



CFI2013 Avoided Deforestation REDD+ Support 2013-2015 Progress Report 2014-2015

1. GENERAL PROJECT INFORMATION

- 1.1 Recipient: Avoided Deforestation Partners (ADP)/Center for International Policy (CIP)
- 1.2 Reporting Year: 2016
- 1.3 Agreement #: GLO-3942 QZA-213/0085
- 1.4 Project Name: Support for REDD+ by Advancing Public-Private Partnerships for Deforestation-Free, Sustainable Agriculture for Commodity Supply Chains
- 1.5 Country/region: U.S. and international
- 1.6 Norad's financial support for 2015: ~USD409,590
- 1.7 Thematic area: Support for REDD+ and sustainable development

2. OVERALL PROJECT PROGRESS:



2.1 Describe the project's target group(s) and beginning baseline (from the approved project document).

As stated in our approved project document, our project aims to achieve two outcomes:

- To support REDD+ by creating market demand for deforestation-free, sustainable agricultural commodities; and
- To raise U.S. public awareness about the dangers of deforestation and the benefits of deforestation-free commodities.

With the successful completion of activities within the framework of these two outcomes, we hoped to achieve long-term change by helping to create a global market for sustainable agricultural practices that are deforestation-free. This solution will protect forests and support REDD+, encourage agricultural practices that militate against resource depletion, and raise consumer awareness about products that contribute to deforestation.

Target Groups & Beginning Baseline:

Major corporate leaders (i.e., members of the Consumer Goods Forum) have pledged to require their agricultural supply chains to be both sustainable and free of deforestation before the end of this decade. Once fully implemented, these pledges will create a robust market demand for farmers who commit to sustainable agricultural production, which in turn mandates

development that does not depend on deforestation. While our focus is on the corporate leaders, it is clear that they must work hand-in-hand with governments and civil society to achieve this goal. We continue to work well with USAID, the U.S. State Dept., the U.S. Dept. of Agriculture, and of course the White House with regard to our engagement on this initiative. Civil society, led by WWF, NWF, CI and other prominent groups in the U.S. are an integral part of this transformation.

Finally, once activated, U.S. consumers can have considerable impact on markets, and targeted communication campaigns can help to galvanize these actors to create a demand for products that don't rely on the destruction of forests. This demand, combined with the signal from major corporations, will develop and sustain a robust market for deforestation-free, sustainable commodities.

2.2 Project's desired impact (from the approved project document).

With others in the international community, such as the UN REDD Program and the World Bank, we are working toward significant GHG emissions reductions by finding alternatives to the practices of deforestation and forest degradation. While the world waits for an international agreement, and the right political environment for a global carbon reduction targets, our outcomes will support REDD+ efforts by advancing the creation of robust markets for deforestation-free commodities utilizing production practices that, as a co-benefit, mitigate climate change, enhance global food security, maintain biodiversity and reduce poverty. Finally, we want U.S. consumers to use their extraordinary purchasing power to protect tropical forests for years to come by supporting deforestation-free agricultural practices. And through our communications efforts, the more that the U.S. consumers know about what they buy, the more effective our overall mission will be to reduce carbon emissions.

2.3 Throughout the grant period, the project was relevant for the desired impact.

2.4 Project outcomes (from the approved project document).

- a. Outcome #1: Support REDD+ by creating market demand for deforestation-free, sustainable agricultural commodities.
- b. Outcome #2: Raise U.S. public awareness about the dangers of deforestation and the benefits of deforestation-free commodities

2.5 Internal/external factors that have significantly affected the project?

- a. Specify deviations from plans
There were no significant deviations from our plans.
- b. Give a short risk assessment

Outcome #1: Support REDD+ by creating market demand for deforestation-free, sustainable agricultural commodities.

1. Multi-stakeholder groups (government officials, the CGF and NGOs) are resistant to meeting because they do not see value in convening.
As we reported in prior years, AD Partners convened a very successful meeting at the White House; all of these attendees were very interested in pooling resources, sharing best practices, and in working together to protect tropical forests by way of sustainable supply chains.
2. The corporate sector pledges to take action but takes no real steps toward implementation.

Over the course of this grant period, we saw an upward trend in companies wanting to shift to more sustainable practices, including avoiding deforestation in their supply chain. These companies include Golden Agri-Resources and Cargill, all of whom are among the world's biggest producers of palm oil.¹ Unilever, a company with whom AD Partners has worked closely for the past three years, continues to be at the vanguard of tropical forest protection. For example, Unilever invested US \$100 million to construct a sustainable palm oil processing plant in Indonesia. Further, with help from AD Partners, Unilever persuaded palm oil processing giant Wilmar to become deforestation-free by 2020. Finally, also with help from AD Partners, Unilever has engaged in active partnerships with such watchdog groups as the World Resources Institute and the Tropical Forest Alliance 2020.

3. Within the U.S. Government, there is no staff available to participate in a public-private partnership whose focus is on solving climate change by way of building sustainable supply chain practices

To mitigate this risk throughout the grant period, we worked closely with the White House's Council on Environmental Quality to help with placement of key qualified staff to help with our mission. The response thus far has been very positive!

4. Partnerships are realized between the U.S. government and the CGF, but an action plan does not materialize.

Based on our many meetings over the course of this grant period, we saw a shift in the White House toward enthusiasm for building global sustainable supply chains and protecting tropical forests at the highest level.

5. Stakeholders fight corporate investments in long-term sustainability measures such as those necessary to support sustainable supply chains.

Though there are several progressive companies who have successfully made the case that sustainable practices are good for the bottom line, given that the economy has not yet recovered from the global recession, we continue to believe that stakeholder perceptions may threaten corporate investments in long-term sustainability measures. However, we also believe that companies have an even greater fear of resource depletion. They know that if this change does not take place, then lack of resources will ultimately affect their bottom line.

NGOs cannot reach consensus on defining acceptable deforestation free standards. The NGOs and companies have no choice – they simply must come to an agreement about standards. It's just a matter of time.

6. The “climate denier” campaign (well-funded by the fossil fuel industry) will create public perception that CGF members and other like-minded companies are merely “green washing.”

There is now greater public awareness about the climate denier agenda of the Koch brothers and other wealthy backers. While there will no doubt always be some form of greenwashing, we have found that the public is far more savvy today. Not only are they better able to discern inauthentic efforts but they are also demanding more transparency from companies about their supply chains.

¹ Shah, V. (2016) “Why forests will make or break the climate fight.” Ecobusiness, May 3, 2016. <http://www.ecobusiness.com/news/why-forests-will-make-or-break-the-climate-fight/> Access date May 28, 2016.

Witness the spate of smart phone apps which help consumers to learn about palm oil in a wide range of products (e.g, the Palm Oil Guide and Scanner, the Palm Oil Shopping Guide, etc.).

Outcome #2: Raise U.S. public awareness about the dangers of deforestation and the benefits of deforestation-free commodities

1. Our communication campaigns fail to attract the interest of their target audiences.
Our first season of Years of Living Dangerously not only garnered an Emmy award, but also had millions of viewers and was covered by a wide range of media. Our communications campaign for this season was highly successful.
2. The television series will not be aired by a well-known broadcast or cable network, and/or distribution is limited so that the series and/or documentary film will not garner a significant viewership.
“Years of Living Dangerously,” Season 1 was aired by Showtime, a U.S.-based cable network with 22 million subscribers. Season 2 will be aired by the National Geographic Channel, an internationally known media property with more than three times the viewers of Showtime.
3. Either or both the TV series and documentary film will not be favorably received and overall viewership is low.
The reviews of both Years Season 1 and Time to Choose were highly favorable. Please see reviews in Time Magazine, the Los Angeles Times, the New York Times, and a spirited exchange about the series in the letters to the editor in the New York Times.
4. Climate change communicators will not see the value in uniting on a single issue campaign such as the dangers of deforestation.
As we mentioned in prior reports, throughout our network of climate communicators we found that there is a great appetite among NGO communications directors to work together to promote climate change messages that have the power to reach beyond the environmental community. For the campaign to promote the Years Project, for example, we built partnerships with NGOs such as TNC, the Sierra Club, Conservation International and WWF-US, as well as with academic institutions such as the Yale Project on Climate Change Communication and the George Mason University Center for Climate Change Communication.
5. The “climate denier” campaign launches a counter-effort that turns public opinion against the idea of tropical forest protection.
We did not see this risk realized; there was no targeted campaign against the series.
6. The U.S. economic situation takes another turn toward recession and consumers turn their attention away from environmental issues.
In what many determine to be a full economic recovery in the U.S., we see consumers making increasingly greener choices – e.g., in residential solar PV, electric vehicles, shopping for local food and an increased use of public transportation. This is in addition to a significant job growth in the renewable energy industry.²

² Hirtenstein, A. (2016) “Clean-Energy Jobs Surpass Oil Drilling for First Time in U.S.” Bloomberg. May 25, 2016. <http://www.bloomberg.com/news/articles/2016-05-25/clean-energy-jobs-surpass-oil-drilling-for-first-time-in-u-s>
Access date: May 28, 2016.

Reporting of results must at least be at the output level (above the activity level). In addition, outcome must be stated where possible (see result chain above). Where it is too early to document outcome, please explain why.

2.6 Main outputs and outcomes

- a. Main products/services (outputs) the project has delivered to achieve the planned outcomes.
- b. All outcomes from the project document where possible:
 1. What changes have been achieved with reference to the baseline?
 2. Key indicators used to document that the desired change has occurred.

Are the outcomes expected to be sustainable?

2.6.a: Outcome #1: Support REDD+ by creating market demand for deforestation-free, sustainable agricultural commodities.

OUTPUT #1: Establish public-private partnerships among CGF members, the Tropical Forest Alliance, and the U.S. (other developed countries), Indonesian, Malaysian and possibly Chinese governments.

OUTPUT #2: Strengthen the Tropical Forest Alliance by helping to harmonize NGO relationships, and position the TFA with relevant U.S. government agencies and with the White House.

The following summary combines our efforts toward both Output #1 and #2.

As we reported in prior years, AD Partners brought together a number of key Consumer Goods Forum representatives (nine major company leaders) with senior U.S. Government officials on Dec. 4, 2013 in the White House. This meeting's key outcome was that this group was able to explore synergies between corporate commitments and the U.S. Government's strategies to combat climate change by way of reducing deforestation. By all accounts it was an extremely important moment with regard to solidifying a partnership with the U.S. government. An action list of next steps was developed between the U.S. government and the Consumer Goods Forum.

After the success of the White House meeting, AD Partners worked to attract new companies to the CGF, and found ways to showcase new pledges made by companies who wanted to slow or halt their deforestation practices. We are pleased to report that our joint efforts with Unilever to help palm oil giant Wilmar to commit to deforestation-free practices were successful.

Over the course of the grant period we worked closely with the office of UNDP's Helen Clark to plan and lead substantive discussions about REDD+ and sustainable supply chain efforts. The first of these was during the Abu Dhabi Ascent, a key milestone in the preparations for the Secretary-General's Climate Summit in 2014. We also played a role in organizing the UN Climate Week's major meeting that was the "big push" prior to the Paris 2015 talks. Between

the September 2014 UN meeting and Paris (December 2015) we worked steadily with the UNDP REDD Program leadership team, jointly collaborating on all efforts leading up to Paris. This included working closely with the UNDP to produce their annual Equator Prize award event, which celebrates the work of indigenous peoples to protect and sustain their environment. We brought Dr. Jane Goodall in to give the final keynote address of the evening, and her speech was a memorable highlight of the event.

In addition, we built a strong relationship with the World Bank Group's International Finance Corporation to explore ways in which we can facilitate low-interest loans that can help to incentivize farmers to adopt practices that would allow them to participate in sustainable supply chain communities.

Our work with the World Bank Group to facilitate a relationship between the U.S. government, other governments to develop a fund that advances the sustainable supply chain solution. This includes building partnerships with the climate smart agricultural team at the World Bank, the World Economic Forum and the Tropical Forest Alliance. AD Partners helped convene and participated in activities geared toward strengthening the above-mentioned partnership.

As a complement to REDD+, AD Partners also worked to establish a partnership between the Consumer Goods Forum and the Bonn Challenge and their degraded land initiative. In March 2015, Jeff Horowitz attended Bonn Challenge meeting in Bonn, Germany, to support this major global reforestation initiative, and to help build alliances that would further this noble cause. It is important that efforts related to restoring forests be better connected and engaged with those that are using finance mechanisms to end deforestation.

AD Partners has also built a strong relationship with CEO and Chairperson of the Global Environment Facility (GEF), Naoko Ishii (formerly the Deputy Vice Minister of Finance of the Government of Japan). This has resulted in several active collaborations. For example, in April 2015, Jeff Horowitz was asked to facilitate a GEF meeting in Washington D.C., a discussion on funding climate change and in particular monies to end deforestation which included members of the United States Senate. This gathering was another opportunity to highlight the need for financial support for REDD+. U.S. government officials in attendance were very receptive toward including our forest protection language in future legislation.

OUTPUT 3: Indonesia and Malaysia engagement in the CGF sustainable, deforestation-free supply chain initiative.

Our talks with Asia Pulp and Paper (APP) have been very successful, so much so that now APP is also in discussions with April, another large Indonesian pulp and paper company, to convince them to follow APP's lead. While we very pleased with positive movement by APP and April, it should be noted that we are part of a much larger, well coordinated effort to pressure these big paper and palm oil companies to make their supply chain deforestation free.

In addition to helping Indonesian companies reduce or stop deforestation practices, we also worked with New Forest, a private international REDD project development company, to connect them with the Sabah Forestry Minister and LEAP, a leading NGO, with regard to a pilot project in a major rain forest region near the Danum Valley. This project could become an

important model, demonstrating how to save primary, centuries-old rainforests in this country that has been devastated by deforestation.

OUTPUT 4: Build momentum for tropical forest protection in the run up to the COP21 talks in Paris – “Stop the Burning”

While this output was not in our original grant proposal, it was a consequence of all of our efforts related to *Outcome #1: Support REDD+ by creating market demand for deforestation-free, sustainable agricultural commodities.*

When it was known that the 2015 World Economic Forum in Davos would feature discussions about REDD+, Jeff Horowitz reached out to the organizers with a request to interview the forest advocates who would attend the forum. WEF granted permission, and Horowitz then gained the permission of 30 forest advocates to film interviews with them on site in Davos. Horowitz then took the footage, developed a narrative and produced a short film that communicated the urgent threat that slash and burn deforestation presented to the earth’s remaining rainforests. Please see the “case study” below.

2.6.b.1: Change in reference to the baseline

At the start of this project, our goal was to decrease the rampant practice of deforestation. This goal is of course the *raison d’être* of our organization, and all of our efforts have been focused on increasing the protection of tropical rainforests. One of our key strategies has been to persuade companies to change their supply chain model so that they no longer acquire crops such as palm oil and beef from deforested land. This strategy requires an extended timeline, and at this point in process we are pleased to report that we have developed partnerships with global companies who are moving toward or are already engaged in sustainable, deforestation-free practices. There is still much to be done, especially in terms of addressing the rights of indigenous peoples, but we have made great strides in the business side of this equation.

2.6.b.2: Over the total grant period, we achieved several outcomes in the form of key indicators of change:

The U.S. government established and continues to maintain an active public-private partnership with the CGF by way of the Tropical Forest Alliance 2020 (TFA). Unilever’s special envoy, Gavin Neath (and subsequently his replacement, Jeff Seabright), have continued to engage key USG officials within USAID. Secretary of State John Kerry has demonstrated his strong commitment to ending deforestation, and was hailed as a forest-climate advocate during the Paris negotiations. As a consequence of our influence, Kerry has publicly endorsed the TFA at numerous public events, from the 2015 World Economic Forum to the Paris COP. It should also be noted that we facilitated the establishment of the WEF as the international host for the TFA.

2.6.a: Outcome #2: Raise U.S. public awareness about the dangers of deforestation and the benefits of deforestation-free commodities.

OUTPUT 1: Developed overall communications strategy for the *Years of Living Dangerously*, a major network television series on climate change.

ADP developed and helped to implement an overall strategic communications plan for the Years’ outreach campaign. The plan targeted key audiences such as the environmental community and cultural influencers in the mainstream media. Called “a global warming blockbuster” by the Guardian,³ the show had significant impact, receiving high marks from critics and viewers alike. The show received an Emmy Award (2014) for “Outstanding Documentary Or Nonfiction Series;” the first episode, available, for free on YouTube, has garnered nearly 800,000 views to date.

OUTPUT 2: Developed story and script for an episode about deforestation for the television series called *Years of Living Dangerously*.

We reported previously on the success of our episode, “The Last Stand,” which aired in the first segment of Showtime’s “Years of Living Dangerously.” Please see our 2015 report for details of our work on the script and production, and critical reviews of the show.

While outside the scope of this grant, we did want to report that Jeff Horowitz has been engaged by the Years Project to write and produced another deforestation story for the second season. The story is set in Brazil, and highlights the need for sustainable farming strategies as well as encourages informed consumer choices about commodities such as soy and beef. Horowitz persuaded Brazilian supermodel and UN Abassodor for the Environment Gisele Bündchen to be the “correspondent” for this episode. Filming for this episode begins in June 2016.

OUTPUT 3: Developed overall story and script about the problems of and solutions for deforestation for a well-funded documentary on climate change solutions – produced and directed by Academy Award-winner (2010 Best Documentary Feature) Charles Ferguson.

We are pleased to report that we also saw success from our project with director/producer Charles Ferguson on the climate solutions documentary film, “Time to Choose.” Our participation in this project ranged from arranging meetings for Ferguson with key people in the forestry sector. AD Partners was instrumental in helping to craft the major elements of this movie having to do with deforestation in both Indonesia and Brazil.

AD Partners also created a compelling online presence (<http://www.timetochoose.com/>) for the film that would encourage users to take a range of actions against climate change. In addition, AD Partners set up high-impact screenings in key markets such as New York City and San Francisco.

2.6.b.1 and 2: Change in reference to the baseline and key indicators of change:

AD Partners began working with major media projects because we saw an opportunity reach out to many more American people. In 2012, climate change was a polarizing issue that no politician who wanted to be re-elected would touch, and ordinary Americans were confused, demoralized and disempowered by the climate change messaging. We wanted to help change

³ Abraham, J. (2014) “Years of Living Dangerously – a global warming blockbuster.” April 9, 2014. The Guardian. <http://www.theguardian.com/environment/climate-consensus-97-per-cent/2014/apr/09/years-of-living-dangerously-global-warming-blockbuster> Accessed May 28, 2016.

that – to put climate change as an important issue on the national political agenda, and to help ordinary Americans gain more knowledge about the issue *and* understand that their individual actions can make a difference. As we reach the end of our Norad grant period, we can report that our first major media project, *Years*, has indeed made a difference.

Years reports that, “Of the 13 million people during the first six-month window of the show, half of those people acted in some form. Nearly a third shared information about climate change with others as a result of watching the show, about a quarter were encouraged to seek out more information. One in six viewers voted in an election as a result of *Years*... one in five viewers tried to change another person’s mind on climate change as a result of watching the show... And nine in 10 viewers said they learned something about climate change from watching the show, with nearly half of those saying they learned a lot.”⁴

Years of Living Dangerously has begun filming season two. A key indicator of the first season’s success is that the show was picked up by the National Geographic Channel, a South Korean subscription television channel that airs non-fiction television programs produced by the National Geographic Society, one of the largest nonprofit scientific and educational institutions in the world. Each month, the combined media properties of this group reach over 280 million people worldwide.⁵ In the U.S. alone, the National Geographic Channel is in over 86 million homes, compared to Showtime’s 27 million.⁶ In addition to the increased viewership *Years* will have in its second season, it has added highly visible celebrities to its cast of “correspondents”; Gisele Bündchen, David Letterman, Cecily Strong, and the Daily Show’s Aasif Mandvi will be joining Season 1 correspondents Tom Friedman, Arnold Schwarzenegger, Ian Somerhalder, and Olivia Munn.

Charles Ferguson’s climate solutions documentary, “Time to Choose” is set for U.S. distribution in June of 2016. The film’s distributor, Abramorama, is well-known for successfully promoting documentary films that such as “Particle Fever” (2013) that appeal to a cross-section of demographics.

In its debut at film festivals such as Telluride, critics noted that, “one of the film’s strengths is that it is not all doom and gloom. Ferguson points out a number of positive steps that have been taken in many countries to implement alternative sources of energy, suggesting that it will not be impossible to reverse the environmental crisis.”⁷

In a special release timed to coincide with the COP21 talks in Paris, “Time to Choose” was available for free for 48 hours via Huffington Post. While the film will not be in theaters until

⁴ Meyer, R. (2015). “How to Make Global Warming Look Like a Movie.” *The Atlantic*. Sept. 22, 2015. <http://www.theatlantic.com/science/archive/2015/09/making-climate-change-look-like-a-movie-years-of-living-dangerously-interview/406285/> Access date May 29, 2016.

⁵ The U.S. Department of State “Diplomacy in Action.” <http://www.state.gov/p/io/unesco/members/48805.htm> Accessed May 28, 2016.

⁶ Baron, S. (2015). “List of how many homes each cable network is in as of February 2015.” Feb. 22, 2015. *TV By the Numbers*. <http://tvbythenumbers.zap2it.com/2015/02/22/list-of-how-many-homes-each-cable-network-is-in-as-of-february-2015/366230/> Access date May 29, 2016.

⁷ Farber, S. (2015) ‘Time to Choose’: Telluride Review. *The Hollywood Reporter*. Sept. 8, 2015. <http://www.hollywoodreporter.com/review/time-choose-telluride-review-821204> Access date May 29, 2016.

June 3, 2016, we can report that in early screenings, audience opinion has been extremely favorable to the first documentary to offer practical, scalable and cost-effective climate change solutions. Is our ultimate goal to have the deforestation story component of this media project be – as with *Years of Living Dangerously* – a provocative story that engages millions.

- 2.7 Cross cutting concerns. How has the project contributed to:
- a. Reduced corruption
 - b. Gender equality
 - c. Respect for human rights

By way of *Years of Living Dangerously* we addressed crosscutting concerns head-on. Throughout the second episode we had Harrison Ford challenge the government of Indonesia about its corruption practices and the rights of forest dwelling peoples. Please watch DVD Episodes 1&2, “The Last Stand.” This instalment of the series demonstrates how the Indonesian government has granted sweeping access to centuries-old rainforests to large paper, timber, and palm oil corporations; forests which have been occupied and farmed by forest community people. These residents had their previous legal claims to farm and occupy these lands usurped by the central government in Jakarta in direct violation of their human rights. In several highly emotional scenes, correspondent Harrison Ford observed the slashing and burning of over 80% of Tesso Nilo National Park which was to be totally protected under Indonesian law. He then goes on to confront the Indonesian forestry minister over the minister’s failing to protect Tesso Nilo, and the corruption rampant throughout the forestry department.

Beyond the scenes that were aired on Showtime, for our in the “Last Stand” section on the *Years’* website (<http://goo.gl/UxGSAS>), we also produced special video segments that address these cross cutting concerns. One by Steve Rhea (see at <http://goo.gl/SO99TS>) and another, in a personal statement by Harrison Ford (see at <http://goo.gl/26OAC2>).

3 CASE/SUCCESS STORY

- 3.1 Briefly describe a positive result (at any level of the results chain) which the project has achieved the last year. The case should include a short description of the activity, a description of what was achieved and how this relates to the planned outcomes. The case may be shown on norad.no or other public Norwegian website.

Avoided Deforestation Partners Helps to Bring International Attention to, and Builds Momentum for, Consensus on Tropical Forest Protection

“Stop the Burning,” is a short film that highlights key moments from Horowitz’s interviews of dignitaries at the World Economic Forum in Davos, Switzerland. The goal of this project was to craft a collective narrative from interviews of 30 global leaders who represent government, civil society and business interests – all making the case that deforestation must stop immediately if we are to protect our planet from the grim realities of climate change. Dr. Jane Goodall, DBE, agreed to narrate the film.

This film short was produced, written and directed by Jeff Horowitz. The project is dedicated to the millions of people and plant and animal species who suffered irreparable harm during the 2015 record breaking “agricultural fires” in Sumatra and Kalimantan, Indonesia. During this

period, daily carbon pollution levels in Indonesia were so high they exceeded those of the United States.

As part of their Huffington Post joint op ed, immediately prior to the start of COP21, Jeff Horowitz and Jane Goodall debuted “Stop the Burning.” Horowitz and Goodall promoted the film in conjunction with their various speaking and panelist roles at COP21 in multiple high visibility venues in Paris. “Stop the Burning” was also featured on Upworthy (a well-known media site) as part of their series in support of the climate talks.

“Stop the Burning” was created to encourage world leaders at COP21 to act decisively to protect tropical forests. And indeed, forest protection as one of the key parts of historic agreement. This short eight minute film was broadly used during the Paris Summit. While it is not possible to assess the film’s impact on the talks, thanks to this media project, the message to “Save the planet by saving the forests” was a theme throughout the social media landscape and highlighted via Twitter and Facebook by prominent corporate and NGO leaders. (For example, Ikea’s CEO Steve Howard, Unilever, the IUCN, UNDP and the Jane Goodall Institute.)

As of this writing, “Stop the Burning” has garnered many thousands of views on the AD Partners YouTube channel (<https://www.youtube.com/watch?v=RvdiVknQD2s>). The film continues to attract a range of audiences: we have been asked by several international film festivals to show the film during festival kickoffs. It has also been requested as a kickoff film to lead a number of major climate summits, such as the recent California NACW event, which is one of the largest gathering of climate related participants, from Western U.S. Government officials to NGO’s to business leaders.

4 PROJECT ACCOUNTS FOR 2015:

4.1 The accounts must relate to the approved budget for the year in question. All deviations (positive and/or negative) must be clearly shown and explained. Please see attached spreadsheet.

Summary

For the three year grant period from 2013-2015, AD Partners has worked diligently to:

- To support REDD+ by creating market demand for deforestation-free, sustainable agricultural commodities; and
- To raise U.S. public awareness about the dangers of deforestation and the benefits of deforestation-free commodities.

We have built partnerships between private companies and watchdog NGOs, we have facilitated alliances with the U.S. government and multi-national corporations, and we have created momentum for tropical rainforest protection at major global summits, including the Paris COP.

Further, we have written, produced and directed major media projects to increase awareness in the mind of the U.S. public between deforestation and climate change. These media projects have been both critically acclaimed and well received by the viewing public. Significantly, these

projects have led to other opportunities to tell the story of climate change from the perspective of rainforests, and we have every intention of continuing this work as long as we are able.

AD Partners would like to express our deepest appreciation to NORAD program officers. None of our work has been possible without your continuous support and enthusiasm efforts. We are extremely grateful for the opportunity to partner with you in this important and urgent work.

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Date: May
31, 2016

Signature:

NORAD PROJECT # QZ8-13/0085
2013-2015 FINANCIAL SUMMARY

	2013 Budget	2013 Actual	2013 Variance	2014 Budget	2014 Actual	2014 Variance	2015 Budget	2015 Actual	2015 Variance	TOTAL NORAD 2013-2015 ACTUAL
CURRENT YEAR FUNDING	\$690,000	\$679,513	\$10,512	\$659,011	\$318,614	\$340,397	\$536,732	\$347,229	\$189,503	\$1,345,356
FUNDS CARRIED OVER	\$0	\$0	\$0	\$0	\$334,255	-\$334,255	\$0	\$62,361	-\$62,361	\$0
TOTAL NORAD CONTRIBUTIONS	\$690,000	\$679,513	\$10,512	\$659,011	\$652,869	\$6,142	\$536,732	\$409,590	\$127,142	\$1,345,356
Personnel & Benefits	\$333,729	\$228,415	\$105,314	\$373,729	\$255,132	\$118,597	\$218,496	\$222,739	-\$4,243	\$706,286
Consultants	\$210,000	\$45,836	\$164,164	\$170,000	\$142,043	\$27,957	\$260,780	\$161,077	\$99,703	\$348,956
Travel	\$67,971	\$44,546	\$23,425	\$57,971	\$69,593	-\$11,622	\$67,300	\$38,982	\$28,318	\$153,121
Media/Pr/communications	\$15,000	\$1,007	\$13,993	\$20,000	\$51,799	-\$31,799	\$60,720	\$6,050	\$54,670	\$58,856
Events & Meetings	\$10,000	\$2,867	\$7,133	\$10,000	\$24,410	-\$14,410	\$20,000	\$1,654	\$18,346	\$28,931
Research Tools	\$5,000	\$0	\$5,000	\$10,000	\$0	\$10,000	\$6,000	\$0	\$6,000	\$0
Audit fees	\$0	\$0	\$0	\$0	\$8,900	-\$8,900	\$8,400	\$8,400	\$0	\$17,300
Overhead (7%)	\$48,300	\$22,587	\$25,713	\$48,300	\$38,631	\$9,669	\$37,571	\$31,909	\$5,662	\$93,127
TOTAL EXPENSES	\$690,000	\$345,258	\$344,742	\$690,000	\$590,508	\$99,492	\$679,267	\$470,811	\$208,456	\$1,406,577
UNSPENT FUNDS		\$334,255			\$62,361			-\$61,221		-\$61,221
										(Balance covered by other organizational funding)

2015 Audit Note: \$25,343 listed as other direct expenses, \$8,400 of which is for 2015 audit fee with the rest being covered by alternate funding as non NORAD expenses.