

The Rainforest Alliance

AROUND THE WORLD, IN FORESTS, ON FARMS AND ALONG seashores...in kitchens and stores, classrooms, pressrooms and boardrooms...the Rainforest Alliance is at work, creating a global standard that helps protect biodiversity and that offers economic opportunities to populations in need.

Responding to a Changing World

During the next two decades, the human population is expected to grow from 6 billion to 7.7 billion. In their struggle to feed, clothe and house their families, people everywhere will continue to exert pressure on the world's limited resources, particularly in and around our planet's most sensitive and unique ecosystems. Simply designating areas as parks and preserves is not enough. Although 10% of the world has already been declared protected, local people continue to rely on the resources within protected zones to earn their livelihoods.

There is a solution. The Rainforest Alliance is helping people to change their land-use practices, setting standards for the long-term sustainable use of resources so that we can conserve the planet's great wealth of biodiversity and help people use the resources they need without compromising them for future generations.

Saving Forests



Sustainable forestry helps workers and protects wildlife.

Over the last four centuries, half of the world's forests have been cleared. In response to this significant loss, the Rainforest Alliance pioneered forestry certification in 1989 with the launch of SmartWood, the world's first sustainable forestry certification program. To encourage market-driven, environmentally and socially sound management of forests, tree farms and forest resources, we award a seal of approval to operations that follow strict standards for sustainability. SmartWood certification guarantees consumers that any forest product — whether it's a guitar, a bookcase

or raw lumber — comes from a forest or tree farm managed to conserve biodiversity and ensure the rights of workers and local people. To further promote sustainability, SmartWood encourages the recycling of old wood and wood products by awarding a certified seal of approval to products made

from reused, reclaimed and salvaged woods. From the cool forests of the northwestern United States to the lowland tropics of Papua New Guinea, the Rainforest Alliance has certified more than 69 million acres of forest worldwide. With offices and partner groups in the U.S., Canada, Mexico, Guatemala, Bolivia, Brazil, Spain, Denmark, and Indonesia, SmartWood serves clients and customers around the globe.

While local and indigenous people directly depend on forest resources for their livelihoods, they may lack the technical skills and tools to use them judiciously. During the past fifteen years, governments everywhere have been turning over forested areas to local communities, a trend that is expected to continue. To help local communities develop sustainable practices and earn a living from non-timber forest resources — such as nuts, rattan, latex and resin — the

Rainforest Alliance ensures that community and indigenous forestry operations have equal access to our certified services and markets.

Sowing Seeds for the Future

Farming is *the* leading destroyer of wildlife habitat, a principle cause of flora and fauna extinction and the largest user of freshwater. Agriculture already occupies one quarter of the Earth's lands. As population pressures increase and the conversion of forests to farmland accelerates, current practices will only continue to accelerate the cycle of poverty that so many farmers experience.

To integrate productive agriculture, biodiversity conservation and human development, we developed our Sustainable Agriculture program. Today, more than 155,000 acres of



The Rainforest Alliance works around the globe to conserve biodiversity and improve quality of life.



banana farms have significantly reduced their use of herbicides, invested in recycling and provided their workers with improved training, housing, health benefits and education, thereby earning the Rainforest Alliance Certified seal of approval. We also stamp our seal on well-managed coffee, chocolate, citrus and cut-flower farms throughout Latin America. Sowing the New Green Revolution is a huge challenge, but the farmers, scientists and activists involved in our Sustainable Agriculture Network — a consortium of nine leading conservation groups in Latin America — are planting the seeds of change.



Rainforest Alliance certification ensures access to education, housing and healthcare for farm and forest workers and their families.

Bringing Sustainable Products to Market

In partnership with the United States Agency for International Development (USAID), the Rainforest Alliance is leading a major, three-year effort to promote and increase sales of responsibly produced certified timber, banana and coffee from Central America and Mexico. By strengthening the competitiveness and sustainability of agriculture and timber operations, the Certified Sustainable Products Alliance brings new investment and trade to the region, while supporting practices that benefit the environment as well as protect the rights and resources of workers and local communities.

Biologically Sound Touring



Sustainable tourism protects the planet's natural beauty.

With 700 million people traveling every year, tourism is not only big business, but a growing source of revenue for people living in areas that are particularly rich in plant and animal species. While tourism can produce serious negative impacts for local people

and the environment, it also has the potential to provide incentives for conservation. The Rainforest Alliance is working with other organizations and experts worldwide to develop best management practices for sustainable tourism that help tourism suppliers and consumers effectively contribute to biodiversity conservation and social welfare.

Sustainable Tourism Stewardship Council (STSC) — The Rainforest Alliance is launching regional networks to share information on how the tourism industry is promoting sustainable resource management. **Sustainable Tourism Certification Network of the Americas** — Through the network, we are helping tourism certification programs, tour

operators, government agencies, civic organizations and travelers throughout Latin America learn from each other and share information on the benefits of and standards for sustainable tourism.

Engaging the Public

The conservation efforts of the Rainforest Alliance will have little permanent impact unless the public understands and supports our goals, so communication and education have always been an important part of what we do.

Worldwide, we work closely with industry leaders, journalists, conservation colleagues and government officials, and we reach tens of thousands of concerned consumers, children, parents and teachers through our publications, special events and Web site (www.rainforest-alliance.org). Our virtual reference library, the *Eco-Index* (www.eco-index.org), helps conservationists and scientists share information and insights. The Rainforest Alliance's Education program provides an online curriculum and multilingual resources to teach school-age children about the world's diverse and threatened ecosystems.



The Rainforest Alliance educates consumers about making sustainable choices.

By reducing the deleterious impacts of forestry, agriculture and tourism — especially in ecologically critical regions — and improving the lives and livelihoods of people living and working in these areas, the Rainforest Alliance is setting new standards. With more than 31,000 members, a budget of \$15.5 million, and projects active in over 58 countries, we are recognized as a world leader in the successful design and implementation of conservation measures and methods that will sustain our Earth's people and places for decades to come.



www.rainforest-alliance.org

The mission of the Rainforest Alliance is to protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior. Companies, cooperatives and landowners that participate in our programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods.

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New York · United States · Canada · Mexico · Costa Rica · Guatemala · Indonesia · Spain · Bolivia
665 Broadway, Suite 500 · New York, NY 10012-2331 · Tel: 212/677-1900 · Fax: 212/677-2187
www.rainforest-alliance.org