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THE WORLD BANK

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30490721

R2002-036 Other #: 55 Box #: 186505B

President Wolfensohn - Briefing Book for President's Meetings - Meeting Material
Pre-Brief and Press Conference - World Bank and World Wildlife Fund [WWF] -

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WBG Archives

Pre-Brief: Mr. Wolfensohn's Participation
at the WWF Reception/Signing &
Press Conference
(Event Dates: April 28 and 29)

Monday, April 27, 1998
6:00 - 6:45 p.m.
Meeting Room (MC12-755)

Press Conference: World Bank's World
Wide Fund for Nature (WWF) Alliance
for Forest Conservation and
Sustainable Use

Wednesday, April 29, 1998
10:30 - 11: 50 a.m.
National Press Club

Archive Management for the President's Office

Document Log

Reference # : Archive-02295

1245

Edit

Print

A. CLASSIFICATION

☒ Meeting Material
☐ Trips
☐ Speeches

☐ Annual Meetings
☐ Corporate Management
☐ Communications with Staff

☐ Phone Logs
☐ Calendar
☐ Press Clippings/Photos

☐ JDW Transcripts
☐ Social Events
☐ Other

B. SUBJECT: 1. PRE-BRIEF: MR. WOLFENSOHN'S PARTICIPATION AT THE WWF RECEPTION/SIGNING AND PRESS CONFERENCE (B) (N) < EVENT DATES: APRIL 28 AND 29) // TIME: 6:00 - 6:45 P.M., APR. 27 // VENUE: MC 12-755 (MEETING ROOM) // CONTACT: M. KIERNAN @ 35977 // IN ATTENDANCE: JDW, NEWCOMBE, A. GORDON, M. KIERNAN, R. SCHNEIDER, CAROLINE // (4/27) ADDED PER KIERNAN: G. CASTRO, I. JOHNSON, D. FREESTONE, R. WATSON, CKW // (B) M. KIERNAN // DUE: THURSDAY, APRIL 23 -- SAME BEING USED FOR EVENTS ON 4/28 AND 4/29 // EXC: MM/CA // LFG (4/9)

DATE: 04/29/98

2. PRESS CONFERENCE: WORLD BANK'S WORLD WIDE FUND FOR NATURE (WWF) ALLIANCE FOR FOREST CONSERVATION AND SUSTAINABLE USE // JDW TO DELIVER REMARKS (B) (N) // TIME: 10:30 - 11:50 A.M., APR. 29 // VENUE: THE NATIONAL PRESS CLUB // NOTE: CAROLINE TO MEET JDW AT THE NATIONAL PRESS // AGENDA: 10:30-10:50 - JDW TO MAKE REMARKS / 10:50 - 11:10 - Q & A / 11:10-11:50 - 1 TO 3 ONE-ON-ONE INTERVIEWS // CONTACT: MICHAEL KIERNAN @ 35977 // TO ACCOMPANY: JDW, CAROLINE & POSSIBLY MMB // (B) SPEAKING POINTS - CAROLINE ANSTEY // (B) MICHAEL KIERNAN // DUE: THURSDAY, APRIL 23 // EXC: CA // ALI (2/17) Brief includes:

- Invitation
- Key Activities of the Alliance Work Plan
- Talking Points for President Cardoso of Brasil
- Memorandum of Understanding: WB - WWF Alliance for Forest Conservation and Sustainable Use
- One-on-One Interviews
- Agenda & Talking Points
- Press Conference Background Information; Schedule
- Questions & Answers
- WWF & WB Press Release: Protected Forest Area Triples in Brazil's Amazon, Apr. 29
- Draft Initial Work Plan

C. VPU

Corporate

☐ CTR
☐ EXT
☐ LEG
☐ MPS
☐ OED
☐ SEC/Board
☐ TRE

Regional

☐ AFR
☐ EAP
☐ ECA
☐ LAC
☐ MNA
☐ SAS

Central

☐ CFS
☐ DEC
☐ ESD
☐ FPD
☐ FPR
☐ HRO

Affiliates

☐ GEF
☐ ICSID
☐ IFC
☐ Inspection Panel
☐ Kennedy Center
☐ MIGA

*We need to move
how then objectives
can be judged -
No effective global system
to assess effectiveness*

*global activities - be need standards
, 3rd party review -*

**WB-WWF Forest Alliance
for Conservation and Sustainable Use**

Key Activities of the Alliance Work Plan

Global Activities:

- A Vision Statement of Forest Conservation in the 21st Century

The Alliance will catalyze and carry out a broad-based process to develop a vision statement of forest conservation and forest sector activity for the first decades of the 21st century. A wide range of technical advisors and country-level partners will participate in this joint effort, the results of which are intended to guide forest conservation and management efforts for the next several decades.

- Principles, Criteria and Methodology for Assessing Protected Area Effectiveness

The Alliance will organize and carry out a work program to develop principles, criteria and indicators for assessing protected area effectiveness. These will be used to assist in scoring against the protected area target of converting "paper parks" to effectively managed protected areas. A wide range of technical advisors and country partners will work with the Alliance to develop these. Also to be produced will be a set of recommended methodologies or processes for carrying out the assessments of protected areas on the ground.

- In-Depth Analysis of Threats Facing Priority Forest Areas

The Alliance will carry out an in-depth, country-by-country analysis to better identify and understand the threats facing the forest areas that have been identified as priorities for biodiversity conservation.

Country Activities:

Africa

Alliance activities will initially focus on country level stakeholder consultations and analytical work to refine regional target estimates and develop strategies for achieving them in ways that build upon the efforts of other agencies currently engaged in conservation and forest management. Through ongoing consultation at a country level and programming that is sensitive to ongoing projects, the Alliance hopes to build successful partnerships and secure the support of key stakeholders in working towards the Alliance targets.

Asia

- China

Proposed Alliance activities include: (1) a survey to assess the impact of the timber trade on biodiversity and (2) convening of a series of workshops and conferences involving the Government of China to explore the potential role of independent certification in China.

- Indonesia

Key proposed Alliance activities include: (1) a review of the existing protected area system and conservation priorities to ensure representative forest types are adequately protected and management investments are cost-effective and (2) facilitating the operationalisation of the

Indonesian Eco-labelling Institute's forest management certification system; and work with timber concession operators to assist them to apply best management practices.

- Vietnam

Proposed Alliance activities in Vietnam include (1) expansion of the current protected areas system including creation of new areas and (2) a sustainable forest management project aimed at pioneering independent certification and facilitation of a national working group to develop forest management standards and serve as a forum for dialogue on certification.

Eastern Europe

- Latvia

WWF and the Department of Forestry will continue to work, with Bank assistance, to remove legal and institutional barriers to improved forest management. This will help to pave the way for private sector and governmental (state-owned forest lands) to adopt certification of up to one million hectares of Latvia -- a country where the forest sector contributes up to 30% of GDP.

- Georgia

The Government of Georgia has requested World Bank assistance in the improved and sustainable development of its forest sector and the establishment of a national park system. Alliance partners will work with the Department of Forests and Ministry of Environment to train and develop international standards for certification and apply them to a potential forest sector loan financed by the World Bank. In addition, the Alliance will work collaboratively to help the Government develop a national park system.

- Romania

At the invitation of the government, the Alliance will assist with the development of a certification program for improved forest management. Funds are being sought to train Romanian staff to develop national standards and pilot these within the context of planned investments in the forestry sector. This is being complemented by an on-going World Bank forestry sector review.

Latin America

- Brazil

Proposed Alliance activities will build upon numerous projects initiated with the Pilot Program for the conservation of the tropical forests of Brazilian funded by the G7 countries and implemented by the Environmental Ministry. Most significantly, the Brazilian Government has committed itself to creating and consolidating the management of 25 million hectares of forest protected areas to improve the conservation of the region's outstanding biodiversity.

- Central America

In Central America, both institutions have supported the development of the Meso-American Biological Corridor, a regional approach to biodiversity conservation. While national governments have established over nine million hectares of protected areas in the region, 70% of the parks and reserves lack even minimal management capacity. Training in protected areas management, policy development and extension efforts in sustainable forest management in the corridors will help tie protected areas together, increasing their conservation value.

- Mexico

In Mexico, the Alliance and the Mexican government are focusing on the strategic planning and development of Mexico's protected areas network through GEF and the Meso-American Biological Corridor to increase ecological representativeness, integrity and management capacity. Emphasis will be placed upon market studies and training efforts to support forest certification, conservation and sustainable management of the dry forests of Oaxaca.

FROM : WWF Brasil

Date 15/11/98 #1044

APR. 27, 1998 4:43PM P 1

PHONE NO. : +55 61 364 3057

- 522-2653
BRANTLEY

Fundo Mundial para a Natureza

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Fax: + 55 61 364 3057
e-mail: panda@wwf.org.br

FAX FOR: BOB BUCHBACHER

C/O MANCY

Brasília (data)

PRES. FHC will say:

"Let me first greet Mr. James Wolfesohn, President of the World Bank, and Mr. Claude Martin, President of WWF International, and say how delighted I am to be able to address this meeting.

In December of 1997, I announced in London that Brazil would join in the effort launched by the World Wildlife Fund to preserve 10 % of the world's forests.

Today, I am glad to inform you that I have signed decrees creating new protected areas in the Amazon region and in the Atlantic Forest as part of the effort to reach that goal.

To implement that decision, Brazil and the World Bank have signed an agreement today that will make available part of the necessary resources.

The partnership between the World Bank and the WWF will play an important role in enabling countries that are committed to the preservation of their biodiversity to implement their projects.

The pledge to preserve 10% of the Amazon forest represents

a very important step. Our protected areas in the region, now at approximately 4 %, will almost triple as a result of the present decision.

FROM: S-684

PHONE NO: 005561 324694

MAY 28 1998 04:01 PM

The total area to be converted into preservation units attains 25 million hectares, corresponding to the territory of the State of São Paulo, about two thirds of France.

It is important to note that the global commitment proposed by the WWF, in coordination with the World Bank, is to protect 50 million hectares in the entire planet until the year 2000.

Brazil will make possible the fulfillment of half of this pledge.

This is a testimony of our commitment to preserve the environment for the benefit of our people, including the indigenous population, and of future generations.

The Brazilian Government has the goal of creating, during this year, 15 additional preserved areas, which shall add up to 2 million hectares to our system of federal protected areas.

The WWF "Living Planet Campaign" comes thus at the right moment to encourage our national efforts in the preservation of biodiversity.

I sincerely hope the steps we are taking will encourage other countries to do the same.

WWF-WB press release - Lee Horton
Top of 2nd page - mixes WB & WWF
more right & left

S. Paulo - Aeronautica - 900,000 Serra R's C. 11/10

MEMORANDUM OF UNDERSTANDING

WORLD BANK - WWF ALLIANCE FOR FOREST CONSERVATION
AND SUSTAINABLE USE

MEMORANDUM OF UNDERSTANDING

WORLD BANK - WWF ALLIANCE FOR FOREST CONSERVATION AND SUSTAINABLE USE

Purpose

1. In response to the high rate of forest loss and the resulting disappearance of biodiversity and forest-based goods and services essential for sustainable development, the World Bank and WWF (World Wide Fund for Nature, known as World Wildlife Fund in the United States of America and Canada) will, through a collaborative arrangement to be known as the "World Bank - WWF Alliance for Forest Conservation and Sustainable Use" (the Alliance), work together with governments, the private sector, and nongovernmental organizations to significantly reduce the loss and degradation of all forest types worldwide. The Alliance will work towards this goal by promoting forest conservation and internationally recognized best practices in forest management.
2. This Memorandum of Understanding sets out basic principles and methodology that will guide the Alliance over the next eight years. Both the World Bank and WWF wish to encourage their staff to make use of this Memorandum of Understanding to explore new opportunities for collaboration.

Rationale

3. The World Bank and WWF share concern over loss of biodiversity, climate change, deforestation and forest degradation, and recognize the urgency of dealing with these problems. Both entities agree that their effectiveness would be greatly increased through a strategic alliance that takes advantage of their common goals and skills and fosters collaboration on specific initiatives and programs.

Guiding Principles

4. WWF seeks to provide collaborative contributions to the World Bank's policy and program dialogue with local, national and international forest sector actors. WWF has a worldwide network of national organizations, program offices and associates now active in more than 100 countries. By drawing on the expertise and network of the World Bank, WWF aims to strengthen its capacity to address forest conservation and management issues within the framework of its overall mission and country programs.

5. The World Bank seeks to build strategic alliances with its partners in the international development community, drawing on the special expertise and comparative advantage of various organizations for the greater benefit of its clients. The World Bank recognizes the need for an increased awareness of and sensitivity to social, economic and environmental factors and for engaging all stakeholders in development activities. By drawing on the considerable expertise and the extensive network of WWF, the World Bank aims to strengthen its capacity to address forest conservation and management issues within the framework of country assistance strategies.
6. The Alliance will move forward on the basis of the following premises:
 - recognition of the potential for sustainable management of forests and of the contribution this can make to sustainable development;
 - mutual respect for each other's complementary strengths;
 - commitment to finding ways to achieve more than either organization could accomplish independently.
 - commitment to a responsive, flexible and transparent manner of developing and carrying out joint activities.

Targets and Activities

7. Through the Alliance, the World Bank and WWF shall work together to support countries in achieving the targets of (1) the effective conservation and management of existing forest protected areas, (2) an additional 50 million hectares of newly designated and effectively protected priority forest areas and (3) 200 million hectares of the world's production forests under independently certified sustainable management by the year 2005. The Alliance will make every effort, consistent with their established policies and procedures, to achieve these targets in a broad ecological range of forest types.
8. The Alliance will build partnerships with others to meet its targets. The Alliance will promote commitments and activities that will be carried out by a broad range of stakeholders involved in forest management.
9. The World Bank and WWF will collaborate in the development of programmed activities that the Alliance will promote and support in working towards its targets. The Alliance Work Plan will include regional and sub-regional activities developed in consultation

with stakeholders in the respective regions and countries. The World Bank and WWF may, by mutual written agreement, modify the Alliance Work Plan from time to time.

10. Where appropriate, the World Bank and WWF will seek funding in a coordinated effort for specific activities and projects.
11. The World Bank and WWF will seek appropriate opportunities to publicize the Memorandum of Understanding and to inform interested parties of its purpose. The form and content of all press releases, including any written announcements, shall be mutually agreed upon in advance by the World Bank and WWF. Each organization will give the other reasonable time to review material on the project prepared by the other.
12. The World Bank and WWF, by mutual written agreement, may invite one or more other entities to participate as collaborators in and parties to the Alliance to further promote and strengthen the purpose and goals of the Alliance.

Coordination

13. The World Bank and WWF will closely monitor this initiative and designate focal points for the overall co-ordination of the Alliance. The initial focal points will be: Kenneth Newcombe (World Bank) and Don Henry (WWF). A coordination and review meeting will be held at least twice a year.
14. This Memorandum of Understanding does not preclude the development of additional collaborative initiatives between WWF (including all WWF national organizations) and the World Bank or other initiatives between WWF or the World Bank and non-signatories to this Memorandum of Understanding. This Memorandum of Understanding shall not preclude WWF (including all WWF national organizations) from bidding upon, or the World Bank from awarding to WWF, work related to work performed under this Memorandum of Understanding. This Memorandum of Understanding is intended to facilitate further initiatives of common interest.
15. None of the parties to this agreement shall make any commitments or take any positions on behalf of the other without that organization's specific, written consent. In addition, each organization shall maintain the right to express its opinion individually; on topics related to this Memorandum of Understanding, each organization will strive to notify the other before taking any public position.
16. Nothing in this Memorandum of Understanding shall create or imply a partnership or joint venture.

17. No party to this Memorandum of Understanding has the authority to create any obligations on behalf of another party.
18. This Memorandum of Understanding is effective for eight (8) years, beginning on April 29, 1998, and ending on December 31, 2005. This Memorandum of Understanding may be modified only by written mutual agreement of the parties. Each party may terminate this Memorandum of Understanding upon written notification to the other party.

Signatories

James D. Wolfensohn, President
The World Bank

Date: _____

Claude Martin, Director General
WWF

Date: _____

One-on-One Interviews

We've scheduled three brief one-on-one interviews with prominent broadcast media reporters immediately following the press conference. The purpose of the interview is for "soundbites" (on-air quotes) which will enhance the complete story. The questions will very basic and general in nature. Each interview will last no longer than five minutes.

BBC World Service Television and Radio

William Turnbull, General Assignment, Washington, DC

William Turnbull, a British national has been a general assignment reporter in Washington for over three years. He will be reporting for a story which will go out on both BBC World Service Television and Radio. His questions will focus on the following:

- 1) How important a move is today's announcement?
- 2) What do you expect will be the long-term consequences?

National Public Radio --

John Nielson, chief environment correspondent

Mr. Nielson has been the environment correspondent for NPR for many years. His personal feelings about the Bank are relatively neutral, and he is expected to give a fair interview. Mr. Nielson wants to focus his discussion on the following:

- 1) Now that the land has been committed, is the Bank going to make any specific recommendations about how the land is to be conserved?
- 2) Why did this happen now/why is this move significant at this time?
- 3) Is the Alliance planning any other future announcements?

Global TV (Brazil)

Louise Fernando Pito

Louise Fernando Pito is the Washington bureau chief for Global TV, and his questions will focus on the decision's importance to the country.

- 1) What does this mean for Brazil?
- 2) How committed are you to seeing this through, make sure it's implemented?



THE World Bank/
WWF
Alliance for



FOREST CONSERVATION AND SUSTAINABLE USE

INVITES YOU TO A RECEPTION
FOR THE SIGNING OF THE
MEMORANDUM OF UNDERSTANDING
BETWEEN THE TWO ORGANIZATIONS.

TUESDAY EVENING, April 28, 1998
5.30 - 7.00 p.m.

THE World Bank - MC12 Gallery
1818 H STREET
WASHINGTON, DC

REMARKS BY:

JAMES D. WOLFENSOHN, PRESIDENT, THE World Bank
CLAUDE MARTIN, DIRECTOR GENERAL, WWF INTERNATIONAL
KATHRYN FULLER, PRESIDENT, World Wildlife Fund

R.S.V.P.

(202) 778-9690

*Reception
Signing
WWF
5:30*



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[--- Unable To Translate Graphic ---]

T6709 THE WORLD BANK
WASHINGTON, D.C.

WWF ALLIANCE FOR FOREST CONSERVATION
AND SUSTAINABLE USE ANNOUNCE PLAN TO
INCREASE PROTECTED FORESTS IN
BRAZIL'S AMAZON

WORLD BANK/WWF PRESS CONFERENCE

Wednesday, April 29, 1998

Washington, D.C.

MILLER REPORTING CO., INC.
507 C STREET, N.E.
WASHINGTON, D.C. 20002
(202) 546-6666

P R O C E E D I N G S

MS. FULLER: Good morning, and welcome. I am Catherine Fuller, the President and Chief Executive Officer of WWF in the United States.

We are here today to announce a really exciting new partnership to save the world's forests, home to half or more of all living things on earth. This is a really unusual partnership which we believe represents a very promising breakthrough for conservation for the 21st century.

Almost 10 years ago, conservationists and others called the 1990's the make-or-break decade for rescuing the remarkable web of life that has evolved over 4 billion-plus years. We humans have placed enormous stresses on our planets and living resources, and perhaps nowhere more so than on the world's forests.

Today, as much as two-thirds of the world's original forest cover has disappeared, and with it, countless thousands, even millions of plant and animal species, species that we may not even have known, much less fully appreciated. That

loss, of course, is profound. Worldwide, we depend on forests, the species they contain, forest products for medicines, for shelter, for food, for many other things, including the news print that we hope that this event is going to generate.

There are other things less tangible, but equally important at stake here. Forests are part of the legacy that we need to leave to our children and to theirs. One need not have experienced a jaguar in the forest of the Amazon or forest elephants in Central Africa or seen personally the vast expanse of the Siberian tiger to feel the loss personally and acutely. So, for a host of reasons, both practical and spiritual, we need to save the world's forests for the future.

WWF has been working in forest conservation since we were created in the early 1960's, and around the world, we have won some significant conservation victories, but these battles, even all taken together, do not add up to winning the conservation war, and it was with that recognition that a few years ago--well, actually,

just a little over a year ago, we launched the Living Planet Campaign, which is designed to make the thousand days before the millennium a true turning point for conservation.

The Alliance and the measures that we announce today are some of the most dramatic responses to date to this call to action, and it is our hope that they will be seen as among the first of many such visionary undertakings in the dawn of a coming century.

With that, it is my very real pleasure to introduce the partners in this wonderful Alliance to save the world's forests, James Wolfensohn, President of the World Bank, and Claude Martan [ph], Director-General of WWF International in Switzerland.

MR. WOLFENSOHN: Well, thank you very much, Catherine, and good morning.

We are very proud to be part of this partnership that we signed last night with WWF. Some of you may know that in June of last year at the UNGA meeting in New York, we indicated that 6

percent of the world's forests being protected did not seem to either of us as being an adequate amount to hand on to our children, and we also felt that the only way to try and really make a visible and measurable step was to establish some objectives that we could work towards together. You can say why together. Because the simple fact is that organizations such as WWF and organizations such as the World Bank have very different aspects about how they can go about trying to deal with environmental matters, and we felt that as a partnership, we could do much better than each of us could do separately.

We were thrilled at the opportunity of working with WWF because of their demonstrated experience in preservation of forests, and I think they were sort of pleased to have us along side because, A, of our interests and, secondly, because we had a little money that we could put at the disposal of governments who together we could attract to preserve native areas.

We are concerned about forests. We are

concerned about biodiversity, and for all the reasons that you would know. It is necessary for us environmentally in every sense, and if we do not do something about it and we do not draw the line, then our kids are not going to have forests and the environment is going to be much worse than it is today.

So we elected to establish some targets. First was 200 million hectares that we would make properly managed, certifiable forests, and we also decided that we would set an objective of 50 million hectares that we would make as an objective to have as pristine and protected forests to add to the 200 million that is already protected.

This was our goal, and we established it as a goal in the hope that once we had achieved that, we could establish another goal, but this is a lot of territory, and it is twice the size of the UK. We thought that together we would have an opportunity to approach governments, both in terms of what they thought was necessary for them environmentally, and then, together with the Bank

and the Global Environment Facility, with which we are so closely associated, we could provide funding as well as technical assistance from both our organizations to make sure that the very difficult task of protecting these forests could be carried forward.

We also agreed that 50 million hectares of forests, which are so-called paper parks today, which are forests that are asserted to be protected, but maybe aren't fully protected, would be included in what we are doing to make sure that in reality those paper parks could be protected.

This is a very big job, and what we are happy to do today is to allow you to share with us a really remarkable first step in our efforts to try and make our goal real, and I have the pleasure of introducing to you on the box here, President Fernando Henrique Cardoso of Brazil, who is going to make a statement that I think should please all of you as it thrills us.

So let me introduce the President of Brazil.

PRESIDENT CARDOSO: [via telephone] Let me first greet Mr. Wolfensohn, President of the World Bank, and Mr. Martan, President of WWF International, and say how delighted I am to be able to address this meeting.

In December of 1997, I announced that in London that Brazil will join an effort lauded by the World Wildlife Fund to preserve 10 percent of the world's forests. Today, I am glad to inform you that I have signed a decree creating new protected areas in the Amazon region as part of the effort to reach that goal.

To implement that decision, Brazil and World Bank have signed an agreement today to make available part of the necessary resources. The partnership between the World Bank and the WWF will play an important role enabling countries that are committed to the preservation of their biodiversity and to implement their projects. The pledge to preserve 10 percent of the Amazon forests represent a very important step. The protected areas in the region, now at approximately 4 percent, will almost

triple as a result of that decision. The total area to be converted into preservation unities contains 25 million hectares, corresponding to the territory of [inaudible] about two-thirds of France.

It is important to note that the global commitment proposed by the WWF in coordination with the World Bank is to protect 50 million hectares in the entire planet until the year 2000. Brazil will make possible the fulfillment of half of this pledge.

This is a testimony of our commitment to preserve the environment for the benefit of our people, including the existing population and of future generations. The Brazilian government has the goal of creating during this year 50 additional preserved areas which shall adapt to 2 million hectares to our overall system of protected areas. The WWF Living Planet Campaign comes to us at the right moment to encourage our national efforts in the preservation of biodiversity.

I seriously hope the steps I am taking

will encourage other countries to do the same.

[Applause.]

MR. WOLFENSOHN: Well, I think you can gather that this is something that we are thrilled about.

Twenty-five million hectares is a hell of a lot of forests, and the question is how do you preserve and how do you protect it. It is the sort of challenge that over the next 10 years, we will take, more or less, 5-by-500,000 hectares, 2.5 million hectares a year, and try and ensure that we can properly prepare the management and protection of these areas, and as you can see, 25 million hectares is already have the goal that we set ourselves.

I cannot conceal my delight in having this announcement the day after we have signed our formal agreement, and all it does is to encourage us to try and get other countries to join us, and it is in that context that I am very happy to introduce our partner, Claude Martan, who is the Director-General of WWF International, who will

tell you about more of the initiatives that we are taking.

Claude?

MR. MARTAN: Thank you, Mr. President, Catherine Fuller, ladies and gentlemen.

WWF is fighting for the forests, as Catherine Fuller has said before, since about 3 decades. We consider the forest destruction that takes place around the planet not just in tropical forests, but in temperate forests and boreal forests probably to be the greatest environmental disaster that will affect the whole humanity in one way or the other.

This crisis has been further exacerbated recently through the fires in the Amazon and in Southeast Asia. These fires are essentially just a tip of the ice berg or a symptom of what is happening in most tropical forests today, an increasing fragmentation, a change of micro climates that triggers more fires, a sign of opening up of forests all around the planet, exacerbated by El Nino and probably also by climate

change.

I think we are going to see many more fires in the future, and I think the forest destruction rate will continue until something very drastic is happening and more people stand together.

Despite the many efforts that have been made in the past from the international tropical timber agreement to the Rio conference 5 or 6 years ago now, we have had no real solution to the forest crisis around the world, and we just cannot continue like this. We cannot.

I believe it is against this background that this Alliance with the World Bank, between the World Bank and WWF must be seen. We are not claiming that we are the only ones that can save the world, by far not. We need many, many more to join us, not least those who live in those countries where these forests are threatened, but we believe this is a significant signal to the world that we need to do something drastic about that situation.

For us, this is not more, in a sense, than a milestone, a milestone, though, we are extremely proud of because you do not find a partner like the World Bank every day.

Our aim is to contribute significantly with this Alliance to the targets we have set ourselves, but, as I said, at the same time we are signaling to the world that we all need to stand together to solve this global crisis, I would almost say no matter in what sector we are working, no matter in what sector of human society, whether it is government, intergovernmental institutions, whether it is NGOs or a local community, we are all in the same way affected and have to share a common interest in saving the forests of the world.

I know that the language of partnership has been used and misused and is very fashionable. Often partnerships do not mean very much because you do not have a concrete agenda lining it out. So we have taken great care to get together, and our staffs have gotten together to outline exactly what our Alliance with the World Bank will mean.

Today, we have had the first results with the announcement of President Cardoso of this Alliance, and it just shows what the clout can be of an alliance, but we need more.

President Cardoso's announcement of tripling effectively the protected area system in Brazil, equivalent to about two-thirds of the size of France, it is also about two-thirds of the U.S. national park system. So this is not an irrelevant contribution, and I believe it has a lot to do with the personal commitment of a President in that country.

We need more personal commitment and motivation around the world. The Alliance is still young, but we have other things in the pipeline. Between Mexico and Chile, between Cameron and Russia, Vietnam and Indonesia, we will get more commitments from individuals that share our concern.

Clearly, more protected areas are needed in forest areas. Forests are grossly under-represented in terms of protected areas because

forests normally have a value, and, therefore, protected area establishment in the past was much more tedious than it was in [inaudible] area which people saw less value in, but protected areas establishment is only half the story. The other part of the story is that we at the same time will promote forest certification.

Forest certification is a market tool to improve forest management, and to reduce the rampant footprint of the timber industry all around the world, not all timber companies equally. There are very responsible timber companies, but there are many others, and we need to do something about it, and this is the reason why we have created systems of forest certification, also because we would like to involve the consumer and give the consumer of timber products the possibility to decide him- or herself where the wood should come from.

We have had tremendous success with one such scheme in the past, and now with the World Bank Alliance, we will jack up our success in this

area, but it is obvious the World Bank and WWF alone cannot do it.

In 3 weeks from now, the G8 will meet in the UK. We are challenging these rich governments in the G8 to do their utmost to participate in this Alliance and also to contribute funds to forest conservation because, without money, it will not be possible to achieve what we are trying to achieve.

We hope that these governments, the G8 and the OECD, will finally put their money where their mouth has been for a long time.

Thank you for your attention.

[Applause.]

MR. FULLER: This Alliance is really a challenge, a challenge that we have set for our two institutions, but, as Claude has underlined, this is a challenge that we need the world to take up with us, and it is our hope that with the example and inspiration of the announcement from President Cardoso, many governments and institutions and individuals will join in helping us make our targets a reality, accomplishment of those

conservation objectives, and do even more to leave for the 21st century the legacy of a healthy, vibrant, living planet.

With that, let me open up the floor to questions and ask Merrill Tuck [ph] to act as our facilitator.

MS. TUCK: Thank you.

Hi. I am Merrill Tuck, a media spokesperson from the World Bank. If you would, just identify yourself when I call on you and tell me the name of your news organization as well.

Yes.

QUESTION: Hi. I am Marcia [inaudible], the World [inaudible] program. I have a question for Mr. Wolfensohn about whether this is going to become standard procedure. Will you be doing this with other environmental organizations? And I am also hearing about future projects [inaudible].

MR. WOLFENSOHN: The question was whether this is going to be standard procedure for the World Bank to have relationships with nongovernmental organizations, and, in particular,

with WWF. The answer is yes.

We have indicated very clearly in the last years that it is impossible for the Bank to try and effect all the things that we are trying to do on our own, and we have been reaching out as much as we can to civil society, to the private sector, to try and share objectives and implement them together. This is a classic and very good example, I believe, of a complementarity of interest and talent, and we believe, as Claude said, that this is not exclusive by any means. We cannot do all of this together either, and we need other organizations to join us, and we are open to have people join us in any way they wish.

And so far as the Bank is concerned, we will either join together with the Alliance, we will join separately. They will also have separate relationships, but the objective that we have on this is to keep this close Alliance together and to share the objectives and to try and bring it forth, opening it up to any other organization that wants to join with us.

With regard to other things we will do with WWF, we have got some ideas, and we might surpriser you sometime.

MS. TUCK: I wanted to call on the gentleman in the back.

QUESTION: [Inaudible]--from Brazil. I have two questions. First, what will it take in terms of trained personnel, equipment, and resources to protect 25 million hectares of forests in Brazil? And the second one, since the World Bank has a presence in developing countries, I would like to know what percentage of forests in developing countries will have to be protected in order to achieve the 10 percent protection of the world's forests.

MR. MARTAN: Well, I think your question is a very pertinent one because we are concerned that in many countries, protected areas have been established without really providing for proper protection, not even demarcation of certain areas. So this is what President Wolfensohn has referred to as paper parks. They exist on paper, but not in

reality.

Therefore, we are establishing a monitoring program also to ensure that, in fact, these pledges for protected areas become a reality, and that often means that education of personnel. Our national parks require personnel, not the same amount of personnel in every area of the world. There are wilderness areas where you can do with very few personnel. In other areas, it is more intensive, but this is an aspect that has to be observed very carefully.

The second part of the question, I think, is more addressed to you, Jim.

MR. WOLFENSOHN: I am trying desperately to see what the percentage is.

MR. MARTAN: I think presently, it is--you asked a difficult question. You said developing countries. We know that the world's forests are today covered with protected areas by about 6 percent. If we would have to increase it to 10 percent, that would mean about 130 million hectares on top. So this is 1.3 million square kilometers

on top to make it 10 percent. So that is the difference of 4 percent, but that is world forest area in total.

I think you are now going to correct me, Francis. No, that was accurate, apparently. Thank you.

MR. WOLFENSOHN: We have had a team that has been working in Brazil for the last several years financed partly by the World Bank, partly by the German government, and partly by the European Union in terms of monitoring the tropical forest of the Amazon, and that team will continue to be there.

We have already indicated that we are prepared to do funding of the necessary teams and complement from the Global Environment Facility and from the Bank to try and ensure that they have adequate resources in Brazil, and, indeed, one of the benefits of this partnership is that as we get commitments from governments, we can provide funding both from the Global Environment Facility and from the World Bank to assist the countries to

develop their forests.

What we are asking is not just charity on the part of these countries. The developing countries particularly have a very rich resource in forests, but what we believe many of the countries are recognizing is that living and vibrant forests are an advantage to the country. They can be homes for the indigenous people. There can be uses of the forests which are economic in terms of eco-tourism, in terms of growth of plants, of medicines, and many other alternative uses, because we cannot expect that for people in poverty who have forests and have no power not to cut down trees, regrettably, that is what has happened under the pressure of our civilization for a very, very long time.

But I think more countries are recognizing that an intelligent protection of forest and an intelligent use of forest is in their own economic and self-interest, and that is the story which we are putting out, both WWF and ourselves, and what it needs is a little bit of funding to make sure

that you can have that framework and that you can really affect positively the lives of the people, and that is, in fact, what we are doing. That is the purpose of the partnership.

MS. FULLER: Let me just add one thing. Our goal is to endure the protection of an ecologically representative network of forests around the world, and, obviously, through the alliance, then, we are working--we are targeting places where the Bank and we both have some expertise, but that does not mean that separately WWF is not also looking at countries like the United States where there is some very important forests that need to be protected, but that is outside the scope of the Alliance as such.

MS. TUCK: Yes.

QUESTION: Jim [inaudible] Los Angeles Times. I think there is a pretty general consensus that enforcement is the issue here. What commitment do you have from Brazil that they will enforce it? How much [inaudible] in terms of money? How much will they [inaudible] in terms of

people?

MS. FULLER: We have some additional experts here from the World Wildlife Fund, and I will let Bob Bushbecker [ph] answer the question.

MR. BUSHBECKER: I am Bob Bushbecker, the Program Director of WWF-Brazil.

Well, obviously, a large part of the financing mechanisms that we are designing now will go to effective implementation of these protected areas, and that means, initially, demarcation, setting up basic infrastructure, having management plans that involve the local populations.

The commitment is from the government of Brazil to effectively protect 25 million hectares of new protected areas in the Amazon alone, as well as the existing established 13 million hectares of protected areas. So that is a responsibility that the government of Brazil has taken on, and I think it is going to be a major challenge, and it behooves all of us to support them in this. And that is why I think this Alliance and working together is very important.

QUESTION: But is there any--is there anything in the [inaudible] as to what they will do? They will increase the number of people devoted to this by how much, and then how much more are they going to spend on this?

MR. BUSHBECKER: Well, we have specific financing targets for the initial stage, which is on the order of a range of 90- to \$156 million.

QUESTION: What does that mean? Specific targets, where is that coming from?

MR. BUSHBECKER: That is a project that is now being prepared. It will be partly funded by the Global Environment Facility, partly consists of 12- to \$25 million of counterpart--contribution directly from the Brazilian government. It includes the Rainforest Trust Fund which has been set up to fund conservation in the Brazilian Rainforest of \$10 million, and the balance would have to be raised either from other direct funding from the World Bank or from other government funding.

MS. TUCK: I am sorry. Could we have this

lady here? She has been--

QUESTION: [Inaudible], is that correct?

MS. TUCK: Could you identify yourself?

QUESTION: Yes. My name is Emily Schwartz. I am a reporter for [inaudible]. I wanted to know what [inaudible] environmental budgeted today and what it would have to be to effectively enforce both the 13 million hectares [inaudible] now and in effect and the 25 million that you would like to see [inaudible]? How much money would they require? I would like to [inaudible] the money that you mentioned is annual. That is per year.

MR. : No. Okay.

QUESTION: And, also, what is [inaudible] from Mr. Wolfensohn, what is the World Bank [inaudible] Brazil or grant Brazil in order to make it controlling of preserved areas more effectively.

MR. : Well, I would say your question is beyond the scope of what we are prepared to announce today because what we are announcing is the initial commitment and an initial

process to implement those areas.

So we have a plan in place to define where those areas should be, to initiate a process that involves partnership with the government and the civil society to identify where those areas should be, and we have initial plans for a project that would provide the implementation of those areas, and those are the financing figures that I gave you. So we have those as general targets.

However, that would be initial phase. Once you implement the areas, then there is a long-term commitment implied in terms of effective implementation over time, and in the initial project preparation phase, which we are entering now because we just got the commitment in the announcement, we will define better those specific numbers.

MR. WOLFENSOHN: I have told the Brazilian authorities that the Bank stands ready to support and to finance whatever is necessary to protect these forests. What I do not want to do is to give an open check, however, if a number of other people

can come in and assist, and we have had great support, in fact, great leadership from some European contributions in terms of the forests.

I have already mentioned the contribution of the Federal Republic of Germany and the European Union. It would be my expectation that they will continue to do this.

As Mr. Bushbecker mentioned, there are a number of other sources, but we are taking this on as an extremely serious activity.

I have had the opportunity of talking to President Cardoso about this. He is a man of enormous seriousness and great commitment to this project. I have great trust that it is what he wants to do. I have told him that it is what we want to do, but you must understand that this is a project of 5 or 10 years, and it is very rare that you give an up-front funding for 10 years.

I was just told that we are prepared to back him, and I am sure the Global Environment Facility is prepared to do it as well, but, as Mr. Bushbecker said, it is not just a question of

getting armed guards around the forests. The really important thing is to make sure that the people in the forests and the people around the forests themselves are committed to the protection, and the bringing together of civil society in terms of making it something which is a communal activity is the thing that I think we need to work on together, and that is something that you do not put a dollar figure on. It is something, however, that I think is possible, and we have, as we have said, both our own people, and World Wildlife People have come up with a program that I am sure will be effective.

MS. TUCK: Okay. I think we have time for two more questions. Flavia [ph] at the back?

QUESTION: I am Flavia [inaudible]. Can you tell us if it is by design or by coincidence that Brazil became your first country, a little bit on how [inaudible] to get Brazil involved? And, also, what is the total cost that you estimate in the long run to protect 10 percent of the world's forests?

MR. MARTAN: Well, as you are probably aware, Brazil is all the time in the media when it comes to forests, forest fires, and since the mid-1980's, there is a standing discussion on the protection of the Amazon forest.

In past years, we did not have much of, say, a political commitment in this regard. When we came in and started working with our 10-percent target, we had a very positive response from the present Brazilian government, and, in fact, the President himself indicated that he would be willing to look into major increase of the protected areas coverage and also into certification questions.

We have been working with the Brazilian government through our organization in Brazil. We have a strong organization in Brazil, WWF-Brazil, that, of course, does policy work and concrete field work. We have been more concretely working on this specific pledge since about half-a-year or so.

Does this answer your question?

QUESTION: [Inaudible] the cost, the total cost for [inaudible] world's forests?

MR. MARTAN: I don't think we have a ball-park figure. We have made an investment since 3 years in one of these two targets. So the 10-percent target is one of our targets.

WWF alone has invested over the last 3 years in working towards this target about--in dollars, it will be about between 7- and \$8 million.

MR. WOLFENSOHN: I should tell you that we have just succeeded in replenishing the Global Environment Facility, and to give you an idea of numbers, we have just got \$2.75 billion available for the next 3 years from GEF. We have got a billion dollars a year which the Bank has been putting in to environmental facilities, and central to what we are doing as forests. So my guess is that money is not going to be the issue. The issue is going to be getting the commitment from governments to allocate areas, and it is my belief that with the momentum that there is behind forests

at this moment and the desire to protect them that the financial issue is not going to be the one that matters. I believe that it is the geographic area that is going to be the one that matters, and it is my belief that we will get adequate funding.

The step today that was taken by President Cardoso to indicate that as a matter of national policy, another 25 million hectares is going to be outlined is really the important statement. Funding is not the issue.

MS. TUCK: I am sorry. The gentleman behind--Karen, you raised your hand? Okay.

QUESTION: I have a question about the envisions of where the [inaudible] Indians. I mean, they have been living there for a long time. What are the specific things that they will be able to do? Will they be able to continue cultivating [inaudible]? I mean, are they going to be able to--they burn, but it is very organized the way they do it, and they know what they are doing. Are they going to be able to continue to do those things that they need do as well?

MR. MARTAN: I am grateful for your question because this is a concern to us as an organization and to many others, as a matter of fact.

We have probably the strongest indigenous people statement of any organization in the world that is very far-reaching in terms of giving indigenous people rights, in the participation right from the planning stage through the management stage of protected areas.

Today, we are fortunately in a situation where we have protected areas categories under the IUC categories which allow for the foreign habitants to be in these areas.

As you probably noted, national park status formerly excluded indigenous inhabitants. So we have a very close cooperation in all of our programs to include the local communities, whether indigenous or not, in the planning, right from the planning stage. This is often something that is difficult with certain governments because indigenous people have not the same type of status

and rights in different countries, and it is where we are brokers come in to try and find a type of harmony between man and nature that we endeavor to achieve.

In the specific case of Brazil, maybe, Bob, do you want to add something on this question?

MR. BUSHBECKER: I just wanted to make a comment that, of course, the 10-percent protected area target is above and beyond indigenous reserves, which presently in the Amazon cover 16 percent of the Amazon territory.

And in the specific case, as part of Brazil's commitment today, they announcing the creation--or the actual signing the decree for creating four new protected areas, two are in the Atlantic forests, two are in the Amazonian state of Roraima, and those two, to a certain extent, provide a buffer zone to protect the Yanomami Indian reservation. So the protected areas can be seen in the context of a larger mosaic of different kinds of landscape units. So you have protected areas outside of the Yanomami reserve, which is

their territory where they live, and they can practice their traditional cultivation and so on, and these protected areas where no one is allowed to live outside of them will help to protect them from pressures from outside, from invasion by people who are stealing timber or interested in the mining of their lands.

QUESTION: So the people that live in protected areas are going to have to move? Is that the--

MR. BUSHBECKER: Well, the idea is that these protected areas will certainly not be created in any of the areas, which are already defined, that contain indigenous populations.

Now, these areas are intended to be full protection conservation areas. In some way or other, the local populations will have to be incorporated in the design and the management of these areas, but they are intended not as indirect--we have two types in Brazil, categories of protected areas. You have indirect use protected areas or a full protection, and that is

what this pledge is, but this pledge is for 10 percent of the Amazon. It has got to be seen as part of a larger landscape approach that protects the entire Amazon. So you have 16 percent that is indigenous areas, and there are other types of protected areas which we call direct-use protected areas, which can be national forests, somewhat similar to our national forests, extractive reserves which is a whole other category above and beyond this 10 percent, which were specifically designed to maintain the lifestyle of traditional populations, non-Indian populations. So there are two different categories that contemplate local populations, indigenous and traditional non-indigenous populations.

MS. TUCK: Excuse me. I think we are going to have to wrap up, but you can follow up individually if you would like to with some of the other experts here, but I wanted to thank everybody for coming today. Thanks very much.

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WB-WWF Forest Alliance
Briefing on Events of April 28 and 29, 1998

Event 1: Signing Ceremony - WB-WWF Forest Alliance Memorandum of Understanding

April 28, 1998
17:30 -19:00
MC12/13 Gallery
World Bank

Description of event: Approximately 250 people have been invited to a cocktail reception to witness the signing of the WB-WWF Forest Alliance Memorandum of Understanding by James Wolfensohn and Claude Martin (Director General, WWF). Kathryn Fuller (President WWF US) will also attend and speak. It is expected that between 150-200 people will attend. James Wolfensohn will arrive at 17:30 and be introduced to various invited guests during a walkabout. The guest list includes World Bank and WWF people involved in the alliance, World Bank EDs, MDs, VPs, country directors, GEF, heads of various NGO groups, representatives of other donor and UN agencies, and ambassadors of various countries that would be involved in the alliance.

Timetable:

17:30 - James Wolfensohn arrival

17:50 - James Wolfensohn remarks

- Welcome and Introduction
- It seems that no matter where you look on the planet today the Earth's forests are losing a battle for survival. Over half of the Earth's original forest cover is already gone, a large part of it destroyed within the last three decades. Seventy-five percent of the world's large intact forests in the temperate and tropical regions are now threatened.
- Establishment of forest protected areas is key to averting the risk of irreversible loss of crucial ecosystems and biological diversity. For this to occur, the area of protected forest has to be large enough and ecologically representative of the full range of forest types.
- Yet the world's current system of forest protected areas is inadequate to the task at hand. Currently, just six percent (more than 200 million hectares i.e. 500 million acres) of the world's remaining forests are protected. Many of the world's most biologically important forests remain outside of protected areas, or are under-represented within them.
- While the establishment of new forest protected areas is critical to ensuring adequate coverage, it is equally important that existing protected areas provide the level of protection intended -- currently many are protected only "on paper".
- Yet even an adequate system of forest protected areas across the globe will not be sufficient on its own to conserve biodiversity and to ensure the continued provision of vital goods and services from forests. The majority of the world's forests will remain outside of legally protected areas. Poor management of these forests is leading to a reduction in biodiversity, negative impacts on ecological processes and long-term economic losses, as they are lost or degraded.

for 6 months we have
been working with you
WFF is for

{ Brazil
Vietnam
Georgia
Lithuania

- Adoption of improved management practice is key to ensure the survival of productive forests. Independent, third-party certification of best practices in forest management is one important tool for the promotion of proper forest management
- To address the urgent crisis facing forests, I announced at the United Nations General Assembly Special Session last June that the World Bank, in partnership with WWF, would form an Alliance for Forest Conservation and Sustainable Use.
- The objective of the Alliance is to help our World Bank client countries establish an additional 50 million hectares of new forest protected areas and bring an additional 200 million hectares of the world forests under independent certification by the year 2005.
- Both organizations are convinced that these targets could be a rallying point for a broadbased initiative involving many partners and stakeholders who will see it as a way to halt the ever intensifying cycle of destruction.
- Since my announcement last June, the question has been raised as to whether our target for 50 million hectares of new forest protected areas consists of totally new areas, or just the conversion of "paper parks" to effectively managed areas. Tonight, I am pleased to announce that, in addition to helping to establish new areas totaling 50 million hectares, the Alliance will also commit to helping bring a comparable area of the so called "paper parks" under effective management. *[mission is to strengthen management of existing areas - called paper parks - to do it for an equivalent amount.]*
- And our commitment goes beyond words. Also since June, World Bank and WWF operational staff have been meeting around the world to plan a wide range of collaborative activities in forest protection and management. Through these meetings, the Alliance has sought to initiate a dialogue and build partnerships with governments and other key forest stakeholders on a specific plan of action for many countries. *— Set of substantive activities is underway + work*
- As a result of these meetings, a formal Business Plan for the Alliance has now been produced -- one which will guide the Alliance work in the future ahead and ensure that it is on track toward achieving the targets. *understanding work plan*
- It is my pleasure to have you all here as my guests tonight, to witness the signing of a Memorandum of Understanding between the World Bank and WWF. With this Memorandum, we formally launch the Alliance and mobilize all efforts to implement the Business Plan.
- Before we do that, though, I would like to introduce Dr. Claude Martin, Secretary General of the World Wide Fund for Nature.

running time: 4 minutes

17:54 - Claude Martin remarks

- Thank you Mr. President. It is indeed a pleasure for me to be with you here tonight.

Talking points to be provided by WWF

- I would now like to introduce Kathryn Fuller, President of WWF US

running time: 4 minutes

Non Exclusive w/ B & a retailer group

2

+ Private sector

and this organization
 = Consumer behaviour
 = Nature loving U.S.
 = WRI

17:58 - Kathryn Fuller remarks (to be expanded)

Talking points to be provided by WWF

running time: 4 minutes

18:02 - Signing of the Memorandum of Understanding

18:05 - James Wolfensohn thanks and mingle

18:30 - James Wolfensohn leaves

- Though a letter of endorsement for the preparation funds proposal has not yet been received from the Government of Brazil, the World Bank has submitted the proposal to the GEF Secretariat for official comments, and Dr. El-Ashry has been kept apprised of all developments.
- Once the letter of endorsement is received, the GEF Secretariat will reach a determination. It is hoped that this will take place prior to April 29, such that it can be announced at the WB-WWF Forest Alliance Press Conference, in response to a request for support that is expected to be received by President Cardoso of Brazil.

Timetable:

10:00 - James Wolfensohn arrives at National Press Building

10:15 - Kathryn Fuller (President, WWF-US) opens Press Conference

- Welcome and Introduction
- It is a great pleasure to be here with the World Bank
- Emotional pitch on the destruction of the world's forests (stats)
- We are here today to discuss an exciting alliance between two organizations and how the alliance is already bearing fruit in several areas of the globe
- Introduce James Wolfensohn and Claude Martin

running time: 3 minutes

10:18 - James Wolfensohn remarks

- It seems that no matter where you look on the planet today the Earth's forests are losing a battle for survival. Over half of the Earth's original forest cover is already gone, a large part of it destroyed within the last three decades. Seventy-five percent of the world's large intact forests in the temperate and tropical regions are now threatened.

- Establishment of forest protected areas is key to averting the risk of irreversible loss of crucial ecosystems and biological diversity. For this to occur, the area of protected forest has to be large enough and ecologically representative of the full range of forest types.

- Yet the world's current system of forest protected areas is inadequate to the task at hand. Currently, just six percent (more than 200 million hectares i.e. 500 million acres) of the world's remaining forests are protected. Many of the world's most biologically important forests remain outside of protected areas, or are under-represented within them.

- While the establishment of new forest protected areas is critical to ensuring adequate coverage, it is equally important that existing protected areas provide the level of protection intended -- currently many are protected only "on paper".

- Yet even an adequate system of forest protected areas across the globe will not be sufficient on its own to conserve biodiversity and to ensure the continued provision of vital goods and services from forests. The majority of the world's forests will remain outside of legally protected areas. Poor management of these forests is leading to a reduction in biodiversity, negative impacts on ecological processes and long-term economic losses, as they are lost or degraded.

Additional 200 million H. under protection
50 million under protection
50 million paper parks real

10 year program
Bank 100 million
GEF 35670
Pilot program 10
Pilot bank 12 1/2 (for 5 years)

1/2 gone

25% in core 3 decays

Reversible loss - 500 million

60% is protected

- Adoption of improved management practice is key to ensure the survival of productive forests. Independent, third-party certification of best practices in forest management is one important tool for the promotion of proper forest management
- To address the urgent crisis facing forests, I announced at the United Nations General Assembly Special Session last June that the World Bank, in partnership with WWF, would form an Alliance for Forest Conservation and Sustainable Use.
- The objective of the Alliance is to help our World Bank client countries establish an additional 50 million hectares of new forest protected areas and bring an additional 200 million hectares of the world forests under independent certification by the year 2005.
- Both organizations are convinced that these targets could be a rallying point for a broadbased initiative involving many partners and stakeholders who will see it as a way to halt the ever intensifying cycle of destruction.
- Since my announcement last June, the question has been raised as to whether our target for 50 million hectares of new forest protected areas consists of totally new areas, or just the conversion of "paper parks" to effectively managed areas. Tonight, I am pleased to announce that, in addition to helping to establish new areas totaling 50 million hectares, the Alliance will also commit to helping bring a comparable area of the so called "paper parks" under effective management.
- And our commitment goes beyond words. Also since June, World Bank and WWF operational staff have been meeting around the world to plan a wide range of collaborative activities in forest protection and management. Through these meetings, the Alliance has sought to initiate a dialogue and build partnerships with governments and other key forest stakeholders on a specific plan of action for many countries.
- Today, for the first time, we are unveiling the Alliance Business Plan which will guide our work in the future ahead and ensure that we are on track toward achieving the targets.
- I am extremely pleased to announce to the world today that, through our efforts, the Alliance is already able to announce a significant advance toward achieving the targets.
- Drumroll to President Cardoso

running time: 3 minutes

10:21 - President Cardoso of Brazil on tape

- Today I am announcing Brazil's commitment to establish 25 million hectares of new forest protected areas in the Brazilian Amazon.
- To make this commitment a reality, we seek the support of the Alliance, etc.
- I hope that with the leadership of Brazil, the World Bank and WWF move forward to protect our world's forests for generations to come..

running time: 2 minutes

10:23 - James Wolfensohn reaction

- The talking points for this section will be finalized on Monday, based on review of the Cardoso tape, to be received Monday morning EST. Essentially, it is expected that the response will look something like the following:
- I would like to assure President Cardoso of that the World Bank will do everything in its power to help turn this commitment into reality.
- We have the necessary tools within our reach, for example, GEF and the Brazilian Rainforest Trust Fund.
- We need partners and advisors to keep the momentum (NGO's, private sector, governments)
- Brazil is just one piece, refer to Alliance activities planned for other regions..... (lead to Claude Martin)
- Introduce Claude Martin

running time: 2 minutes

10:25 - Claude Martin remarks

- If there has ever been an example where $2 \times 2 = 5$, it is the World Bank - WWF Forest Alliance. The targets of the Alliance are bold - and when implemented will make a major contribution to the conservation of biodiversity - 90% of which is found in the world's forests.
- The language of partnership now seems to span the globe, but how often do you actually see the results rather than just the rhetoric?
- Today we can see the results in concrete conservation commitments that come out of this partnership, and a government with the wisdom to take the steps necessary to start to make things happen on the ground.
- The Alliance is young - our first birthday will be in June, but already we have much to show. Perhaps now Brazil is the most striking example, but we have more in the pipeline throughout the world from Mexico to Chile, Cameroon to Russia and Vietnam to Indonesia.
- Our commitment is to grow the number of successes in partnership with the Bank and our business partners, NGOs and indigenous communities - ALL of whom are essential to durable conservation results.
- Forest protection is only half of the story - we also will be working together to help promote the use of forest certification as a tool to improve forest management and in certain cases to make the link to growing numbers of "green" consumers around the world. The Alliance must try to reduce the heavy footprint which the timber industry leaves throughout the world's forests.
- But it won't be easy - there are always pressures on decision-makers to support those who strive for short-term gain. In the case of Brazil, support from the International community is essential. A particular example is the G8 which will be meeting in the UK in only three weeks. We challenge them - the world's richest nations to support the World-Bank WWF Alliance and specifically to provide support for the bold commitment from Brazil.
- In fact, if we are to halt and reverse the loss of forests around the world all wealthy governments will need to provide assistance and there is now a new framework for them to "put their money where their mouth is".
- Back to Kathryn

running time: 4 minutes

370 mill hectares of
forested land in Amazon

12 mill in conservation units
and know 2.2 mill hectares

going to create 25 mill hectares
= $5 \times 500,000$ hectare parks
for next 10 years

Size of West Britain

- $\frac{2}{3}$ size of France
biological

will also have large corridors between

the Parks -
Very substantial much larger areas
than ~~the~~ ~~mill~~ hectares of Bios Corridors

will still be 37 mill of conservation
units = ~~40~~ mill hectares

VERSION

Ken Newcombe
Robert Schneider
Michael Alston

Michael Korman of WB

WB-WWF Forest Alliance
Briefing on Events of April 28 and 29, 1998

Event 2: WB-WWF Forest Alliance Press Conference

April 29, 1998
10:15 - 11:50
National Press Building
Washington, DC

WWF { Claude Martin
Kathryn Fuller
Fancis Sullivan
Don Henry

This will be a
big loss in the
coming years
to have
to have

Beginning of a heavy work
will need
help
from
many
others
to make the losses

Description: This is a press conference held by James Wolfensohn, Claude Martin and Kathryn Fuller to announce the launch of the Alliance Business Plan and highlight a few of the more exciting on-the-ground activities either underway or planned for the near future. The main activity for James Wolfensohn to highlight at the conference (though not the only one) will be the Government of Brazil's commitment to establish 25 million hectares of new forest protected areas. It will include a taped feed of President Cardoso of Brazil making the announcement and requesting support from the World Bank to implement the commitment on the ground.

Brief on WB-WWF Alliance Efforts to Support Establishment of 25 Million Hectares of New Forest Protected Areas in the Brazilian Amazon

- On December 3, 1997, the Government of Brazil (GOB) made a public pledge under the WWF Forests for Life Campaign to attain protection of at least 10% of its forests by the year 2000. The GOB announced its intention to work toward fulfilling the commitment first in the Amazon biome.
- The World Bank and WWF in Brazil immediately entered into joint discussions with the GOB to explore ways in which the Alliance could support GOB efforts to establish new protected areas in fulfillment of the pledge.
- Following this, the Brazilian environmental agency IBAMA announced that new forest protected areas totaling 25 million hectares would be created in the Amazon in IUCN categories I to III. These are strict protection categories - e.g. wilderness areas, national parks, natural monument.
- The Amazon biome contains the largest contiguous forest on the planet, including 40% of all remaining tropical forests. Two-thirds of it occurs within Brazil. The fact that it is the most important repository of biological diversity on earth is undisputed. The execution of this commitment would result in the effective protection of an important fraction of all globally important biodiversity on earth.
- Currently, only 3.8% of the Amazon biome in Brazil (approximately 14 million hectares) is strictly protected under IUCN categories I - III. Some claim that about 9% of the Amazon biome is currently protected. In that figure, they include areas of forest that are subject to heavy extractive use (e.g. national forests) and that are not subject to strict protection. The GOB pledge is to establish new areas for strict protection.
- Under the overall direction of Dr. Robert Schneider of the World Bank in Brazil, and working with the support of the rest of the World Bank Brazil environment team, a series of meetings took place with a Brazilian working group constituted by the GOB to support work toward implementing the commitment. The working group includes officials from several GOB agencies and WWF Brazil.
- The Alliance mobilized support for a mission to Brazil by Gonzalo Castro, Biodiversity Specialist in ENVGC. As a result of these activities, a proposal for GEF preparation funds was prepared in mid-March.

10:29 - Kathryn Fuller remarks

- Talking points to be provided by WWF
- Open the floor for Q&A

running time: 2 minutes

10:31 - Q&A session (WB Media Phil Hay to facilitate)

James Wolfensohn, Kathryn Fuller, and Claude Martin available for questions from the national and international press. Don Henry of WWF and Ken Newcombe available for support.

10:51- James Wolfensohn one-on-one interviews with scheduled media

- CNN: Mini-documentary with JDW and Brazil (booked)
- Global TV - Brazil (booked)
- NPR (booked)
- BBC TV/Radio (possible)

11:50- James Wolfensohn departs

Q+A .

**World Bank - WWF Alliance
for Forest Conservation and Sustainable Use**

**Briefing for April 29 Press Conference
Questions & Answers**

If the situation with the world's forests is as critical as you say it is, why are you targeting only 10 percent of the forests?

- The 10% figure refers to establishment in each country of a protected area system that covers a **minimum** of 10% of each forest type occurring in that country. Both the alliance and WWF have a target of helping countries to establish systems that attain such coverage by the year 2000. This is a realistic, interim goal -- the first step in a long process to save the planet's biodiversity for generations to come.

Why create new protected areas when existing ones don't protect?

- We recognize that many of the protected areas already decreed are not effectively protecting and conserving biodiversity on the ground. For that reason, the alliance is now committing to a new target -- helping client countries to convert an area of similar magnitude from "paper park" to effectively managed status. The exact amount of the target will be set through a process of consultation with others and announced within a period of a few months.

One of the targets is to put 200 million hectares of the world's forests under independent certification by 2005. Does this mean that the Bank will help loggers cut in primary forests?

- Under its current Forest Policy, the Bank does not invest in logging in **primary, tropical** forests. Regardless, loggers need no assistance in carrying out logging - in primary forests or elsewhere. The reality is that large areas of forests are going to be logged over each year: demand for logs from natural forests is going to remain at current levels or increase, no matter what some people might wish for. The only question is whether this is done using the lowest impact techniques possible, and according to rules which will allow production forest areas to be logged selectively and then regenerate effectively, so that they can be used on a constant rotation basis, or whether these forests will be logged once (badly) and then abandoned to whatever fate overtakes them which, unfortunately, is what happens most often now.

Why not try to protect all the forests instead of setting logging targets - even if they are independently certified?

- Complete protection (meaning the exclusion of any invasive use, including logging) of all the remaining natural forest in the world is not going to be achievable any time soon. Countries with large forests and which have logged these forests in the past, are going to continue to do so, at either the historical rate, or higher. In such cases, for the areas that are going to be logged, we have only the options of having them logged carefully, and according to principles of sustainability, or allowing them to be logged destructively. If we were to work only towards the goal of protecting forests, we would have no role in the large areas of forest which are going to be used for logging, and we would have great difficulty in dealing meaningfully with government and private sector stakeholders: and both groups are extremely influential in what happens to forests.

Both WWF and the World Bank have carried out projects which have had a negative effect on local communities. Will the Alliance increase this tendency?

- No, WWF and the Bank believe that local communities have most to gain from effective conservation and certified best-practice forestry. Both institutions recognize that local community control of conservation and management will help to conserve natural resources and biodiversity. At the national level we hope to see local people take direct control of forest protection and forestry.

It is all very well for WWF and the World Bank to collaborate, but in many countries there is little political will for forest conservation.

- That's true, but by collaborating the World Bank and WWF can bring extra incentives to the table that can help shape political in such a way that achievement of conservation and certification targets becomes beneficial.

We have heard that, through this alliance, the Bank is now supporting the introduction of certification of forest operations as being sustainable, in the manner promoted by the Forest Stewardship Council (which we know WWF supports). But we also know that some countries, and many private sector operators, have serious reservations about this process.

- Certification, as it has evolved under the Forest Stewardship Council and other bodies which are involved with it, is a market-oriented process, whereby producers of wood or wood products which wish to sell their product into markets which are environmentally sensitive will utilize the services of a credible group to certify that their wood supply has been obtained from properly managed, sustainable forest operations. Where producers see an advantage for themselves in undergoing this process, we support the idea fully.
- Our concern in forests is broader than this: we want to see sustainable management introduced in natural forests, even if the resulting output is *not* going to such markets. We want to do what we can to induce governments, the private sector, and local communities to take a strong interest in protecting and sustaining their forests, with or without any external trade pressure to do so. So, as an alliance, we recognize that the pathway to this goal will vary considerably, from one country and region to another.
- If in a given case the market benefits of a transformation towards having significant areas of forest certified through an internationally established and accepted system are seen by all as sufficiently attractive to warrant immediate adoption of this approach, fine: let's do it that way. But, if the reasons for protecting and maintaining forests have more to do with the country's own internal economic and environmental interests, then let's look at the criteria and indicators and systems of inspection and verification that will need to be developed - on the basis of broad stakeholder interaction and agreement - and also (in some cases) at how we might need to phase our activities towards the accepted international standards, to ensure that we achieve a decent level of buy-in to the program of improvement.

Some argue that sustainable forest management is a myth. The Bank's own approach to forests, and this alliance, are based on an assumption that a certain amount of forest will be managed sustainably. How do you respond?

- We know that there are, and will probably always be, serious debates about the definition of *sustainability*. But I think this is really more a question about how we categorize forest land. At one extreme, we have forest areas so valuable and unique that we would all agree they should remain intact and undisturbed. At the other, we have forest whose primary value is protecting soil and water values, and retaining a certain amount of carbon. The biodiversity value of such a forest may be quite low. We could manage that forest for wood and other production; we could perhaps even alter its

nature to a certain extent, and yet still be able to claim that for the purposes we wish to retain it as a forest, we are managing it sustainably. So the real questions are: do we have the zoning of our forests right? and, do we have the necessary agreements and buy-in from all major stakeholders to that division, so that we can play our part in making it stick?

What will the World Bank actually be doing to meet the targets it has set?

- A great deal: we are currently examining our own forests sector investments and our approach to these, with a view to making ourselves more effective in terms of our own goals; we are developing new initiatives and partnerships, such as this alliance, but also including: a series of meetings we are now having with important forestry private companies; a new approach to bringing a diverse set of stakeholders together to work on forestry problems, called Forest Trends; a careful examination of how we might bring some investment from the carbon markets into promoting forests protection and management;

A major concern about the Bank's impact upon forests in past years has been not so much with what projects aimed at forestry and forests specifically have achieved (or not achieved), but with what *other* Bank projects, such as infrastructure and agriculture investments, and in some cases possibly adjustment operations as well, have caused to happen to forests. How can the Bank assure WWF and others with whom it now wishes to work, that these sorts of outcomes will not be a problem in future?

- There is no doubt that some non-forest activities of the Bank have had adverse impacts on natural forest areas in the past: you are probably all familiar with the better known examples. A major objective of our forest policy implementation and strategy review which is now underway in the Bank will be to examine the extent to which this has remained a problem in recent years and, if it has been serious, what steps we need to take to deal with it. I certainly don't want to pre-empt that analysis, but I have a feeling that we may discover that our major problem in recent years, in terms of our impact upon forests, will turn out to be not so much what we *have* done, but what we have *not* done: what opportunities to become involved in forests protection and management, effectively and at sufficient scale to make a real difference, we have simply missed.

The World Bank works in the developing world - yet a lot of deforestation happens in northern countries - What will the alliance be able to achieve in those countries?

- Obviously, the Bank's focus is its client countries, and we will certainly be expending most of our time and effort on that group. But I think that the involvement with a wider group of partners - both as a result of the alliance, and through other initiatives we are pursuing now in forest work - may in fact have some spin-off in developed countries, as awareness of new issues and technologies raised in our work are transferred into developed country production and market systems by some of our

The Brazil forest fires have taken an enormous toll - what difference will these targets make, if Brazilians are going to deliberately burn so much of their forests?

- The only way people living in or near forest areas can be induced to treat those forests as assets, to be protected and managed in perpetuity, is if there are systems in place which allow forests to be managed profitably and sustainably, with adequate safeguards for protection built in, *and* if the people most likely to do damage to those forests are given incentives to share in this management process. People will not burn forests that supply them with a regular flow of goods and services, and income as well. The situation with forest fires this year was particularly severe due to the especially dry conditions prevailing in Brazil as a result of the El Nino phenomenon.

The alliance sounds like an exclusive club - what about all the good work that other groups are doing around the world?

- There is absolutely no intention for the alliance to exclude others. Indeed, we are beginning already to make overtures to other groups to join this venture, and we are open to any proposals. But it is an experiment, whereby two large organizations with similar goals, but also some significant differences in approach, are attempting to combine their efforts to produce a greater result than their separate efforts will produce. This will not be easy - not for WWF and the Bank, nor for any others that join us. So long as we agree to adapt and to compromise where necessary, we can succeed.

Why should we see this Alliance as something new. There have already been so many efforts to save the world's forests and they have all failed haven't they?

- What is really new here is to have two major institutions collaborating together on a joint agenda of forest protection and certification. This is the first time that this has ever happened and it is already starting to bear fruit.

Why have you been talking to chief executive officers of forestry companies behind closed doors in Washington? Some people believe that you are planning to alter Bank forest policy, in consultation with these people, and to the exclusion of others.

- I have answered this question, in writing, to some of the environmental groups who have been concerned about this. My purpose in talking to forestry companies is based upon the reality that the private sector has a great deal of influence over what happens in forests - at least, in forests where production is possible. To my knowledge, the Bank has never engaged this group in an organized dialogue before, whereas we have had major interactions with governments, NGOs and representatives of civil society, research and academic institutions, and other stakeholders in the sector. So, we are interested to learn what these representatives of the industry think, whether we can work together in addressing some of the problems and issues we have in this sector, and whether we can encourage the private sector to take some of the initiative for improving our approach to forests in general. As I hope most of our NGO and other friends will now be aware, the Bank is engaged in a review of implementation and strategy, as related to the 1991 Forest Policy, and we intend to do that review with the maximum level of consultation with as many stakeholders as we can reach in the process. My meetings with forestry companies is in no way intended to supplant or undermine that process.

Press Release.



WORLD BANK
WWF Alliance
 for Forest Conservation
 and Sustainable Use

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**EMBARGOED until Wednesday,
 April 29, 1998, at 10:15 EST**

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PROTECTED FOREST AREA TRIPLES IN BRAZIL'S AMAZON

Decree Signed by Brazilian President

WASHINGTON, April 29, 1998—In an unprecedented step to protect Amazon forests, the Brazilian government announced its commitment with the World Bank and WWF* to establish 62 million acres (25 million hectares) of new protected forest areas by the year 2000. This is the single largest forest conservation bid ever in the Amazon.

This commitment is the first outcome of a unique alliance between the World Bank and WWF to set aside an ecologically representative network of forests around the world. The alliance aims to help countries set aside 125 million acres (50 million hectares) of forest in new protected areas, and bring 500 million acres (200 million hectares) of production forests under independent certification, by the year 2005. Today's announcement to permanently protect such a large area of Amazonian forest is a significant step in advancing the goals shared by Brazil, other countries, and the alliance.

"The decision by Brazil's President Cardoso to protect 25 million hectares is truly a remarkable one, both for its size and for its content," said James D. Wolfensohn, President of the World Bank. "This decision will help preserve the abundant biodiversity in this remarkable tropical region. It is a true gift to the Brazilian people and, indeed to the world."

The world's forests are disappearing at an alarming rate. Nearly two-thirds of the Earth's original forest cover has already been lost. In the past three months alone, forest fires have raged in Brazil across an area the size of Belgium. Home to an astounding one-tenth of the world's plant and animal species, the Amazon contains some of the planet's most important tropical habitats.

*WWF is known as World Wildlife Fund in the United States and Canada, and World Wide Fund for Nature elsewhere.

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"President Cardoso's gift to the Earth represents the first tangible, major accomplishment for the World Bank/WWF alliance and shows what can be achieved when two effective, influential organizations combine their expertise with a farsighted government in an effort to save the world's forests," said Claude Martin, Director General of WWF-International. "It is a crucial step forward for WWF's Living Planet Campaign in its goal to protect at least 10 percent of the world's major forest types by the year 2000."

To launch this commitment, President Cardoso today signed decrees for two new protected areas in the Brazilian Amazon, and two in the Atlantic Forest, together totaling almost 1.5 million acres (600,000 hectares).

In June 1997 the World Bank and WWF announced an alliance to conserve 10 percent of the world's forests by 2000. Both organizations see this as a strategic partnership that greatly increases their effectiveness, taking advantage of common goals and complementary resources. During the United Nations General Assembly Special Session in New York, Wolfensohn announced that to reach the agreed targets, the Bank will help establish 125 million acres (50 million hectares) of new protected forest areas in its client countries and bring an additional 500 million acres (200 million hectares) of the world's forests under ecologically sustainable management by the year 2005.

The World Bank is the largest lender to developing countries for forest conservation and management. WWF is one of the world's leading conservation organizations, with offices in 120 countries and close working relations with local communities, non-governmental organizations and the private sector in over 100 countries. As such, the alliance represents a promising new approach to the problems facing the world's forests.

WWF launched the Living Planet Campaign in October of 1996 calling on businesses, governments, and individuals to make significant "Gifts to the Earth" before the end of this century. The aim of the campaign is to make the turn of the century a pivotal point in the global effort to safeguard the world's threatened ecosystems, protect endangered species, and to change patterns of human resource consumption that ultimately threaten all life on earth.

Already 22 countries have pledged to include at least 10 percent of each country's forests in protected areas by the year 2000. That 10 percent represents each country's different forest types. These countries are: Argentina, Armenia, Australia, Austria, Bolivia, Brazil, Canada, Chile, The People's Republic of China, Colombia, Greece, Lithuania, Malawi, Mozambique, New Zealand, Nicaragua, Romania, Russian Republic of Sakha, Slovak Republic, Tunisia, Uzbekistan, and Vietnam.

*For further information, please consult the World Bank/WWF Alliance website at:
<http://www-esd.worldbank.org/wwf/>*

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WORK PLAN

Draft

The World Bank/WWF Alliance for Forest Conservation and Sustainable Use

INITIAL WORK PLAN

The Global Forest Crisis

It seems that no matter where you look on the planet today the Earth's forests are losing a battle for survival. Although forests are the world's most extensive terrestrial ecosystem - providing many important social, economic and environmental functions and an immense and diverse range of goods and services - over half of the Earth's original forest cover is already gone, a large part of it destroyed within the last three decades. Seventy-five percent of the world's large intact forests in the temperate and tropical regions are now threatened (World Resources Institute, 1997).

In 1992 in Rio the UNCED Earth Summit sounded the alarm for the world on deforestation and biodiversity loss. Yet six years later the documentary evidence tells us that despite the best efforts of institutions and organizations around the world, the forest crisis continues. Of the 3,300 million hectares (8,250 million acres) of forests remaining on Earth, only 6 percent are currently in legally protected areas, and many of these exist only on paper.

Between 1980 and 1995, 180 million hectares (450 million acres) of the world's forests were lost, an area about the size of Indonesia or Mexico. And with them went much of the biodiversity of the planet - after all forests are the repository of at least half of the life forms on Earth. A twenty year global study released in 1998 shows how critical the situation has become. At least one out of every eight plant species on Earth is now threatened with extinction. In some cases, entire plant families are in trouble. For example, 75 percent of the yew family - which produces the anti-cancer drug taxol - is threatened with extinction. (IUCN)

The accelerating pattern of destruction of the world's forests has been widely acknowledged. Numerous activities are being carried out by governments, inter-governmental agencies, non-government organizations and others to tackle the problems of forest loss and degradation. Two organizations working on this critical challenge — both with a long history of involvement in forest conservation — are the World Wide Fund for Nature (WWF) and the World Bank.

A Commitment to Forest Conservation and Sustainable Use

In June of 1997 during the United Nations General Assembly Special Session, the World Bank president James Wolfensohn announced that the Bank, in partnership with WWF and other conservation organizations, will help client countries establish an additional 50 million hectares (125 million acres) of new forest protected areas and bring an additional 200 million hectares (500 million acres) of the world forests under independent certification by the year 2005.

With those targets in mind the World Bank and WWF have agreed to a broad-based alliance for forest conservation and sustainable use. The organisations recognise that their mutual concerns for biodiversity conservation, deforestation, forest degradation and climate change can be more effectively addressed through a strategic partnership that takes advantage of complementary skills to address common goals.

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Both organizations are convinced that these targets could be a rallying point for a broadbased initiative involving many partners and stakeholders who will see it as a way to halt the ever intensifying cycle of destruction. The World Bank is the largest lender to developing countries for forest conservation and management. WWF is one of the world's leading conservation organizations, with close working relationships in over 100 countries with local communities, non governmental agencies and the private sector. The World Bank/WWF alliance represents a synergistic new approach to the problems facing the world's forests. Following are the key elements of this partnership — known as the World Bank/WWF Alliance for Forest Conservation and Sustainable Use.

Alliance Mission and Targets

The World Bank/WWF Alliance for Forest Conservation and Sustainable Use has agreed its Mission is as follows:

Alliance Mission Statement

In response to the high rate of forest loss and the resulting disappearance of biodiversity and forest-based goods and services essential for sustainable development, the World Bank and WWF will together work with governments, the private sector and civil society to significantly reduce the loss and degradation of all forest types worldwide. The alliance will work toward this goal by promoting forest conservation and internationally recognized best practices in forest management.

Specifically, the alliance shall work together to support countries to achieve the targets of (1.) an additional 50 million hectares of new priority forest areas and a comparable area of existing reserves under effective protection. (2.) 200 million hectares of the world's production forests under independently certified sustainable management by the year 2005. The alliance will make every effort to achieve these targets in a broad ecological range of forest types.

The alliance partners have agreed to move forward together on the basis of the following guiding principles:

- recognition of the potential for sustainable management of forests and of the contribution this can make to sustainable development;
- mutual respect for each other's complementary strengths;
- commitment to finding ways to achieve more than either organization could accomplish independently.
- commitment to a responsive, flexible and transparent manner of developing and carrying out joint activities.

The alliance will build partnerships with others to meet its targets. The alliance will promote commitments and activities that will be carried out by a broad range of stakeholders involved in forest management. Regional and sub-regional action plans will be developed, in consultation with stakeholders, to work toward the targets.

To achieve this mission, the two organizations will work together to create a coalition of interest groups involved in forest use and management and to develop and encourage innovative new methods of forest management and conservation. Details of more specific activities being undertaken as part of the alliance are outlined below.

Forest Protected Areas

Establishment of forest protected areas is key to averting the risk of irreversible loss of crucial ecosystems and biological diversity. For this to occur, the area of protected forest has to be

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large enough and ecologically representative of the full range of forest types. Yet the world's current system of forest protected areas is inadequate to the task at hand. Currently, just six percent (more than 200 million hectares ie 500 million acres) of the world's remaining forests are protected. Many of the world's most biologically important forests remain outside of protected areas, or are under-represented within them.

The Alliance seeks to support World Bank client countries to establish ecologically-representative networks of effectively-managed, forest protected areas, applying a range of ecologically and socially-appropriate models. The global Alliance target for increased protection of priority forests is the creation of 50 million hectares of effective new protected areas plus the achievement of effective management of existing paper parks over an area of similar magnitude. The Alliance will set a precise hectare figure for the second aspect of this target based on input from technical advisors and a region by region assessment of paper parks.

While the establishment of new forest protected areas is critical to ensuring adequate coverage, it is equally important that existing protected areas provide the level of protection intended -- currently many are protected only "on paper". Therefore, as well as establishing new reserves the alliance commits to bringing a comparable area of the so called "paper parks" under effective management. The Alliance will develop criteria and indicators for assessing the conversion of paper parks to "effectively managed" status for the purpose of scoring progress towards this target. A list of paper parks will be identified and targeted for improved management by the year 2005.

The Alliance has adopted the following definition of a protected area -

an area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means.

According to this definition a "protected area", must be -

- i. primarily a *natural area*, i.e. an area that is mainly covered by "ecosystems where since the industrial revolution (1750) human impact (a) has been no greater than that of any other native species, and (b) has not affected the ecosystem's structure. Climate change is excluded from this definition". (IUCN, *Guidelines*);
- ii. an area *especially dedicated* to the protection and maintenance of biological diversity and natural (and associated cultural) resources, therefore an area where uses other than protection and maintenance should be (a) secondary; (b) compatible with this primary objective;
- iii. effectively managed;
- iv. supported by legal provisions and instruments, customary law, management agreements, or self-regulation mechanisms to establish management responsibilities, directions and strategies.

The protected area definition *does not include any requirement in terms of land ownership*, which means that protected areas can cover land owned by the state, individuals, communities or corporations. In addition to legally-designated areas, it includes areas declared as protected by their owners, through formal agreements complying with protected area requirements. In the latter case, the Alliance will promote official recognition of the existence of such protected areas.

In many developing countries, the forest lands that need protection, are owned by individuals, communities or corporations that would be interested in committing their forests to formal protection provided that some level of extractive use is permitted. To encourage protection of such areas the Alliance will accept the full range of IUCN protected area categories (I to VI) as qualifying under its protected area target, noting however that to qualify as a Category VI protected area, the following conditions must be satisfied -

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- i. area must contain "*predominantly unmodified natural systems*";
- ii. area must be managed so that the long-term protection and maintenance of its biodiversity is assured. This is its primary reason of existence;
- iii. "*at least two-thirds of the area should be, and is planned to remain, in its natural state*". (e.g. in forest areas, the vast majority of the forest must be and remain natural forest).
- iv. area must be "*large enough to absorb sustainable resource uses without detriment to its overall long-term natural values*".

Certification of Managed Forests

Even if the target for protected forest areas is met, it will not be sufficient on its own to conserve biodiversity and to ensure the continued provision of vital goods and services from forests. This will jeopardize the sustained flow of wood, medicines, prevention of soil erosion and floods, purification of the air we breathe, combating greenhouse gas effects, livelihoods for indigenous peoples and put at risk the forest home of numerous threatened species of plants and animals.

The majority of the world's forests will remain outside of legally protected areas. Poor management of these forests is leading to a reduction in biodiversity, negative impacts on ecological processes and long-term economic losses, as they are lost or degraded.

Adoption of improved management practice is key to ensure the survival of productive forests. The introduction of performance is essential to catalyze and measure progress. Independent, third-party certification of best practices in forest management is one important tool for the promotion of proper forest management

The Alliance will promote improved forest management through the adoption of best practices that are internationally recognized, and the verification of their application based upon performance reviews conducted by independent parties. The purpose of independent certification is to identify, recognize, communicate and promote the broader adoption of these best practices. For the purposes of the alliance, independent certification is achieved when the following conditions have been met:

- i) the participation of all major stakeholders in the process of defining a standard for forest management that is broadly accepted;
- ii) the compatibility between the standard and globally applicable principles that balance economic, ecological and equity dimensions of forest management;
- iii) the establishment of an independent and credible mechanism for verifying the achievement of these standards and communicating the results to all major stakeholders.

The alliance will promote best practices that are internationally recognized according to the principles outlined above (see "Guidance Note for Improved Forest Management & Certification Target" for further details). However, the alliance recognizes that this requires that several prerequisite conditions be in place. This will vary from country to country. As such, success will be scored according to progress in three key categories:

- i) the area of certified forests in accordance with the alliance's principles,
- ii) the area under a management regime that meets or exceeds the alliance's principles, that can be independently verified, and

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iii) the establishment of the prerequisite conditions regarding a favorable policy environment, stakeholder consensus on what the standard should be, effective implementation of the standard, and an independent mechanism for verifying its application.

Initial Alliance Activities

Since the Founding Workshop in November 1997, World Bank and WWF staff have fine-tuned priorities and identified a wide range of collaborative activities in forest management and protection. These include analytical and priority setting activities at both a global and country level to inform Alliance programming as well as country and regional level dialogue to build partnerships with governments and other key forest stakeholders as the basis for specific plans of action for each country. An illustrative sample of proposed Alliance activities is presented below.

Illustrative Activities - Global

Illustrative Activities - Asia Pacific Region

Indonesia contains by far the largest expanse of tropical forest in Asia and vies with Brazil for the rank of most biodiverse nation on earth. However, Indonesia's forests are fast disappearing due to threats such as destructive logging, conversion to plantations and in-migration. The country experience and profile of both the World Bank and WWF places the Alliance in a strong position to demonstrate leadership in developing strategies to address these threats. Proposed Alliance activities include: a review of the existing protected area system and conservation priorities to ensure representative forest types are adequately protected and management investments are cost-effective; testing of new approaches to park management including the creation of incentives for private sector participation; formulation of long term assistance strategies for priority parks that can be broken down into sequenced phases that match the time horizons of prospective donors; facilitating the operationalisation of the Indonesian Eco-labelling Institute's forest management certification system; and work with timber concession operators to assist them to apply best management practices.

As a major producer and importer of wood products, China is under considerable international pressure to source these products from sustainably managed forests. As a re-exporter of wood products to environmentally sensitive markets and as a recipient of development assistance from bilateral and multilateral donors with environmentally friendly investment policies, China has growing incentives to embrace independent certification. Alliance activities will include a timber trade survey and assess of its impact on biodiversity and convening of a series of workshops and conferences involving the Government of China to explore the potential role of independent certification in China.

In Papua New Guinea, traditional clan groupings own 97 % of the land mass under customary tenure arrangements. Forests on customary land are threatened by logging under hastily executed agreements that fail to consider forest amenities such as biodiversity conservation, subsistence resources and watershed protection. As yet no large-scale protected areas have been created on customary land. Proposed Alliance activities to support forest management and conservation on customary land include: testing participatory planning processes that support customary land-owners to make fully-informed and binding forest use planning decisions; developing practical mechanisms to enable multiple clans to commit their forest resources to protection; piloting independently certified forest management; and facilitation of stakeholder working groups to develop national sustainable forest management standards.

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The 1997 closure of timber operations in Vietnam has created a window of opportunity for introduction of new policies and management tools to promote sustainable forest management, including possible use of certification as a prerequisite for re-opening closed concessions and as a criterion for exemption from the new wood export ban. Proposed Alliance activities to support reform efforts in Vietnam include: a sustainable forest management project aimed at pioneering independent certification and facilitation of a national working group to develop forest management standards and serve as a forum for dialogue on certification.

Proposed Alliance activities in India, Pakistan, Nepal and Bhutan include support for consultative processes to develop standards for and approaches to sustainable forest management. The Alliance is in a position to link country activities within South Asia so as to build regional consensus, promote information sharing, and strengthen local capacity for effective forest management and protection.

Illustrative Activities - Latin America/ Caribbean Region

To date, discussions between Latin American and Caribbean host countries and the Alliance have focused on Brazil, Mexico and Central America. Given the magnitude of the forest resource, together with the broad coverage of natural resource and biodiversity conservation projects regionwide, significant progress is expected throughout Latin America and the Caribbean.

In Brazil, Alliance activities will build upon numerous projects initiated with the Pilot Program for the conservation of the tropical forests of Brazilian funded by the G7 countries and implemented by the Environmental Ministry. Most significantly, the Brazilian Government has committed itself to creating and consolidating the management of 25 million ha of forest protected areas to improve the conservation of the region's outstanding biodiversity. Here, the establishment of new areas, and consolidation of pre-existing units, and solid efforts to promote sustainable resource management in biological corridors linking parks and reserves has the potential to permit the conservation of 75% of Brazil's biodiversity.

In Mexico, the Alliance and the Mexican government are focusing on the strategic planning and development of Mexico's protected areas network through GEF and the Meso-American Biological Corridor to increase ecological representativeness, integrity and management capacity. Emphasis will be placed upon market studies and training efforts to support forest certification, conservation and sustainable management of the dry forests of Oaxaca.

In Central America, both institutions have supported the development of the Meso-American Biological Corridor, a regional approach to biodiversity conservation. While national governments have established over nine million hectares of protected areas in the region, 70% of the parks and reserves lack even minimal management capacity. Training in protected areas management, policy development and extension efforts in sustainable forest management in the corridors will help tie protected areas together, increasing their conservation value.

Illustrative Activities - Europe and Central Asia Region

In Russia,

In Latvia, WWF and the Department of Forestry will continue to work, with Bank assistance, to remove legal and institutional barriers to improved forest management. This will help to pave the way for private sector and governmental (state-owned forest lands) to adopt certification of up to one million hectares of Latvia -- a country where the forest sector contributes up to 30% of GDP.

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At the invitation of the Government of Romania, the Alliance will assist with the development of a certification program for improved forest management. Funds are being sought to train Romanian staff to develop national standards and pilot these within the context of planned investments in the forestry sector. This is being complemented by an on-going World Bank forestry sector review.

In recognition of the rich biodiversity found in the Caucasus region, the Government of Georgia has requested World Bank assistance in the improved and sustainable development of its forest sector and the establishment of a national park system. Alliance partners will work with the Department of Forests and Ministry of Environment to train and develop international standards for certification and apply them to a potential forest sector loan financed by the World Bank. In addition, the Alliance will work collaboratively to help the Government develop a national park system.

Illustrative Activities - Africa Region

On initial estimates, opportunities exist for the Alliance to support African countries to achieve a two million-hectare net increase in forest protected areas, seven million hectares of restored paper parks and six million hectares of forest under independently certified sustainable management by the year 2005.

Alliance activities will initially focus on country level stakeholder consultations and analytical work to refine these estimates and develop strategies for achieving the Alliance targets in ways that build upon the efforts of other agencies currently engaged in conservation and forest management. This will be supplemented by a substantial communication and outreach effort aimed at ensuring full understanding of the Alliance on the part of World Bank and WWF staff and potential Government and non Government partners. Through ongoing consultation at a country level and programming that is sensitive to ongoing projects, the Alliance hopes to build successful partnerships and secure the support of key stakeholders in working towards the Alliance targets.

Proposed initial Alliance activities include: Communication, consultation and outreach for the purposes described above; Refinement of baseline data, development of country strategies for achieving Alliance targets and identifying priority sites for immediate work with partners; and Launch of six pilot initiatives: three will be in the field of forest protection and three in the field of improved forest management.

NGO and Bilateral Briefings and Support

Several initial briefings have been held with bilateral organizations, donors and NGOs in many parts of the world. While WWF and the World Bank have considerable expertise and resources to commit to the alliance, they are actively seeking additional partners to the alliance with organizations that share a commitment to forest conservation and that can assist in the achievement of the targets. Any entity — government, non-government, inter-governmental, private corporation, research institution or other — that feels that it could or should contribute to achievement of the targets of the alliance, is urged to contact one of the partner organizations.

The Challenge Ahead

The alliance is a response to an emergency. The targets that have been set represent a challenge, but it is a challenge that must be met. These targets are only the first, but critical, step in a long process to save the planet's biodiversity for the generations to come. The full potential of the alliance will only be realized through effective partnerships with organizations in the

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Bank's client countries. The challenge of conserving the world's remaining forest will require the combined efforts of all who share this concern; the alliance can be but a facilitator of this campaign.

D. EXTERNAL PARTNER

☐ IMF
☐ UN
☐ MDB/Other IO
☒ NGO
☐ Private Sector

☐ Part I
☐ Part II
☐ Other

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