

2019  
AGODA GREEN REWARD



THE SHORE AT KATATHANI

3,740 kg. CARBON OFFSET\*

\*in CO<sub>2</sub> equivalent through 11 trees over 10 years

Through Agoda's gift to World Wildlife Fund for Nature –  
WWF Thailand's #ForestForEarth Landscape Fund

A handwritten signature in black ink that reads 'Errol Cooke'.

Errol Cooke, VP, Global Partner Services



# #ForestForEarth

*A pragmatic scalable solution to land degradation, erosion, deforestation, and climate mitigation.*



**Thank you, Agoda, for your contribution to #ForestForEarth for Agoda's Gold Circle Award Winners, planting 6,000 trees in December 2019.**

This will help the restoration of forests grown on available targeted landscapes. The cost per hectare is for a 6 years operation to sustain the restoration program, including seedlings, capacity building and incentives for smallholders, plants nurturing, value chain development, traceability platform, and management. 938 seedlings of perennial crops will be planted in one hectare.

Natalie Paholyothin  
CEO, WWF Thailand

#### **Locations:**

The proposed plantation sites are situated in the North of Thailand (within the global priority landscapes- "Dawna Tenasserim Landscape - DTL"), the watershed of Chao Phraya river basin, Chiangmai and Nan provinces, where they are fragmented from the protected forests, severely deteriorated and deforested due to monoculture agriculture conversion.

#### **Activities:**

Advancement of the scalable pragmatic solution: smallholders in watersheds areas are encouraged to turn their forest-encroaching mono-agriculture into an ecological agriculture and agroforestry model, which helps to restore the environment along with the development of value chain. A traceability system will be developed to link up stakeholders along the supply chain, enabling them to access to information and remote sensing data regarding the food supply chain, make donations to support the operation, track the progress of the reforestation efforts. The implementation will be made traceable with clear indicators, such as carbon sequestration, SROI, well-being, biodiversity and others to guaranty of socio-economic and environmental impacts.

#### **Timeframe:**

Each plot will take 6 years commitment from both smallholders and donors, to ensure the sustainability of the restoration efforts and successful outcomes.

#### **Benefits for wildlife:**

The ecosystem will be restored, as well as food security. Local communities will be more self-reliant in terms of food production and income, and resulted in reduced wildlife poaching. The ecological agriculture eliminates the use of agri-chemicals, which immediately will recover population of important animal species such as pollinators insects, birds, amphibians and reptiles. As the forest restoration progress and become suitable habitats for endemic species such as red goral, big head turtle, sun bird and others natives. Once the ecological corridor is intact, mammal species could be propagated into the areas, as well as native endemic plant species, making integrity of the ecosystem.

#### **Benefits for people:**

The transition towards ecological agriculture and agroforestry in watershed areas will result in improvements in ecosystems, enabling conditions for smallholders towards self-reliance and well-being, especially on health and income generation. The value chain will help empower communities to uplift their livelihoods, reducing inequality, rejuvenating local economies, and restoring local food system. Young generation who left rural area will return home as local jobs are created. The project outcomes will have direct positive impacts on urban population through its ecosystem services, such as provision of water supply and purification, and food security.

#ForestForEarth has been developed based on King Rama IX philosophy of "Three Forests, Four Benefits" and the development of a value chain which could become a model for farmers living in watershed areas. #ForestForEarth helps farmers turn their agricultural operation from forest-encroaching mono-agriculture with intensive use of chemicals into the "Three Forests, Four Benefits" ecological agricultural system which helps to restore the environment by stopping the destruction of top soil. Farmers learn to grow perennial trees, fruit trees, vegetables and herbs in a mixed system that is sustainable, and which replenishes the soil. Such plantations function like carbon sinks and water reservoirs which make possible the production of diverse and safe foods for consumption. It helps to empower farmers and their communities, helps to reduce their living expenses, and helps to keep them healthy. As a result, they can break free from the endless cycle of debt that has trapped many farmers in our current food system.

#### **Consistent with the UN Sustainable Development Goals (SDGs):**

The model has been designed in which its funds are to be derived from donations by the private sector and the general public who want to financially support smallholders for social and environmental causes. They can also help by purchasing the merchandise produced by the Fund which is part of an effort to promote sustainable consumption and production patterns.