



# Tropical Forest Alliance 2020 Overview and Frequently Asked Questions

Below is information about TFA 2020 drawn from current versions of the TFA 2020 Strategy document, Governance document, website and other correspondence. Partners can utilize this material for communication with prospective Partners and other interested entities.

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## Overview

### About

- TFA 2020 is a public-private partnership of governments, business and civil society organizations who have made a commitment to work together to reduce commodity-driven tropical deforestation.
- TFA 2020 Partners collaborate to promote and catalyze actions that support the private sector's goals of creating sustainable supply chains, such as The Consumer Goods Forum companies' commitment to achieving zero net deforestation in their supply chains by 2020.
- TFA 2020 serves as a marketplace for ideas and initiatives to tackle tropical deforestation, a repository of best practices and a forum where partnerships between governments, business and civil society can be forged.

### Approach

- Partners take voluntary actions, individually and in combination, to reduce the tropical deforestation associated with the sourcing of commodities such as palm oil, soy, beef, paper & pulp.
- TFA 2020 brings Partners and other interested stakeholders together to share information on actions they are taking to address deforestation issues, identify needs and gaps in actions necessary to further reduce deforestation, and help facilitate relationships between different Partners to take relevant actions. Connecting Partners and others for this purpose is done via e-mail, telephone, and/or in-person introduction, at meetings initiated by TFA 2020 or informally around related events organized by others.
- Tackle the drivers of tropical deforestation using a range of market-based, policy and communications approaches.
- TFA 2020 and its Partners work together to:
  - Share best practices for tropical forest and ecosystem conservation and commodity production.
  - Provide expertise and knowledge in order to assist with the development of commodity and processed-commodity markets that promote the conservation of tropical forests.

- Support activities that help avoid topical forest deforestation such as improved planning and management related to tropical forest conservation, agricultural land use and land tenure; and improved monitoring of tropical deforestation and forest degradation to measure progress.
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## Frequently Asked Questions and Answers

### Who are TFA 2020's current Partners?

- Partners include the Governments of the United States, the United Kingdom, Norway and the Netherlands; The Consumer Goods Forum (the CGF); and NGOs including Carbon Disclosure Project, Conservation International, Forest Trends, IDH (The Sustainable Trade Initiative), National Wildlife Federation, Rainforest Alliance, SNV, Solidaridad Network, The Nature Conservancy, Wildlife Conservation Society, World Resources Institute and World Wildlife Fund. The Government of the Republic Indonesia co-hosted the first major TFA 2020 workshop in June 2013 and is actively engaged with TFA 2020 to implement concepts and actions that were highlighted at the event. The Government of Liberia and several other NGOs and private sector entities have also expressed a desire to join TFA 2020.

### What has TFA 2020 accomplished to date?

- Since its inception, TFA 2020:
  - Convened a successful workshop in Jakarta, Indonesia that explored pertinent issues and actions needed to increase the sustainability in the palm oil and paper and pulp commodity value chains;
  - Articulated strategic objectives to support the activities of member entities in reducing tropical deforestation;
  - Expanded its number of Partners;
  - Formed work groups to explore possible value-added contributions for TFA 2020 in Indonesia and South America;
  - Facilitated relationship-building and new connections between Partners; and
  - Partners have launched additional global activities supporting TFA 2020 goals including the Initiative for Sustainable Forest Landscapes (ISFL), which seeks to scale up land-management practices across large landscapes and Global Forest Watch, which combines satellite data and crowd sourcing to provide near-real-time forest monitoring and action.

### How is TFA 2020 governed?

- Currently, TFA 2020 is directed by all Partners and it is anticipated that a representative Steering Committee will be formed and will be supported and informed by the Secretariat.

### What is TFA 2020's relationship with The Consumer Goods Forum?

- TFA 2020 was conceived as a way to align the CGF's commitment to achieve zero net deforestation by 2020 with parallel interests of governments, civil society and financial institutions. TFA 2020 and the CGF share a common goal to help eliminate deforestation from

the supply chains of certain key commodities. TFA 2020 also works with other private sector entities that want to eliminate commodity-driven deforestation from their supply chains. Achieving these goals is assumed to be more effectively addressed in partnership with TFA 2020 given its linkages with governments, NGOs and businesses where individual strengths of each entity can be leveraged. TFA 2020's reputation and its thought leadership will benefit the CGF, TFA 2020 Partners, other stakeholders and the world.

### **What is TFA 2020's relationship with the Government of the United States?**

- The Government of the United States is a current TFA 2020 Partner and was one of the co-founders of TFA 2020 along with the CGF.

### **Where is TFA 2020 housed?**

- The home of TFA 2020 will be determined upon selection of a permanent Secretariat. Meridian Institute serves as its interim Secretariat.

### **How is TFA 2020 funded?**

- Partners fund operations of the TFA 2020 Secretariat and Steering Committee members serve voluntarily.

### **Does TFA 2020 fund activities for reducing commodity-driven deforestation?**

- Individual Partners, groups of Partners, or Partners and other stakeholders could decide to fund and implement activities on their own. No collective funding, implementation or monitoring structures will be set up directly through TFA 2020.

### **How is TFA 2020 different from other organizations involved in reducing commodity-driven deforestation?**

- TFA 2020 is not a standard setting, a certifying or a funding organization. It emphasizes:
  - Catalyzing a range of actions including business-to-business collaboration and exchange, learning and information exchange between sectors and regions, and exchanging technical support and strategies between various parties.
  - Serving as a partnership in which all participants from all sectors recognize the importance of working together to solve a global environmental and development challenge.

### **Where does TFA 2020 focus its networking and capacity-building efforts?**

- TFA 2020 currently focuses on tropical deforestation in Southeast Asia, relevant regions of South America, and Central and West Africa.

### **What are TFA 2020's near-team priorities?**

- As TFA 2020 continues to mature, building on and diversifying its membership to include representation from producer countries, companies and NGOs will be an overall priority. This will happen most effectively through the engagement of potential partners in specific action-

oriented projects and initiatives. TFA 2020 will also proceed with the intent to track and measure success to monitor progress towards achieving its goal of no net deforestation by 2020.

Specifically, in 2014 TFA will prioritize its action, capacity-building and networking activities in the following areas:

- Following up on actions defined in the Jakarta workshop, some of which include increasing the visibility and adherence to common sustainability standards of smallholders for palm oil production, increasing the use of degraded lands and reducing the use of high carbon stock areas for palm oil production, and supporting provincial jurisdictional initiatives in Central Kalimantan.
- Scoping out an appropriate role for TFA 2020 regarding beef, soy and palm oil in South America, being considerate of the fact that several related activities are already underway and understanding that the unique diversity of TFA 2020 could add value. It is conducting a careful assessment of ongoing activities in South America to identify gaps and areas where it may meaningfully contribute.
- Expanding the geographic focus of TFA 2020 strategically to include another country or region, perhaps in Africa.

### **How I can become involved with TFA 2020?**

- Submit letters of interest to the Secretariat by email addressed to Shawn Walker of Meridian Institute at [shawnwalker@merid.org](mailto:shawnwalker@merid.org), demonstrating:
  - Support for the TFA 2020 mission, goal and objectives.
  - Active involvement in programs and initiatives to end commodity driven tropical deforestation.
  - Commitment to sharing knowledge and expertise with other Partners.

### **Are there eligibility requirements for becoming a Partner in TFA 2020?**

- Any entity interested in becoming a Partner is eligible to apply if they can demonstrate the three criteria listed above. After an application is submitted, the TFA 2020 Secretariat conducts an informal interview with applicants to gather information about the applicant's past, present and planned engagement in initiatives to end commodity driven tropical deforestation. The Secretariat shares interview findings and recommendations with current Partners who then decide whether prospective entities are to be formally admitted.

### **Can my organization be involved with TFA 2020 without becoming a Partner?**

- Yes. TFA 2020 aims to be a forum where partnerships between governments, business and civil society can be forged to catalyse and promote meaningful actions to reduce commodity-driven deforestation. It provides a venue to bring its Partners and other interested stakeholders together to share information on actions they are taking to address deforestation issues and to identify needs and gaps in terms of the actions to be taken to achieve zero net deforestation by 2020, and help facilitate relationships between Partners to take relevant actions.

### **Where can I learn more about TFA 2020?**

- More information about TFA 2020 is available at [www.tfa2020.com](http://www.tfa2020.com).