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:

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

   The 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

www.ecosystemmarketplace.com

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.

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.

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
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 Getulio 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

Program Directors

Tundi Agardy, Director
Marine and Ecosystem Services Program (MARES)

Jacob Olander, Director
Katoomba Incubator

Kerry ten Kate, Director
Business & Biodiversity Offset Programme (BBOP)

David Tepper, Director
Public and Private Finance

Sissel Waage, Director
Katoomba Group

Beto Borges, Director
Communities & Markets

Kerstin Canby, Director
Forest Trade and Finance

Kate Hamilton, Director
Ecosystem Marketplace

Deborah McKay, Director
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