Activities of CI: Science, Demonstration, Amplification

First Global Conference
The International Partnership for Satoyama Initiative
Nagoya, Japan. March 11, 2010

Conservation International
Yasushi Hibi
Our Mission
Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.

Our Vision
We imagine a healthy prosperous world in which societies are forever committed to caring for and valuing nature, our global biodiversity, for the long-term benefit of people and all life on Earth.
A field demonstration model
Case study

CONSERVATION COFFEE PROGRAM
HOTSPOTS and Coffee Producing Regions

Conservation International

February 2005
Support at all levels of the supply chain

Capacity building
Micro-finance

Technical assistance

Sensitizing Marketing

Education Promotion

Coffee Growers

Processing

Export

Import

Roasters

Distributors

Consumers

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SATOYAMA in larger landscape context
Sustainable Land Use

Core zone = Protection (Protected Areas, REDD+)

Buffer zone, Use zone = SATOYAMA

Agroforestry (conservation coffee farms)

Forest restoration

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Conventional coffee plantation site
Shade-grown coffee plantation site
Shade Grown Coffee production
<table>
<thead>
<tr>
<th>Country</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia</td>
<td>Valle de Cauca, Santander</td>
</tr>
<tr>
<td>Mexico</td>
<td>El Triunfo, Chiapas</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>San Vito, Coto Brus valley</td>
</tr>
<tr>
<td>Panama</td>
<td>Volcan, Renacimiento, Boquete</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Northern Sumatra</td>
</tr>
</tbody>
</table>
Critical Ecosystem Partnership Fund (CEPF)

- Supports NGOs in Hotspots
- First phase: US$125M
- >1500 NGO benefited
- 51 countries in 18 Hotspots
- >10Mha of new protected areas
- Strengthen conservation policy in host countries
Verde Ventures

Micro-finance scheme to provide support for small and medium-sized businesses that contribute to healthy ecosystems and human well-being.

Supporting:
Coffee growers
Eco-tourism operators
Sustainable wild products
Marine and fisheries

Supporters:
L’Agence Francaise de Development (ADF)
Global Environment Facility (GEF)
International Finance Corporation (IFC)
Overseas Private Investment Corporation (OPIC)
Starbucks Coffee Company
Conservation International (CI)
Partnership with Private Sector
Thank you very much!