



FINAL NARRATIVE REPORT

Small Scale Funding Agreement between UNEP and WRI for Global Forest Watch
SSFA/2013/DEPI/CCATEB-UN-REDD/035

Amount: USD100,000

Start date: 4 April 2013

End date: 31 December 2014

Activity 1: *Preparation of Global Environment Facility (GEF) project for testing GFW applications in pilot countries*

Results

WRI identified two countries – Georgia and Madagascar – interested in testing the applications of GFW for national forest landscape monitoring and management. WRI and UNEP collaboratively engaged in scoping activities in each country prepared necessary project documentation for review and approval by the GEF Secretariat. Project approval is still pending. WRI and UNEP have also been exploring opportunities to submit a larger project involving additional countries under the GEF-6 window.

Outputs

- Project Identification Form (PIF) submitted and approved
- Consultant hired to prepare Project Document (ProDoc)
- Two scoping trips each to Madagascar and Georgia
- ProDoc submitted

Activity 2: *Launching of the GFW platform and related engagement with GFW partners*

Results

WRI and GFW partners successfully launch the GFW platform in February 2014. The launch event was attended by over 300 people and featured video commentary by UNEP Administrator Achim Steiner. Within 48 hours of launching, the GFW platform attracted over 200,000 unique visitors and generated nearly 400 media stories, many in top news outlets. WRI engaged and sought strategic advice from GFW partners before and after the launch.

Outputs

- GFW platform launch in February 2014

- Video commentary by Achim Steiner
- GFW annual partnership meeting in 2013 and 2014

Activity 3: Assess private sector needs and engage companies in the partnership and testing of GFW

Results

Major companies – particularly members of the Consumer Goods Forum and Tropical Forest Alliance 2020 – have recently committed to eliminating deforestation linked to four key commodity sectors: palm oil, soy, beef, and pulp and paper. Beginning with an emphasis on palm oil, WRI has established GFW as a go-to platform for information, tools, and services to directly support implementation of these zero-deforestation commitments. WRI launched the GFW Commodities platform in June 2014, following an extensive stakeholder engagement process that identified private sector needs and interests.

GFW Commodities has been featured at leading events, conferences and workshops on deforestation in commodity supply chains, including: the World Economic Forum’s events, the Tropical Forest Alliance 2020, Unilever’s Partner to Win event, the Roundtable on Sustainable Palm Oil, and others, reaching over 1600 individual stakeholders in global deforestation-linked commodity supply chains. We have provided one-on-one trainings and demonstrations with over 30 major companies. Several of these companies, including Unilever¹, IOI, and Cargill, have joined as official partner of GFW to test GFW Commodities tools.

Through these partners and engagement with a growing network of private sector stakeholders, we have continued to refine and expand the information and tools available via GFW Commodities. Our prototype for the palm oil sector has generated interest from other sectors, particularly the soy and beef sectors, to expand coverage of the tools to new sectors and regions.

GFW Commodities has also served to increase corporate transparency; The Roundtable on Sustainable Palm Oil (RSPO), FoodReg, The Roundtable for Sustainable Soy, and two other companies² are now publicly disclosing data via the GFW Commodities platform. WRI co-sponsored a resolution at the RSPO requiring all grower members to publicly disclose maps of all operations (certified and non-certified) and GFW supported the RSPO in reviewing and processing these maps in early 2014. These maps are now available via the GFW Commodities platform, allowing stakeholders in the palm oil supply chain to, for the first time, evaluate deforestation activity linked to RSPO certified areas.

Outputs

- GFW Commodities platform launch
- RSPO certified concession maps and mill point datasets

¹ See more details about our partnership with Unilever [here](#).

² GFW has a non-disclosure agreement with two major oil traders to share extensive palm oil mill supplier data.

- Sharing of palm oil mill supplier data by two major palm oil traders (CONFIDENTIAL: IOI and Cargill) with publication pending disclosure by at least one more company
- Formal and informal partnerships with major stakeholders³ in the deforestation-linked commodity sectors to test apply GFW Commodities tools
- Joined as first NGO member of the IDH Sustainable Trade Initiative's Traceability Working Group on transparency and traceability in the palm oil sector
- Draft palm oil sourcing risk assessment methodology and prototype tool
- GFW mapping app integration into Zoological Society of London's [Sustainable Palm Oil Transparency Toolkit](#) (SPOTT).

³ Unilever, Cargill, APP, APRIL, FoodReg, IOI Loders Croklaan, PepsiCo, Proctor & Gamble, REA Holdings, RSPO, Zoological Society of London, IDH Sustainable Trade Initiative; and others