



Forest Trends

Valuing the benefits provided by
well-functioning forests and related ecosystems

1999

A group of leaders from business, science, financial institutions, and environmental organizations establishes Forest Trends to help stop deforestation by making the services provided by ecosystems more valuable.

Our Purpose

Forest Trends is an entrepreneurial non-profit organization that connects producers, suppliers, governments, communities, NGOs, and investors with new economic tools and incentives for maintaining natural ecosystems.



The concept that **well-functioning ecosystems** provide essential, and hence valuable, services is an important trend in markets and regulatory systems. It will lead to the creation of **new asset classes** for investors, new behavior triggers for consumers, as well as new environmental requirements for companies. Understanding the role, risks, and rewards that the **ecosystem values** involved in business and supply chains will have on the future is fundamental to operating effectively in the **global marketplace**.

– Michael Jenkins, Founder & President, Forest Trends

Our Strategy

Small, nimble and global. Forest Trends delivers scalable results through a unique business model based on ongoing interaction between influential global networks, applied expertise and local innovation.

1. We operate **two global networks**:

Ecosystem Marketplace is a **global platform for transparent information** on ecosystem value and transactions.

Katoomba Group is an **international network of practitioners** working to improve local and global capacity to derive more value from the environmental services provided by ecosystems.

2. We use our information and networks to **address key systems barriers** to the development of new business and policy models on issues such as:

- climate-friendly forestry & agriculture
- watershed services & water quality
- no-net-loss biodiversity
- coastal & marine ecosystem services
- supply chain traceability & transparency
- innovative finance
- community stewardship & inclusion

Ecosystem Marketplace
www.ecosystemmarketplace.com

**the
katoomba
group**

www.katoombagroup.com

How We Are Transforming Markets & Policy

Forest Trends — High-Impact Outcomes 1999–2010

Transparent Information & Accessible Analysis

Over a ten-year period, built the world's most publicly available & comprehensive set of data, analytics, and news on economic policies and practices that support improved management and conservation of forests and related ecosystems — The Ecosystem Marketplace www.ecosystemmarketplace.com.

Practical Application

Developed a portfolio of demonstration projects and practices that test and refine the role played by payments for ecosystem services, voluntary standards, and other systems-based approaches to improved environmental performance and governance.

Strategic Partnerships

Catalytic to the establishment of the US Department of Agriculture Office of Environmental Markets and to the enactment of a new Payments-for-Ecosystem Services Law in the State of Acre, Brazil. Invited by governments in several emerging economies to advise on the development of national policy for no-net-loss biodiversity mitigation.

Forest Trends is widely credited for advancing the concept and practical application of **'payments for ecosystem services,'** an innovation that is gaining widespread momentum as a powerful conservation tool for forests and ecosystems.

— Jeff Skoll, Founding CEO eBay, Chair,
Skoll Foundation for Social Entrepreneurship

China

Credited with opening up the dialogue with the Chinese government on the sensitive topic of China's import of illegally harvested logs and the impacts of this trade.

Russia

First non-profit organization to analyze and make publicly available data illuminating the supply-chain dynamics between manufactured wood products from China and initiatives to combat illegal logging in supplier countries such as Russia, Indonesia, and Papua New Guinea.

Brazil

Helped organize an influential demonstration project with Indigenous Peoples in the Amazon that is creating global precedents on carbon rights, governance, financing, and other issues key to providing local communities with sustainable revenue from ecosystem services and stewardship.

Africa

Demonstrated how carbon finance and investment can help support smallholder farmers and leverage engagement from the private sector to improve agricultural practices and avoid deforestation.

Brazil & California

Supported a collaboration between Governors of five Brazilian states in the Amazon on forest carbon that subsequently enabled a landmark transaction between California and Brazil on carbon credits and climate action.



Water, Carbon, Biodiversity

- Regulatory Markets
- Voluntary Markets
- Accounting Protocols
- Performance-based Standards
- Codes of Practice
- Trading Systems
- Public-Private Partnerships
- Production Certification Schemes
- Commodity Roundtables
- Supply-Chain Management
- Trade & Investment Transparency
- Innovative Financing Mechanisms
- Integrated Land Management & Planning
- Project Design
- Offsets, Mitigation, Compensation
- Payments for Ecosystem Services (PES)
- Credits for Avoided Deforestation (REDD)
- Tenure Reform
- Community Stewardship & Economic Inclusion
- Corporate Social Responsibility (CSR) & Sustainability



Some of the Groups We Have Worked with

Businesses

Bank of America/Merrill Lynch
Bloomberg
Citigroup
Mitsubishi Corporation
Pepco
Rio Tinto
Shell
Swiss Re
Sveaskog
Temple Inland

Governments

Chinese Ministry of Environmental Protection
State of Acre, Ministry of Environment (Brazil)
Dutch Ministry of Economic Affairs, Agriculture and Innovation
Norwegian Agency for Development Cooperation (NORAD)
UK Department for International Development (DFID)
Vietnam Ministry of Natural Resources & Environment
Peru Ministry of Environment
US Forest Service
CONAFOR (Forest Service of Mexico)

Community Groups and NGOs

Association of Indigenous Agricultural Organizations in Central America
Institute of Sustainable Design & Conservation (IDESAM – Amazon, Brazil)
Institute of Environmental Research (IPAM – Brazil)
Nature Conservation Research Centre (Ghana)
Rights and Resources Initiative
Sierra Gorda Biosphere Reserve (Mexico)
Surui People (Rondonia, Brazil)
The Nature Conservancy
Wildlife Conservation Society
World Resources Institute

Foundations

David and Lucille Packard Foundation
Gordon and Betty Moore Foundation
John D. and Catherine T. MacArthur Foundation
O Boticário Foundation
Rockefeller Foundation
Rockefeller Brothers Fund
Skoll Foundation

Institutions

Centre for International Forestry Research (CIFOR)
Fundação Getúlio Vargas School of Business (Brazil)
International Finance Corporation (IFC)
National Ecology Institute Mexico (INE)
Round Table on Sustainable Palm Oil
South Africa Institute on Biodiversity
The World Bank
United Nations Development Programme (UNDP) - Global Environment Facility (GEF)
United Nations Environment Programme (UNEP)
United States Agency for International Development (USAID)
University of British Columbia
World Agroforestry Centre (ICRAF – Kenya)

Our Campaign

Ecosystem service payments and environmental markets are a promising set of tools that can incentivize and stimulate new ways of thinking and doing business that maintain healthy ecosystems that we all depend on. Forest Trends is poised to catalyze this kind of change among key players in the business, financial, government, and community sectors who will shape this new environmental services marketplace that can lead us to a more sustainable economy.

Forest Trends already has been a driving force in this marketplace over the last 13 years and now has initiatives around the world that are genuinely making a difference. We believe deeply in partnering with local organizations and always operate that way. We have built partnerships with a broad swath of institutions, including financial groups like Generation; leading businesses like Unilever; and local communities like the Surui peoples of the Amazon. Already we have made recognized and appreciated contributions to local, state, and national-level officials seeking alternative pathways to combat climate change.

Today, Forest Trends has a budget of \$8 million/year with funding from diverse sources. Yet, most of these entities have highly restrictive policies about using their funds to support core operations. At Forest Trends we have sought to be nimble and responsive – a real hallmark of our leadership. Without core funding, we not only struggle to maintain our cutting-edge niche but our daily operations are compromised. Unrestricted funds are essential to the health of any organization and yet they are also the most elusive to secure.

<http://secure.forest-trends.org/donate.php>

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