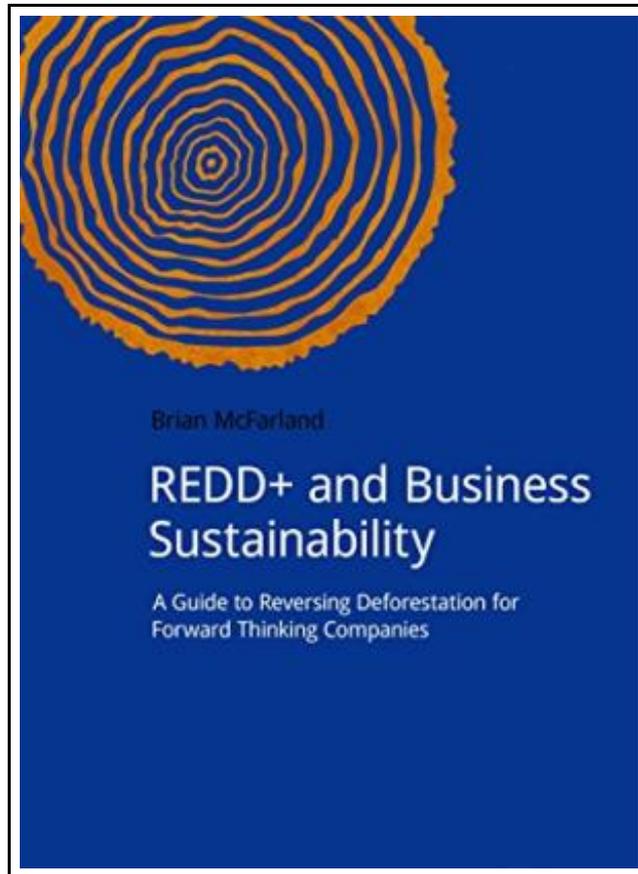


REDD+ and Business Sustainability: A Guide to Reversing Deforestation for Forward Thinking Companies



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Reviews

An exceptional publication as well as the font employed was exciting to see. it was actually writtern extremely flawlessly and helpful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Dominic Collins)

REDD+ AND BUSINESS SUSTAINABILITY: A GUIDE TO REVERSING DEFORESTATION FOR FORWARD THINKING COMPANIES



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Do Sustainability, United Kingdom, 2013. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book. This 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 D Short 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; - benefiting 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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