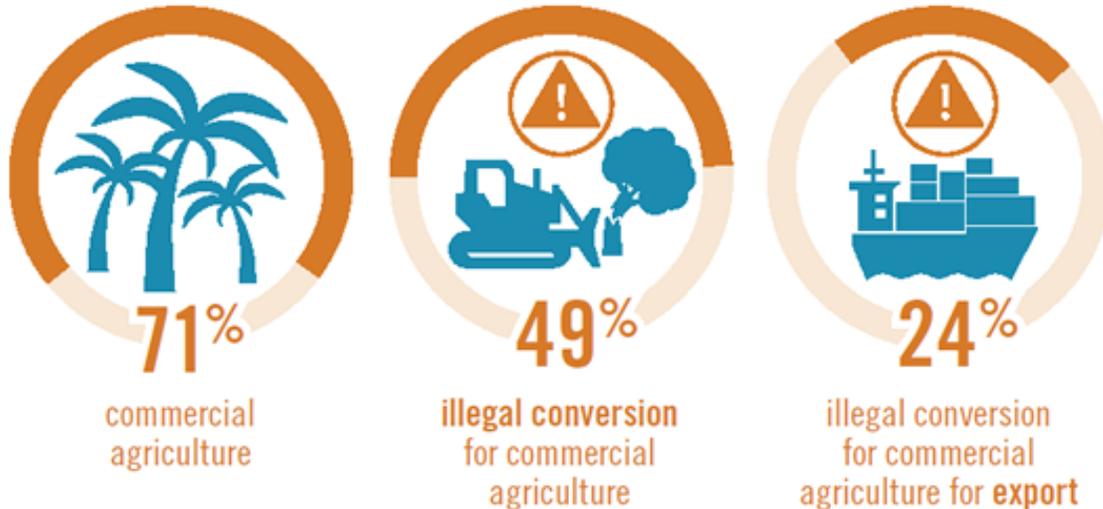
# The Differences

- Business case for change in land practices
- Holistic approach of certification schemes
- Focus on capacity building (peer learning ...)
- Confidence in the supply chain to maintain access to markets for smallholders



## Missing pieces

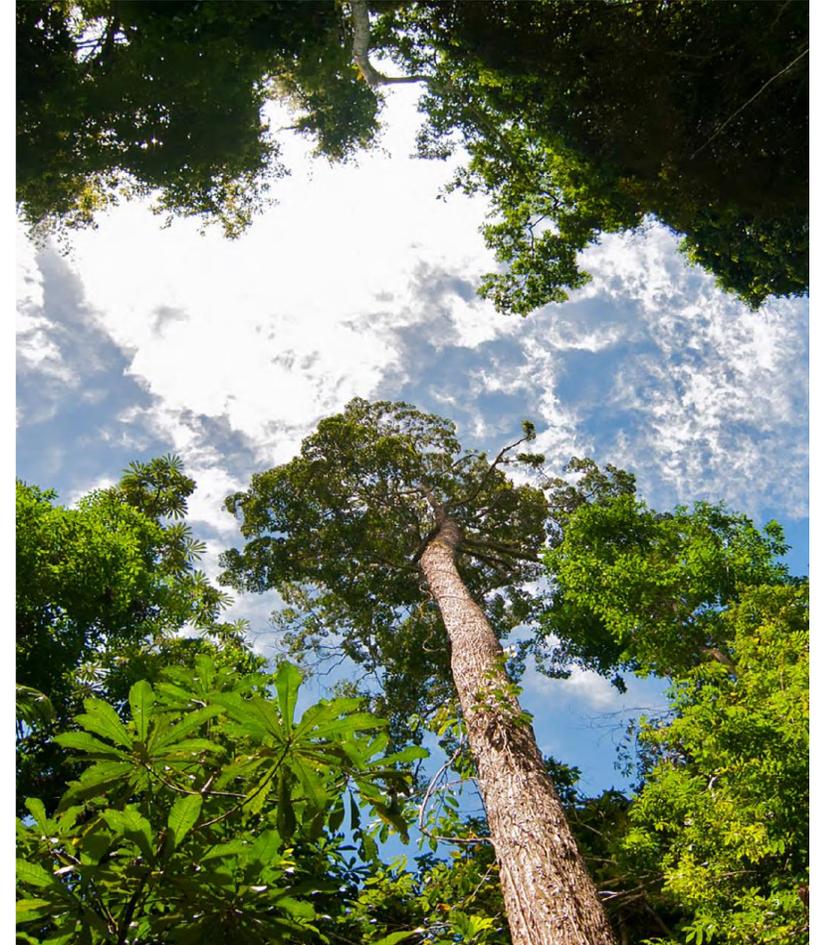
### Tropical deforestation due to



- Enforcing legality on neighbouring farms, establishing governance, and preventing corruption (<http://www.forest-trends.org/illegal-deforestation.php>)
- Understanding that solving issues one farm at a time won't work
- Long term and concerted efforts on the same land unit to increase the productivity of existing farm and forest lands, restore degraded lands, and equitably govern rural landscapes
- Alternative employment to support livelihoods in a low carbon emissions economy

## A new Hope

- Progressive alignment on pressing issues and metrics
- Increasing transparency and consistency in mapping, training & collaborative monitoring
- Multi-stakeholder initiatives are *slowing down* deforestation
- Emerging financial and political support for landscape certification/verification across commodities





[www.rainforest-alliance.org](http://www.rainforest-alliance.org)