



ACHIEVING **ZERO** DEFORESTATION THROUGH THE LANDSCAPE APPROACH

WORKSHOP

Convergences World Forum 2016

EDITORIAL

TRANSITIONS



Bruno Rebelle
CEO of Transitions

“
“Landscape”
is the most
appropriate scale
for comprehensive
action
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Efforts to promote zero deforestation have been encouraging. These include commitments from large companies, global campaigns by NGOs, as well as initiatives by the UN (New York Declaration on Forests) and by IUCN and the German government (Bonn Challenge). Nevertheless, **forest loss in the tropics rose by more than 200,000 hectares every year from 2000 to 2012.**

A growing number of businesses have made commitments to deforestation-free supply chains. This has led to working with specific commodities, certification schemes, and standards. Achieving scale, however, requires **adopting a more holistic approach to address the challenge of deforestation** and going beyond individual sectors and supply chains. Addressing sustainability challenges at the landscape level can help make this happen, by bringing together multiple land users— from smallholders, communities, and civil society to large businesses and resource regulators.

The “Landscape Approach” concept is not new, yet in recent years it has received increasing attention in national and international policy discussions. Due to its position between the national and local levels, **“landscape” is the most appropriate scale for comprehensive action** to address environmental degradation. We hope that by **bringing together companies from different sectors, NGOs, researchers, and public institutions—including representatives from governments—this workshop will be a key milestone on the path to zero deforestation landscapes.**

EDITORIAL

FRENCH ALLIANCE FOR SUSTAINABLE PALM OIL



Joane Husson

Vice president of the French Alliance
for Sustainable Palm Oil
Public Affairs and Communications
Director at Ferrero

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**This 2016
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together
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In 2015, the French Alliance for Sustainable Palm Oil held a workshop at the Convergences World Forum on the exciting, yet challenging, issue of sustainable production as a means to reach zero deforestation. The main outcome was the need to maintain on-going dialogue between different sectors. This was achieved through this second workshop on Zero Deforestation approaches, **attended by a broad range of complementary actors working to end deforestation. This 2016 workshop brought together 130 participants.** This demonstrates the shared desire to reinforce synergies, combine knowledge, and share experiences in order to reach zero deforestation.

For Alliance members, there are two main sustainability criteria: sourcing RSPO-certified palm oil and not contributing to deforestation. We are proud to say that, since 2015, our members have used 100% RSPO certified palm oil, 76% of which is traceable to plantations.

These achievements in the French palm oil user sector are the result of close collaboration between Alliance members and a constructive dialogue with NGOs, producers, public decision makers, scientists, and experts. Yet, a major challenge remains: reaching zero deforestation. **The solutions for meeting this challenge cannot come from a single supplier or sector.** Rather, they must come from the collaboration of all industries confronted with this issue.

PRESENTATION

SUSTAINABLE LANDSCAPES APPROACH CASE STUDY IN INDONESIA CONSERVATION INTERNATIONAL



Cécile Schneider
Manager for European Policy,
Conservation International Europe

WHY DO WE NEED SUSTAINABLE LANDSCAPES?

Reasons for ecosystem loss across the world vary, but agriculture is widely acknowledged to be the largest driver of deforestation globally, linked to around 80% of forest loss. Agriculture and other drivers of deforestation are also key drivers of economic growth, which is a source of jobs and development. It is thus essential to find ways to use natural capital more efficiently, while optimizing yields and improving human well-being. The landscape approach offers a powerful model for achieving these goals.



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Conservation International (CI) implements a set of strategies and activities to help achieve sustainable landscape, called the Sustainable Landscape Partnership (SLP). Its four primary action areas are: developing sustainable production, conserving natural capital, improving governance and participation, and providing sustainable financing.



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**It is necessary
to develop a multi-
stakeholder platform
for dialogue**
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SUSTAINABLE PRODUCTION

CI promotes the use of best practices among key commodity value chains involving business, government, communities, and landholders contributing to the sustainable production of these commodities. Best practices may include expansion of agriculture to degraded lands, intensification of production, or minimization of waste. Incentives for changing practices, access to information, and capacity building facilitate the implementation of sustainable production practices.

PROTECTION, MANAGEMENT AND RESTORATION OF NATURAL CAPITAL

In order to ensure long-term protection of essential ecosystems, we must also identify and map the natural capital in the landscape and ensure appropriate management of the latter. Local capacity building is often needed to help manage these areas, develop environmental safeguards, create incentives for protection, or engage in forest restoration.

GOVERNANCE AND POLICY

Because all landscapes are embedded into administrative units where planning decisions are made, governance and policy work is crucial for ensuring alignment with policies and regulations. Such work also promotes regulatory incentives for sustainable investments and secures application of social safeguards, including a rights-based approach and gender inclusion. It is necessary to develop a multi-stakeholder platform for dialogue; build government capacity to develop, monitor, and enforce policies; and ensure that local buy-in is achieved.

SUSTAINABLE FINANCE

Work under this component could include mainstreaming conservation incentives into government budgets; de-risking and improving the investment environment to attract the private sector; and creating trust funds or user-pays systems, debt swaps, carbon credits, or other mechanisms to sustainably finance interventions beyond the lifespan of a Sustainable Landscape Partnership.

THE LANDSCAPE ACCOUNTING FRAMEWORK (LAF)

A clearly defined framework can be used to track progress towards conservation goals, respond to the environmental implications of ineffective management, and promote accountability. The LAF ensures complete transparency with stakeholders and donors by disseminating results through three tools: a scorecard that captures overlying trends observed at the landscape level, an interactive dashboard that “drills down” into the data and breaks the landscape down into administrative units, and an interactive GIS repository that allows stakeholders to view the data used in the analysis.

TRANSITIONS' VISION OF THE LANDSCAPE APPROACH

The landscape approach helps recognize the systemic nature of pressures that result in uncontrolled deforestation. As a conceptual framework, it provides stakeholders with the tools needed for balanced land allocation and management. It promotes a switch from the often unsustainable sectoral land-use planning policies of the past decade to holistic land management with both top-down and bottom-up perspectives. The aim is thus to ensure that needs at the local level are met, as well as to manage multiple land uses. At the same time, both ecosystems with high-conservation value and high carbon stock areas are protected, and the combined responsibilities of stakeholders with a direct or indirect link to the landscape are taken into consideration.

Companies and other stakeholders must be open to collaboration and potential synergies for this holistic approach toward landscape issues, threats, and opportunities to be a success.

Indeed, to reach zero deforestation territories, the approach must combine different interests such as land uses (mining, forestry, agriculture, etc.), conservation projects, the ambitions of large companies and the expectations and key role of communities.

All of these components must work together within the scope of a single common territory (i.e. smaller than an entire province, yet larger than one fragile site) in order to achieve common social, economic, and environmental objectives. This can be accomplished only by involving all stakeholders, whether they are a local community in the landscape, a transnational company, or an international community representative.

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**Switch from the often
unsustainable sectoral land-use planning
policies of the past decade to holistic
land management**

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KEY PRINCIPLES FOR A SUCCESSFUL LANDSCAPE APPROACH

A broad range of stakeholders¹ have already proposed a set of principles. Transitions, based on its experience and the outcomes of the 2016 Convergences “Achieving Zero Deforestation Through a Landscape Approach” workshop, has reframed these below.

SCIENCE-BASED DECISION MAKING

Recommendations and implementation strategies for a sustainable landscape must be grounded in science (e.g. delineation of the landscape boundary, localization of essential natural capital, analysis of deforestation drivers, etc.)

SHARED CONCERNS AS AN ENTRY POINT

Stakeholder negotiations must be based on trust and open dialogue in order to properly define common objectives and solutions.

ADAPTIVE AND FLEXIBLE MANAGEMENT THAT PROMOTES CONTINUOUS LEARNING

Landscapes constantly evolve. Reaction to any change requires a dynamic decision-making process that will promote continuous learning and ensure implementation of the most effective and appropriate methods.

MULTIPLE SCALES, FUNCTIONALITIES AND STAKEHOLDERS

Landscapes have multiple uses and purposes, each of which is valued differently depending on the stakeholder. Active engagement and mutual respect are thus essential for building capacity. In addition, sufficient incentives and fair distribution of benefits should be part of all proposed solutions.

FAIR AND EFFICIENT GOVERNANCE

To ensure trust among stakeholders and effective leadership, governance structures must be fair and equitable. Each stakeholder must thus share data transparently. Multi-stakeholder platforms must collaborate at the decision-making and technical levels, clarifying each party’s rights and responsibilities.

IMPLEMENTATION THROUGH EFFICIENT LONG-TERM PARTNERSHIPS

Funding models should seek to use donor funds to create enabling environments and reduce risk. This will help ensure lasting impacts by unlocking additional public and private investments.

PARTICIPATORY AND REGULAR MONITORING

To facilitate the sharing of experiences and provide stakeholders with accurate qualitative and quantitative data, it is essential to continuously measure key indicators on the landscape’s overall sustainability.

¹ A non-exhaustive list : CIFOR, CI, ICRAF, GCP, Earth Innovation Institute, etc.

**ROUND
TABLE
01**

IDENTIFY PRIORITY TERRITORIES & INNOVATIVE STRATEGIES

**How and at which level should the risk
of deforestation be evaluated?
What strategies need to be implemented
to move towards zero deforestation
in priority landscapes?**

ISSUE

It will not be possible for efforts by end-users, fund-providers, and regulators to end deforestation in all landscapes. Prioritization of landscape interventions is thus required. It should be based on a set of environmental, social, and economic indicators, as well as on a shared definition of a landscape's scope.



DEFINING THE LANDSCAPE'S SCOPE

The definition of the landscape's scope must be flexible. It should range from the municipal to the provincial level, include national and international actors, and be based on already-defined scopes (protected forests, Man for Biosphere, national parks, etc.). A buffer zone should also be included.

Potential criteria to identify priority landscapes should include high ecological and biodiversity interest (HCV) and High Carbon Stock (HCS); high rate of deforestation (i.e. more than 1% per year for more than six years); high population density; populations dependent on the landscape for their livelihoods; past, existing, or potential land conflicts; and indirect drivers, such as the landscape's connection to international commodity markets.

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Shift from “no-go area” risk-evaluation strategies to a strategy that actively intervenes and supports at-risk landscapes.

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INNOVATIVE STRATEGIES FOR DIFFERENT SECTORS

The success of several public-sector policies and actions (e.g. agricultural commodity policies overstressing productivity and subsidies for biodiesel production) has been limited. Potentially innovative strategies for future public policies could include implementation of Carbon Policies and more concrete REDD projects, financing of innovative projects to provide alternatives to deforestation, and implementation of pilot projects.

Some of the current limitations in the private sector are greenwashing (cutting a tree and planting another), certification that is too general, sectors that work in silos, and training programs for farmers that fail to take into account their needs and situation. Positive strategies for the future could include more responsible financing and the development of territorial certification run by third parties. Finally, NGOs have tended to campaign in silos and to “name and shame”. In the future they should have “positive” objectives for their campaigns, such as telling others what they want to achieve and developing qualitative and quantitative indicators for forestry.

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Work to improve existing traceability schemes by encouraging them to go as far as the landscape level.

—
Create a certification scheme for a specific landscape that will encourage cross-cutting collaboration among NGOs and businesses.

—
Develop reverse sourcing strategies from the landscape-level production site to the end-user sector.

—
Shift from “no-go area” risk-evaluation strategies to a strategy that actively intervenes and supports at-risk landscapes.

**What are the main hurdles
to achieving zero deforestation
in peatland forests in Indonesia?
What are the indicators of a successful
landscape approach?**

CONTEXT

In 2015, despite years of growing attention paid to these fragile forest ecosystems, unprecedented fires destroyed more than two million hectares of forest and had particularly devastating impacts on peatlands.

ISSUE

In Indonesia, palm oil, pulp and paper, rubber, and timber are all linked to deforestation. Companies that deal in these commodities must collaborate, and the 15 million plus smallholders attracted to the profitability of palm oil must adopt more sustainable practices.



SHARED STAKEHOLDER RESPONSIBILITY

Some key issues are the needs to involve a broader set of stakeholders, to secure funds in the mid to long term, and to improve the monitoring of commitments. Others are the difficulty in gathering robust and reliable data and the lack of an attractive alternative to palm oil.

Some incentives for stakeholders to join a collaborative landscape approach:

- Governments: help implement law, prioritize actions (conservation and development for different commodities), achieve conservation commitments, and share the burden of funding project implementation.
- Companies: improve stability of supply and long-term growth, reputation, product traceability for customers, and shared responsibility.
- NGOs: encourage smallholders to switch to more diverse systems, protect forests, and manage social issues.
- Smallholders: use technical (productivity/market) and financial support more comprehensively, without becoming too dependent on any one company (as in the case of palm oil plasma for example) or on one given project.

SOME INDICATORS OF A SUCCESSFUL LANDSCAPE APPROACH IN INDONESIA

- Environmental indicators: the area is protected and not converted (e.g. the area works as it should and remains protected, with no encroachment), reduction of fires and hot spots (since peat areas are particularly prone to fire), replacement of traditional agricultural practices (e.g. slash and burn) with sustainable practices (end illegal land clearing).
- Technical indicators: commodities produced in a landscape should be traceable to their origin (constant monitoring and transparency).
- Social indicators: higher and more diverse sources of income for improved livelihoods of local populations, increased productivity of alternative activities, reduced dependency on palm oil, and food security.

LANDSCAPE APPROACH ACTION PLAN

- Start with a full assessment of the landscape and all of its characteristics before taking action, and widely share this information among potential partners.
- Set clear objectives to meet both the combined goals shared among stakeholders in a collective process, and the individual objectives.
- Engage with those willing to take action, by developing creative collaboration based on trust and desire to make a first impact on the landscape, and remind all stakeholders that the “landscape approach is good for us all.”
- Consider local NGOs as key entry points for engaging local stakeholders.
- Share the facts via constant communication and transparency, in order to monitor the landscape’s evolution and identify priority issues to be addressed.
- Establish a reporting mechanism based on a set of sustainable landscape indicators agreed on by all stakeholders.

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Landscape approach is good for us all

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What are the main hurdles to achieving zero deforestation in the Cerrado? What are the key success factors for an effective landscape approach?

CONTEXT

Experts are raising the alarm on the growing threats of agricultural expansion in the Cerrado, a wooded savannah biome that is one of the last remaining jewels of Brazilian biodiversity.

ISSUE

Brazil's fiscal and land policies have tended to favor agribusiness at the expense of HCV forests and indigenous lands. In particular, the expansion of cattle farming, soya, sugarcane, corn, rice, and cotton production all exert considerable pressure on the Cerrado's endemic species.



LEGAL DEFORESTATION IN THE CERRADO

One challenge is that public policies have made it possible for a handful of traders and agribusiness groups to dominate the production of the country's three most important crops (corn, sugarcane, and soy). Land-tenure mechanisms are unclear and generally place local populations, who live in the area but who do not have official land rights, at a disadvantage. The Brazilian Forestry Code is another policy challenge, since it legalizes the conversion of 65 to 80% of tree-covered land in the Cerrado, compared to only 20 to 35% in the legal Amazon.

As for the private and NGO sectors, many private-sector stakeholders, including certain traders and agribusiness groups, have undertaken to eliminate deforestation within their supply chain. However, these commitments are limited to "illegal" deforestation in Brazil (Forest Code definition).

RELATIONSHIP BETWEEN AGRIBUSINESS AND FAMILY FARMING

While NGOs have helped to initiate several round tables promoting responsible production practices to combat the rapid expansion of agriculture and deforestation, their initiatives have come under fire due to their weak market penetration and their promotion of economic models favoring the development of agribusiness at the expense of small-scale producers.

Lastly, many of Brazil's 4.5 million family farmers are indebted and dependent on large groups and traders, which also supply them with farming inputs. This relationship of interdependence weakens the agribusiness economic model by limiting convertible land for large producers that are used to large-scale agriculture. This then increases pressure on small-scale producers, who find themselves excluded from the market.

SOLUTIONS TO PROTECT THE CERRADO VIA THE LANDSCAPE APPROACH

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In a target landscape, implement a "participatory mapping" system for socio-economic issues and ecological values. This will help identify different land uses to foster dialogue with small-scale producers and local communities.

—
Transform and modernize identified small-scale farms and degraded land via technical assistance to sustainably intensify production (i.e. no till, integrated crop management, agroforestry, etc.). In addition, start reflections on ecosystem-service payment mechanisms.

—
Implement landscape certification while facilitating connections with supply-chain end users through transparency.

—
Set up a georeferencing system funded by all stakeholders in the landscape, in order to reach transparency regarding farmers and their practices and facilitate the evaluation and anticipation of deforestation risks within a landscape.

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Implement landscape certification while facilitating connections with supply-chain end users

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What are the main hurdles to achieving zero deforestation in the Congo Basin? What are the key success factors for an effective landscape approach?

CONTEXT

Unlike the situation in Indonesia and Brazil, the major driver of deforestation in the Congo Basin is small-scale agriculture. This means that different action strategies are required.

ISSUE

While small-scale agriculture is the major driver of deforestation in the Congo Basin, there are other major sources of deforestation that seriously threaten the region. These include charcoal and lumber production, as well as increased development of palm oil plantations and mining.



CHALLENGES TO IMPLEMENT ZERO DEFORESTATION STRATEGIES

The participants reported a number of obstacles to implementation of zero deforestation strategies. These include lack of robust rule of law; lack of commitment at the political level and by large companies; lack of technical and financial resources; land planning and land tenure issues, including a robust cadastral map; awareness from end consumers and supply chain players; the local population's awareness of the importance of forest protection and their empowerment to protect the forest.

Additional points that were highlighted include strong pressure from various industries (forestry, mining, agribusiness, etc.), the question of how to feed and "heat" local communities without impacting the forest, the difficulty in finding an appropriate approach balanced between development and forest conservation in developing countries (on a national scale), and the absence of the permanent forest estates.

LAND SHARING VERSUS LAND SPARING

Increasing global population requires increased food production. This can be done either by expanding the land used for agriculture or by intensifying production on the agricultural land currently used. Two additional options, however, could help limit impacts on biodiversity within a specific landscape. The first is land sharing, or wildlife-friendly farming. The second is land sparing, wherein one area within a designated zone is completely conserved and another is used for intensive agriculture. A mix of these two options will help ensure that more areas are conserved, while also ensuring that expansion of agricultural production is carried out in relative harmony with surrounding ecosystems.

SOLUTIONS FOR THE IMPLEMENTATION OF ZERO DEFORESTATION ACTION PLANS:

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Urgently develop national agricultural policies, agroforestry plans, and payment for ecological services.

—
Implement modern compensation instruments that require extractive companies to provide compensation, and use resources generated by compensation mechanisms to restore ecosystems.

—
Help small-scale farmers improve their livelihoods by transforming current farming techniques and improving access to land titles.

—
Identify and develop alternatives to firewood (important due to the strong link between energy and deforestation in this area).

—
Although financial and technical resources may be limited, provide a more detailed and participatory map with georeferencing and land rights.

—
"Reinforce the rule of law" to develop strict conditions for international support, raise awareness among civil society, implement national policies to push for certification including implementation of responsible transparent sourcing policies, and strengthen international policies and their implementation.

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Urgently develop national agricultural policies, agroforestry plans, and payment for ecological services

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What are the current constraints to and what are possible solutions for sustainable business models?

ISSUE

Consumer goods companies are located far from the production area of raw materials used to manufacture their products, but they still share responsibility on the deforestation issue and have an important role to play in the landscape approach. A business response is indeed essential for an economically sustainable landscape approach.

The supply chains of potentially at-risk raw materials are complex and variable. Many downstream consumer goods companies and key upstream producers have made zero deforestation commitments. Yet, at times and for various reasons (mostly business related), certain intermediate actors and sectors still slow down the emergence of responsible practices.



CONSTRAINTS TO DEVELOPING SUSTAINABLE SUPPLY CHAINS

One obstacle to developing sustainable business models is found in the difference between commodity and ingredient markets. Sourcing of forestry-related raw materials mostly relies on spot markets, and their supply chains are based on commodities for which bid solicitations are submitted on a regular basis and traders play an important role. This means that contracts and suppliers change quickly, mainly according to price volatility.

Another issue is that, while certifications schemes have tended to help promote more responsible supply chains, they have so far failed to make any significant gains in the fight against deforestation. This is largely because “book and claim” and “mass balance” schemes do not ensure the absence of links to deforestation. Unfortunately, while “segregated” and “identity preserved” schemes provide significant assurances that the risk of deforestation is limited, they are too costly to be implemented on a large scale.

Trust among players is another constraint. In particular, antitrust rules and market competition make it difficult for players to trust each other. Further, although companies are shifting towards science-based decision making, consumers and NGOs want more proof that an organization is following through on its commitments.

Making these changes to business practices and material production requires significant investment. A single player in an overall supply chain cannot assume these responsibilities and investments alone. The question of fair sharing of the investment, in particular through costs transparency, is another major constraint to overcome.

SOLUTIONS FOR A BUSINESS MODEL THAT PROMOTES MORE RESPONSIBLE SUPPLY CHAINS

— Sustainability commitments should be a mandatory component of terms of reference. A company’s suppliers must have clear sustainable sourcing and a zero deforestation policy and provide KPIs and transparent data accordingly.

— To promote and implement responsible supply chains, players must learn to trust one another. Once that happens, there must be a switch from short-term contracts to mid- to long-term partnerships. This is crucial for implementing change and developing the supply chain together.

— To cover the necessary investment, it is essential to understand the cost of implementation behind each level of the chain. Premiums could be implemented and equitably shared as long as players are transparent about costs and agree on the investments needed at each level.

— If a supply chain is sufficiently mature, reporting information and KPIs will generate more trust from the market and consumers.

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Fair sharing of the investment is a major constraint to overcome

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CONCLUSION

In order to reach the ambitious—yet necessary—goal of zero deforestation, a new approach is needed. Fortunately, there is broad consensus on this fact, **and many stakeholders see landscape-level action as the means to reach this goal**. While the landscape approach currently lacks a single commonly shared definition, this is part of its strength, since it is an overarching framework for ending deforestation, not a one-size-fits-all formula.

Stakeholders recognize the need to work across sectors and to gain better understanding of not only their own constraints, but those of others as well. The workshop's main outcome was to demonstrate that isolated action does not work and that the only way to end deforestation in the long term is for all stakeholders to work together toward a common goal.

Questions do remain on certain key issues.

Whether it be **payments for ecosystem services or support for agroecology, questions of funding and business connections are critical**. In addition, many end-user companies use risk analyses to avoid sourcing from at-risk landscapes, abandoning some of the latter by designating them “no-go areas”. Instead, responsible strategies should support sustainable landscape programs.

The landscape approach must not become a simple buzzword. Action must be taken now. This workshop demonstrated that **there are many leading actors from various sectors who are ready to pursue this approach** and who share the desire to break down barriers and collaborate. There are thus concrete **opportunities to create alliances** and efficient working groups among leading companies, as well as to demonstrate that the landscape approach is not only effective, but also best way to end deforestation.

This workshop was the initial step of a long-term process. These initial outputs will be translated into operational pilot projects. In addition, research on this approach will continue through different workshops. **Specific and operational working groups** will be established, with the aim of promoting and **developing three pilot projects in the main high-risk landscapes**.

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Transitions, a consulting agency in sustainability, offers strategic support and guidance in project management and communications to private and public players, helping them determine and implement the transitions they need for more sustainable forms of production and consumption. Transitions' mission is to help private and public players engage with the future, so they can find their path (or paths) toward a more sustainable world.

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