



Activities of CI: Science, Demonstration, Amplification

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

Conservation International

Yasushi Hibi

CONSERVATION
INTERNATIONAL



CI's Vision & Mission resonate with SI

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

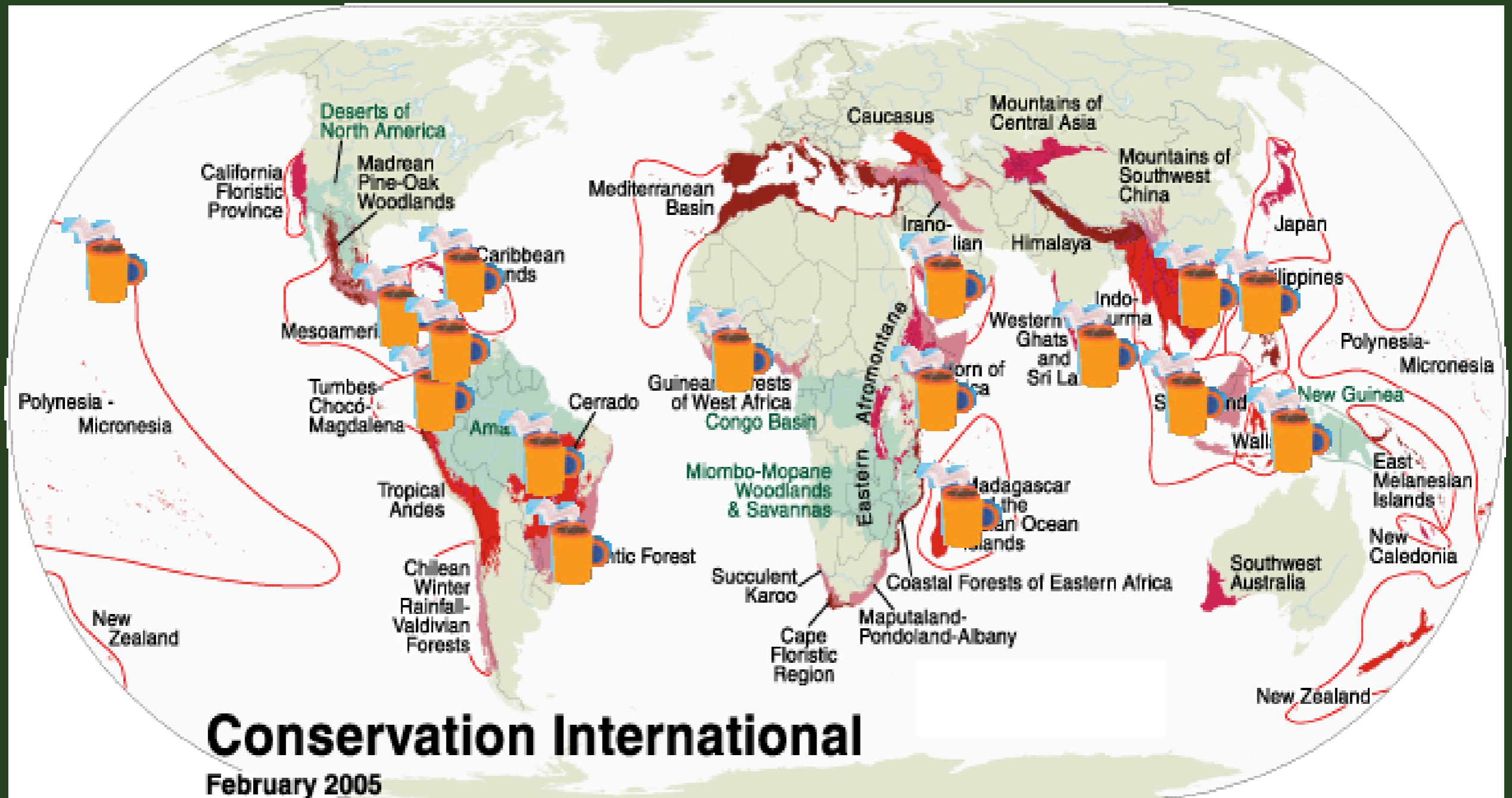
We imagine a healthy prosperous world in which societies are forever committed to caring for and valuing nature, our global biodiversity, for the long-term benefit of people and all life on Earth.



A field demonstration model
Case study

CONSERVATION COFFEE PROGRAM

HOTSPOTS and Coffee Producing Regions



HOTSPOTS



Wilderness Areas



Coffee Producing Regions

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



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

Conventional coffee plantation site



Shade-grown coffee plantation site



Shade Grown Coffee production

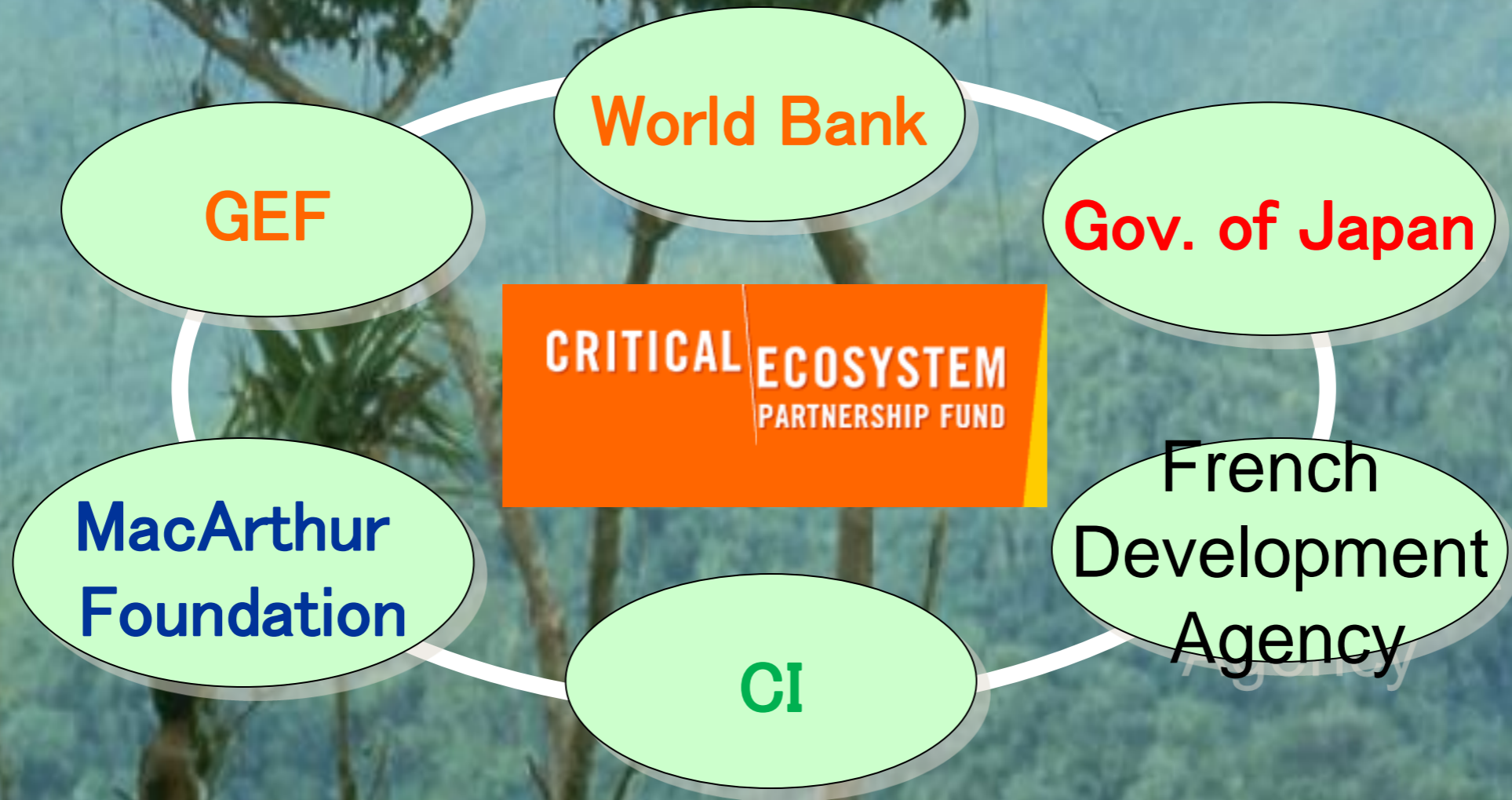


Conservation Coffee Program site

(as of Dec.2010)

Country	Region
Columbia	Valle de Cauca, Santander
Mexico	El Triunfo, Chiapas
Costa Rica	San Vito, Coto Brus valley
Panama	Volcan, Renacimiento, Boquete
Indonesia	Northern Sumatra

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



UCC
Good Coffee Smile





Thank you very much!