

ASKO EUROPA STIFTUNG



FORUM FÜR  
VERANTWORTUNG  
STIFTUNG

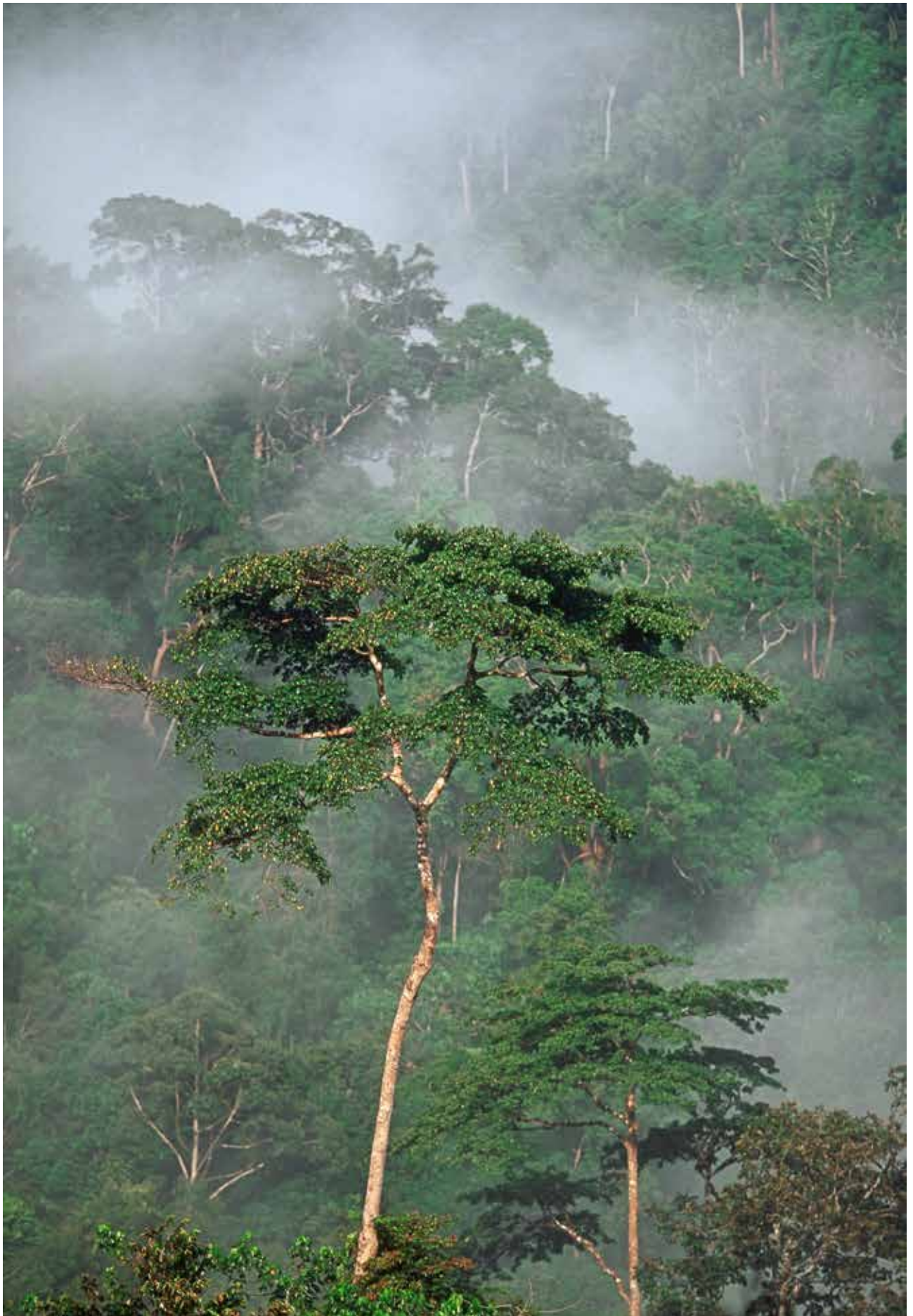


SENAT DER  
WIRTSCHAFT  
Stiftung für gemeinwohlorientierte Politik

# Forests for the world

A campaign to raise awareness of their significance for climate mitigation





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*The Amazon rain forest (here in Peru) is of eminent importance for biodiversity and climate mitigation. Yet according to WWF forecasts, it is where the largest amount of deforestation in the world will continue.*



## EXECUTIVE SUMMARY

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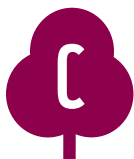
Implementing the Paris  
Climate Agreement by  
stopping the destruction of  
the rain forests and by  
large-scale afforestation

Forests are essential for life on Earth and also play a key role in climate mitigation. That is why it is absolutely necessary for the global community to protect forests, in order to achieve the climate mitigation goals agreed in Paris. Within a few decades, unchecked climate change would particularly impact global agriculture, and struggling for food and water would become the greatest problem of major parts of the global population. If this is to be prevented, then it is essential to stop cutting down and burning down tropical rain forests and to afforest at least 1.4 million square miles of land, mostly in the tropics and subtropics.

The foundations Forum für Verantwortung (Forum for Responsibility), ASKO EUROPA-FOUNDATION, WWF Germany, Plant-for-the-Planet, and Senat der Wirtschaft are advocating for these goals through the “Forests for the world” campaign. In a three-year communication campaign, they aim to make millions of people in Germany, especially decision-makers in the political and business communities, aware of the significance of forests for climate mitigation and encourage them to take action. We are seeking sponsors in the business community for this communication campaign.

## WHERE DO WE STAND TODAY?

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Forests cover 31 %  
of the Earth's land  
surface, but store  
almost half of terrestrial  
stored carbon.

For the first time in history, all the countries of the world united to forge the Paris Climate Agreement to reduce carbon dioxide (CO<sub>2</sub>) emissions. Yet the sum total of these commitments falls far short of being able to prevent the most serious consequences of global warming. Additional efforts are needed across the board to reduce CO<sub>2</sub> emissions. Here, too, forests must play an important role. Forests are better than practically everything else at binding carbon dioxide. **It will be impossible to achieve the Paris climate goals if we do not restore forest landscapes and stop deforestation.**





*Manaus, Brazil: scene of immense clearcutting*





## WHAT IS TO BE EXPECTED IF WE DO NOT ACHIEVE THE PARIS CLIMATE GOALS?

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The extent of the consequences will be foreseeable at the latest when the tipping points of the Earth/climate system are exceeded and cascade effects with feedback loops reinforcing global warming begin. It is clear that we must reckon with damage due to drought in the Amazon rain forest, the release of enormous amounts of methane, and the melting of polar ice. Renowned climate researchers think that these tipping points will most likely occur only at 2°C global warming. Yet it cannot be ruled out that they might be reached at 1.5°C.

We are also heading for major species extinction because of global warming. If temperatures rise by 4.5°C, we will lose almost half of all species; roughly one-quarter of all species will be affected by a 2°C increase.

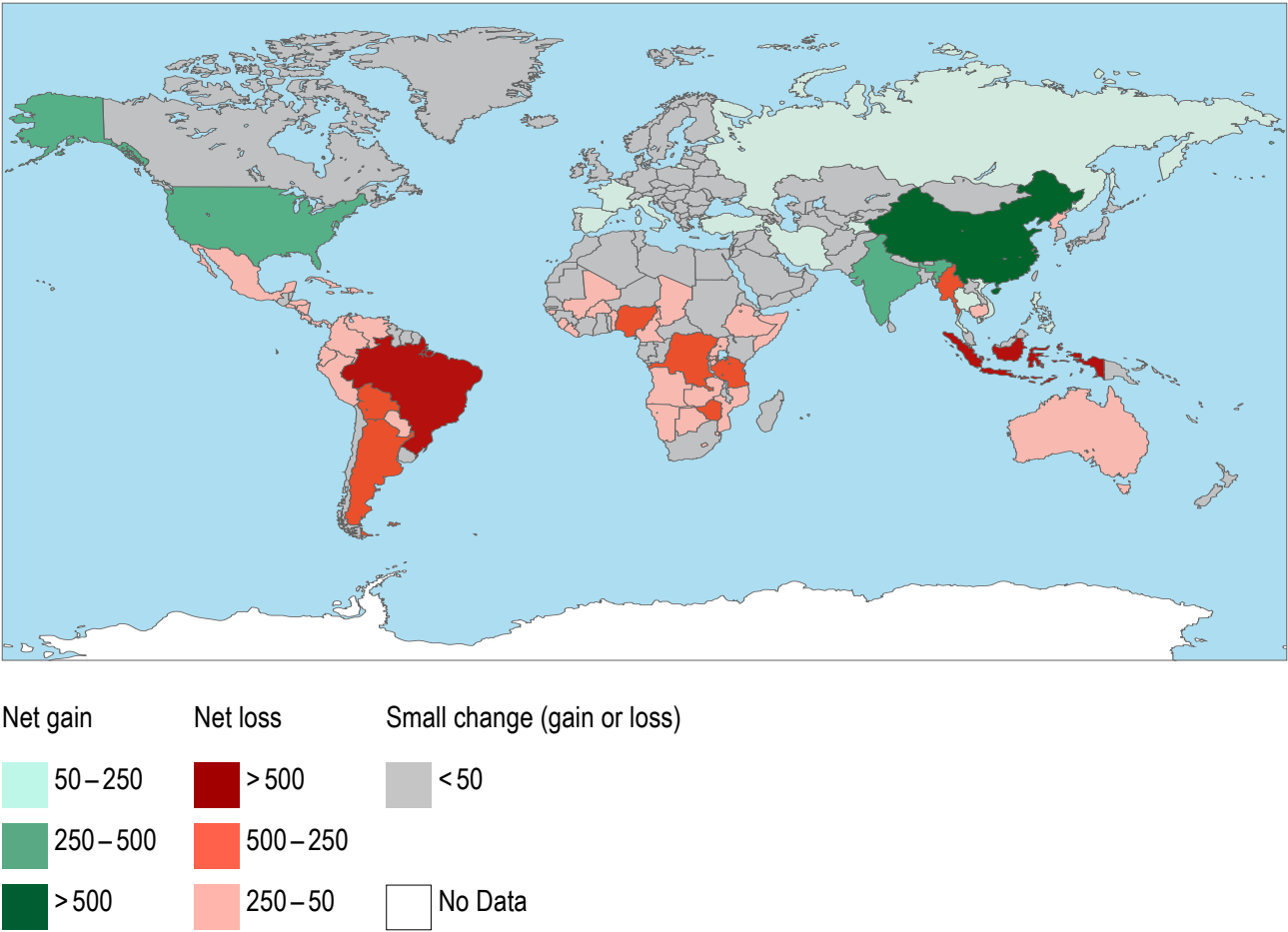
**If we do not take action, the Earth will become 4 to 6°C hotter by the end of this century. That will make large areas of the planet uninhabitable, with major impacts on agriculture – and therefore on the foundations of our existence.**

Almost unimaginable extreme weather events will wipe out large parts of harvests time and again. So major parts of the global population will have to struggle for food and water; that is likely to become their dominating problem. This will induce gigantic migration movements and wars.

For this reason, the Paris Climate Agreement must be implemented across the board – that is, including forests – through concrete measures and as quickly as possible.

**Anything else is irresponsible speculation with the future of our children and grandchildren!**

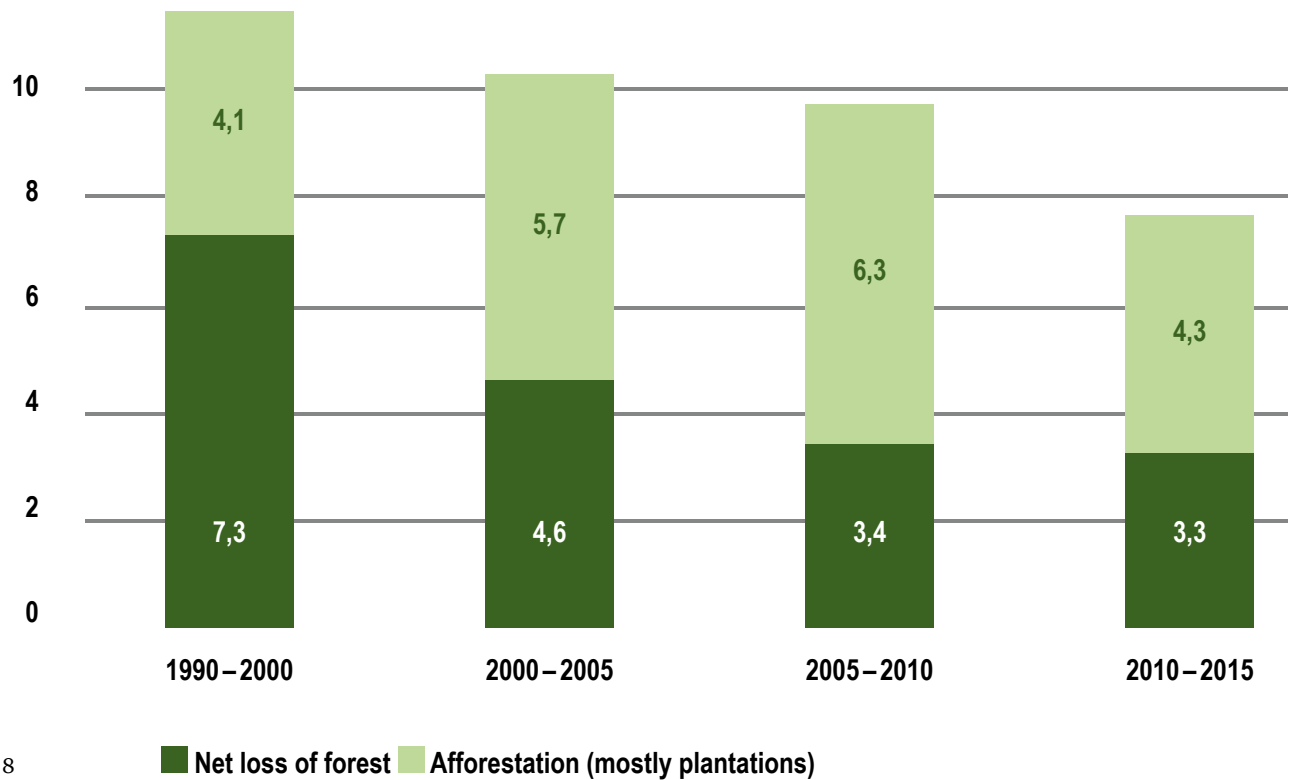
**Annual net forest gain/loss by country, 1990 – 2015** Source: FAO, 2015: Global Forest Resources Assessment 2015. Maps and Figures. Net gain/net loss = positive/negative change in forest area, from the difference between afforestation area minus loss of natural forests.



**Net loss and actually destroyed forest area**

▼ millions of hectares per year in each time period

Total loss of primary forests:  
Each bar shows the sum of net loss + afforestation







**Natural forest losses  
totaled an area  
6 times the size of  
California between  
1990 and 2015.**

**The window of  
opportunity for  
climate mitigation  
is just 10–15 years**

**The annual climate  
scorecard would  
improve by at least  
8–10 billion tons.**

## HOW CAN WE STILL PREVENT THIS FROM HAPPENING?

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Forests must be granted a preeminent role to stabilize the climate in parallel to the many emission reduction measures in the classical sectors of the economy (energy, transportation, buildings, industry, and agriculture) that can be put into practice and measured and expressed in monetary terms. The Special Report of the Intergovernmental Panel on Climate Change (IPCC) of October 2018 made this clear once again.

**Especially important:**

» **Stopping clearcutting of rain forests and**

» **Afforestation** of at least 1.4 million square miles of land, especially in the **tropics and subtropics**, which corresponds to an area approx. ten times the size of Montana.

The measures proposed in the Paris Climate Agreement to enhance climate sinks (forests) must be implemented without delay and not postponed to the period after 2050. Climate researchers see a window of opportunity of 10 to 15 years. By then, the course must be set for slowed climate change.

Compared with forests in the temperate zones, forests in the tropics and subtropics absorb three times as much CO<sub>2</sub>. But particularly those forests have been cut down on a massive scale in recent decades.

Stopping destruction of the rain forests reduces annual CO<sub>2</sub> emissions by roughly three billion tons. The goal of the (re) afforestation program is to plant enough trees to absorb five to nine billion tons of CO<sub>2</sub> per year.







## FORESTS – GREEN LUNGS AND ECONOMIC FACTORS

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### Co-benefits for emerging economies and developing countries

Protecting forests is not only a significant contribution to climate mitigation. Forests create new jobs in developing countries, make the largest contribution to maintaining biodiversity, protect soils from erosion, and promote micro-climates. Sustainable forestry creates the foundation for a bioeconomy in the medium to long term.

Afforestation in the tropics and subtropics creates development potentials for developing countries and emerging economies in 20 to 30 years. Sustainable rain forest management will enable people to achieve steady yields in the region in the future. These co-benefits of afforestation make very significant contributions to the development of these countries.

## HOW MUCH DO CLIMATE-RELEVANT FOREST PROGRAMS COST?

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140 billion US\$  
per year required  
over 20 years



Government and the  
business community  
must change their  
policies and strategies.

“Our climate is changing,  
and while the increase in  
extreme weather we have  
experienced in New York  
City and around the world  
may or may not be the  
result of it, the risk that it  
might be – given this week’s  
devastation – should compel  
all elected leaders to take  
immediate action.”

Michael Bloomberg

- » According to US scientists, stopping deforestation would mean roughly 50 billion US\$ in losses of earnings in the developing countries and emerging markets.
- » The costs of afforestation, including management of the new forests, amount to roughly 90 billion US\$ annually over 20 years.

The amount of money invested in forest programs today is disproportionately small, considering their potential for climate mitigation. Only a little more than 1 % of the funds for global climate mitigation, which are inadequate even today, is invested in forest projects. Yet tropical forests can reduce emissions by up to 30 %<sup>1</sup>. That means that the total volume of climate finance must be increased significantly.

As early as 2006/07, a McKinsey analysis as well as the “Stern Report” demanded – independently of one another – that 1 % of gross world product would have to be invested annually through 2050 to limit global warming to 2°C. If governments neglect to make these necessary investments, they will later have to spend multiple times that amount every year to remediate damages due to climate change. To the extent that such damages can be remediated at all. According to a January 2018 report by Munich Re, global weather-related damages in 2017 amounted to more than 230 billion US\$ – and that was at “just” 1°C global warming.

Nonetheless, **policy makers** in the signatory states currently **do not see the need** to immediately and forcefully pursue the measures agreed in the Paris Agreement and **to provide the relevant funding** for them.



A particularly drastic example of political community's global misconduct is the rapid deforestation of the peat swamp forests on Borneo and Sumatra in Indonesia, mostly for the palm oil industry. Peat swamp forests store up to 50 times as much CO<sub>2</sub> as comparable rain forests not growing in peat swamps. Consequently, they emit 50 times as much CO<sub>2</sub> all at once when they are cut down.

Indonesia, a developing country, currently emits 1.7 billion tons of CO<sub>2</sub> per year. A business-as-usual trajectory would mean that the remaining 80,000 square miles of Indonesia's peat swamp forests would fall victim to the increasing demand for palm oil in the next 15 years.





## WE HAVE MADE A START

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Climate-relevant forest programs have been prepared. The **Bonn Challenge**, an international initiative launched as early as 2011, made a start. It is devoted to **maintaining and restoring forest landscapes in the tropics and subtropics**.

Its initiators were the German government, the International Union for Conservation of Nature (IUCN), and the Global Partnership on Forest and Landscape Restoration (GPFLR). They agreed to afforest approx. 600,000 square miles of land by 2020.

In addition, the **New York Declaration on Forests (NYDF)** was adopted at the UN Climate Summit in 2014. The voluntary, non-binding international **declaration calls for a stop to the process of global deforestation**. The goal of the Bonn Challenge was integrated in the goals of the New York Declaration and – in an acknowledgment of the urgency to take action – it was even increased by a call to afforest at least additional 800,000 square miles by 2030, amounting to a total of 1.4 million square miles.



Within the framework of the Bonn Challenge (BC), 56 developing countries have made approx. 650,000 square miles of land available for landscape restoration (as of October 2018). **Yet there is insufficient funding** for urgently necessary rapid implementation. The goals of cutting the rate of deforestation in half by 2020 and ending deforestation by 2030 as stated in the New York Declaration on Forests will be missed by a wide margin.

At the 2015 Paris Climate Conference, Africa proposed **AFR100**, a regional program to implement the Bonn Challenge and the New York Declaration on Forests. Its goal is to afforest almost 400,000 square miles by 2030. 27 African states have already committed 430,000 square miles of land (as of November 2018). Here too, the next step is to clarify the question of financing.

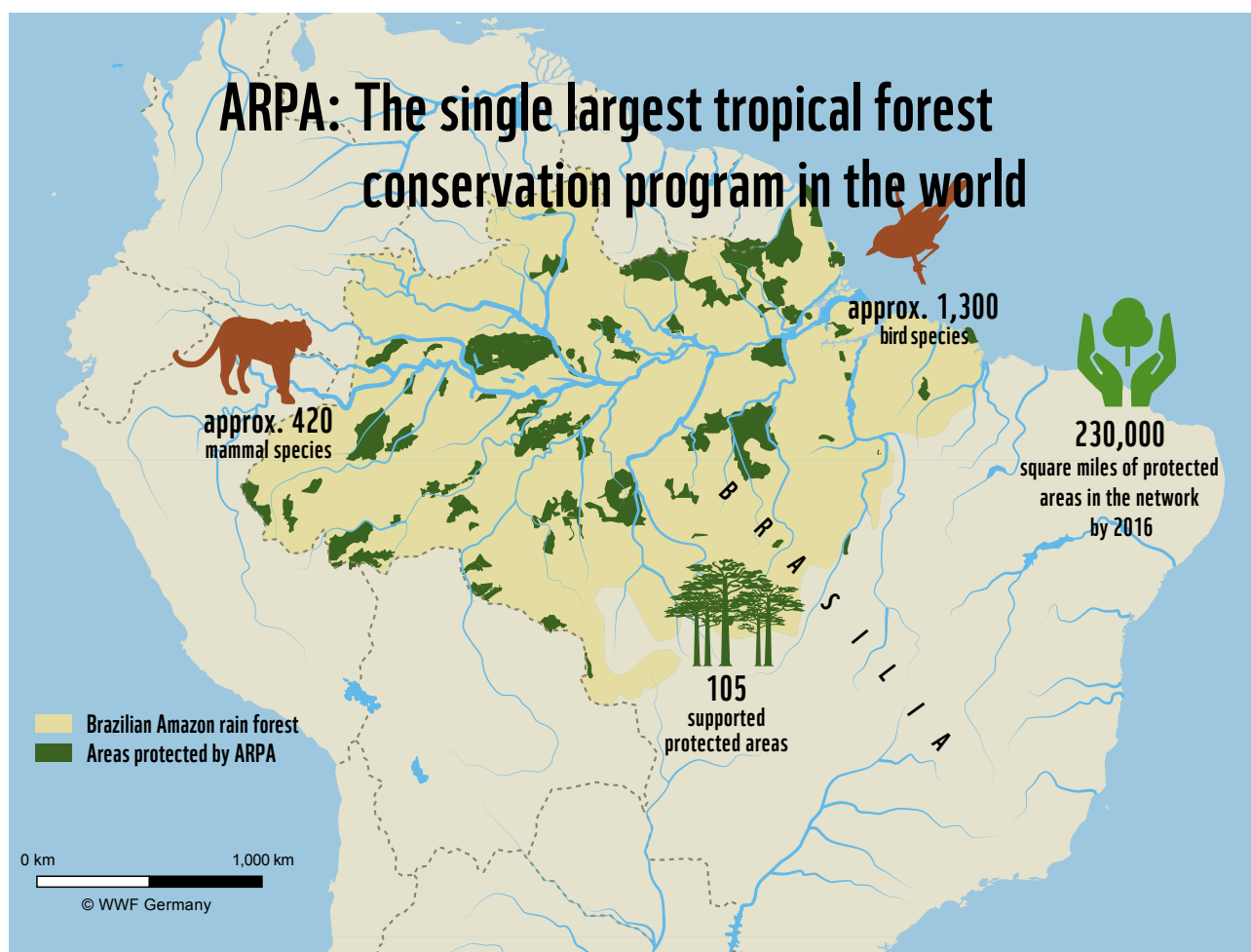




**ARPA, the single largest tropical forest conservation program in the world, shows how large forest areas can be protected.**

To this day, climate-relevant forest programs – that is, large-scale renaturation of forest landscapes, including afforestation and an end to deforestation of rain forests – have failed due to a lack of financing.

Here, “climate-relevant” means that the **number of trees**, especially in the tropics and subtropics, **must be increased by a total of 350 billion** in the next 20 years. That amounts to 17.5 billion trees per year.



*The Amazon Region Protected Areas (ARPA) program is the single largest tropical forest conservation program in history. With the support of the WWF, the network is to secure 230,000 square miles of rain forest – an area almost the size of Texas. Brazil’s government had agreed in 2014 to cover the costs for the more than 105 areas in the Amazon protected by ARPA after a transition period.*







## FINANCING PROPOSALS

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The financing of the forest programs, amounting to approx. 140 billion US\$ per year over 20 years, should rest on two pillars for the first decade:

- » First, the **industrialized nations** should **provide significantly more funding** as an element of successful climate mitigation policy. Part of it must be invested in the two forest programs (BC and NYDF). Since it is to be feared that the political decision-making processes concerning financing will take a very long time, the second pillar will be increasingly important.
- » The second pillar concerns businesses that seek to finance forest protection projects. **Businesses** will not be able to advertise that their support of the “Forests for the world” campaign will neutralize their own emissions. Instead, they can merely communicate that they are making a contribution to climate mitigation by providing this funding, and they can mention a particular amount of CO<sub>2</sub> calculated using scientific methods. In addition, **wealthy individuals** can make a significant contribution by voluntarily providing financial support to restoring forest landscapes. This initiative believes that these activities undertaken by individuals and businesses to maintain and restore forests as CO<sub>2</sub> sinks **cannot replace the necessary and rapid reduction of greenhouse gas emissions** in our own countries, but are a **necessary complement**.

## WHO WE ARE AND WHAT WE WANT

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ASKO EUROPA – STIFTUNG



The foundation **Forum für Verantwortung**, with the support of the **ASKO EUROPA-FOUNDATION**, established an initiative whose purpose is to demonstrate to the general public as well as decision-makers the major significance of forests and climate-relevant forest programs as part of the Paris Climate Agreement.

In 2018, the foundations **Plant-for-the-Planet**, **Senat der Wirtschaft**, and **WWF Germany** joined the initiative.

WWF Germany and Plant-for-the-Planet will take on the initiative's operational management because they are very well-known and have substantial forest expertise.

The three other foundations support the initiative through their **networks in the business, scientific, and political communities**. A **steering committee** whose members represent the five foundations will make all the major decisions about the initiative and the campaign.



## The messages of the campaign

The campaign is designed for three years. Millions of people, but especially decision-makers in the political and business communities, are to be confronted with the following messages:

1. **Forest protection programs are essential** in addition to emissions reductions in the classical sectors of the economy in order to limit global warming.
2. **Stopping the destruction of rain forests and restoring forest landscapes in the tropics and subtropics** make a socially acceptable contribution to climate mitigation.
3. The greatest danger for humanity arising from global warming averaging 2°C, 4°C, or even 6°C is to **agriculture** – that is, providing sufficient food, and in many parts of the world also drinking water.
4. Forest concepts, initiatives, and the required land area in South America, Africa, and Asia can be identified in collaboration with governments, land owners, and land users. **However, all climate-relevant forest programs basically fail because of a lack of funding.** That is why we must demonstrate how they can be financed.



*„School strike for the climate“ – 15-year-old pupil Swedish Greta Thunberg is angry and strikes. She attends the 9th grade and every day she skips school. She wants politicians to take climate change seriously and act accordingly. At the World Climate Change Conference 2018 in Katowice*





The **Call to action** directed at civil society will concentrate on citizens to enable individuals to make their own important contributions to supporting the forest programs for climate mitigation.

As citizens, they can exercise their influence on policy makers by constantly confronting them with the necessary decisions and demanding answers.

We must not speculate with the fate of everyone's children and grandchildren by waiting to see whether the Paris decisions will actually be implemented quickly and fully!

We expect the political community to send strong signals and to show the will to take leadership of a global movement for forests.

We also plan to gain support for the campaign by attracting **renowned patrons** as well as **prominent ambassadors** from the business, cultural, political and sports communities and by establishing a scientific advisory board.

Plant-for-the-Planet has a website evaluating planting projects around the globe, so **donors can monitor in real time the progress being made in restoring the forest landscapes they support.**

*Friday visits the Swedish Parliament.  
e, she shook up politics with her speech.*



*Butterflies in Barra de São Manuel, a village in the Amazon rain forest. The small population of the village subsists on the rain forest and the river and has never cut down any of the forest.*



## WHERE WILL THE MONEY COME FROM, AND HOW MUCH DO WE NEED?

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The three-year campaign will require **five million euros per year**. **Special discounts** granted by the media could considerably increase the impact of media spending. To finance the budget, the campaign relies on businesses committed to fulfilling their own goals conforming to the Paris Agreement.

## HOW CAN YOUR COMPANY BENEFIT BY BEING A CAMPAIGN SPONSOR?

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For three years, and in the framework of our messages, all the campaign sponsors present themselves as companies taking on social responsibility and acting sustainably to benefit future generations.

That gives them the unique opportunity to massively expand their sustainability image, thereby gaining trust and credibility, both internally and externally. This is also reinforced by the fact that WWF Germany and Plant-for-the-Planet are well-known and enjoy public acceptance.

**Win-win situation  
for sponsors**

In combination with authentic testimonials by prominent individuals, this will also benefit the campaign's sponsors and their public image. Companies can stabilize existing customer loyalty, attract new sustainability-oriented customers and staff members, and credibly underpin their own sustainability campaigns.

By financing the campaign, companies can increase the chances of achieving their own climate goals.

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