



## **Wildlife Works REDD Methodology Gains VCS Approval**

### **Innovative Approach Introduced for Calculating Baseline Deforestation Rates**

**13 January 2011 - San Francisco, CA** - Wildlife Works, a leading REDD project development company, announced that The Voluntary Carbon Standard (VCS), today approved a new and innovative REDD Methodology that was written by the company.

"Methodology for Avoided Mosaic Deforestation of Tropical Forests" was written by Wildlife Works to support REDD project developers working in a wide range of ecosystems, to protect critical biodiverse forests in large landscapes in which there has been significant historical deforestation, typically as a result of slash and burn agriculture.

The new REDD methodology introduces a procedure for calculating historical deforestation rates from a wide range of available imagery that will help projects that do not have a complete historical series of full-coverage satellite imagery.

"This approval opens the door to a new approach that could be very useful for many REDD projects as it offers a credible new way to calculate the baseline rate where the historical imagery isn't perfect," said VCS CEO David Antonioli. "It's also remarkable how efficiently Wildlife Works developed this methodology – it was a matter of months, so they've definitely set a new bar for efficiency."

The methodology was developed around Wildlife Works' Kasigau Corridor REDD project in Kenya. Although the Kasigau Corridor REDD project is located in a semi-arid tropical forest, the methodology can be used more broadly to account for emission reductions in projects throughout the tropics.

To complete the methodology in an efficient time frame, Wildlife Works assembled a team of leading experts from within and outside the company. The project was led by Jeremy Freund, Wildlife Works VP Carbon Development, with substantial content support from Kyle Holland, President of EcoPartners.

"We needed a robust and flexible methodology that would support our aggressive plan to launch our proven brand of REDD projects to protect critically threatened forests and wildlife throughout the tropics, while at the same time providing communities in these forest regions with unprecedented development benefits" said Mike Korchinsky, Founder and CEO of Wildlife Works, "so we decided to write our own".

Korchinsky added; "It was Wildlife Works practical field experience acquired through implementing Kenya's first REDD project that enabled the methodology to be written

and double validated in under 4 months”

The methodology was assessed under the VCS Methodology Approval process, and its approval means that any project may now use it to account for emission reductions or removals and to issue Voluntary Carbon Units (VCU’S) under the VCS Program.

The methodology was reviewed by two independent auditors before being approved for use under the VCS Program. The first independent auditor to review the methodology was DNV. The second was Environmental Services Inc., contracted directly by the VCS Association. Assessment reports and all methodology documents are available on the VCS website.

According to Jeremy Freund, “We believe this is an innovative developer friendly methodology designed to be both pragmatic and scientifically rigorous.”

As an example, Wildlife Works employed a statistically sound deforestation model allowing developers to use all available satellite imagery, including those with cloud cover or image gaps such as post 2003 Landsat SLC-OFF images.

To facilitate use of the methodology, Wildlife Works developed a software toolset which will be provided free of charge to REDD project developers protecting threatened tropical forests.

#### **About Wildlife Works**

Wildlife Works has been in business for 14 years and is headquartered in San Francisco, CA. (Learn more at [www.wildlifeworks.com](http://www.wildlifeworks.com)) Their first conservation project was at Rukinga, Kenya. During this time the company pioneered a new business model that brings innovative market based solutions to communities and wildlife conservation in the developing world.

The company leveraged it's on the ground, rural African experience, to form a new entity, Wildlife Works Carbon llc., that has emerged as a leading REDD (reducing emissions from deforestation and forest degradation) project development company. (Learn more at [www.wildlifeworkscarbon.com](http://www.wildlifeworkscarbon.com))

Wildlife Works Carbon llc. was established to help local landowners in the developing world monetize their forest and biodiversity assets whether they are governments, communities, ownership groups or private individuals.

The company’s flagship “Kasigau Corridor REDD project” protects over 500,000 acres of forest and brings the benefits of direct carbon financing to Kenyan communities while also securing the entire wildlife migration corridor between Tsavo East and Tsavo West National Parks.

Wildlife Works is actively developing a portfolio of additional REDD projects in Africa with an aim to; protect 5 Million hectares of native forest, generate 25M tonnes of CO2e annually, create thousands of sustainable jobs for rural Africans and secure enduring markets for the products they produce.

#### **About VCS**

The Voluntary Carbon Standard (VCS) is the most widely used carbon accounting standard among projects issuing credits in the voluntary market. Founded in 2005 by the Climate Group, the International Emissions Trading Association and the World Business Council for Sustainable

Development, VCS has pioneered trusted and innovative tools for generating quality GHG credits.

The VCS Methodology Approval Process is a unique pathway for the development and refinement of project methodologies to reduce GHG emissions. The process allows project developers to pioneer new approaches to GHG mitigation that addresses the challenges they face on the ground.

[www.v-c-s.org](http://www.v-c-s.org)

<http://www.vcs.org/docs/VCS%20Statement%20Wildlife%20Works%20Approved%20FINAL%2013%20January%202011.pdf>

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