

## **UN-REDD Programme – Civil Society Representative Nomination Form**

*Please limit response length to two pages. Nominations must be submitted to [csoselection@un-redd.org](mailto:csoselection@un-redd.org) by Friday, 11 September 2009. Self-nominations are accepted.*

1. Name of the candidate: Jeffrey Hayward
2. Name of organization or network: Rainforest Alliance
3. Title (if applicable): Manager, Climate Initiative
4. Country: United States
5. Language(s) spoken: English, Spanish, Bahasa Indonesia
6. Please describe the primary interests and functions of the organization and community/constituency that the candidate represents and what countries the organization is active in.

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

Based in New York City, with offices throughout the United States and worldwide, the Rainforest Alliance works together with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers. From large multinational corporations to small, community-based cooperatives, we involve businesses and consumers worldwide in our efforts to bring responsibly produced goods and services to a global marketplace where the demand for sustainability is growing steadily.

We promote standards for sustainability that conserve wildlife and wildlands and ensure the well-being of workers and communities. Farms that meet the comprehensive criteria of the Sustainable Agriculture Network earn the right to use the Rainforest Alliance Certified™ seal, and forestry enterprises that comply with the rigorous standards of the Forest Stewardship Council (FSC), can use the Rainforest Alliance Certified™ seal in conjunction with the FSC logo to differentiate their products in the marketplace. We also work with tourism businesses, to help them succeed while leaving a small footprint on the environment and providing a boost to local economies.

The Rainforest Alliance is active in more than 60 countries and growing. Our efforts to make farming, forestry and tourism environmentally compatible, socially advantageous and economically productive continue to grow. Our strategy with respect to forest conservation for climate change mitigation and adaptation in the tropical forests in Central and South America, Africa and Southeast Asia focuses on enabling REDD as an integral component, eligible for major funding, under the next UNFCCC international climate change agreement.

7. Describe briefly the organization's experience gathering and representing the diverse viewpoints of a range of communities or organizations, and disseminating and coordinating information and communications among a network of communities or organizations.

The Rainforest Alliance has achieved a reputation for our ability to forge consensus outcomes for conservation, by sincerely following processes of inclusion, consultation, and transparency in both the setting and implementing of high standards for social and environmental stewardship of natural resources. In the standards development process we rely extensively on consultation across broad networks of collaborating institutions, including social and conservation NGOs, community organizers, research institutions, corporations, labor and trade associations, government agencies, universities, and many others. We adhere closely to the principles of the ISEAL alliance for social

and environmental standards setting, with respectful, participatory, and open stakeholder consultation designed to improve the fairness, rigor, and quality of social and environmental standards. In the sustainable agriculture and forestry certification decisions we make, we hold stakeholder consultation processes that seek engagement from local and forest-dependent communities and Indigenous Peoples, other civil society organizations, government, scientific researchers, and those with first hand knowledge. Our experience in conducting certification, and especially today with respects to terrestrial carbon projects, including ecosystem restoration, improved land management, and REDD, has vested us with the understanding needed to encourage collaboration and sharing of disparate viewpoints and to facilitate transparent communications among many different organizations, businesses and communities.

8. Describe briefly your organization's background and experience with multilateral agency programs, social and environmental issues related to forests, and the role of forests in response to climate change, including REDD.

The Rainforest Alliance has worked to promote environmental, social and economic sustainability in the management of natural resources since our founding in 1987. Our approach is oriented toward utilizing markets in agriculture, tourism and forestry to impact favorably on-the-ground practices. Over the decades, through RA's leadership and work with partners, our technical assistance and auditing services has reached thousands of enterprises worldwide to build sustainable value chains. In recent years, we've built on our historic approaches of certified agriculture and forestry as means to address the drivers of deforestation through new programs, i.e., development of widely respected standards for the verification of legal timber, critical to the underpinnings of forest governance; enhancing global and national recognition of independent systems of monitoring and verification (auditing) of carbon forestry projects, including REDD pilots; undertaking technical and policy roles in terrestrial carbon methodology and standards development; strengthening the analytical basis for the development of national policies and strategies for REDD in developing countries; promoting REDD implementation mechanisms that are efficient, measurable and equitable globally and locally, especially with consideration for Indigenous Peoples and communities; build awareness and capacity through multi-stakeholder training on REDD and the importance of responsible ecosystem and landscape management for climate change mitigation and adaptation. Our work has been supported by multilateral agencies including the World Bank, Global Environment Facility, InterAmerican Development Bank, United Nations Development Programme, United Nations Environment Programme, and others (see annex 1). We have strong relationships with these organizations and their forestry and climate change programs.

9. Describe the financial, technical and/or advisory arrangements your organization has with the UN-REDD Programme, as well as the governments of the UN-REDD pilot countries, NGOs, or private sector organizations as they pertain to the UN-REDD process.

The Rainforest Alliance has no formal technical or advisory arrangements with the UN-REDD Programme. We were awarded a 3.5 million kroner grant from NORAD in 2009 for Contributing to Sustainable Development and National REDD Strategies in Ghana through Sustainable Forest Management. We function in an informal advisory role to the government of Guatemala, which is not a UN-REDD country, but is eligible for funding from the Forest Carbon Partnership Facility. We collaborate and communicate regularly with hundreds of NGOs/CSOs on a worldwide basis.

*Please send completed form to [csoselection@un-redd.org](mailto:csoselection@un-redd.org)*

## Annex 1 : Rainforest Alliance Memberships and Working Relationships

### Membership in the following organizations/institutions

Amazon Alliance  
Camara Costarricense de Ecoturismo  
Ceres  
Chicago Climate Exchange  
Climate, Community, and Biodiversity Alliance,  
Conservation Commons  
Earth Share  
Environmental News Network  
Forest Stewards Guild  
Forest Stewardship Council  
Forest Stewardship Council Family Forests Alliance  
International Conservation Caucus Foundation (ICCF)  
IDB/MIF's Sustainable Tourism Cluster  
International Union for Conservation of Nature (IUCN)  
International Galapagos Tour Operators Association  
International Social and Environmental Accreditation and Labeling Alliance  
International Society of Tropical Foresters  
International Wood Products Association  
SEEP Network  
Sustainable Agriculture Network  
Sustainable Food Lab  
Sustainable Furniture Council  
Sustainable Tourism Certification Network of the Americas  
The International Ecotourism Society  
UN World Tourism Organization  
United States Tour Operators Association  
World Heritage Alliance

### Active working relationships with other bodies (governmental and non-governmental)

Global Environmental Facility  
GTZ  
InterAmerican Development Bank  
International Finance Corporation  
Mexico's National Forestry Commission (CONAFOR)  
UN Development Programme  
UN Environment Programme  
UN Foundation  
UN Global Compact  
US Agency of International Development  
World Bank

### Industry partners, including but not limited to:

Mars, Whole Foods, IKEA, Gibson USA, Citigroup, Goldman Sachs, Kraft, Caribou Coffee, Natura, Nespresso, Starbucks, Chiquita, Time Inc., Unilever, Aveda, Nature Air, and many more...