

PROAmazonía
Programa Integral Amazónico de
Conservación de Bosques y Producción Sostenible



Ecuador: Promoting deforestation-free supply chain through national sustainable branding

Ministerio de
Agricultura y
Ganadería

Ministerio del
Ambiente, Agua
y Transición
Ecológica



Gobierno
del Encuentro

Juntos
lo logramos

REDD+ process in Ecuador

✓ Warsaw framework (4 pillars)

✓ Donor requirements

1
Readiness phase
2009-2016

1. REDD+ Action Plan
2. Forest Reference Emissions Level (1st. 2000-2008, New on review 2001-2014)
3. Safeguards Information System (1st. and 2nd. Summary of Information)
4. National forest monitoring system

2
Implementation Phase
2016-2025

Ministerial Agreement 116

PROAmazonia
Amazon Integral Forest Conservation
and Sustainable Production Program

13 MM tCO₂e

Payment: 41.1 mm 

Payment: 12.4 mm 

AMAZON

3
Results-based
payments phase
2018-2026

PROGRAMA REM ECUADOR
REDD FOR EARLY MOVERS

Until 9mm tCO₂e
Period : From 2015-2019
Payment: 48 mm

**COAST
HIGHLANDS**

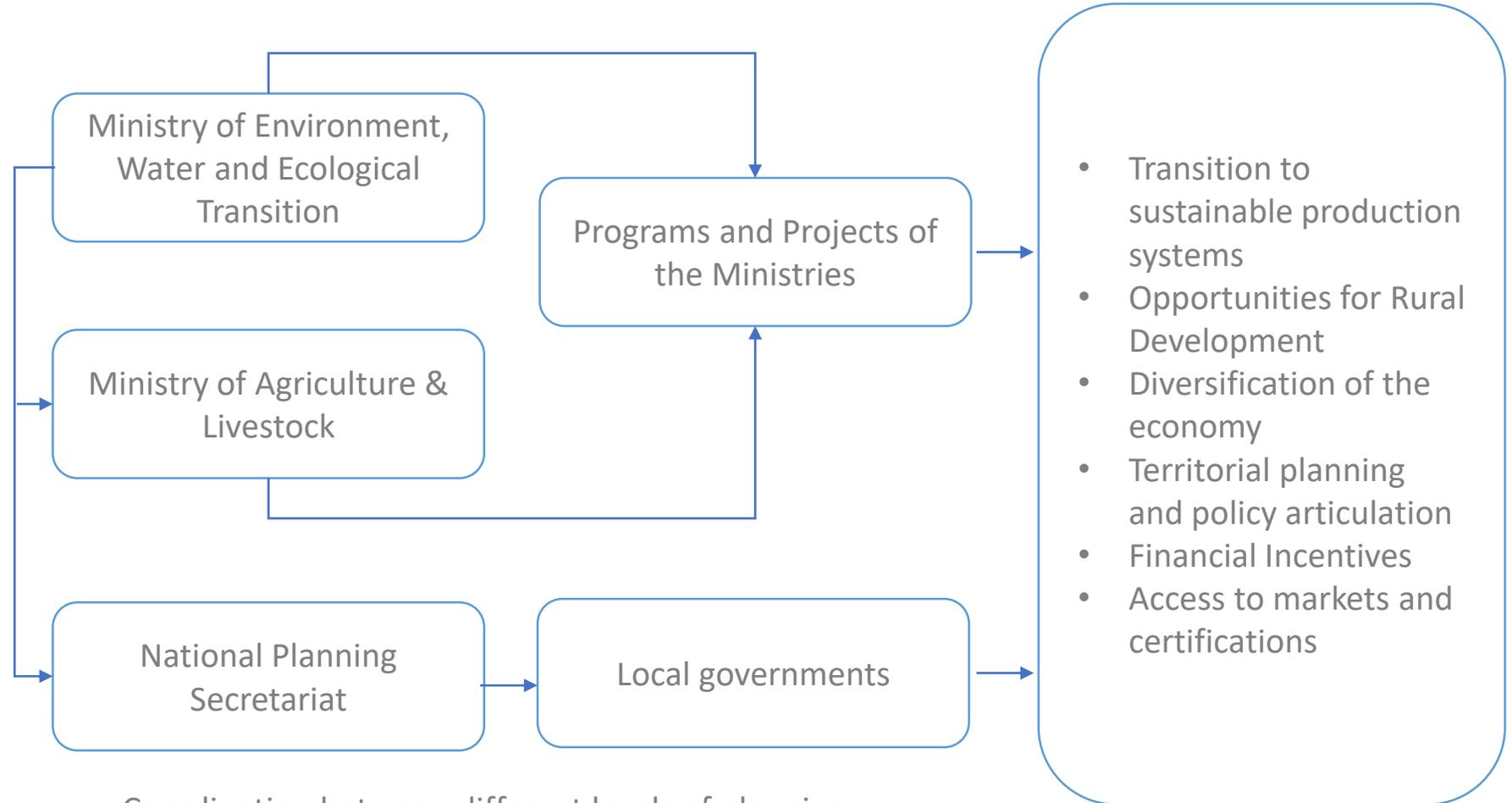
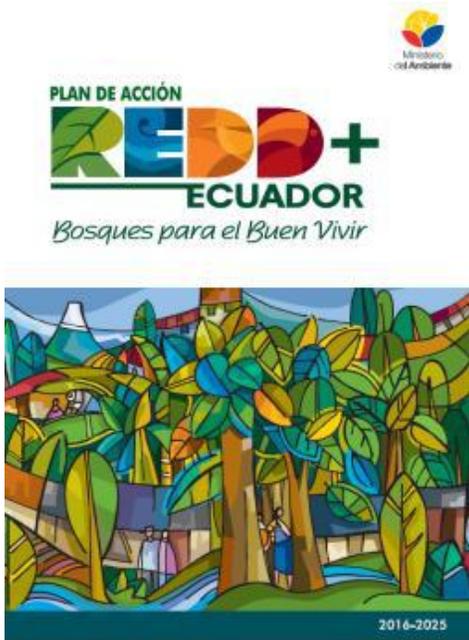
Results-based
payments
ECUADOR REDD+

3.6MM TCO₂E
Period: 2014
Payment: 18.5

**AMAZON
COAST
HIGHLANDS**



Interinstitutional cooperation



Coordination between different levels of planning

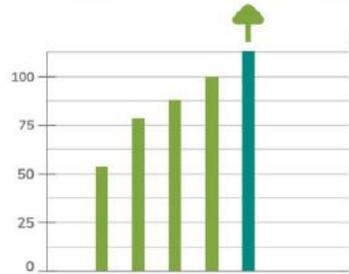
International efforts

The New York Declaration on Forests - 2015

Declaration of Amsterdam - 2015

Paris agreement UNFCCC 2016

Market trends



Governments trends



Zero deforestation public hiring policy for 2022

2017



10 points plan for sustainable cocoa sector

2019



Beyond chocolate association for sustainable Belgian chocolate

2019



Deforestation-free Procurement law

2019



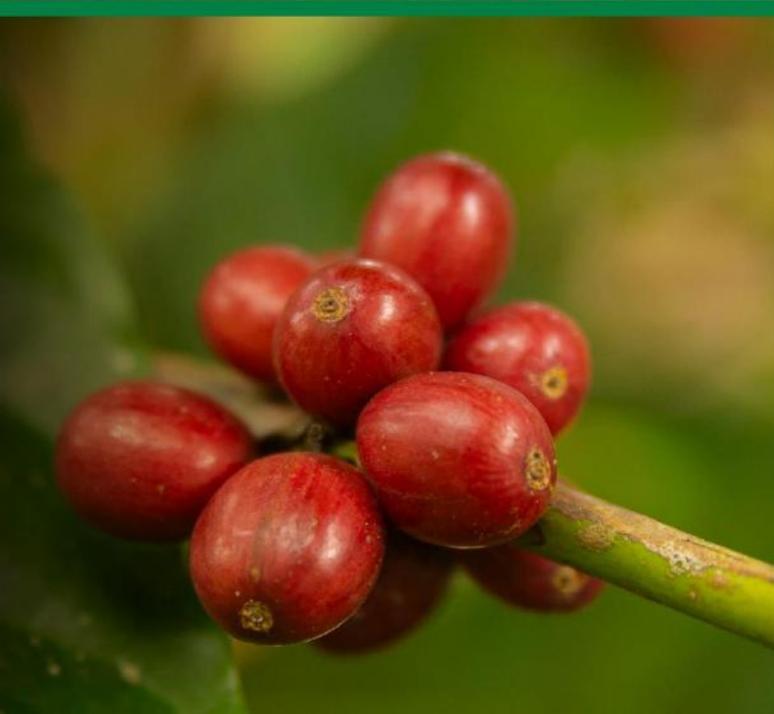
European Green Deal

2019

EU priorities

- To reduce the impact of consumption on land.
- To work with producing countries in order to reduce forest pressure
- To reinforce international cooperation in order to reduce deforestation
- To redirect financial support towards sustainable land usage
- To support transparency on information regarding supply chains

Free Deforestation



National definition of sustainable & deforestation-free production

Is the one that produces food in an efficient way and taking into account health, economic viability, social acceptability, and environmental care, without harming natural resources and avoiding deforestation processes.

Certification

Definitions

- Forest (native)
- Deforestation
- Starting year

Ministry of
Environment



Ministry of
Agriculture

Deforestation-free
certification

GAP certification & voluntary
module



Value chain approach



Livestock



Coffee



Cocoa



Palm Oil



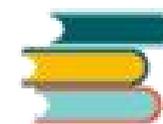
Representatives of
the governmental
entities



Representatives of
the private sector



Representatives of
civil society



Academy



Market trading agreements with LAVAZZA & SILVA CACAO



Organizations

ACRIM
 191 members
 151 TM coffee
 180 mapped farms
 473 forest ha
 100 coffee ha

ASO. APECAP
 190 members
 188 TM cocoa
 163 mapped farms
 1655 forest ha
 200 coffee ha

Farms

Forest monitoring.
 Productivity improvement
 Deforestation-free production commitment.
 Biosecurity.
 Specialty production.

Collection Centers

Repowering of collection centers.
 Quality analysis.
 Associative strengthening.
 Post-harvest process improvement
 Sampling

Information

FOB prices
 volume of supply for coffee and cocoa.

LAVAZZA & SILVA CACAO

Traceability, quality, consistency and safety, GAP/organic certification, deforestation-free certification.

Traceability, quality, consistency and food safety
 Organic certification, GAP certification
 Deforestation free certification



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