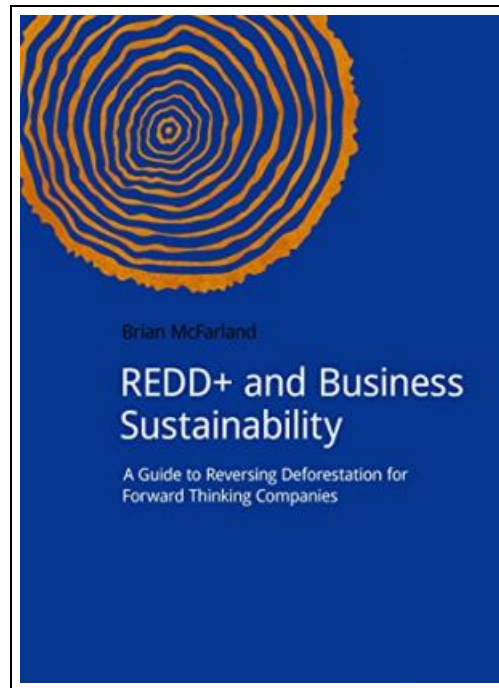


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(Roma Prohaska MD)

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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