



# Rainforest Alliance Strategy and Intervention

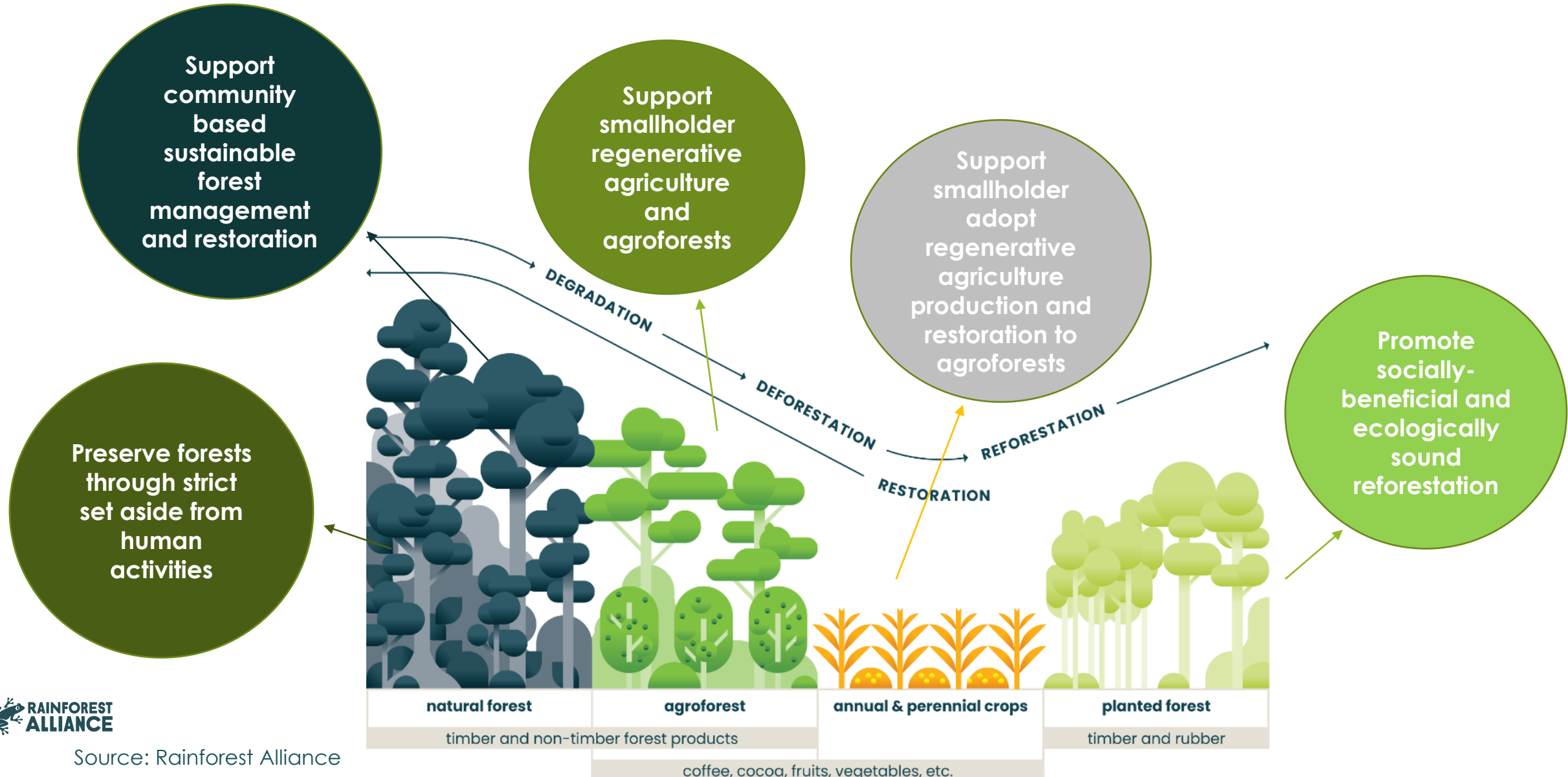
3rd June 2024



# All the areas of our impact framework together

- Forests and their biodiversity are conserved
- Agricultural production systems are more sustainable and resilient
- People have improved economic well-being
- People's fundamental labor and human rights are respected
- People are more resilient to climate change
- Greenhouse gas emissions are reduced and removed

# Rainforest Alliances' forest interventions



# Thriving Landscapes

Through Thriving Landscapes, we will bring our full power and catalyze alliances to enable transformational impact at scale.



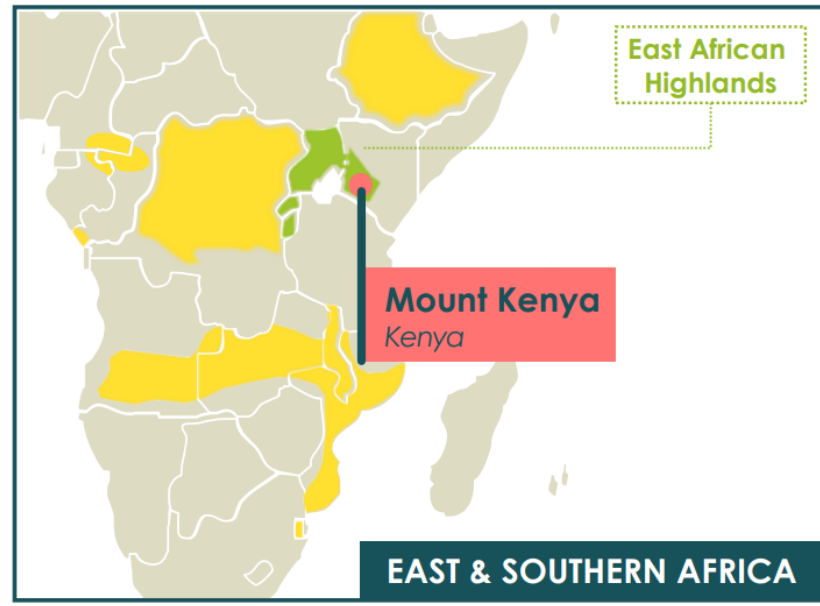
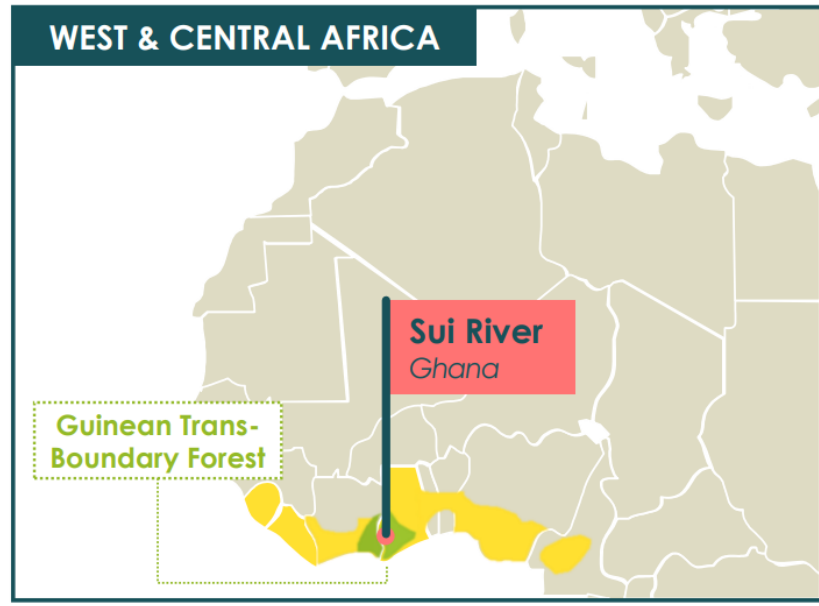
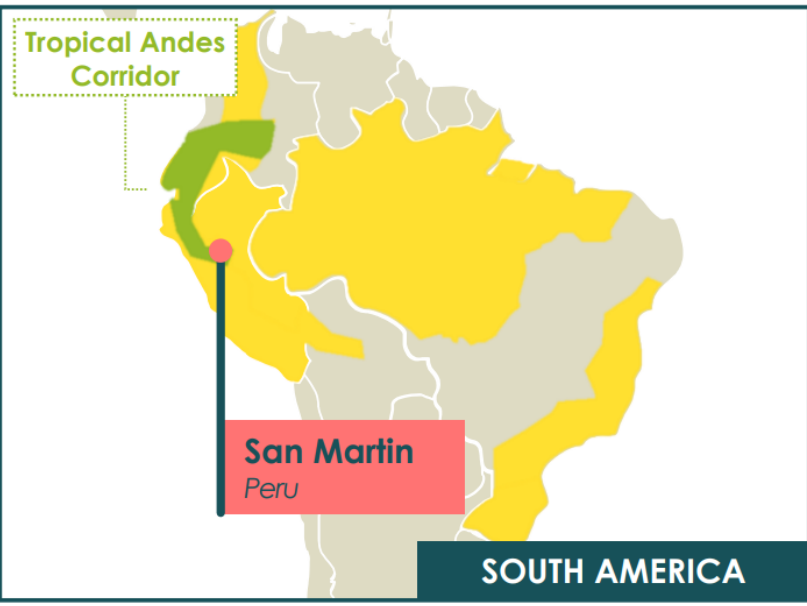
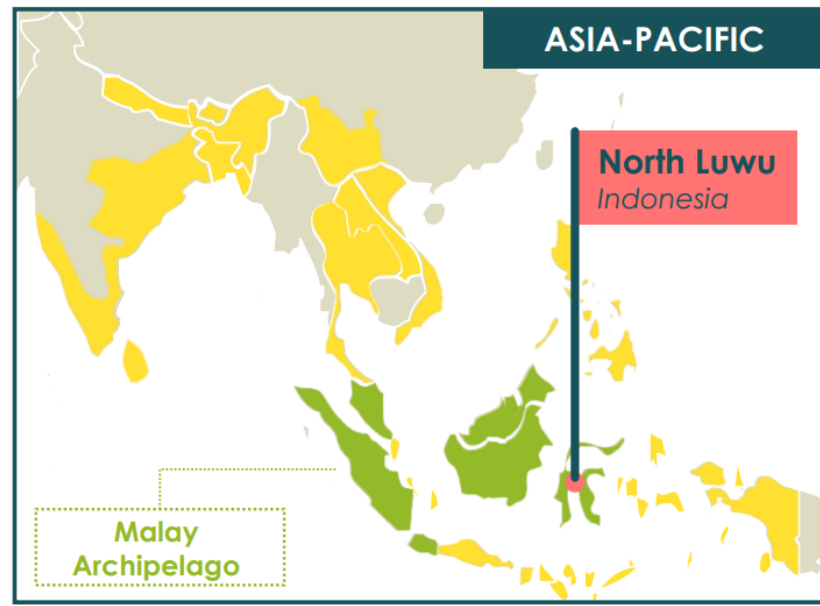
In Rainforest Alliance-supported Thriving Landscapes, **positive impacts for people and nature** are co-created by stakeholders **working in alliance** towards a **shared transformative vision** for the landscape.

These impacts are communicated at landscape and global level through **credible evidence**, delivering the **enabling environment** to incentivize further **sustainability investments**.

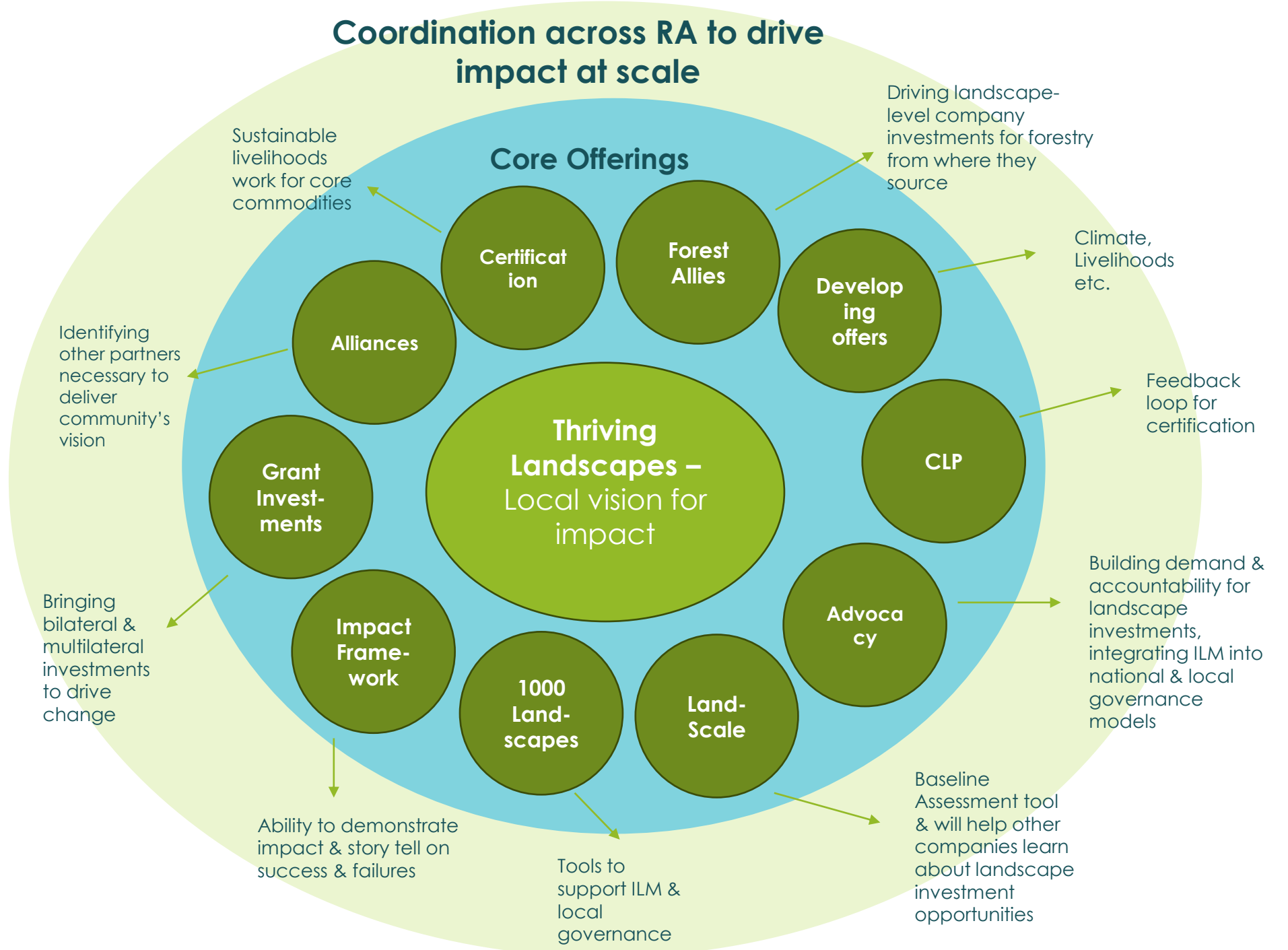
# The Thriving Landscapes and Strategic Geographies sit within High-value Geographies.

## GEOGRAPHY & LANDSCAPE DESCRIPTIONS:

- **High-value Geographies**  
 Geographies of statistically significant high ecological, social, and market value
- **Strategic Geographies** x5  
 High-value geographies with an existing RA footprint, high viability, and regional priority
- **Thriving Landscapes** x5  
 A subset of an SG where RA brings full power to enable impact at scale



# Thriving Landscapes



Selva Maya





### 3 COUNTRIES:

- Mexico
- Guatemala
- Belize

LARGEST  
TROPICAL  
RAINFOREST IN  
MESOAMERICA

>600,000  
Indigenous &  
Non-indigenous  
people

# Selva Maya



Nearly **70,000 people** received direct and indirect benefits.



**78.6 million USD** = Timber and non-timber products, incl. tourism.



of the over **14 million of ha** in Selva Maya (MX, BZ, GUAT),  
**over half a million ha have been FSC certified (MX & GUAT).**

TIMBER

HONEY

XATE

CHICLE

RAMON

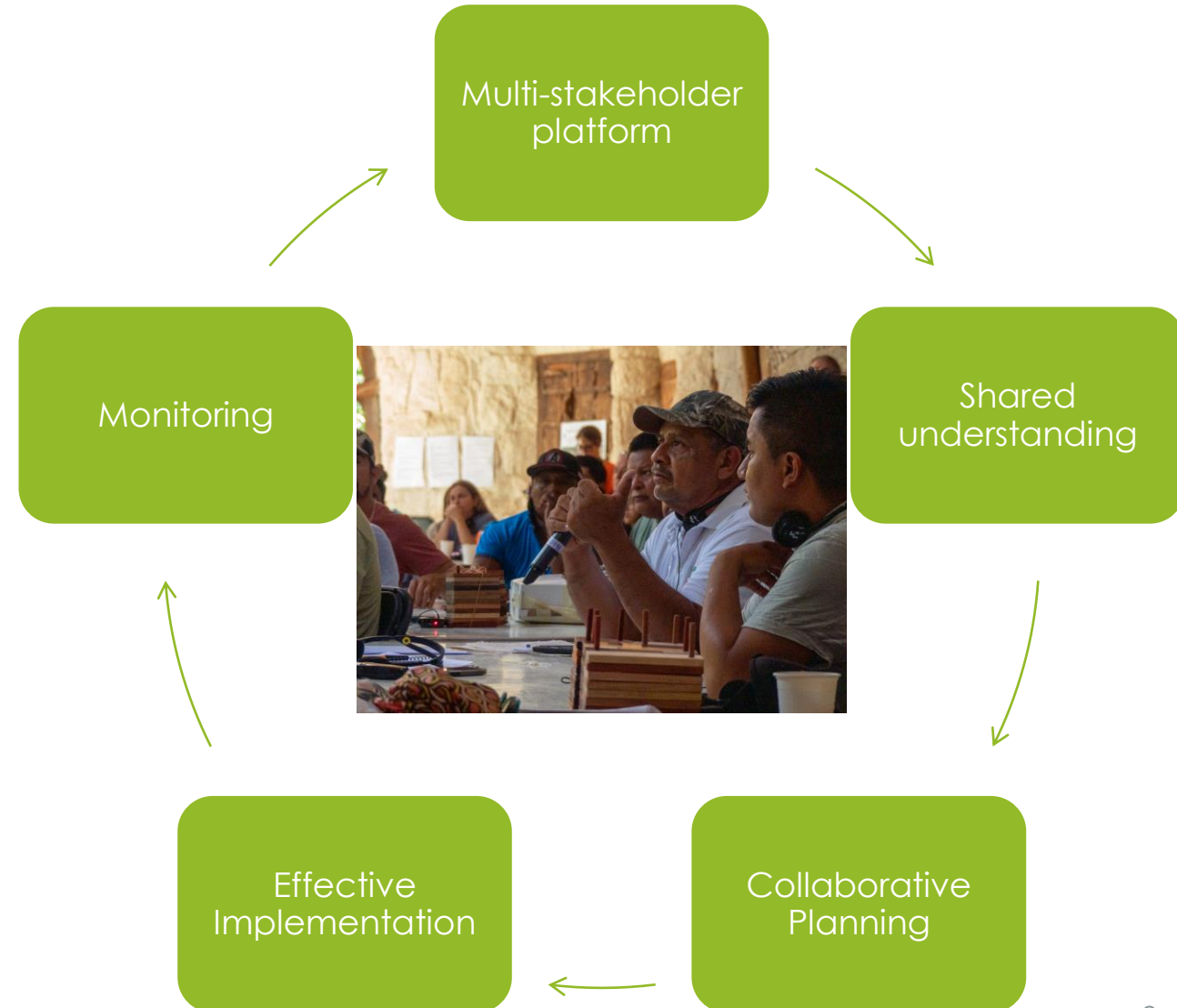
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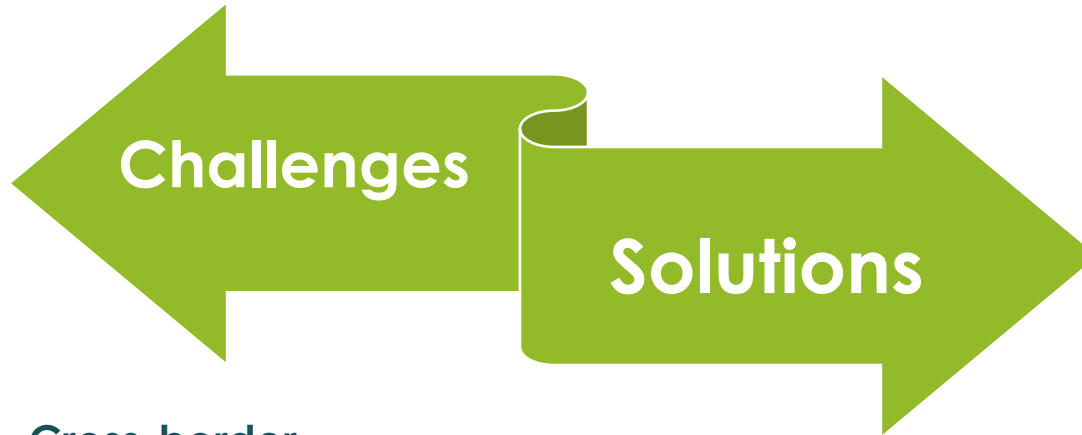
# Building the vision with Communities

Going **beyond individual sectors** or supply chains to **connect key stakeholders** and integrate a **shared vision** within the landscape to **co-create a systemic and proactive approach**, maximizing our impact, and being able to measure and demonstrate results.





# Thriving Landscapes offering in Selva Maya



- Cross-border regions to advance an integrated border approach.

- Protection and conservation of the Selva Maya and the sustainable, long-term use of its resources.

- Well established long-term partnerships in Mexico and Guatemala with key stakeholders.

- Proven model of Integrated Community Forest Management.

- Building market linkages with buyers.



# 14 RA projects in Selva Maya (2024)



## Belize

1. JICA ICFM and BD conservation in La Pasadita GT and San Antonio BZ



## Guatemala

1. CEMACO RBM Guatemala
2. Ecoimpulso II Guatemala
3. Forest Allies ICFM Testing Productive Restoration
4. JICA ICFM and BD conservation in La Pasadita GT and San Antonio BZ
5. Overbrook III y IV- CONAP
6. UNEP-IUCN Productive Landscape Restoration in Petén
7. USAID Prosperous and Resilient Landscapes
8. USAID WEE Mexico Guatemala Honduras



## Mexico

1. World Bank Dedicated Grant Mechanism (DGM)
2. Johnson Family Youth Edu Calakmul Mx
3. Tinker Peninsula Mexico
4. WRI business management training of forest SMEs in Yucatán
5. Kellogg III Education Calakmul

## Key sectors, companies, donors and partners

Key sectors	Timber Forest Products Non-timber Forest Products (Ramon, Honey, Xate, Allspice, Chicle)
Top Companies	Precious Woods, Teeccino, Hardwoods-Inc, LUSH, Leroy Merlin, and other buyers.
Top donors	USAID, World Bank, Tinker Foundation, Overbrook, W.K. Kellogg Foundation, Forest and Climate Change (Luxemburg Fund), CEMACO, JICA
Partners	ATIBT, PROBOS, University of Minnesota, PilotProjects, CONAFOR, SEDE, CONAP, CONANP, FSC, TNC, Conservation International, Minka-Dev, FORESCOM, WCS, GIZ



# Our Vision: Thriving Communities & Forests

Where forests and their biodiversity are conserved through:

- Responsible forest management, access to markets, finance and key partnerships to enable forest communities to thrive and prosper.
- Reduced deforestation and forest degradation.
- Forest cover and biodiversity are increasing through productive restoration efforts.
- The forest is managed in harmony with other crops and ecosystems in landscapes.
- An enabling environment is fostered through public policy and regulation.

# **RAINFOREST ALLIANCE**