



Conservation of Natural Forest, their biodiversity, and the sustainable livelihoods they provide

Real, additional and permanent **reductions in CO<sub>2</sub>e emissions** resulting from forest conservation

**Long-term revenue streams** from the sale of forest carbon credits.



### Where Do We Stand

### Conservation needs real financial sustainability

Government and international resources are not enough

PES schemes are successful but limited

Uncertainty in Carbon markets

REDD raises legitimate concerns



## Concerns around REDD





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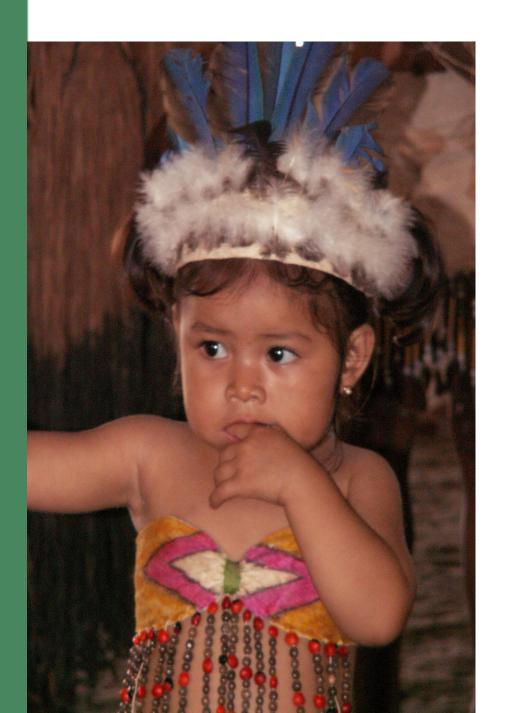


The world's first fully integrated forest carbon standard, built from the ground up, that responds to the environmental conditions and social realities of the Amazon region and the demands of emerging carbon markets.



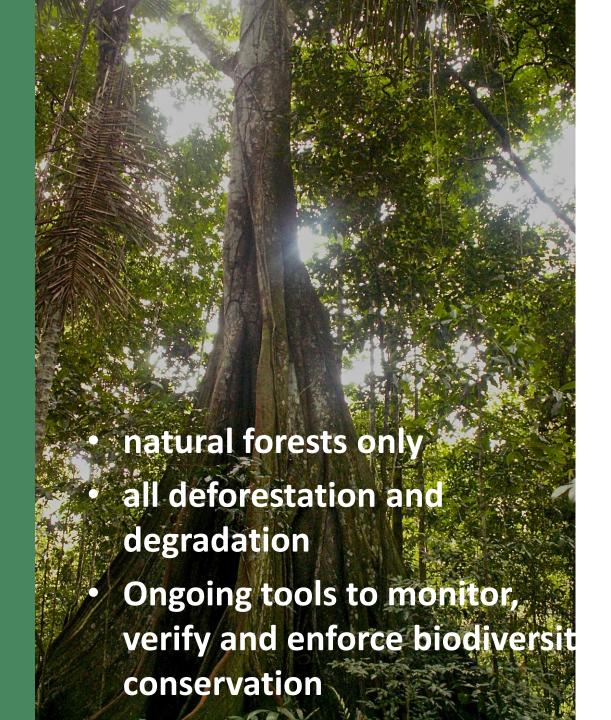
The RFS™ is based on the fundamental understanding that environment, economy, and society are "in it together;" one cannot thrive if the others do not thrive as well.





### Social well-being

- Full participation is a requirement
- Full prior informed consent is a requirement
- Explicit plan for benefit sharing
- Ongoing tools to monitor, verify and enforce Quality of Life benefits





# Environmental well-being



### Good business









### Practicability

No Designated Operational Entity
All project documentation has to be public
On line operation
Clear timelines for all processes
No expert shopping

## THE RAINFOREST STANDARD Integrating social, environmental and economic well-being

#### Who is behind it

- Columbia University's Center for Environment, Economy, and Society (CEES)
- Five Environmental Trust Funds:
  - Bolivia PUMA,
  - Brazil Funbio,
  - Colombia Fondo Acción,
  - Ecuador FAN,
  - Perú PROFONANPE
- Teams of scientists and experts selected by CEES and Trust Funds; 2008 – 2012
- Independent reviewers
- Documents in English, Spanish, Portuguese, Bahas/Indonesian
- Interactive Permanence Tool

### Thank you



http://cees.columbia.edu/the-rainforest-standard

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