

RICH FORESTS

Productive Ecosystems as Basis for Food and Income

The initiative Rich Forests has answers to one of today's major challenges: how to increase agricultural production with positive impacts on people, biodiversity and ecosystems.

Who we are

Rich Forests is a partnership between the Amsterdam-based NGO Both ENDS, a former staff member of Cordaid and two international NGO networks: the Non Timber Forests Products Exchange Program (NTFP-EP) and the International Analog Forestry Network (IAFN). Together, we work in more than 20 countries all over the world. www.analogforestrynetwork.org, www.bothends.org, www.ntfp.org

Our mission

Rich Forest invests in the conservation and restoration of forests and in the creation of sustainable livelihoods for forest-dependent communities. It contributes to rural development and economic security while restoring degraded forest.

What we do

Rich Forests improves economy with sound ecology. Rich Forests empowers forest-dependent people in securing and improving their lives through the conservation and restoration of (agro) forests. It provides new sources of income and value addition to forest products.

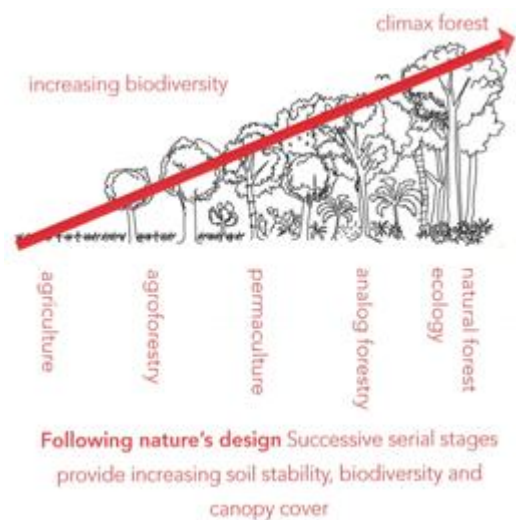
People around the world depend on forests for a diverse range of products and services. Non-Timber Forests Products (NTFPs) are forest products other than wood, for instance fruits, honey, crafts and building materials, resin and medicines. Ecological services include climate control clean air, soil stabilization and watershed protection. Through the NTFP Exchange Program communities harvest, add value, set up enterprises and sell these products in local, regional and international markets.

Analog Forestry is used by small farmers and large-scale tea plantations to restore degraded forest lands through agro-ecological production systems. Analog forestry provides sources of income to local people and brings back biodiversity.

Through the use of NTFPs and AF we assure that ecological services such as climate control, soil stabilization and watershed protection are preserved.

They increase the resilience of local communities to adverse weather conditions and disasters resulting from climate change.

Rich Forests supports local initiatives worldwide in production, marketing and ecosystem management. At the same time, Rich Forests will provide services to agro-industrial companies so that forest degradation as a consequence of their production chains is restored sustainably and with clear benefits for society.



Our approach

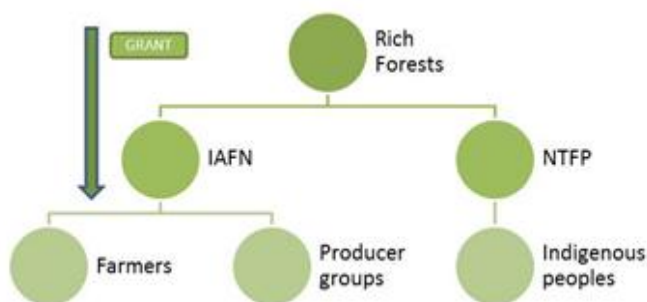
Rich Forests sets out to practice new business approaches. It links local initiatives in the Global South to the business sector in the North. It contributes to a green and equitable circular economy, by sustainably managing forest resources together with local communities in developing countries.

Value proposition

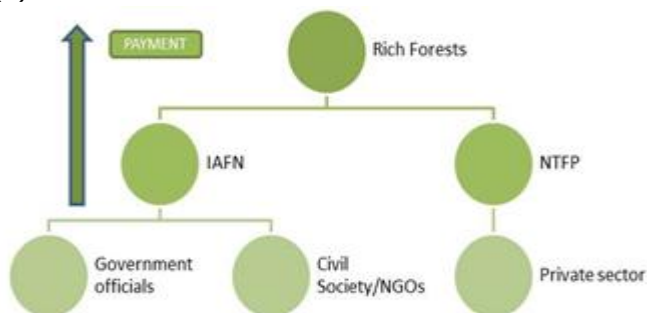
Rich Forests combines expertise in (1) economic development for small producers and indigenous peoples with (2) expertise in multi-stakeholder cooperation, biodiversity regeneration and conservation, forest management and international networking, with (3) a business mind set. The initiative pursues three clear services:

1. Matchmaking for new business opportunities
 2. Consultancy services and trainings
- The members of Rich Forests provide consultancy services and trainings to local communities and NGOs (a) and set up a several training facilities around the world for others (b).
3. Innovation and learning

(a)



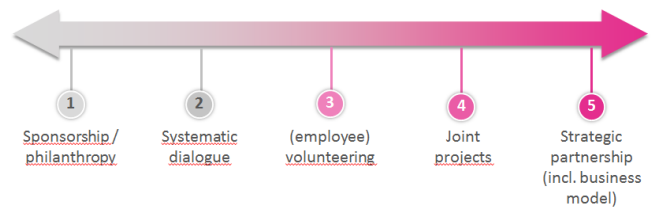
(b)



Business model

Rich Forests will be profitable for all parties involved. It develops new and continues with existing partnerships around business models with different stakeholders, ranging from NGO's and private businesses to governments officials and individual farmers. Partnerships will focus on social return on investments with a positive impact on small producers and forests. We will set up a separate business unit- a social enterprise- in order to strengthen and expand the business opportunities. These may for instance be investments of large(r)

companies or retailers with an interesting in paying the 'true costs' for products and/or those that are inspired by nature or by the principles of the 'circular economy'.



What we want

Rich Forests links sustainable development with profit. We want to make use of new insights and innovative business approaches. We invite social venture entrepreneurs to work with us to develop the business model. We invite them to work with us and invest in services that the forest and its inhabitants deliver. These investments may go to farmer trainings to preserve and restore forest landscapes or may go to purchase goods and services like (agro) forest tea, coffee, spices, fruits, honey and other non-timber forest products (NTFPs). This supports small scale producers and forest gatherers, but also large tea estates that have already made the transition to 'beyond organic' forest tea. Of course we also welcome everyone who wants to support this initiative from a philanthropic perspective.

The True costs principle is a new trend in CSR business development; meaning to pay for the true costs of production. Ecological costs include greenhouse gasses, water use, biodiversity loss, waste and pollution. Social costs cover the gap between current underpayment and a decent living wage, as well as bad labor conditions. In this case, all businesses which depend on healthy ecosystems for production of their goods need to pay for the maintenance of these ecosystems by local communities in order to be sustainable and lasting. <http://thetrueprice.org>

For more information:

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