

WWF Environmental and Social Safeguards Categorization Memorandum

Project Title: Generating responsible demand for reduced deforestation commodities	Date: July 8, 2016
Project Location and salient physical characteristics relevant to the safeguard analysis: The proposed project is child project which will include a global wide program and shall also be implemented in Indonesia, Paraguay, West Africa	Project Categorization (A,B,C): C

Project Description:

The proposed Responsible Demand child-project seeks to mainstream the demand for soy, beef and oil palm that is not attributed to deforestation. The project will primarily work at global and regional levels, with pilots taking place at a national or local level. These pilots were selected based on trends towards agricultural growth and expansion, with the expansion threatening globally significant biodiversity and GHG emissions. Over the four year period, the project will:

Project Component 1: Mainstream demand for reduced deforestation commodities with major buyers and traders, by influencing financial institutions, raising corporate buyer awareness of the impacts of unsustainable production, and driving trader commitments.

Project Component 2: Strengthen the enabling environment for reduced deforestation commodities in demand markets by raising policy maker awareness and capacity for policy makers to create regional/national policies incentivizing reduced deforestation demand.

Project Component 3: Promote reduced deforestation commodities globally and in major markets through consumer campaigns and media engagement. Component 3 will be piloted in Indonesia to increase domestic demand for sustainable palm oil.

Project Component 4: Advance transparency, traceability and decision support tools for reduced deforestation commodities, which will support all of the above components.

Project Component 5: Monitoring and Evaluation to inform project management.

Safeguard Policies Triggered	Yes	No
Natural Habitats		X
Pest Management		X
Indigenous Peoples		X
Involuntary Resettlement		X

Summary of Key Safeguard Issues:


The proposed program has been categorized as category "C" since there is no infrastructure planned or to be implemented and hence there is no adverse environmental impacts envisaged under the program


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Describe any potential indirect and/or long term impacts due to anticipated future activities in the project area:

There are no potential indirect and/or long term impacts anticipated.

Required actions: (type of ESIA, ESMP, IPP, IPMP, RAP, consultations, disclosure)
No further assessment are necessary


Anushika Karunaratne, Safeguards Coordinator


Brent Nordstrom, Senior Director for Public Policy Support