



GLOBAL FOREST WATCH

Top Outcomes 2014

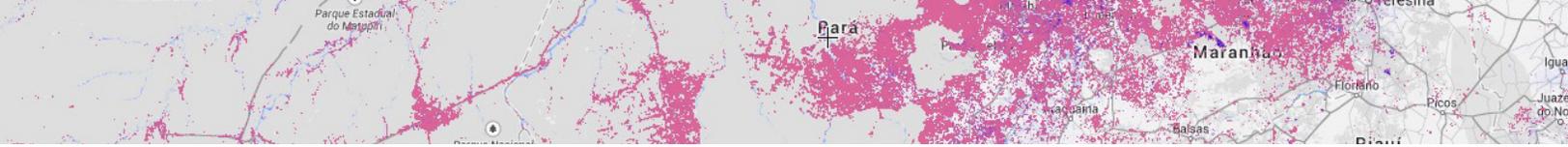
A selection of stories about how Global Forest Watch is having an impact around the world



GLOBAL
FOREST
WATCH

Global Forest Watch transforms forest governance through radical transparency

Global Forest Watch has ushered in a new era of radical transparency and accountability around forests. People everywhere now have access to reliable and timely information about when, where, and why forests are changing. Leading global companies have joined the GFW Partnership. Civil society organizations, journalists, and campaign organizations are utilizing GFW data to create pressure and momentum for change.



GFW's Role

GFW's network of over 45 partners provide vision and leadership, bringing together innovative science and technology in an easily accessible and user-friendly online platform. GFW convenes leading scientists in the remote sensing field as well as top programmers and designers. In addition to many external data sources, the GFW platform provides original data and analysis, including FORMA near-real time tree cover loss alerts, concession boundary data for Indonesia and Congo Basin countries, and national statistics on tree cover loss, gain and extent.

GFW's Impact

GFW unites cutting-edge technology and science to fill an information and transparency gap that has hindered sustainable forest management and conservation efforts for decades. GFW technologies and data are open source, allowing anyone to build on the GFW platform in order to solve critical land use and forest management problems at local and global scales. For the first time ever, people everywhere have free access to frequently updated, high-resolution data about where forests are disappearing and growing around the globe. The technical partnerships behind GFW also mark the first time that so many technology industry giants have united around building a platform for forests.

Data transparency in palm oil certification sets global precedent

The Roundtable for Sustainable Palm Oil (RSPO) publicly disclosed certified palm oil concession maps on Global Forest Watch Commodities.

This release could represent a turning point in transparency for agricultural commodities, as the RSPO is the first major certification standard in the world to make such maps public, paving the way for increased forest transparency.





GFW's Role

GFW convened non-profit and corporate stakeholders around a common purpose to promote the consolidation of information on a single platform.

Previous to our collaboration with RSPO, some maps of certified areas were published, but not discoverable, downloadable, or analyzable by interested stakeholders. Thanks to the long-standing trust and relationship with GFW, RSPO converted these maps into GIS format, and GFW Commodities made them available alongside a wealth of additional data that puts the maps in context, making them useful for decision-makers for the first time.

GFW's Impact

The RSPO disclosure is an extraordinary milestone in transparency for the commodity sectors, and for certification bodies in particular. This disclosure sets a new benchmark for other certification bodies, driving transparency in the palm oil sector.

Palm oil investors, buyers, NGOs, and others can now independently evaluate whether certified areas comply with zero net deforestation policies. It also enables users, for the first time, to evaluate pledges made by hundreds of companies committed to zero net deforestation in commodity supply chains. Using this information, companies can choose sustainable suppliers while incentivizing non-sustainable suppliers to improve practices and reduce deforestation.



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Forest journalism expands and becomes more evidence-based, using Global Forest Watch data

Global Forest Watch has transformed forest media coverage through innovative new partnerships and accessible high-quality forest data. GFW has been cited in over 1,200 individual media stories, many of which use numbers or maps from GFW to support their investigations. Mongabay, one of the most widely-read sources for environmental news (averaging close to 1.5 million visitors per month), now uses GFW maps and numbers in almost every forest-relevant story.



GFW's Role

GFW and partner communications teams are in frequent direct contact with journalists, delivering advice and information on GFW data. The team has trained dozens of international environmental journalists on using data and the web through trainings with the Earth Journalism Network. GFW has also written over 33 blog posts that synthesize GFW data, which were distributed directly to media.

GFW's Impact

Until recently, journalists rarely had access to high-quality forest data, resulting in stories that relied on anecdotes, or which underemphasized major trends in forest loss.

The increased quantity and quality of forest data in the media has significantly influenced the behavior of governments, companies, and other forest managers. Several major companies have been implicated by the media for the failure to stem forest fires in Indonesia. High-level government officials have requested access to GFW data and questioned why the data differs from their national accounts of deforestation. Millions of concerned citizens now have access to more accurate and transparent media stories, which have sparked lively conversations about forest management in social media and online forums.

Global Forest Watch Fires transforms fire prevention in Indonesia

Governments of Singapore and Indonesia are now using GFW Fire's ultra-high resolution imagery to crack down on illegal burning by companies. Singapore's Parliament passed the Transboundary Haze Pollution Act 2014; the Indonesian parliament ratified the ASEAN Agreement on Trans-Boundary Haze Pollution; investigators from the Environment Ministry found evidence against 23 companies and named 110 individuals as suspects of starting the fires; firefighters reduced response time from 36 hours to 4 hours; and businesses are proactively using GFW to monitor fires in Riau.



GFW's Role

GFW makes near-real time NOAA wind data and NASA fire data available on the GFW Fires platform, produces analysis and recommendations, and indicates which companies and administrative districts have the greatest incidence of fires. In Indonesia, this analysis has been translated into Indonesian, covered in over 150 media stories in six months, and read directly by the Indonesian president's aides. In Singapore, GFW was in frequent communication with the government during the drafting of the Haze legislation, and was the “go-to source” for analysis among key ministries. The Singaporean Environment Minister explicitly stated that his ministry intended to use GFW as prima facie evidence during a public event and in the media.

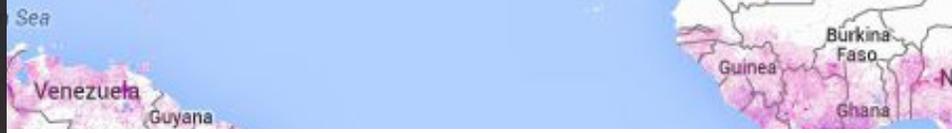
GFW also actively shared analysis and data through social media, catalyzing an online crowdsourcing campaign through Digital Globe's TomNod platform, which enables anyone with internet to view high-resolution satellite imagery and tag areas where fires are ravaging the forests. Through this campaign, 16,000 individuals identified around 25,000 active fires and 263,000 burn scars in the region, improving the accuracy of GFW Fires data.

GFW's Impact

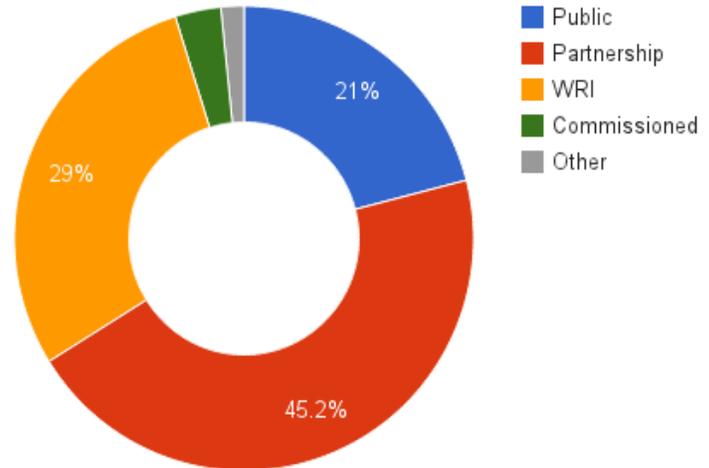
Indonesian authorities estimated that 50,000 people in Sumatra suffered from respiratory illness as a result of the March 2014 fires, and several major cities were effectively closed for weeks. The environmental impacts are equally severe, with valuable forest and peat land burned, contributing significantly to Indonesia's greenhouse gas emissions.

The immediate availability of free data on GFW Fires enables companies to evaluate daily where their limited resources are best deployed to respond to fires.

Global Forest Watch acquires 61 new data sets

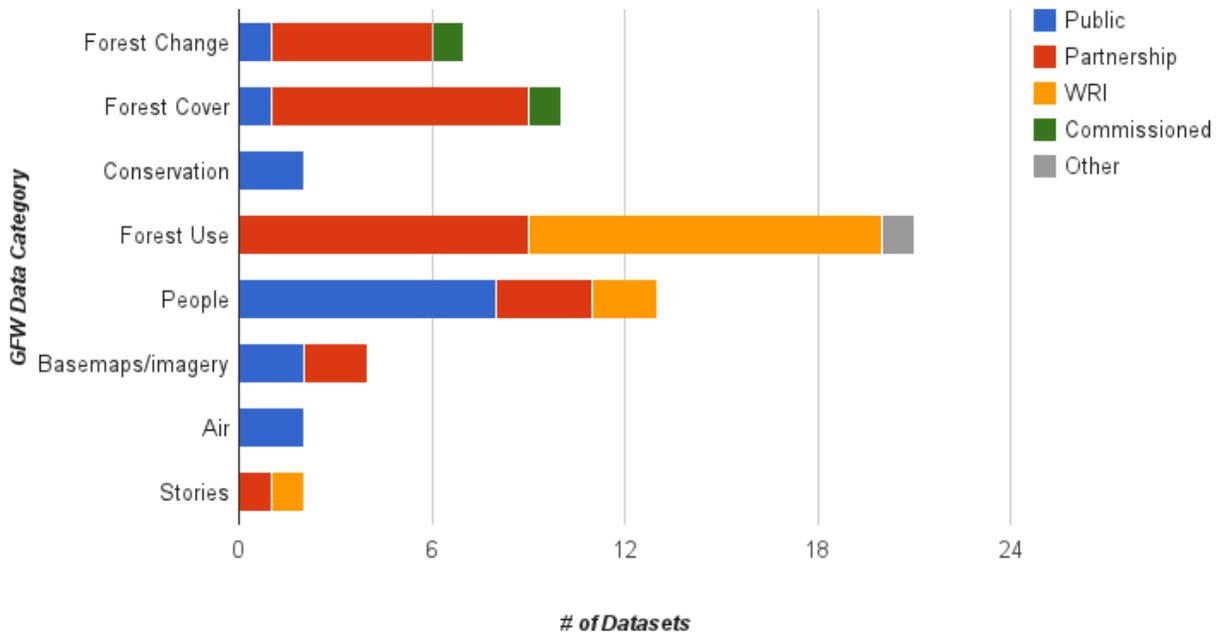


GFW Data Sources



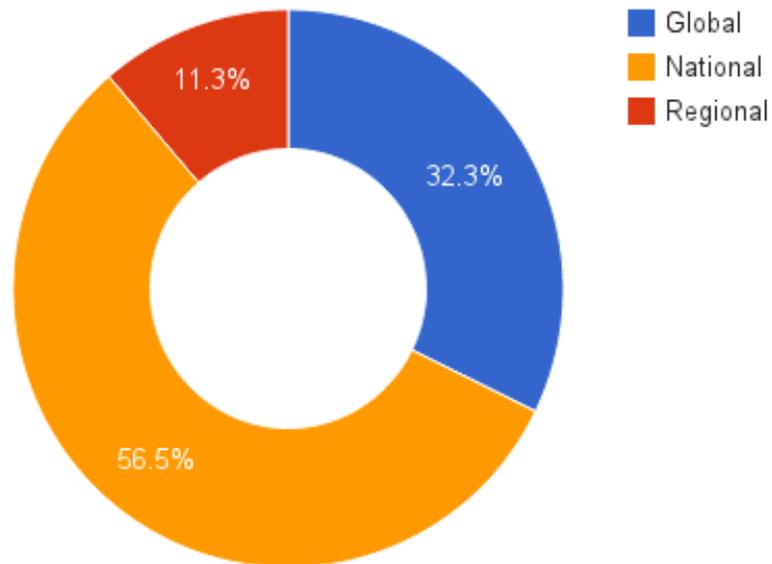


GFW Data Categories by Source



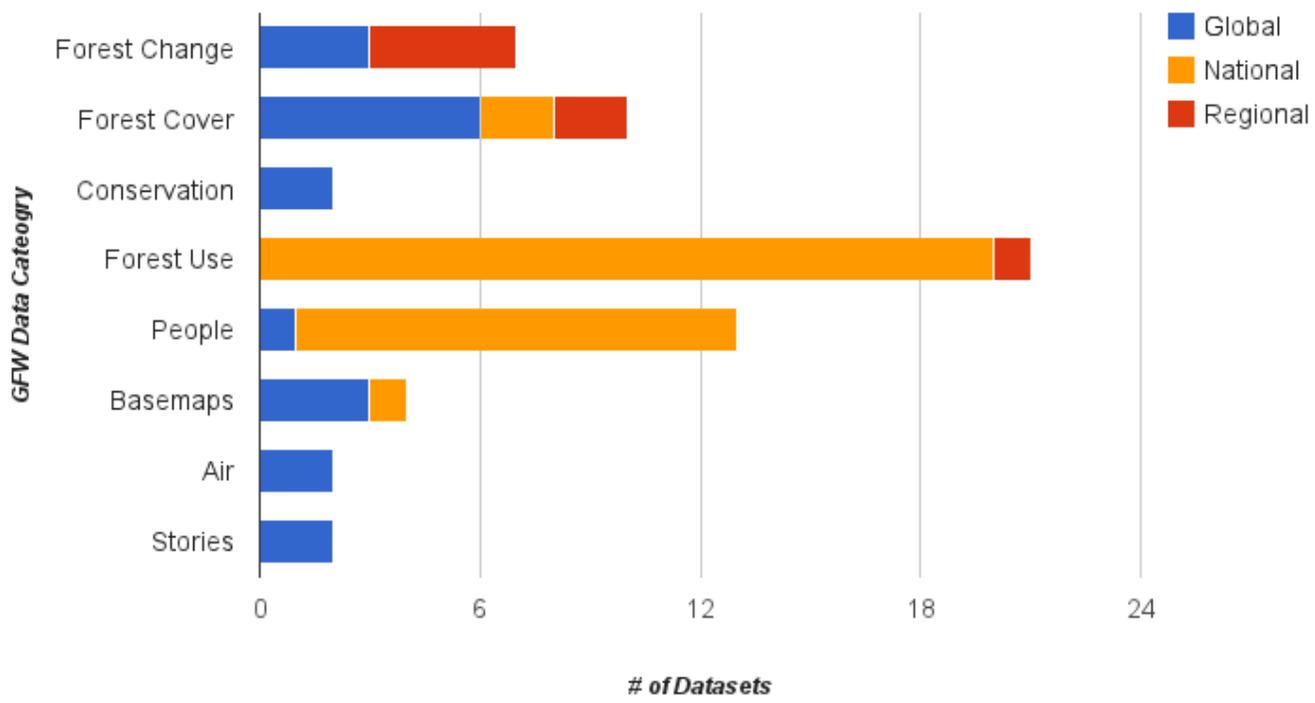
**Global Forest
Watch data
sets cover
local and
global issues**

GFW Data Geography





GFW Data by Geography and Type



Keep an eye out...

Small Grants Fund

New analysis and blogs

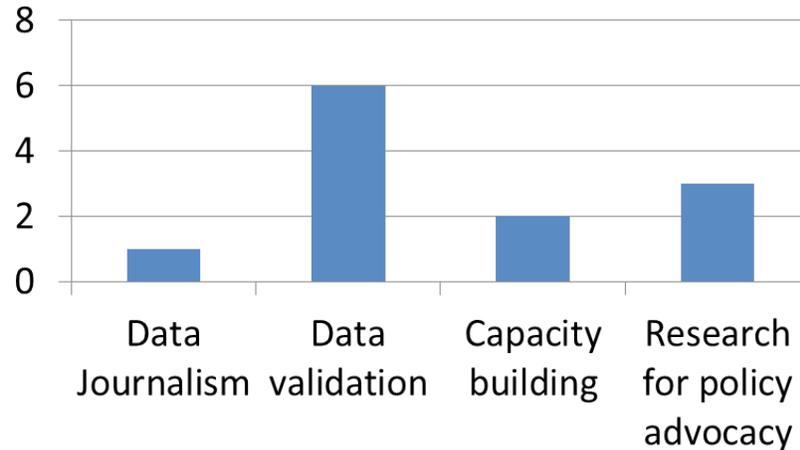
Future presentations and events

Website updates

... and more!



Type of Small Grants Fund



Know of other cases where GFW is having an impact? Share your outcome with us!
Email gfw@wri.org



Overview of GFW Outreach Events

