**LAUNCH OF GFW COMMODITIES PARTNERSHIP**

**TOPLINE MESSAGES**

* Twenty major commodity companies, banks, and research organizations announced today at the World Economic Forum in Davos, Switzerland that they will partner to increase transparency and traceability across a vast network of supply chains, to help meet zero deforestation commitments.
	+ The partnership is led by the World Resources Institute and includes Bunge, Cargill, Carrefour, GIZ, IOI Group, Mars, Mondelēz International, IDH – The Sustainable Trade Initiative, the Inter-American Investment Corporation (IIC/IDB), FMO – Dutch Development Bank, Rainforest Alliance, Proforest, The Nature Conservancy, Transitions, and Walmart*.*
* The partnership will focus on building a global decision-support tool to monitor deforestation and improve agricultural sustainability from farm to customer. The tool will build on WRI’s [Global Forest Watch Commodities](http://commodities.globalforestwatch.org/) platform that currently allows companies to evaluate supply chain risk through high-resolution maps of tree cover loss, near-real-time deforestation and fire alerts, and analysis of individual agricultural mills, processing facilities and farms. The new tool will not only be a source of information, but a fully operational management system.
	+ GFW Commodities is already helping companies assess deforestation risk in a collective area the size of Mexico and take action.
* To affect real change across the industry, technology must be made easy-to-use, globally applicable and fully accessible to smaller actors while also building on the experiences of pioneering companies. Companies need to incorporate deforestation screening into their core business strategy the same way they track commodity prices or stock markets.
* Early efforts will focus on achieving and verifying zero deforestation goals set by individual companies through the World Economic Forum-convened Tropical Forest Alliance 2020, Consumer Goods Forum, UN’s New York Declaration on Forests and related commitments.

**BACKGROUND MESSAGES**

* Deforestation presents a major risk to businesses, especially those with extensive agricultural supply chains. Commercial agriculture drives 71 percent of tropical deforestation worldwide ([Forest Trends](http://www.forest-trends.org/documents/files/doc_4718.pdf)).
* The world has never seen such political momentum to protect our planet’s forests. 366 companies globally worth $2.9 trillion have [committed](http://forest-trends.org/releases/p/supply_change_2016) to eliminate deforestation from their supply chains. Groups like Global Forest Watch Commodities, World Economic Forum-convened Tropical Forest Alliance 2020, the Consumer Goods Forum and Banking Environmental Initiative aim to help them achieve these goals.
* It’s one thing to commit to eliminating deforestation—it’s decidedly more complex for global companies to actually do it. A few leaders are piloting solutions:
	+ The Global Forest Watch Commodities platform allows companies to evaluate deforestation risk through high-resolution maps of tree cover loss, near-real-time deforestation and fire alerts, and analytical tools to evaluate risks for individual mills and farms.
	+ GFW Commodities is helping Unilever, Cargill and Mondelēz assess deforestation risks in a collective area of land the size of Mexico and take action.
	+ Walmart, Carrefour and McDonalds have been working together with their main beef suppliers to map forests around farms in the Amazon in order to identify risks and implement and monitor changes.
	+ Banco do Brasil and Rabobank are mapping the locations of their clients with a mobile-based application in order to comply with local legal requirements and corporate commitments.

**WHAT’S NEW?**

* The partnership will develop a new tool based on the GFW Commodities platform that will help address key challenges that companies face in trying to use this information. It will not only be a source of information, but a fully operational management system. It will “speak the language” of the target users, from the CEO of a bank to a farmer cooperative.
* The new platform will allow users to input, manage, and share data in a streamlined, innovative tool:
	+ INPUT: A user can plot the locations of thousands of food product-production mills, farms or municipalities
	+ MANAGE: A user can access alerts and dashboards to track issues such as tree cover loss and fires occurring in those areas over time
	+ SHARE: A user can share the results quickly and easily with buyers, suppliers, and/or the public; and then mitigate or eliminate issues.
* Similarly, a bank will be able to map the evolution of deforestation risk across its portfolio and verify sustainability claims by customers across supply chains.
* The new tool will allow decision makers to prioritize certain geographic areas to fight deforestation where it is needed most, such as by certifying sustainable operations, partnering up with local communities or buying from producers who are using more sustainable practices.
* Such technology will also generate business opportunities by, for example, allowing trading companies to identify where their operations are geographically concentrated of their operations or enabling financial institutions to create new green credit lines.

**CALL TO ACTION:**

Companies can sign up to endorse the initiative, or register for a special preview of the tool ahead of the release. Please email GFWCommodities@wri.org.