

# MAINSTREAMING BIODIVERSITY IN THE PRODUCTION SECTORS

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CBD Business & Biodiversity Forum  
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Redesigning Land-Use and Business Practices  
**25 Years of Impacts**

# WHAT IS MAINSTREAMING, ANYWAY?

## Biodiversity mainstreaming:

“the process of embedding biodiversity considerations into policies, strategies and practices of key public and private actors to promote conservation and sustainable use of natural resources”

- GEF has supported 327 mainstreaming investments totaling US \$1.6B since 2003
- Mainstreaming “is not yet routinely embedded into the work of conservation practitioners nor into key sectors relevant to biodiversity preservation”



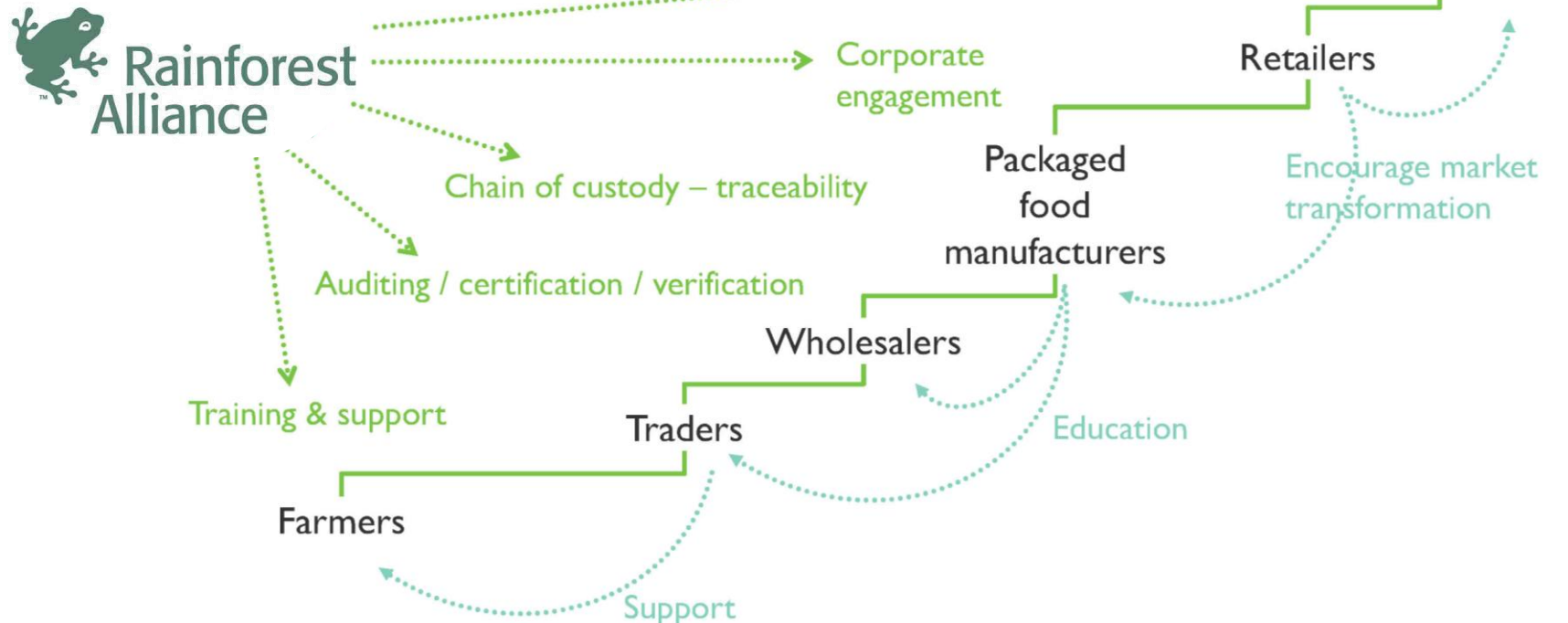
# RAINFOREST ALLIANCE'S MAINSTREAMING WORK

**Mission:** *The Rainforest Alliance works to **conserve biodiversity** and **ensure sustainable livelihoods** by transforming **land-use practices**, **business practices** and **consumer behavior**.*

PRODUCTION

TRANSFORMATION

CONSUMPTION





# RESULTS AT GLOBAL SCALE



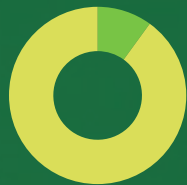
**>1.1 million** farms certified

**75 million** hectares under sustainable management

**>11 million** farmers, workers, and family members benefit



**4.7%** of global coffee market is Rainforest Alliance Certified



**10%** of global cocoa market is Rainforest Alliance Certified



**11.5%** of global tea market is Rainforest Alliance Certified



**3.4%** of global banana market (21% of total exports)

# BIODIVERSITY-FRIENDLY PRODUCTION LANDSCAPES

- >11.4M ha set-aside in natural ecosystem reserves in production landscapes – connected by corridors and protected against major harmful impacts
- Ecosystems restored in areas critical for biodiversity and ecosystem services
- Farms managed in wildlife-friendly ways





# STRUCTURED APPROACHES TO SUSTAINABLE CONSUMPTION & PRODUCTION (SCP)

**STANDARD-SETTING** (e.g., principles, criteria, and indicators)

**TRAINING** (e.g., producer & enterprise training and support)

**ASSURANCE** (e.g., verification / certification, traceability)

**CLAIMS** (e.g., eco-labels, B2B designations or differentiation)

**3<sup>RD</sup> PARTY**



**ROUNDTABLES / MSIs**



**1<sup>st</sup> PARTY (company)**



**SECTOR INITIATIVES**



# THE TRAIN TO SHANGRI-LA

Shangri-La



# THE TRAIN TO SHANGRI-LA



**Private good** – value to the firm

**Public good** – including biodiversity protection

**Drivers** – risk management, NGO campaigns, sustainable procurement policies, sustainable lending guidelines, gov't regulations, etc.

**Mechanisms & tools** – company sustainable sourcing policies, standards & certification, environmental management systems, ecosystem valuation, jurisdictional approaches, monitoring & performance assessment, etc.





Rainforest  
Alliance 25 Years