



WE'RE ALL IN

RAINFOREST ALLIANCE VISION 2030
ACCELERATING REGENERATION

LATEST UPDATE — APRIL 2023



WE ARE THE
RAINFOREST ALLIANCE.
WE BELIEVE A THRIVING PLANET IS CREATED
BY THRIVING PEOPLE

A global alliance

As a trusted NGO with more than 35 years of experience, we are building a regeneration movement to restore the balance of our planet.

60+

countries with
Rainforest Alliance
Certified farms and
projects

80+

projects in
partnership with
farming and forest
communities

700

staff members
across 5 continents
and 34 countries

4 MILLION+

farmers and farm
workers on
Rainforest Alliance
Certified farms

6,000+

company partners

8,000+

donors

A new vision for 2030

**JOIN US IN
ACCELERATING THE
SPEED AND SCALE
OF IMPACT.**

Connected crises threaten our future

**THE CLIMATE
EMERGENCY**

+

**SPIRALLING
BIODIVERSITY LOSS**

+

**SYSTEMIC
RURAL POVERTY**

+

**WIDESPREAD
HUMAN RIGHTS ABUSES**





We feel the urgency

MORE PEOPLE ARE DEMANDING IT.

Eco-active consumers are the fastest-growing consumer group globally. Accounting for 22% of the global population today, they are projected to make up over 50% by 2029.



MORE BUSINESSES ARE DOING IT.

The size of the sustainability and green tech market is projected to grow from 10bn in 2020 to 75bn in 2030.

A closer look

**NOW, LET'S UNPACK
THE PROBLEM.**

A connected problem

- ① Our future depends on rainforests and tropical forests—

**NEARLY HALF OF THE EARTH'S
ORIGINAL FOREST COVER HAS
ALREADY BEEN LOST***

*Global Forest Watch report

A connected problem

1

Our future depends on rainforests and tropical forests—

2

now threatened by agriculture and forestry,

**AGRICULTURE DRIVES 75% OF
DEFORESTATION, FUELING THE
CLIMATE CRISIS***

*FAO

A connected problem

- 1 Our future depends on rainforests and tropical forests—
- 2 now threatened by agriculture and forestry,
- 3 with local communities facing extreme poverty and the erosion of their human rights,

**80% OF PEOPLE WHO LIVE
IN EXTREME POVERTY ARE
IN RURAL AREAS.**



A connected problem

- 1 Our future depends on rainforests and tropical forests—
- 2 now threatened by agriculture and forestry,
- 3 with local communities facing extreme poverty and the erosion of their human rights,
- 4 because the market disregards true value.

**TODAY'S MARKET
DISREGARDS THE
TRUE VALUE OF
PEOPLE AND NATURE.**



A connected problem

- 1 Our future depends on rainforests and tropical forests—
- 2 now threatened by agriculture and forestry,
- 3 with local communities facing extreme poverty and the erosion of their human rights,
- 4 because the market disregards true value.
- 5 A vicious cycle exacerbated by a lack of data and transparency.

ONLY 6% OF COMPANIES CAN BACK UP THEIR AGROBIODIVERSITY COMMITMENTS WITH QUANTITATIVE DATA.

*World Benchmarking Alliance

We believe...

**THIS GLOBAL PROBLEM
NEEDS A SYSTEMATIC
APPROACH.**

Fragmented efforts are holding the world back. But when we **join forces**, we can accelerate change at the **speed and scale** the world needs.

We believe...

**POSITIVE IMPACT IS ONLY
POSSIBLE WHEN
WE'RE ALL IN TOGETHER.**

Let's get everyone on board. Farmers, forest communities, civil society, governments, companies, scientists, NGOs, philanthropists—and millions of individuals around the world.



Join the regeneration movement

AN ALLIANCE THAT PUTS
RURAL COMMUNITIES*
AT THE HEART OF THE SOLUTION

*Farming and forest communities, workers in the agriculture and forestry sectors

Join the regeneration movement

**WE'RE ALL IN.
OK, WHAT'S NEXT?**

We're all in:

1. REGENERATIVE AGRICULTURE

Partnering with farmers to promote growing methods that not only protect but restore the land and build climate resilience.

2. THRIVING LANDSCAPES

Transforming landscapes at scale with an alliance of local-to-global stakeholders who share the same vision.

3. IMPACT DATA

Building one integrated data system for all our programs to drive continuous improvement from farm to landscape level.

1 —> Regenerative Agriculture

Building on more than three decades of certification experience, we're raising our ambitions—leapfrogging from a harm-reduction approach to regenerative agriculture. For the rural producers we partner with, and the critical landscapes where we work, this regenerative shift is the bridge between surviving and thriving.



1 → Regenerative Agriculture

A

It starts with creating conditions for thriving rural producers.

Changing our food system begins with meeting the needs of people, specifically **farmers in critical landscapes**. This kicks off a **flywheel effect** that brings positive change to everybody who's touched by this market.

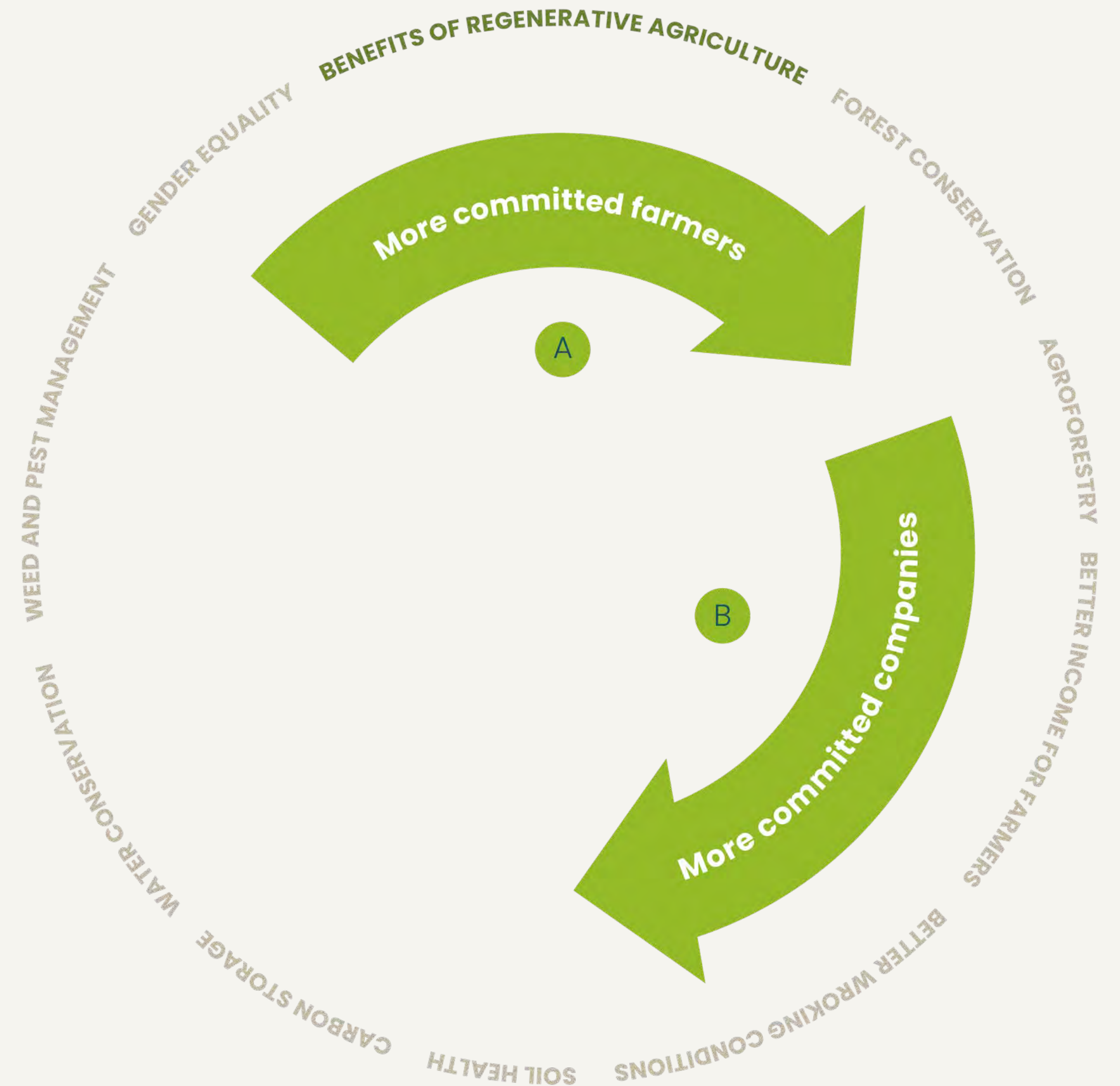


1 → Regenerative Agriculture

A
It starts with creating conditions
for thriving rural producers,

B
so demand from companies
and consumers grows,

The expanding supply of **high-quality sustainable** products attracts growing demand from consumers and companies.



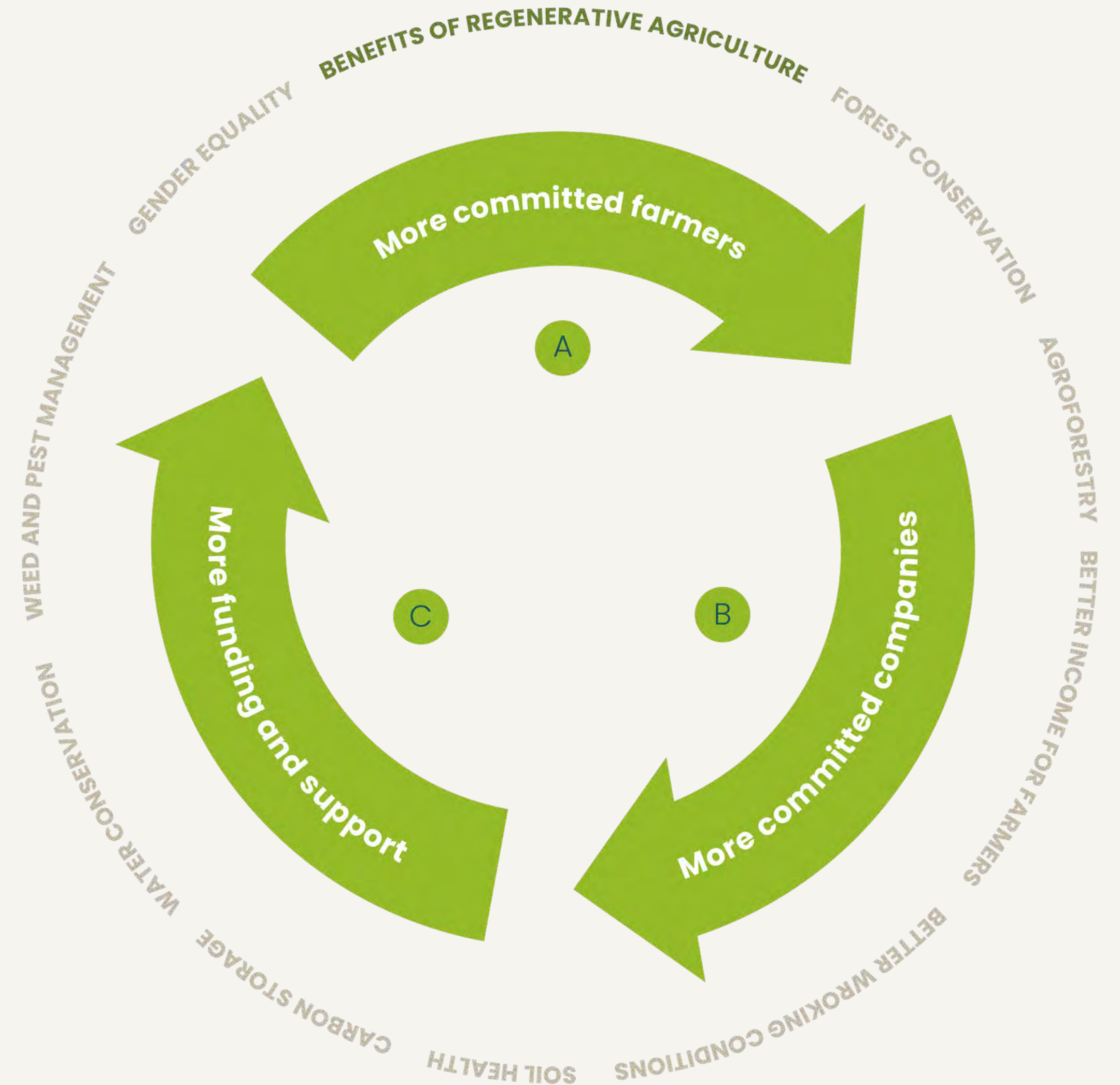
1 → Regenerative Agriculture

A
It starts with creating conditions
for thriving rural producers,

B
so demand from companies
and consumers grows,

C
drawing more support from
funders and investors for
regenerative agriculture.

Investors and funders now feel emboldened
to scale up their support for critical
landscapes and their people.

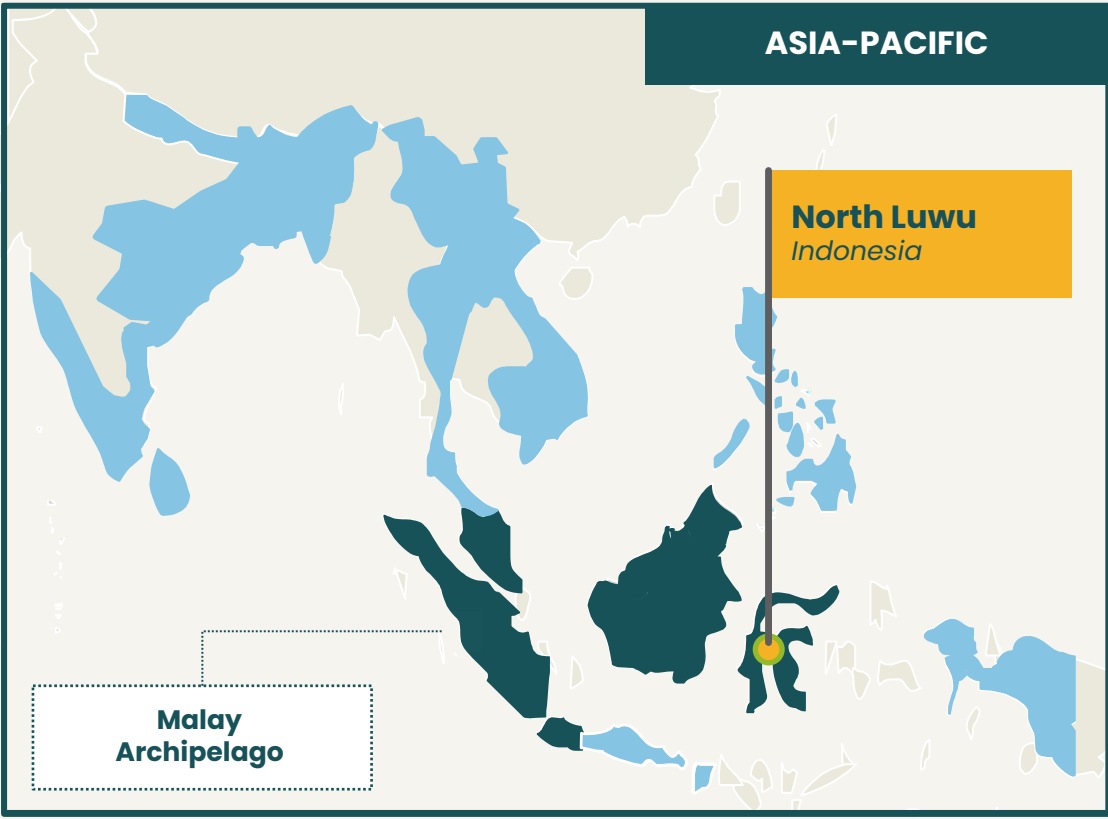
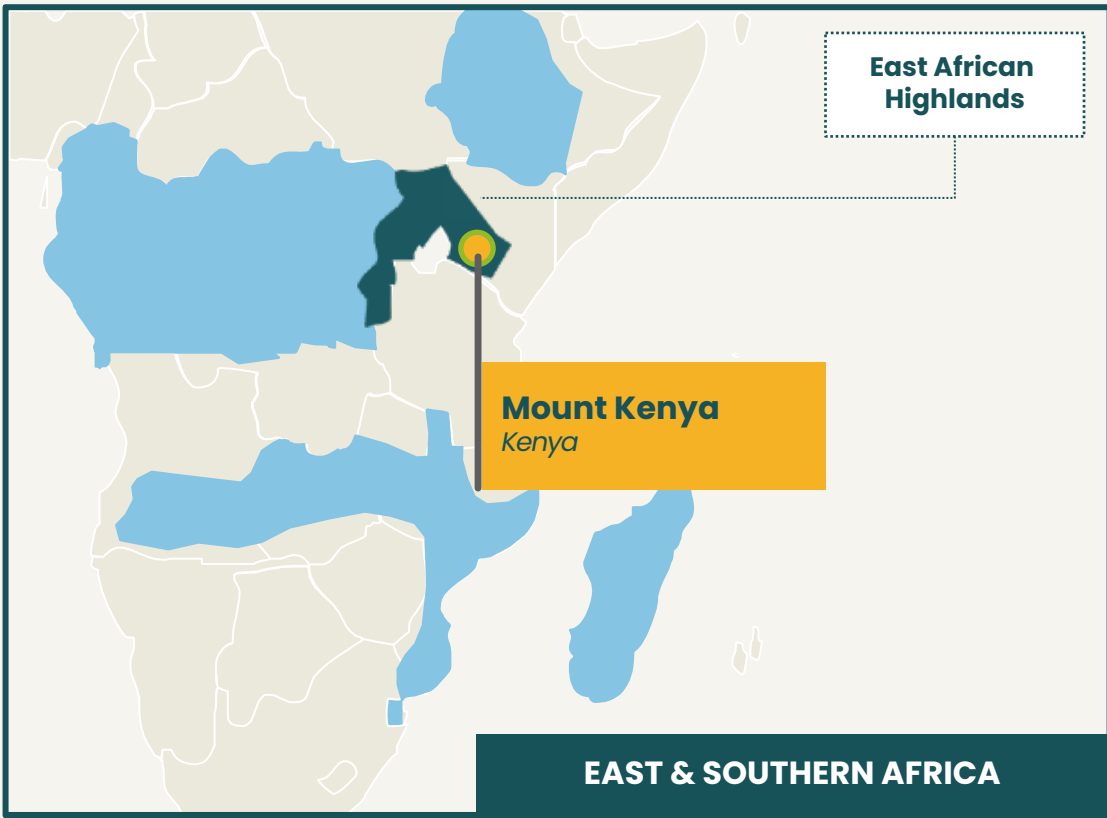
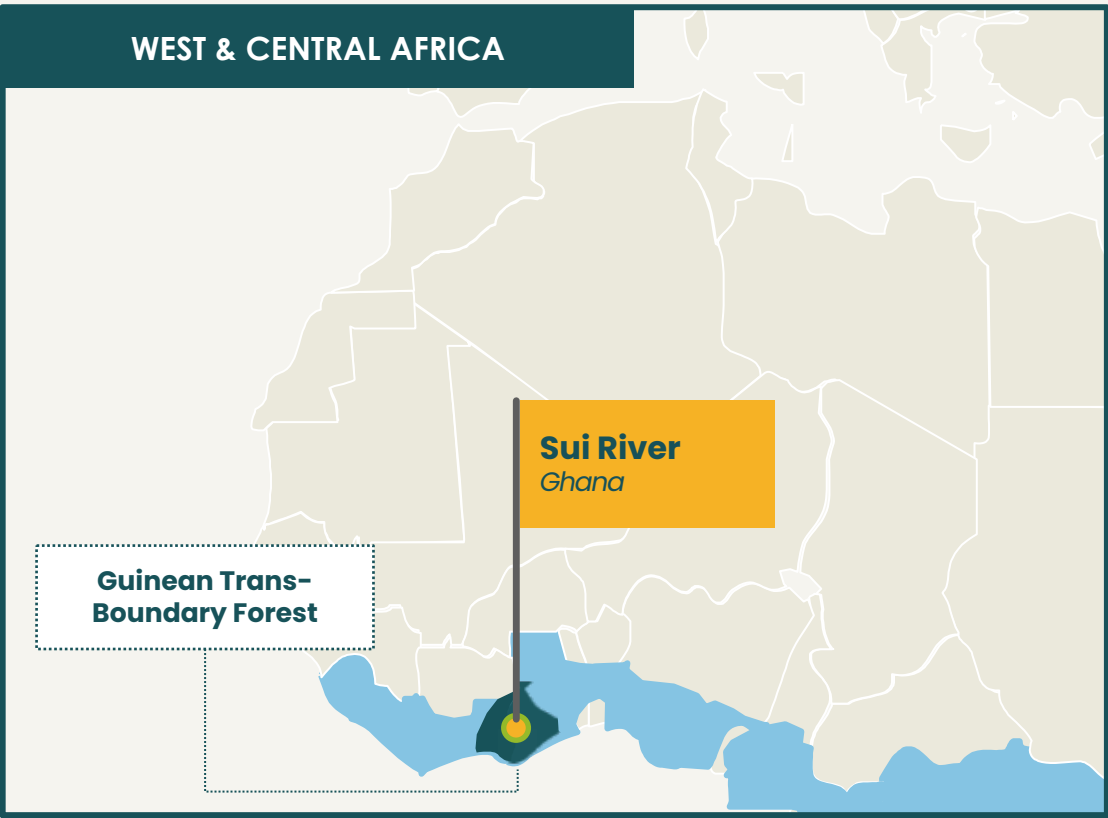
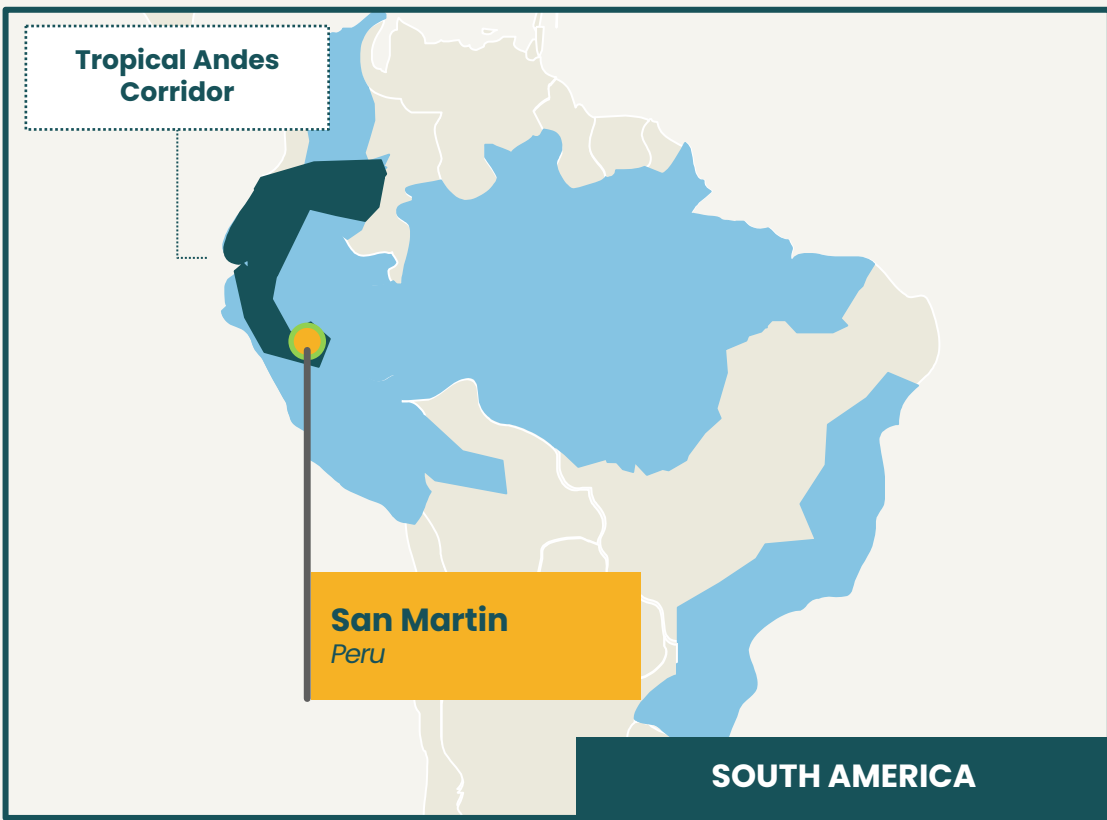


2 —> Thriving Landscapes

MAXIMIZING IMPACT FOR PEOPLE AND NATURE.

The Rainforest Alliance works in many of the world’s most critical production landscapes. These are places of **extremely high environmental value**, where threats to people and nature intersect on a daily basis.

Now, we’re zooming in on **five landscapes of particular strategic importance**—places where we will focus the full power of our global alliance to accelerate positive change at scale.



- High-value geographies**
Areas of high ecological, social, and market value.
- Strategic geographies**
A subset of high-value geographies where the Rainforest Alliance has a strong track record and/or favorable conditions for impact.
- Thriving Landscapes**
An important subset of strategic geographies where we aim to bring the full power of our alliance and tools to enable impact at scale.

2 —> Thriving Landscapes

WORKING IN ALLIANCE WITH ALL KEY STAKEHOLDERS IN A LANDSCAPE.

To scale our impact in the places that matter most, we need an **inclusive and integrated approach**. This means bringing all landscape users together—and all the tools at our disposal—behind a shared vision for system change.

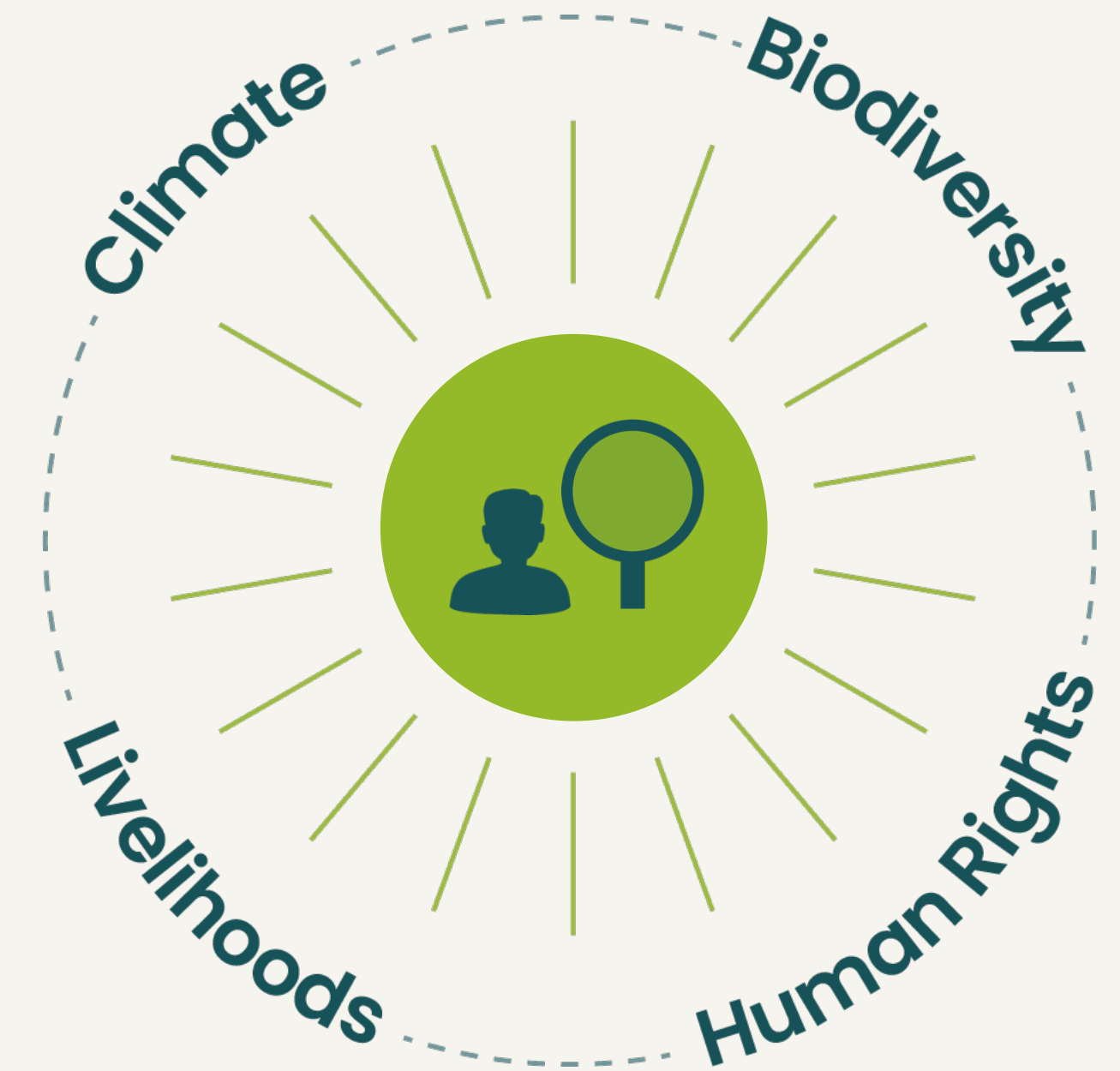
We also need to flip the traditional rules of sustainability project design—ensuring a **leading role for the rural communities** who live and depend on these landscapes.



3 → Impact Data

TRACKING IMPACT TRANSPARENTLY, FROM VALUE CHAINS TO FARMS AND LANDSCAPES.

One integrated data system for all our programs—from certification to landscape interventions—will enable further opportunities for impact and smart investments.



We're all in: a systematic approach

1. **REGENERATIVE AGRICULTURE**

When farmers adopt regenerative practices, their collective impact will help their landscapes thrive.

2. **THRIVING LANDSCAPES**

The shared vision for the landscape created by farmers, forest communities, and other key stakeholders will drive collaboration and attract more investments.

3. **IMPACT DATA**

This will result in greater impact-tracked both at the farm level and at the landscape level.



We're all in for a better world

**BY 2030, OUR REGENERATION
MOVEMENT HOPES TO REACH
100 MILLION* PEOPLE IN
FARMING AND FOREST
COMMUNITIES.**

*This is 20% of all producers working in tropical forest areas—a tipping point for system change.



JOIN US

**LET'S CREATE A WORLD WHERE PEOPLE
AND NATURE THRIVE TOGETHER.**

A large, stylized graphic of a tree or leaf shape, composed of several overlapping rounded shapes in shades of green and teal, positioned on the right side of the slide.

RAINFOREST ALLIANCE

rainforest-alliance.org

The Rainforest Alliance is creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities.