Firm Commitments:
Tracking Company Endorsers of the
New York Declaration on Forests

A project convened by
FOREST TRENDS
Acknowledgements

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September 2015

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Introduction: Forests forward

One of the most important global commitments to halt and reverse deforestation may be a one-page document that surfaced in the weeks leading up to the United Nations Climate Summit 2014, where it was ultimately formalized. The New York Declaration on Forests (NYDF) codifies the willingness of 37 national and 20 subnational governments, 53 companies and institutions, 16 indigenous community networks, and 54 civil society organizations to halve natural forest loss by 2020 and end it by 2030.¹

Forests have potentially powerful allies in the Declaration endorsers. Committed governments capture at least $170 billion (B) of the $405 B in global imports of palm oil, soy, cattle, and timber and pulp – the “big four” commodities responsible for most agriculture-led deforestation.² The combined annual revenues tied to the 53 companies that signed the document exceed $1.36 trillion (T), earned in part by their investment or engagement in those same commodity sectors.

With such enormous financial interests in agricultural performance, what value do these entities anticipate from taking actions that might adversely impact business and trade? As seen in the Declaration goals (Figure 1), the answer varies by actor group. Governments recognize that forest protection is a least-cost solution to climate change mitigation and sustainable development. Companies – often via their shareholders and investors – grasp the necessity of secure, legal commodity supply and social responsibility.

Indigenous communities, also endorsers, understand the value of forests to their livelihoods, to the conservation of their heritage and traditions, and to their ability to adapt to a changing climate. Civil society views the Declaration as an unprecedented and ambitious vehicle to drive political cooperation and large-scale economic incentives to protect and restore forests.

The NYDF codifies the willingness of 180 governments, companies, indigenous community networks, and civil society organizations to halve natural forest loss by 2020 and end it by 2030.
Figure 1: New York Declaration on Forests: Goals and State of Play

Halve natural forest loss by 2020; end by 2030

13 million
forested hectares (ha) lost annually

Support private sector to eliminate deforestation from agricultural commodities and other economic sectors by no later than 2020

Commercial agriculture drives at least 70% of tropical deforestation

Promote sustainable development and alleviate poverty to create alternatives to subsistence deforestation

1.6 billion
people depend on forests for basic necessities

Restore 150 million ha degraded forests by 2020; another 200 million ha by 2030

59.2 million ha of forests so far slated for restoration

Agree to ambitious forest conservation/restoration targets in post-2015 sustainable development goals and post-2020 global climate agreement

September and December 2015 meetings are key to global climate and development decisions

Scale up sustainable commodity demand and payments for climate change solutions to support and reward positive forest action

$541 million
new public and private finance for forest climate action in 2014

Support private sector to eliminate deforestation from agricultural commodities and other economic sectors by no later than 2020

Strengthen forest governance, transparency, rule of law; empower communities and recognize their resource rights

$61 billion
annual exports from illegal forest conversion

Declaration Commitment

Global State of Play

SOURCE:
5 Forthcoming reports from Forest Trends’ Ecosystem Marketplace and REDDX Initiatives. Fall 2015.
Private sector buy-in is critical to the Declaration’s ambitions

Companies are already taking action toward their deforestation liabilities. Companies’ commitments to sustainable supply chains are the focus of this report and its architect, Forest Trends’ Supply Change project. Forest Trends convened Supply Change collaborators CDP, Forest Trends’ Ecosystem Marketplace, and WWF to track and analyze progress toward these goals.

Informative tracking requires transparency, and corporate disclosure is in its nascent stages. Currently, companies’ commodity risk disclosure trails behind their willingness to commit to sustainability. Such a ratio is not surprising: the problem is intractable and the pledges are new. Companies may be reluctant to disclose intermediate progress publicly until changes have been fully implemented, but transparency throughout the process toward sustainability is important for identifying challenges and mustering support.

Supply Change profiled 51 of the Declaration’s 53 private sector endorsers. Of those 51, 41 are companies and 10 are financial institutions. We do know from public reporting on sustainability commitments that...

- Endorsing companies are primarily name-brand food retailers and manufacturers based in developed countries (p.7).
- Almost all (92%) of tracked endorsing companies have issued their own forest sustainability targets and/or procurement policies (p. 9).
- Most companies set their targets, policies, and/or milestones before endorsing the Declaration in 2014 (p. 11).
- Endorsers are more likely to have both liabilities and commitments related to palm oil (p. 9).
- Endorsers are more likely to explicitly commit to zero/zero net deforestation, legality, and human rights (p. 10).
- Just over half (56%) of company endorsers have publicly disclosed progress toward these targets (p. 11).
- Most endorsers commit to procure certified commodities using some mix of physical volume and certificates. Companies reported 68% progress toward these targets in the most recently tracked year (p. 12).

What the world does not know about early performance against forest sustainability targets far exceeds these findings. For example, what is the trade volume or value associated with both sustainable and unsustainable commodity trade? How reliable and consistent are companies’ methods of self-evaluation and reporting? Supply Change encourages readers to approach this report with these limitations in mind – and with a spirit of innovation toward the many market developments that lie ahead.
Figure 2: NYDF-Endorsing Governments and 2013 Top Country Importers of Forest Risk Commodities

NOTES: Data from United Nations Comtrade Database. Top importers determined by averaging the percentile of global imports for palm oil, soy, timber and paper products, bovine leather, and fresh beef for each country. Does not account for domestically produced and consumed commodities. China is the sum of imports reported by China and imports reported by Hong Kong. Belgium, Denmark, Estonia, France, Germany, Lithuania, Netherlands, Republic of Slovenia, and United Kingdom are National Government endorsers in addition to the European Union.
Declaration endorsers are “downstream,” most HQs in North America and Europe

Eliminating deforestation by 2030 is a daunting task, but companies endorsing the New York Declaration on Forests are well-positioned to influence change. External support is within reach and abundant, and 17 of the 51 NYDF-endorsing companies profiled in Supply Change participate in five or more multi-stakeholder activities, such as the Consumer Goods Forum (CGF) and the Roundtable on Sustainable Palm Oil (RSPO).

The majority of NYDF-endorsing companies are headquartered in Europe and North America — worlds away from the planet’s tropical deforestation. These companies are largely “downstream” in commodity supply chains, meaning they are either manufacturers or retailers. Just under 20% of endorsing companies are headquartered in Southeast Asia, where much of the world’s tropical deforestation occurs. Unlike their European and North American counterparts, these companies are largely producers and processors at the headwaters (“upstream”) of the chain.

Figure 3: Aggregate Profile of NYDF-Endorsing Companies

**Company Headquarters by Region**

![Map showing the distribution of NYDF-endorsing company headquarters by region.]

**Revenue Summary**

- **$482 Billion** maximum
- **$267 Million** minimum
- **$1.36 Trillion**

*Of 38 companies publicly reporting revenue.

**Related Activities Participation**

- 29: Roundtable on Sustainable Palm Oil
- 22: Consumer Goods Forum
- 15: The Sustainability Consortium
- 12: Tropical Forest Trust
- 11: Round Table on Responsible Soy
- 9: The Sustainable Agriculture Initiative
- 8: Publicly reported to CDP Forests 2014
- 6: Palm Oil Manifesto
- 6: Road to Paris 2015 - Supply Chain
- 5: Tropical Forest Alliance
- 4: High Carbon Stock Approach Steering Group
- 4: Banking Environment Initiative
- 4: World Business Council on Sustainable Development
- 4: Related Activities with Fewer than Three Endorsers Participating

**Activities include multi-stakeholder memberships, declaration signatories, etc. in which entities are involved.**
The majority of endorsers are consumer-facing companies. Operating downstream at the manufacturer- or retailer-level, they face increasing consumer scrutiny. These companies’ demand for sustainable products trickles upstream to processors and producers, which account for just under one-third of endorsers. However, commodity production is dominated by relatively few companies handling the vast majority of volume. Keeping the channels open and money flowing, traders and finance account for the remaining third of endorsing companies. Interestingly, at least 30% of endorsers are clearly vertically integrated – the same firm owns multiple “links” in the commodity value chain – potentially streamlining their path toward supply chain transparency and sustainability.

Unsurprisingly, Supply Change found that companies in the consumer goods industry – primarily companies in the Food Products, Food Retailers and Wholesalers, and Farming and Fishing sectors – comprise the majority of commitments to the Declaration. Within this group, those in the Food Products sector make up almost one-third of all endorsing companies – more than double the next sector, Food Retailers and Wholesalers. The Investment and Banking sectors make up one-fifth of endorsing companies. All four endorsing banks are adopters of the Banking Environment Initiative and Consumer Goods Forum’s ‘Soft Commodities’ Compact that aims to transform agricultural commodity supply chains to achieve zero net deforestation by 2020.
Nine in ten endorsers address palm oil risk; other sectors lag

Nine out of 10 endorsing companies buy or sell palm oil. Out of those companies, 94% have a public commitment or policy to reduce deforestation risk from their supply chains. By contrast, only seven fewer companies are active in soy, and just 41% of those companies have a public commitment to obtain or produce sustainable soy. Similar numbers of endorsing companies are active in cattle, or timber and pulp markets, but while 79% of companies active in timber and pulp markets have made public commitments, that number drops to 50% for companies active in cattle markets.

The prevalence and market penetration of related certification schemes may be a factor. The RSPO certifies 20% of global palm oil production. The Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) together certify nearly 20% of managed forests. In contrast, the Round Table on Responsible Soy (RTRS) certifies 0.5% of world soy production, and a global certification scheme for all cattle products does not exist. While many companies may take action above and beyond certification requirements, availability of an established standard appears to be a significant factor in the willingness to formalize and ability to immediately act on a commodity commitment.\(^5\)

Regionality, regulations, and relative age of schemes may also contribute to absence of commitments. The perceived need for a public commitment may be lessened in countries where commodity production or procurement is governed by existing regulation or there is low deforestation pressure. The lack of widespread uptake in soy and cattle certification schemes specifically may be in part to their regional nature. For soy, 95% of RTRS-certified volume comes from Brazil, Argentina, or Paraguay. Cattle certification in particular is new and regionally focused. The Global Roundtable for Sustainable Beef was only established in 2013 and will develop national roundtables with locally specific certification requirements.

While many companies may take action above and beyond certification requirements, availability of an established standard appears to be a significant factor in the willingness to formalize and in the ability to immediately act on a commodity commitment.\(^6\)

Figure 4: Commitments by Commodity vs. Companies Active in Commodity\(^6\)

NOTES: Based on 41 tracked companies. Commitments for financial institutions not included.
Endorsers 60% more likely to explicitly commit to zero deforestation

Companies’ commitments to sustainability are becoming increasingly similar as familiarity with deforestation issues grows, but no two commitments are alike.

Figure 5 identifies more than a dozen variables cited across commodity types tracked by Supply Change that have emerged as civil society pressures companies to recognize the full landscape of impacts surrounding commodity-driven deforestation. A number of these criteria were referenced in the Action Agenda for the NYDF, a guide to actions that can help achieve the NYDF goals. Those referenced criteria include protection of high carbon stock (HCS) forest, no expansion into peatland, protection of human rights, land rights through efforts to formally obtain Free, Prior and Informed Consent (FPIC), as well as traceability and transparency in supply chains.

Most companies describe goals – such as “zero deforestation” (no deforestation anywhere) or “zero net deforestation” (e.g., forest loss might occur, but is being/will be offset by restoration) – and the procurement policies that will ideally get them there (e.g., “Procure certified commodities”; “No burning”). Procurement policy implementation often becomes a milestone toward ultimately achieving the overarching commitment.

To date, 65% of NYDF-endorsing companies’ commitments target either zero or zero net deforestation. While there is not universal adoption, commitments by NYDF-endorsing companies are 60% more likely to explicitly commit to zero or zero net deforestation than commitments by non-endorsing companies tracked in the full Supply Change dataset.

NYDF-endorsing companies are also significantly more likely to include specific target and procurement criteria in commitments than their non-endorsing peers. A notable exception to this trend is the equally high reliance on certification from all companies tracked by Supply Change. Commitments to a bevy of sustainability criteria – such as High Conservation Value (HCV) protection, legality, and other safeguards – can be implicit in some third-party verified certification schemes that include standards on multiple criteria.

Figure 5: Proportion of Specific Goals Cited by NYDF-Endorsing Companies vs. All Tracked Companies

NOTES: Based on 83 total commitments from 41 profiled NYDF-endorsing companies and 364 commitments from all 267 tracked companies. For criteria definitions see http://supply-change.org/pages/methodology.
Just over half of endorsers disclosed progress

While the NYDF was announced in 2014, companies most likely set their targets, policies, and/or milestones before endorsing the Declaration. In fact, two-thirds of these commitments were announced before 2014. However, it is valid to speculate that the creation of the Declaration played an encouraging role in the announcement of additional commitments – the largest number of new commitments in a single year was announced in 2014 (29).

Commitments require significant effort, coordination, and time to implement and achieve. The target years for commitments reflect this requirement, as only 14% of commitments made by endorsers in 2014 stated a target year of 2015. The largest number (55%) stated a target year of 2020.

Demonstrating progress toward these targets is critically important for companies to prove to their stakeholders that they can “walk the walk.” Public disclosure also enables companies to benchmark against their peers and to identify sector-wide challenges. Companies report progress through a variety of mediums, including corporate websites, sustainability reports, disclosures to tracking organizations such as CDP, and commodity roundtable progress reports (e.g., RSPO, RTRS).

Just over half (56%) of Declaration endorsers have ever publically disclosed progress toward their commitments. The greatest number of companies (14) report progress toward their palm oil target, but this still only represents 40% of all palm oil commitments by endorsing companies. Companies that did report progress toward palm oil commitments were more likely to disclose actual numbers, such as purchase volumes or percent achievement toward targets – primarily in response to RSPO’s required “annual communication of progress” disclosure process. Soy commitment progress was reported by 57% of endorsing companies, while reporting of any kind was uncommon for timber and pulp, or cattle commitments.

Figure 6: Timeline of Commitment Announcements and Targets
Endorsers most often report progress against their commitments to procure certified commodities. These commitments range from purchasing physical supply, certificates such as Green Palm or RTRS credits, or some mix of both approaches. Most advocates consider purchases of GreenPalm and other certificates to be an interim step toward fully traceable supply chains. In either case, certified commodity procurement is a fairly straightforward means for endorsers to begin to address zero deforestation — but it is hardly the endgame.

Currently, there is no existing large-scale framework to verify that products, processes, or producers do not contribute to the loss of natural forest. Any progress reported against zero/zero net deforestation commitments was often related to geographically limited commitments such as those addressing land use in the Amazon biome. These commitments effectively reiterate compliance with regulations such as the Brazilian Soy Moratorium.

In the absence of a zero/zero net deforestation verification framework, companies often establish specific milestones as stepping stones to meeting this more challenging goal. For example, a company may commit to zero palm oil-related deforestation by 2020, with a milestone to “balance” 100% of its palm oil use with the purchase of GreenPalm certificates by 2015 and to procure 100% certified sustainable palm oil by 2018.

Milestones are most frequently cited in endorsers’ palm oil commitments. Across all commodities, the largest number of endorsers identifies supply-chain traceability as a milestone (Figure 7). One-third have so far met or partly met that target. In fact, more often than not, milestones are not being met. Thus we are faced with important questions: what are the implications for companies when they do not meet their milestones? Does not meeting a milestone indicate that they will also fall short of their overall commitment?

As the answers to these and other questions emerge, Supply Change will evolve to track cutting-edge supply chain solutions. This project aims to inspire new commitments to public disclosure of environmental performance, recognizing the collective benefits of a transparent marketplace. As always, the kind of in-depth measurement Supply Change provides can only serve to make clearer the vital connection between the urgency of climate change solutions, deforestation, and the choices made by actors at every link in the global supply chain.

In the spirit of transparency and accountability, then, all of the information disclosed here and much more can be found at www.Supply-Change.Org, a tool that we will expand and grow into a model for other actors seeking more accessible and adaptive means to transparency in their supply chains.
### New York Declaration on Forests: Endorsing companies

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### Endorsing Company

7) As of May 2015. For the purposes of analysis in this report, declaration endorsers Felleskjøpet Agri and Felleskjøpet Rogaland Agde are profiled together as Felleskjøpet Corporation; PT Rimba Makmur Utama is an “Avoided Deforestation” project and is not profiled. Reitangruppen is profiled through the business of Rema 1000, and Skretting is profiled through its parent company Nutreco International.
About Supply Change

The Supply Change project is a collaboration among the following organizations, convened by Forest Trends, which provide invaluable time, insights, networks, and data to the development of this freely available report and online resource, Supply-Change.Org. In all cases, collaboration does not constitute endorsement of partners or their respective projects, including the Supply Change project itself.

CONVENER

Forest Trends forest-trends.org

Forest Trends is a Washington, DC-based international non-profit organization whose mission is to maintain, restore, and enhance forests and connected natural ecosystems, which provide life-sustaining processes, by promoting incentives stemming from a broad range of ecosystem services and products. Specifically, Forest Trends seeks to catalyze the development of integrated carbon, water, and biodiversity incentives that deliver real conservation outcomes and benefits to local communities and other stewards of our natural resources. Forest Trends analyzes strategic market and policy issues, catalyzes connections between producers, communities and investors, and develops new financial tools to help markets work for conservation and people.

COLLABORATORS

Ecosystem Marketplace ecosystemmarketplace.com

Ecosystem Marketplace, an initiative of Forest Trends, is a leading source of news, data, and analytics on markets and payments for ecosystem services such as water quality, carbon sequestration, and biodiversity. Ecosystem Marketplace works through a range of qualitative and quantitative analyses to link practitioners and decision-makers with each other and advises companies, governments and other NGOs on carbon/forest carbon market developments, transparency, social and environmental co-benefits and other mechanisms.

CDP cdp.net

CDP is an international NGO that provides the only global system through which more than 5,000 companies from more than 80 countries and 207 cities report, manage and share vital environmental information. CDP now holds the largest collection globally of primary corporate environmental information and puts these insights at the heart of strategic business, investment and policy decisions. Please visit www.cdp.net or follow us @CDP to find out more.

WWF www.worldwildlife.org

WWF is one of the world’s leading conservation organizations, working in 100 countries for over half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change.

Change is good. So is information.

Businesses, investors, and governments are committing to reverse their role in degrading the world’s critical ecosystems. But until recently, the verifiable market information that best supports these efforts has been scarce. Supply-Change.Org exists to fill this data gap by providing a platform for real-time news, data, and analysis that catalogues and contextualizes global progress toward environmental targets.

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