

ENGAGING COMMUNITIES IN SUSTAINABLE AGRICULTURE AND FORESTRY TO MITIGATE AND ADAPT TO CLIMATE CHANGE

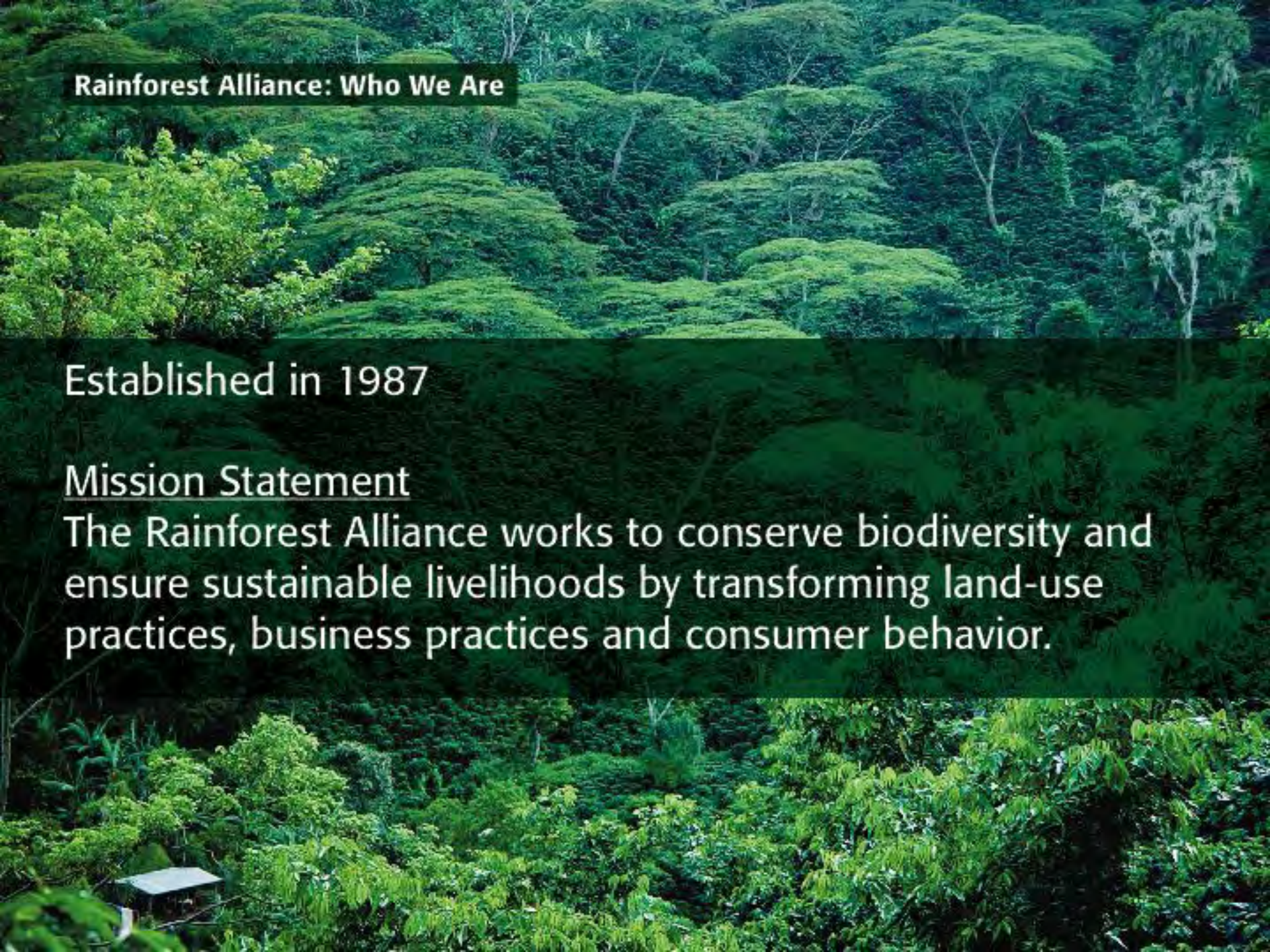
UNFCCC COP18
Doha, Qatar

Jeff Hayward
Director, Climate Program
Wednesday, 28 November 2012



PART I: GHANA COMMUNITY COCOA CARBON CASE STUDY





Rainforest Alliance: Who We Are

Established in 1987

Mission Statement

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

Rainforest Alliance at 25 Years Old



stats at 20th anniversary (2007) in green

2.7 million people impacted (**1.2 million**)*

101 countries (**60**)

> 70 million hectares (**40 million**)

\$48 million budget (**\$21 million**)

313 total staff (**138**)

20 offices worldwide (**11**)



of global coffee market
is Rainforest Alliance
Certified (**1.4%**)



of global cocoa market
is Rainforest Alliance
Certified (**0.2%**)



of global tea market
is Rainforest Alliance
Certified (**0%**)

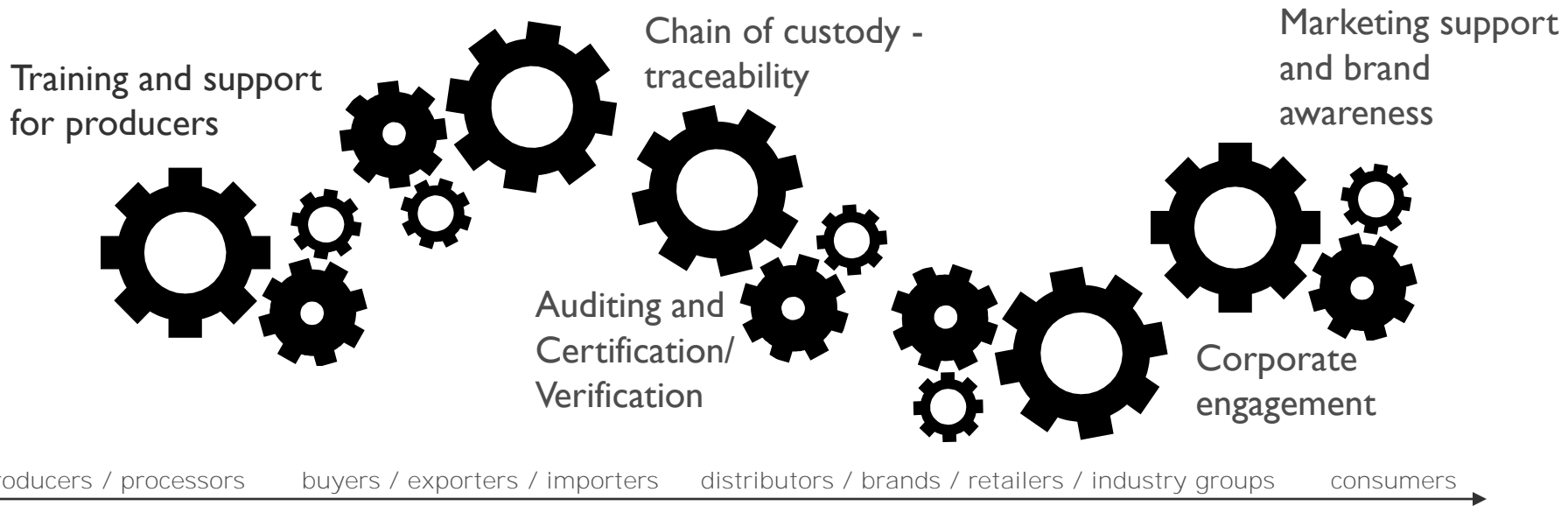
* based on average family sizes

VALUE CHAIN APPROACH

**Capacity
Building
&
Technical
Assistance**

**Certification
&
Sustainability
Standards**

**Market
development
&
Corporate
engagement**



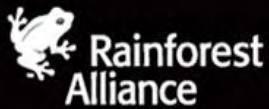
LAND USE PRACTICES

BUSINESS PRACTICES

CONSUMER BEHAVIOR

PRODUCERS

Incentivize
agricultural
adaptation and
mitigation



CLIMATE FRIENDLY FARMING : A TOOL FOR THE ENTIRE COFFEE SUPPLY CHAIN

PROJECT SCORES AS A FINALIST FOR THE 2011 SCAA SUSTAINABILITY AWARD

BUSINESSES



GHANA: COMMUNITY, COCOA, CARBON

REDD+ Strategy:

Enable smallholder cocoa farmers to practice climate-smart agriculture; restore ecosystems, enhance remnant forest, conserve nearby forests, reduce GHG emissions.

- Build capacity for producers to achieve SAN certification, Climate module verification
- Establish “lead-farmer” program
- Develop MRV tools that are cost-effective & participatory
- Pilot use of new technology (smartphones/tablets) in the field to measure carbon at landscape level



GHANA: BACKGROUND

- Fast facts:
 - 238,535 km²
 - 24 million inhabitants
 - 100 different ethnic groups
 - Christianity, Islam, Traditionalism
 - Relatively peaceful and stable
 - Rapid economic growth
 - Cocoa a major export commodity
- Focus in Western Region
- RA supported by USAID and NORAD



GHANA: JUABESO – BIA LANDSCAPE

- Five pillars (the ++s):
 - Forest landscape governance
 - Agro-forestry improvement
 - Forest conservation and enrichment
 - Small enterprise development
 - REDD+ preparation
- Standards-based approach:
 - ✓ SAN + Climate Module, CCB

- 25,000 ha cocoa agroforest surrounded by forest
- 4,000 smallholder farmers, 36 communities
- 1,200 farmers trained in SAN standard



GHANA: JUABESO – BIA LANDSCAPE



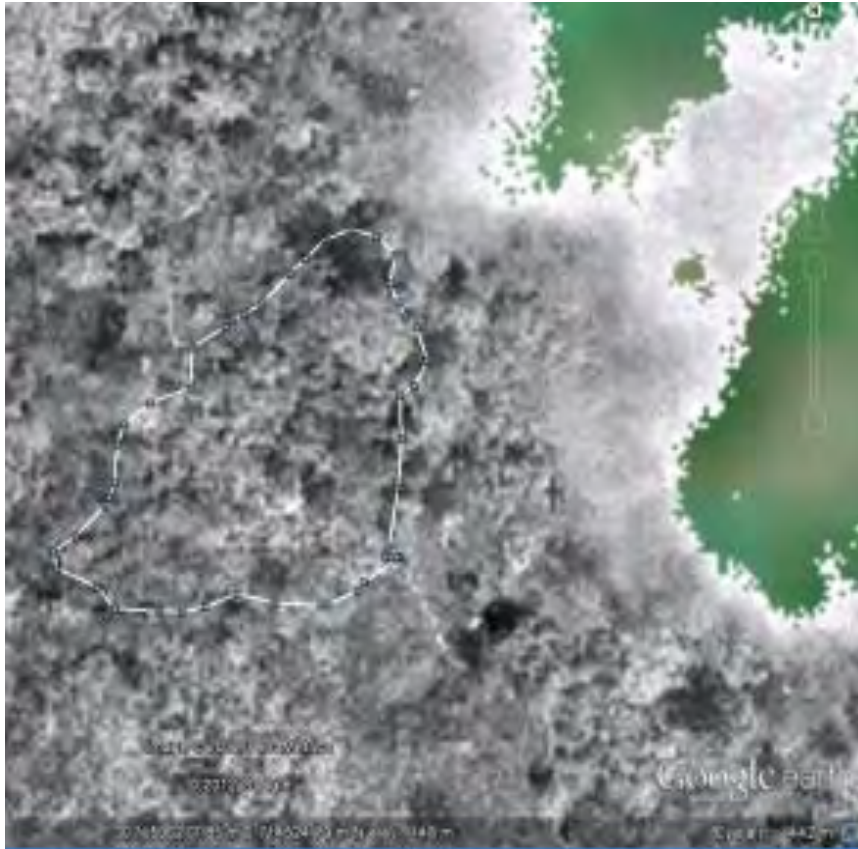
CHALLENGES FOR SMALLHOLDER CARBON MEASUREMENT AND/OR MONITORING

- Mosaic landscape, dispersed land-holdings.
- Many small parcels, few large ones.
- Why measure carbon?
- Financial incentives uncertain.
- Complicated methodologies.

FIRST ATTEMPT: FARM-LEVEL CARBON PLOTS



SECOND ATTEMPT: HIGH RES IMAGE ASSESSMENT

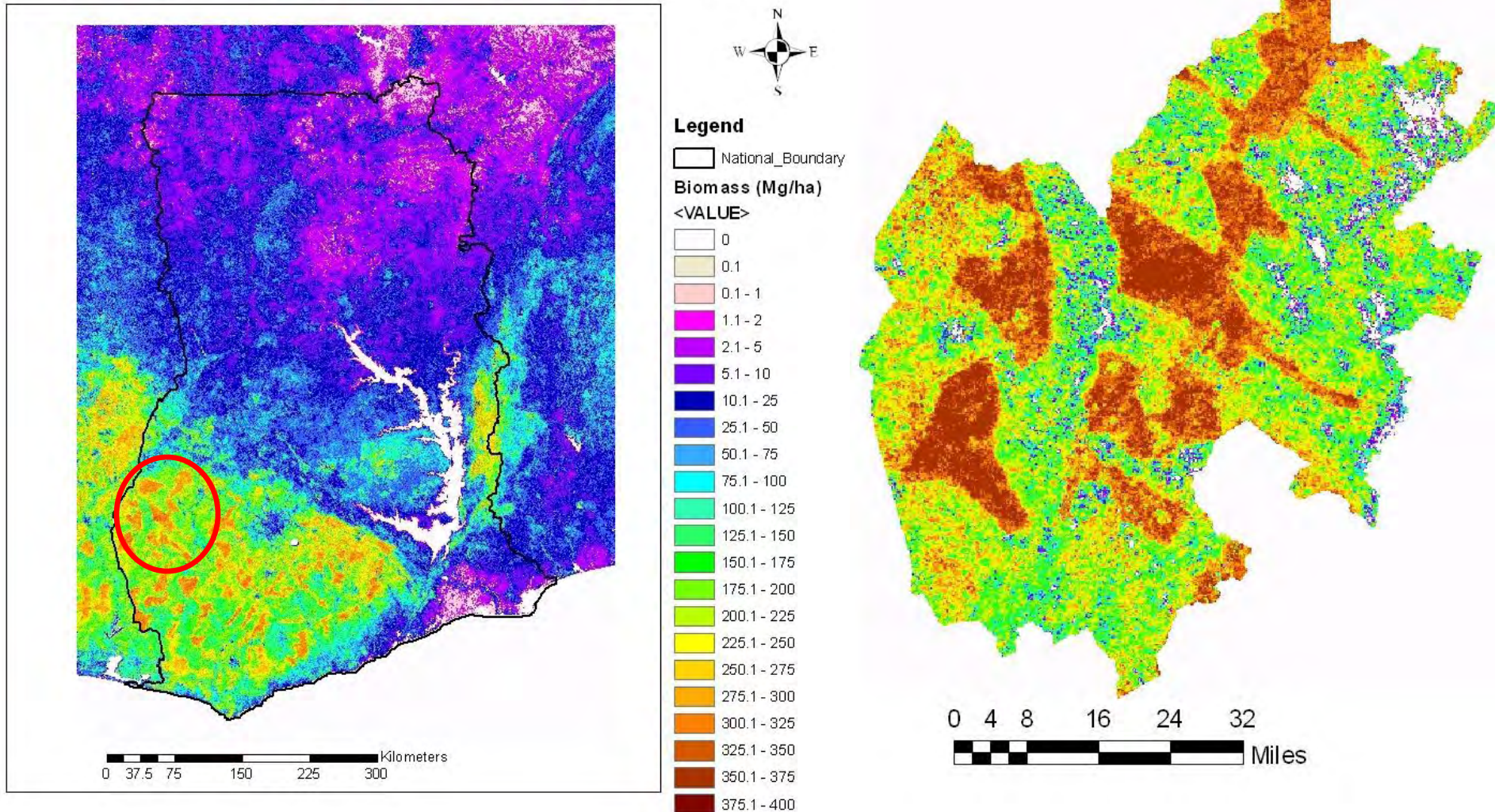


SECOND ATTEMPT: HIGH RES IMAGE ASSESSMENT

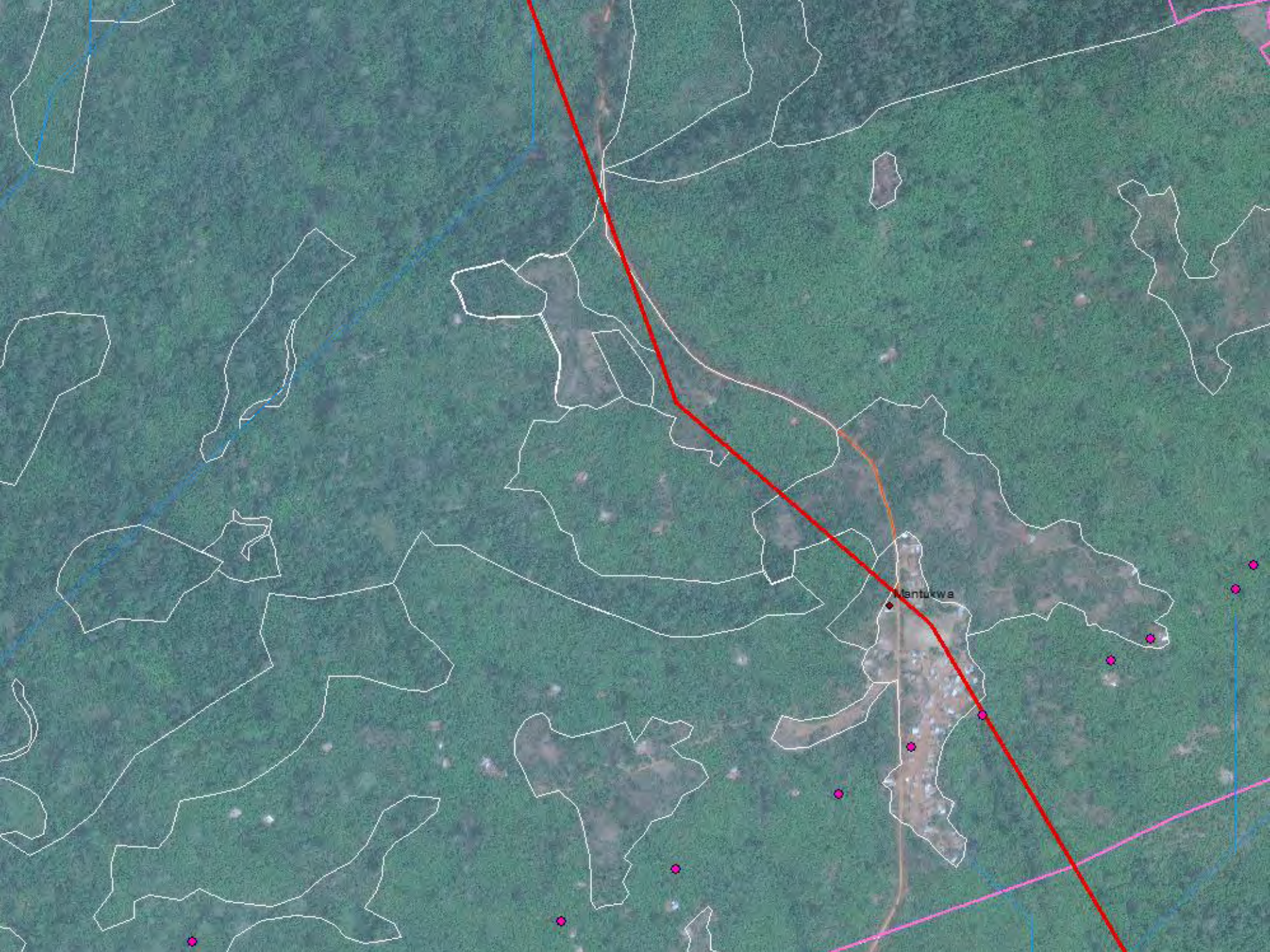


THIRD ATTEMPT: COUNTRY BIOMASS MAP

Biomass Map of Ghana for 2008/2009 (Ghana Boundry)



From: Nature Conservation Resource Centre, 2011



Mentukwa

FOURTH ATTEMPT: FARM & LANDSCAPE C ASSESSMENT

- **Farm/Field Level**

- Verify stratification in field using tablets
- Digitize farm boundaries using GPS – this information will be superimposed into stratification
- Classify strata through plot sampling
- Help farmers characterize the land on their farm (e.g. # of shade trees). Aggregate information into strata definitions.

- **Expected benefits**

- Ability to track land-use changes over time
- Farmer data can be uploaded directly into tablets and transferred to landscape level stratification
- Google Earth Engine, Outreach



CHALLENGES FOR SMALLHOLDER CARBON MEASUREMENT AND/OR MONITORING

- Mosaic landscapes, dispersed land-holdings.
- Many small parcels, few large ones.
- Why measure carbon?
- Financial incentives uncertain.
- Complicated methodologies.
- Focus carbon counting on the landscape.
- Don't measure by parcels, but allow farm data generation.
- Market demand for sustainability
- Direct/in-direct benefits.
- Simplify, share the burden.

PART II: CCBA SMALLHOLDER INITIATIVE



ENGAGING STANDARDS TO MAKE THEM COMMUNITY/ SMALLHOLDER FRIENDLY

- CCBA, NCRC, and RA in Rockefeller-supported project
- Assisting farmers in developing countries access climate financing through standards that identify and promote high-quality smallholder- and community-led carbon projects
- CCB smallholder project activities:
 - Smallholder project case study analysis
 - Comparative assessment of how other standards address smallholder challenges
 - Investor perception assessment
 - Facilitated a learning exchange workshop in Addis Ababa, Ethiopia for 16 community carbon project stakeholders
 - Leading revision of CCB Standards in 2013



STUDY OVERVIEW

- Comparative assessment of the constraints of current standards frameworks to incorporate smallholders.
- Assessed following standards:
 - Verified Carbon Standard (VCS)
 - Clean Development Mechanism (CDM)
 - Gold Standard (GS)
 - Plan Vivo
 - Sustainable Agriculture Network (SAN)
 - Forest Stewardship Council (FSC)
- Provides recommendations for modifications to CCB standards, as well as guidance, to enhance the ability of farmers in developing countries access climate finance



FINDINGS: CONSTRAINTS

FINANCIAL

- Cost of project design and third-party validation and verification

TECHNICAL

- Technical language and methodological requirements

COMPLEXITY

- Complex nature of smallholder landscapes/properties and need to delineate each land holding

CAPACITY

- Capacity and ability to effectively market projects

RISK

- Perception from buyers/investors that smallholder projects are risky



HOW OTHER STANDARDS PROMOTE SMALLHOLDERS

- Small-scale projects may be grouped or multiple activities bundled together
- Rolling entry for new landholdings
- Reduced or scale-dependent requirements
- Simplified methods and procedures
- Local interpretation and guidance
- Lower cost to achieve validation/verification



HOW TO IMPROVE CCB STANDARDS TO SUPPORT SMALLHOLDER & COMMUNITY-LED PROJECTS?

Easier to add new project activities

- Multi-activity projects
- Programmatic approach/grouped projects

Simplify the standard

- Revise some criteria
- Make it clearer how to achieve criteria

Simplify the audit process

- Streamline external audits, with more sampling and reliance on internal checks
- Clearer guidelines for auditors

Promote special qualities

- Smallholder/community label
- Assistance with marketing

Capacity building

- Fund for smallholder/community projects
- Guidance, tools, workshops





Rainforest Alliance

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