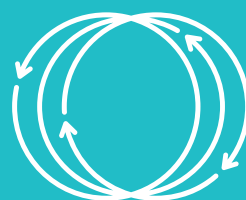


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**GOOD
GROWTH
PARTNERSHIP**

Generating Responsible Demand for Reduced Deforestation Commodities

An unsustainable appetite for agricultural commodities

By 2050 the world's population is expected to exceed well over 9 billion people. With the combined impact of a rising middle class some estimates suggest that demand for food will double. However, this is not just a matter for food security.

Globally, beef, soy and palm oil are among the largest drivers of tropical deforestation and conversion of habitats. Without a shift in the way the world produces, traces and finances agricultural commodities, this growing global demand will continue to drive deforestation and environmental degradation.

The 'Good Growth' solution

The Good Growth Partnership safeguards the world's forests and biodiversity by minimizing demand for agricultural commodities linked to deforestation.

Through its engagement with existing platforms and initiatives as well as major market players, consumers and investors, the Responsible Demand Project is raising awareness, improving transparency and addressing market barriers to enhance demand for sustainably produced commodities.

Budget

GEF: USD \$8,748,070

Co-financing: USD \$42,334,902

Implementing agencies

WWF-US and UNDP in partnership with Proforest Initiative, WWF-Indonesia, WWF-Singapore, WWF-Brazil and Stockholm Environment Institute

Countries and regions in scope

- Brazil and major global buyers of Brazilian soy
- Paraguay and major global buyers of Paraguayan beef
- Regional West Africa including Liberia, Sierra Leone, and eight other countries involved in the Africa Palm Oil Initiative and the Marrakesh Declaration
- Indonesia and regional Southeast Asia

Project components

Mainstreaming sustainable demand with major buyers and traders

Through learning exchanges, workshops, guidance material and capacity building efforts, the Partnership is growing demand for reduced deforestation commodities among major commodity buyers and traders.

Encouraging responsible investment

The Partnership works with investors in Asia, as well as the United States and Europe, to heighten awareness of the growing risks involved in financing companies and activities that are linked to deforestation. The Partnership also works to build investor capacity to engage with fast-moving consumer goods companies in their portfolios.

Aligning policy with responsible demand

The Partnership supports thriving markets for reduced-deforestation commodities by reducing policy barriers and bringing global traders and buyers into the national policy conversation.

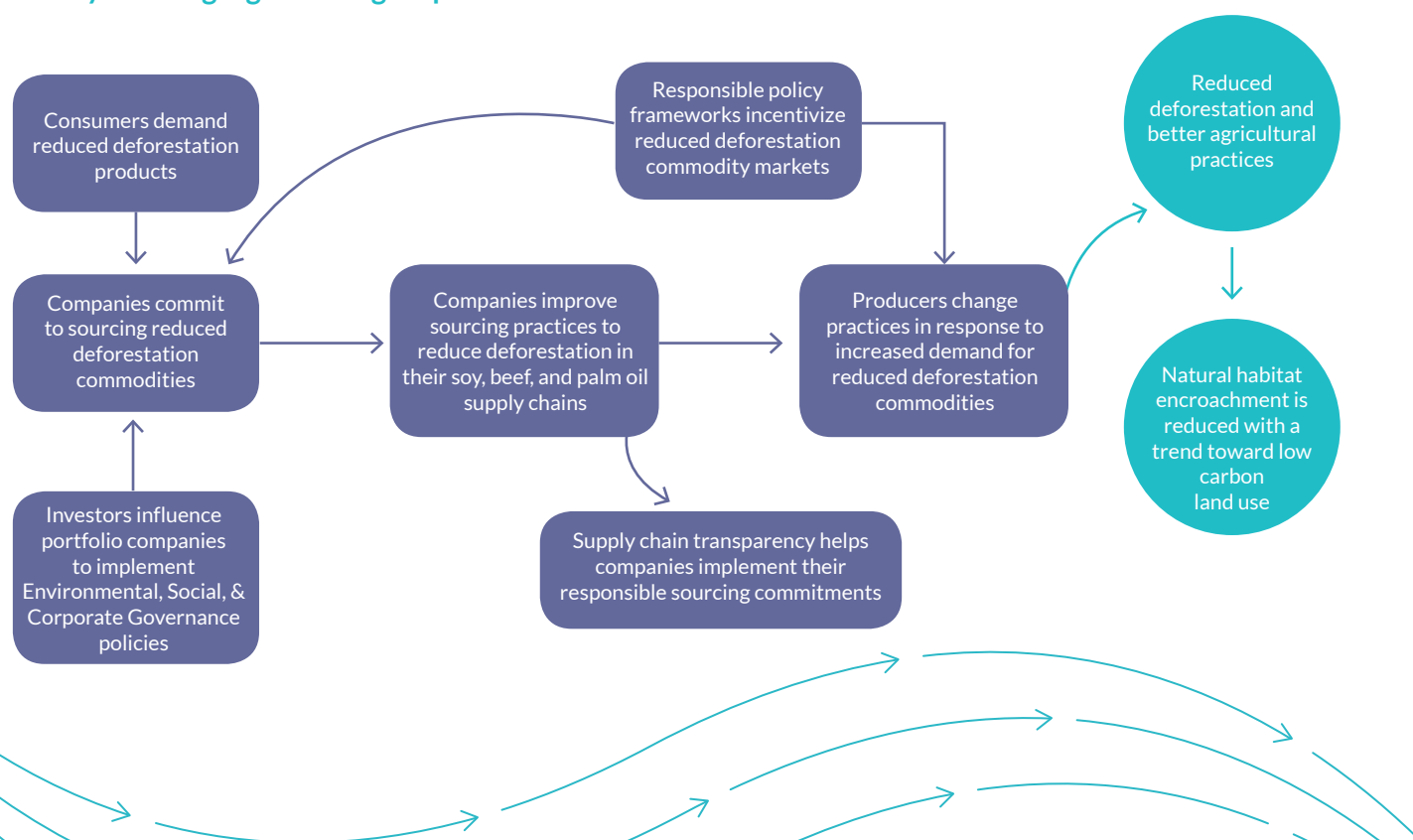
Creating conscious consumers

Consumer awareness for deforestation is relatively limited in large domestic markets, including Indonesia where up to 60 percent of the world's palm oil is grown and widely consumed. To address this, the Partnership is engaging national and regional media to drive and promote the importance of responsible consumption.

Advancing supply chain transparency

The Partnership delivers market intelligence and advances supply chain transparency to enable corporations, consumers, and governments to make informed decisions. One of the innovative transparency tools supported by the Partnership is Trase, an online platform that maps commodity supply chains from origin to country of import, linking impacts in producing regions to trading companies and global markets.

Theory of change: generating responsible demand to reduce deforestation



Insight

"By harnessing the power of the marketplace and stimulating global demand for sustainably produced commodities, we're fostering better production practices and driving conservation of the world's most vital and at-risk ecosystems."

Elizabeth Schueler

Senior Director, Markets, WWF

Expected results

3

Indonesian cities — Jakarta, Pekanbaru and Medan — with increased consumer demand for sustainable palm oil generated through a series of media campaigns and corporate engagement.

18

influential companies engage with the Partnership and make new commitments to source reduced deforestation palm oil, soy, and beef.

80

countries increase supply chain transparency through various tools and activities developed and supported by the Partnership.

5,587

jurisdictions where soy and beef products are mapped from origin to destination.

16

investors with increased capacity to engage companies on reduced deforestation sourcing and disclosure.

6

countries improve policy framework to support reduced deforestation commodity markets.





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About the Good Growth Partnership

Working across production, financing and demand, the Good Growth Partnership convenes a wide range of stakeholders and initiatives to reduce deforestation in three global commodity supply chains: soy, beef and palm oil.

Launched at the United Nations New York headquarters in 2017, the Partnership is funded by the Global Environment Facility and led by the United Nations Development Programme in partnership with Conservation International,

the International Finance Corporation, UN Environment and World Wildlife Fund.

In collaboration with the governments of Brazil, Indonesia, Liberia and Paraguay, as well as civil society and major private sector players, the Good Growth Partnership aims to place sustainability at the heart of commodity supply chains.

Project Document

View the project document in full at www.goodgrowthpartnership.com

Contact

For more information about the Good Growth Partnership's Responsible Demand Project please contact Elizabeth Schueler: elizabeth.schueler@wwfus.org

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