

# RAINFOREST ALLIANCE

## INSTITUTIONAL CAPACITIES IN LATIN AMERICA

## WHO WE ARE

The Rainforest Alliance is an international non-profit organization working to create a world where people and nature thrive together. By joining forces with farmers, forest communities, businesses, and individuals, we are making deep-rooted change on some of our most pressing social and environmental issues. Together we work to protect forests and biodiversity, take action on climate, and promote the rights and improve the livelihoods of rural communities. Our alliance is about changing the way the world produces, sources, and consumes, with a focus on diverse agricultural and forest products.

## WHAT WE DO

- We offer **market-based solutions to deforestation**, capitalizing on our solid technical expertise and business relationships to open new market opportunities for sustainable agricultural and forestry products such as coffee, cocoa, Ramon nut, mahogany, and lesser-known forest species.
- We promote **collective action at scale**, developing strategic alliances with multiple actors to achieve radical changes in sustainability policies and land management and business practices.
- We evaluate **social, climate, and economic risks and opportunities** in production systems and supply chains, and we guide the strategic and business decisions of actors along the value chain.
- We strengthen **locally led models in good governance, community organization, and sustainable landscape management**, building diversified and low-emissions economies that are based on the protection and sustainable use of natural resources.
- We support and diversify livelihoods, helping people to **safeguard their natural capital and ensure a promising future** with desirable employment opportunities for women, youth, and Indigenous communities.
- We facilitate technical advisory on the **implementation of the Rainforest Alliance Certification Program** through an established Associate Trainer Network, which consists of more than 30 local trainers in the region who provide dedicated support to farm administrators, producers, and technicians.

## OUR PRESENCE

Working across Latin America's most significant natural landscapes—from the South American Amazon rainforest to the Mayan jungle which extends through Guatemala, Mexico, and Belize—the Rainforest Alliance has a permanent presence in Latin America, with a growing technical and administrative team that includes more than 150 staff members based in the region. Our team is made up of agronomists, forestry engineers, biologists, and specialists in environmental economy, ecology, and sustainable agriculture, as well as sectoral experts in fruits, coffee, cocoa, timber, and African palm, among other areas.



*Protecting Forests and Combating the Climate Crisis*



## OUR EXPERIENCE

MORE THAN 30 YEARS OF BOOTS-ON-THE-GROUND EXPERIENCE MAKES THE RAINFOREST ALLIANCE A PREFERRED PARTNER OF COMMUNITIES, NATIONAL AND GLOBAL COMPANIES, MULTILATERAL DEVELOPMENT AGENCIES, AND GOVERNMENTS

*The Rainforest Alliance has an annual global budget of over \$80 million, of which ~\$23 million are executed in Latin America. We have the relationships, experience, and infrastructure needed to develop ambitious and high impact public-private partnerships in support of thriving landscapes and communities.*

## WITH THE RAINFOREST ALLIANCE’S SUPPORT...

Producers and communities develop sustainable and profitable businesses that generate higher yields, better incomes, and greater resilience to the risks of climate change and market shocks

Companies build their brand equity, anticipate bottlenecks, measure reputational and supply chain risks, and co-invest in the transformation of production systems within Latin America’s natural landscapes

Multi-lateral and international cooperation agencies, as well as financial institutions and development banks are more aware of the realities that communities face and can develop accessible financial programs and products and leverage investments toward achieving their environmental and sustainable development goals

National, regional, and local governments achieve their development objectives with better programs and policies that respond to the needs and interests of communities and all stakeholders who are committed to sustainability

### WE ARE LEADING THE DEVELOPMENT OF PROSPEROUS COMMUNITY ENTERPRISES AND NEW EMPLOYMENT OPPORTUNITIES, APPLYING MARKET-BASED APPROACHES TO THE PROTECTION OF FORESTS AND NATURAL RESOURCES

*The Rainforest Alliance has a network of more than 180,000 producers and 560,000 workers who manage over 3 million hectares of forest and productive landscapes in Latin America through their sustainable enterprises. With these businesses, producers and communities strengthen their livelihoods, generate decent jobs, and incentivize forest and natural resource conservation over time.*

We apply participatory methodologies such as the Business and Organizational Self-Assessment (ADORE), to convert micro, small, and medium-sized enterprises into sustainable and profitable businesses, capable of measuring their own performance and developing improvement plans in response, thus reducing their operating costs, improving production quality, and increasing their capacity to meet buyer and consumer demands.

In collaboration with financial institutions, we offer co-investment opportunities—providing financial entities with a portfolio of bankable community enterprises and producers with a catalogue of accessible and desirable financial products.

The Rainforest Alliance and partners have strengthened more than 300 community enterprises in Guatemala that have sold **\$170 million in forest and agricultural products** in national and international markets. These enterprises support nearly **24,000 sustainable** jobs for women, men, and youth in 25 value chains. Additionally, for the first time within the Maya Biosphere Reserve, these communities contributed to a net gain in the region’s total forest cover.

Through our work with financial institutions and development banks in the region, the Rainforest Alliance has facilitated more than **\$20 million in financial resources**; that is, ‘green’ credit and other financial products designed specifically for producers in the timber and non-timber forest products, coffee, cocoa, and fruit sectors.

The Rainforest Alliance in Peru has supported nearly 10,000 producers to promote better management and conservation of **300,000 hectares of forest and productive land** in three regions. Over the last two decades, more than one million metric tons of CO2e emissions have been reduced or avoided as a result of this work.

The Women’s Economic Empowerment initiative, funded by USAID and implemented by the Rainforest Alliance and partners in Mexico, Guatemala, and Honduras, is paving the way for thousands of women at risk of violence, discrimination and poverty to join the labor force, improve their income, and strengthen their business and leadership abilities in sectors such as coffee, cocoa, xate, and Ramon nut.



**WITH A GLOBAL NETWORK OF MORE THAN 5,000 BUSINESS PARTNERS AND A TEAM OF 80 INTERNATIONAL MARKET EXPERTS, WE HAVE AN UNMATCHED TRACK RECORD OF PRIVATE SECTOR ENGAGEMENT**

*We work to create a better future for people and nature by making responsible business the new normal. We bridge the gap between producers at origin and companies that are committed to sustainability and social inclusion. We implement solutions for an effective transition towards deforestation-free value chains and we're the only organization that harnesses—at scale—the business interests of both producer communities and companies.*

The Rainforest Alliance offers a best-in-class global [Certification Program](#) that delivers verifiable impact, with nearly 1.5 million certified hectares of land across Latin America, where farmers produce the largest volumes of certified coffee, bananas, oranges, flowers, and pineapple in the world. We promote evidence-based decision making and use traceability data to provide companies with timely information about what is happening in places of origin, so they can increase the impact and minimize the risks of their investments.

Through its ambitious [Shared Responsibility](#) approach, the Rainforest Alliance presents a unique opportunity to increase private sector investment in the transition to more sustainable production systems, promoting a shared responsibility among buyers and producers in improving biodiversity conservation and adapting to and mitigating the effects of climate change. As part of this program, buyers of Rainforest Alliance certified products will make additional sustainability investments that enable producers who hire workers to pay higher wages and incentivize the continued adoption of sustainable production practices.

The multistakeholder alliance in Mexico—[Markets for a Sustainable Future](#)—mobilizes community forest enterprises, buyers, and financiers to work towards a shared vision for sustainable production landscapes. The virtual platform presents a directory of sustainable products and, through social media campaigns, generates consumer awareness to increase demand for locally produced and environmentally and socially responsible products. More than 20 businesses with a presence in Mexico participate, investing nearly US \$2 million to date in high deforestation-risk landscapes in Campeche, Quintana Roo, Chiapas, and Oaxaca.

The global [Accountability Framework](#) provides an essential guide for companies committed to eliminating deforestation, human rights violations, and other adverse impacts of commodity production from their supply chains. It provides standardized measures toward improvements in forestry and agriculture supply chains and presents a path for companies to credibly demonstrate progress and fulfillment of their sustainability commitments. In Colombia, the dairy company Alpina will apply the framework in collaboration with the Rainforest Alliance and partners to lead the development of a set of standardized tools and code of conduct for a zero-deforestation dairy supply chain in the country.

**WE PROVIDE THOUGHT LEADERSHIP, ADVOCACY SUPPORT, AND CONTRIBUTE TO POLICY STRENGTHENING ON PRESSING SUSTAINABILITY AND CLIMATE ISSUES**

*For decades, the Rainforest Alliance has been at the forefront of the movements to promote community forestry, sustainable agriculture, and responsible supply and consumption, working to raise awareness, influence decision-makers, and advance policies that support people and nature to thrive together.*



The Rainforest Alliance has delivered design, analysis and/or implementation support for more than **70 government policies, regulations or incentives programs in Latin America** that have generated the enabling conditions for producers and communities to sustainably manage their natural capital. Through [Flores Huella Cero](#), for example, we advised the municipality of Flores, Petén, in Guatemala, to develop an inventory of greenhouse gas emissions that evaluates municipal public transportation, waste management and soil use systems in order to achieve carbon neutrality through improved territorial planning and local sustainable development initiatives.





The Rainforest Alliance supported the development and implementation of the National Strategy for Reduction of Emissions from Degradation and Deforestation (REDD+) in Mexico and Guatemala, carrying out strategic actions that included designing the implementation framework and monitoring, reporting and verification systems. Additionally, through the [Dedicated Grants Program](#) implemented by the Rainforest Alliance in Mexico, we are further promoting the full and effective participation of Indigenous peoples and local communities in actions that contribute to REDD+.

In Honduras, the Rainforest Alliance supported the development of the emerging rambutan value chain, promoting its inclusion within the national agro-food sector through the formation of a National Council for the Rambutan Value Chain. In collaboration with the government of Honduras, we designed a regulatory framework for the development and increased competitiveness of the rambutan value chain in the country.

**RESOURCE LIBRARY: TOOLKIT, OPERATIONS MANUALS, AND GLOBAL FRAMEWORKS**

*The Rainforest Alliance offers a variety of models, services, and products that provide local and global stakeholders with decision-making tools and information to improve their work on farms and landscapes, or in the public and private sectors.*

Our “Sectors and Landscapes” toolkit presents an inventory of nearly **200 models, instruments, frameworks, and manuals** developed by the Rainforest Alliance and partners. It includes the best tools for implementing sustainable land management practices, soil use, as well as businesses management, product transformation, markets, and landscape-scale interventions in Latin America.

Coupled with the Rainforest Alliance’s **Integrated implementation model for the transformation of sectors and landscapes**, these tools outline a proven pathway for effective community forest management, as well as best practices for implementing activities in cross cutting themes such as social inclusion (gender, youth,

and Indigenous communities) and advocacy, forming a go-to-guide for implementers throughout the region.

[LandScale](#) is a global standardized framework for evaluating and communicating sustainability trends and performance at the landscape scale. The Rainforest Alliance and its partners **currently apply it in four countries over more than 560,000 hectares** in the region, supporting landscape actors to generate an action plan and work together towards integrated management and resource mobilization for sustainable landscapes.

Through additional tools, such as our [environmental curriculum](#) for schools and other participatory [educational programs](#), we strengthen capacities, knowledge and access to training and use of technologies for topics such as monitoring forest cover and crop yields, prevention and control of forest fires, land planning and management, and identification of risks and threats in landscapes.



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