



WORKING
TOGETHER ON
BIODIVERSITY AND
CLIMATE CHANGE

TOYOTA

THE LIVING ASIAN FOREST PROJECT



Background

In July 2016, WWF and Toyota Motor Corporation entered into a five-year global agreement aimed at accelerating the globe's transition to sustainability. Through this partnership, the organizations will work together to promote biodiversity conservation, raise environmental awareness and accelerate the move toward a "zero carbon" society.

Tropical forests in Southeast Asia are one of the mega-biodiversity spots in the world and are the source of valuable ecosystems. However since the 1970s, the region has lost hundreds of millions of acres of natural forest, mostly to make way for infrastructure and the production of commodities.

It is within this context of pressing environmental issues that Toyota now supports the Living Asian Forest Project.

What is the Living Asian Forest Project?

The Asian Forest Project is a new series of existing and planned WWF activities to conserve tropical forests and wildlife in Southeast Asia.

The project will take place in Borneo (Kalimantan) and Sumatra in Indonesia, which are WWF priority places. In the future and depending on the results of the initial local initiatives, the project may expand to the Greater Mekong region – potentially across Cambodia, Laos, Myanmar, Thailand and Vietnam.

What will it focus on?

A number of activities including:

- sustainability of natural resources such as wood, paper and pulp, palm oil and natural rubber.
- wildlife surveys and scientific research of endangered species
- supporting patrols against illegal logging and poaching
- supporting local communities' sustainable production of rubber and other commodities as alternative income
- forest restoration

Commodities: as unsustainable production and use of certain commodities are among the main causes of deforestation and increased threats to endangered species in these regions, the project will focus on increasing the sustainability of natural resources such as wood, paper and pulp, palm oil and natural rubber.

Rubber: as natural rubber is the main material of automobile-tires and 90% of the world's supply of natural rubber comes from plantations in Southeast Asia, the partnership will also focus on promoting sustainable natural rubber.

This will include collaborating with industry and stakeholders and contribute to setting the international standards and to adopt sustainable natural rubber best practices.

For more information on the partnership, please contact:

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