



# **REDD+ and Business Sustainability: A Guide to Reversing Deforestation for Forward Thinking Companies (D?Shorts)**

*Brian McFarland*

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## **REDD+ and Business Sustainability: A Guide to Reversing Deforestation for Forward Thinking Companies (DoShorts)** Brian McFarland

The book provides a detailed look at REDD+ business case studies and best practice and highlights the future of REDD+ in providing a promising mechanism for financing forest conservation while increasing the sustainability and profitability of forward-thinking companies. How can sustainability leaders reverse tropical deforestation? What exactly are payment for ecosystem service forest conservation projects, otherwise known as Reducing Emissions from Deforestation and Degradation (REDD+), and how can these projects contribute to business sustainability and profitability? Tropical forests are quickly disappearing – at a rate of nearly one football or soccer field every few seconds. REDD+ simultaneously offers a scalable conservation finance mechanism and a platform for business sustainability. This DoShort focuses on the nexus between tropical forest conservation projects and the sustainability practices of major global businesses. The book contextualizes the issues, defines REDD+ and focuses on its significance to business sustainability including: the role of REDD+ in mitigating global greenhouse gas emissions while reducing business risk to a changing climate; as part of a firm's philanthropic work; a mechanism to increase consumer loyalty; benefitting upstream local communities and ecosystem services; enhancing corporate social responsibility image and upholding corporate principles; and providing unique marketing opportunities and product positioning through private-sector support of charismatic REDD+ projects.

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