

GUCCI

ALTO MAYO REDD+ PROJECT
DEVELOPER: CONSERVATION INTERNATIONAL
LOCATION: PERU

Located in the Peruvian Amazon, the project aims to conserve the ecologically rich Alto Mayo Protected Forest (AMPF). It has been designated an Alliance for Zero Extinction site due to its critical importance to the survival of Peru's endemic fauna and flora. The Peruvian government established the AMPF in 1987, however the park still faces intense deforestation pressure from illegal logging and unsustainable farming practices. The Alto Maya REDD+ project protects 182k hectares and it helps to conserve the AMP by providing essential funding for forest management and community programmes. The project will generate 10.3m tones of Verified Emissions Reductions (VERs) over 20 years.

CHYULU HILLS REDD+ PROJECT
DEVELOPER: CONSERVATION INTERNATIONAL
LOCATION: KENYA

The Chyulu Hills are a volcanic mountain range in south-eastern Kenya and represent a critical ecosystem in a largely water deficient arid and semi-arid landscape. They are part of the greater Tsavo Conservation Area (TCA), and form a critical wildlife corridor between Tsavo and Amboseli National Parks. The area is home both to Maasai pastoralists and Kamba agriculturalists, who have utilized the land for decades. The cloud forest on top of the hills is a unique feature and the landscape provides important ecosystem services to the communities, including water provision, carbon sequestration and storage, ethno-medicinal plants, cultural heritage and biodiversity, as well as climate regulation. The REDD+ project protects approximately 410k hectares and will generate 18.5m tones of Verified Emissions Reductions (VERs) over 30 years.

RIMBA RAYA REDD+ PROJECT
DEVELOPER: INFINITEEARTH
LOCATION: INDONESIA

Rimba Raya is the world's largest initiative to protect High Conservation Value (HCV) tropical lowland peat swamp forests. The Rimba Raya Biodiversity Reserve aims to reduce Indonesia's greenhouse gas emissions and protect the endangered Borneo Orangutan, and other IUCN Red List species, by preserving 65k hectares of tropical peat swamp forest. The REDD+ project will generate 130m+ tonnes of Verified Emission Reductions (VERs) over 30 years.

SOUTHERN CARDAMOM REDD+ PROJECT
DEVELOPER: WILDLIFE ALLIANCE
LOCATION: CAMBODIA

The Southern Cardamom REDD+ project protects 445k hectares of tropical rainforest in the Indo Burma Biodiversity Hotspot, one of the most critical landscapes for biodiversity conservation in Asia. The project successfully integrates conservation and sustainable development; communities are empowered to develop business at the same time as protecting the forest and biodiversity.