POLICY BRIEF

PHASING OUT DEFORESTATION AND CONVERSION FROM SUPPLY CHAINS IN THE AMAZON

November, 2025

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Key Takeaways

This policy brief makes the case and provides recommendations for establishing deforestation and conversion-free supply chains from and within the Amazon and globally, as a critical step towards ending deforestation, ecosystem conversion and degradation by 2030, and for avoiding the tipping point in the region.

The main recommendations are the following:

Crosscutting

1. **Integrate binding DCF (Deforestation and Conversion-Free) targets into global and national frameworks,** embedding them into climate, biodiversity, trade, and sustainable development policies with clear timelines to eliminate deforestation, conversion, and related human rights abuses by 2030.
2. **Ensure full traceability and transparency** across supply chains through robust monitoring, reporting, and verification (MRV) systems that allow end-to-end traceability from production to market.
3. **Guarantee Indigenous Peoples' and Local Communities' (IPLCs) rights and participation,** securing land tenure, recognizing indigenous and local governance systems, and ensuring protection for environmental defenders.
4. **Strengthen governance, enforcement, and monitoring systems** by building institutional capacity, improving law enforcement, and deploying integrated satellite and field-based monitoring to address illegal activities and ecosystem degradation.
5. **Foster regional alliances and collaborative mechanisms,** particularly through the Amazon Cooperation Treaty Organization (ACTO) declaration, the Escazú Agreement, and a proposed Amazon Sustainable Seal to enhance coordination between producer and consumer regions.

By stakeholder

1. **Amazonian governments** should adopt and enforce strong DCF-aligned policies, ensure full traceability of commodity production, and integrate ambitious DCF goals into Nationally Determined Contributions (NDCs), National Adaptation Plans (NAPs), and National Biodiversity Strategies and Action Plans (NBSAPs). They should also promote inclusive trade agreements with human rights safeguards, facilitate regional cooperation, and provide technical and financial support for farmers' transition to sustainable, regenerative practices.

2. **Governments from importing countries** must embed DCF and human rights standards in trade, procurement, and due diligence laws; monitor the global deforestation footprint of their consumption; and align climate and biodiversity strategies to phase out deforestation and conversion by 2030. Financial and technical cooperation with Amazon countries should be scaled up to support an equitable transition.

3. **Companies operating in or sourcing from the Amazon** must ensure full traceability and transparency across their supply chains, apply equivalent DCF standards to all commodities and regions to prevent leakage, and collaborate with IPLCs and civil society to enable just, inclusive, and nature-positive production systems.

4. **Financial institutions** must eliminate deforestation, conversion and human rights abuses from all portfolios, engage clients to adopt DCF policies with time-bound targets, and expand green finance instruments, such as sustainability-linked loans, green bonds, and mechanisms like the *Tropical Forest Forever Facility* (TFFF), to incentivize DCF production and trade.

5. **Amazonian producers** play a pivotal role in halting all new deforestation, adopting responsible and regenerative practices, rehabilitating degraded lands, and forming cooperatives and platforms that enhance traceability, market access, and fair income distribution.

Introduction

The Amazon, home to approximately 10% of the world's known species, is approaching a tipping point that could irreversibly transform the region into drier and degraded landscapes with catastrophic consequences for people, nature, and the global climate. Agricultural expansion, especially cattle ranching and soy, remains the leading driver of deforestation and conversion, while land grabbing, speculation, and weak governance exacerbate ecosystem loss and human rights violations.

Despite numerous voluntary commitments and binding regulations, global progress remains insufficient, and most commodity supply chains still carry deforestation and conversion risks. Recent initiatives such as the EU Deforestation Regulation and emerging due diligence laws, as well as national policies in Amazonian countries, are important advances but require stronger implementation, political will, and coordinated action.

This document is structured in four parts:

1. **Current scientific evidence** on why halting deforestation and conversion is essential and how globally traded commodities drive these pressures.
2. **Key pledges, commitments, and policies** related to ending deforestation and conversion.
3. **Recent progress and setbacks** in protecting forests and other ecosystems, with emphasis on the Amazon basin.
4. **Proposed solutions and actions** for governments, companies, financial institutions, and producers to eliminate deforestation and conversion from supply chains in the region and beyond.

It is essential that these solutions strengthen traceability and transparency across supply chains, integrate DCF targets into climate and biodiversity strategies, secure Indigenous Peoples' rights, and mobilize financial incentives for sustainable production.

1. Why is it important to tackle deforestation?

Deforestation and conversion of non-forest ecosystems are the leading drivers of global biodiversity loss [1]. Agricultural expansion is estimated to be responsible for 70% of the total projected loss of terrestrial biodiversity [2 3] and is also a major contributor to climate change [4 5]. Agriculture and the production of soft commodities are the primary drivers of terrestrial ecosystem loss [6]. Globally, over 83 million hectares of humid tropical primary forest have been lost between 2001 and 2024 [7]. In addition, it is estimated that more than half of the original native Cerrado vegetation has already been lost [8]. Grasslands and savannahs ecosystems, like the Cerrado, have experienced higher rates of conversion and fragmentation than any other ecosystems, often converted for food and livestock feed, tree plantations, textiles and fuel crops [9 10 11].

Stopping the conversion and degradation of all ecosystems is also essential to address the global climate emergency. Agriculture, forestry, and other land use (AFOLU) represent 23% of total anthropogenic greenhouse gas (GHG) emissions for the period 2007-2016 with crop and livestock agriculture as the dominant sources [4 12]. Forests and other ecosystems serve as crucial carbon sinks and provide critical services for adaptation to global warming.

In addition to biodiversity and climate issues, ending deforestation and conversion is also critical to prevent severe human rights abuses due to land encroachment and forced eviction of Indigenous Peoples and Traditional Communities. Forests and ecosystems also provide critical services that enable a just transition and viable adaptation to the global climate and environmental crisis [13].

According to MapBiomas data up to 2023, the Amazon region, as defined by RAISG, is home to the world's largest remaining tropical forest, covering 619 million hectares (74% of the total) with additional 67 million hectares of non-forest natural habitats (8% of the total). Between 1985 and 2023, the Amazon region lost 87.4 million hectares of natural forests and 5.1 million hectares of non-forest natural ecosystems, both mostly by conversion into farmland for cattle pastures and crops 14. Together with the Cerrado, this makes the world's largest and most active deforestation frontier. In the Amazon region, deforestation and conversion are often illegal and are manifestations of underlying land-grabbing processes and the need to justify land ownership, often driven by speculative purposes, which can result in human rights violations [15].

This destruction may lead the region to reach its "tipping point" [16], a threshold beyond which deforestation and climate change would lead to reduced rainfall, causing the Amazon to lose its ability to regenerate, permanently transforming its rainforests into drier and more degraded ecosystems with reduced biodiversity with devastating consequences for people, biodiversity and the global climate [17 18]. This would have dramatic global impacts, including massive biodiversity loss, carbon emission spikes, accelerated climate change, disruption of water cycles and increased vulnerability to fires, jeopardizing the achievement of both global climate and biodiversity goals [19].

Weight and role of commodities

The production of soft commodities is a major driver of global deforestation, ecosystem conversion, and forest degradation. Permanent agriculture, defined as the long-term loss of tree cover for small to large-scale cultivation, remains the leading cause of tropical deforestation [20] [21]. Nearly two-thirds of this deforestation is linked to the production of four key commodities: beef, soy, palm oil, and paper [22]. Agricultural production, including both crops and livestock, has expanded dramatically in recent decades to meet rising global and domestic demand [23].

Global deforestation and conversion are related to both international trade and domestic markets. International trade demand, particularly from consumer countries, still generates huge pressure on forests and natural ecosystems worldwide. Between 2001 and 2015, agricultural and forestry product demand from consumer countries resulted in substantially greater forest biodiversity loss than losses within their own borders. Domestic demand from two producer countries, Indonesia and Brazil, had the highest overall impact on forest biodiversity loss [24].

WWF's upcoming Amazon Deforestation Footprint Report (2025) [25] estimates that in the period from 2018 to 2022, when looking at the immediate land use after deforestation, cattle-linked deforestation dominated the footprint due to pasture expansion (6.7 million hectares, 78%) followed by soy expansion (0.4 million hectares, 4.6%). However, it is important to consider that soy expansion over pastures triggers additional conversion of pasture to the detriment of forests. These two interconnected direct drivers are followed by other agricultural crops.

When only considering the direct land-use drivers of deforestation, about 85% of the Amazon deforestation embodied in total consumption is associated with domestic markets, 13% with international markets, and the remaining 2% with regional markets. This is primarily due to the dominant role of pasture in causing direct deforestation, driven by land speculation, ownership claims and expectations of further conversion of these pastures to soy or other crops production for export, and not necessarily by the interest in cattle production. Studies indicate that despite the success of the Amazon soy moratorium in reducing direct conversion of forest to soy, the crop is displacing pasture to new deforestation fronts, indirectly contributing to deforestation [26]. Also, almost half of soy expansion in the Brazilian Amazon between 2000 and 2024 was on existing pastures in 2000 [14]. A study indicates that the indirect effects from soybean expansion may represent more than 30% of deforestation in the Brazilian Amazon between 2002 and 2011 [27]. Export crops expand on locally consumed food production globally, pushing it to further encroachment on forests and ecosystems [28]. These interactions can artificially increase the role of domestic production as a direct pressure on nature, underplaying the strong indirect pressure coming from international markets [29]. The dynamic is evident in the Amazon, where both international trade and domestic markets are significant drivers of deforestation and conversion and need to urgently become free of deforestation and conversion.

Importantly, these figures do not include forest loss and degradation driven by unsustainable logging practices in the Amazon, as well as in the northern hemisphere and in developing countries globally [30] [31], where local and international consumption also play a significant role.

1 Amazon Footprint Report

This report analyzes, for the first time across the region and at a subnational level, production patterns in all Amazonian countries associated with deforestation. It maps the flow of Amazonian commodities to domestic, regional, and global consumers, identifying key hotspots and trends linking consumption to deforestation.

This research is based on accurate land use change data to agricultural production statistics from national statistical agencies at the municipality level. This new information reveals local and regional differences in the pressures on ecosystems, and external as well as internal drivers and interactions allowing finer scale analysis and risk assessment of the dynamics of deforestation and commodity production linked to trade that can help inform and tailor solutions to each national and local context [25].

2 Drivers of Deforestation in the Brazilian Amazon and Cerrado Biomes

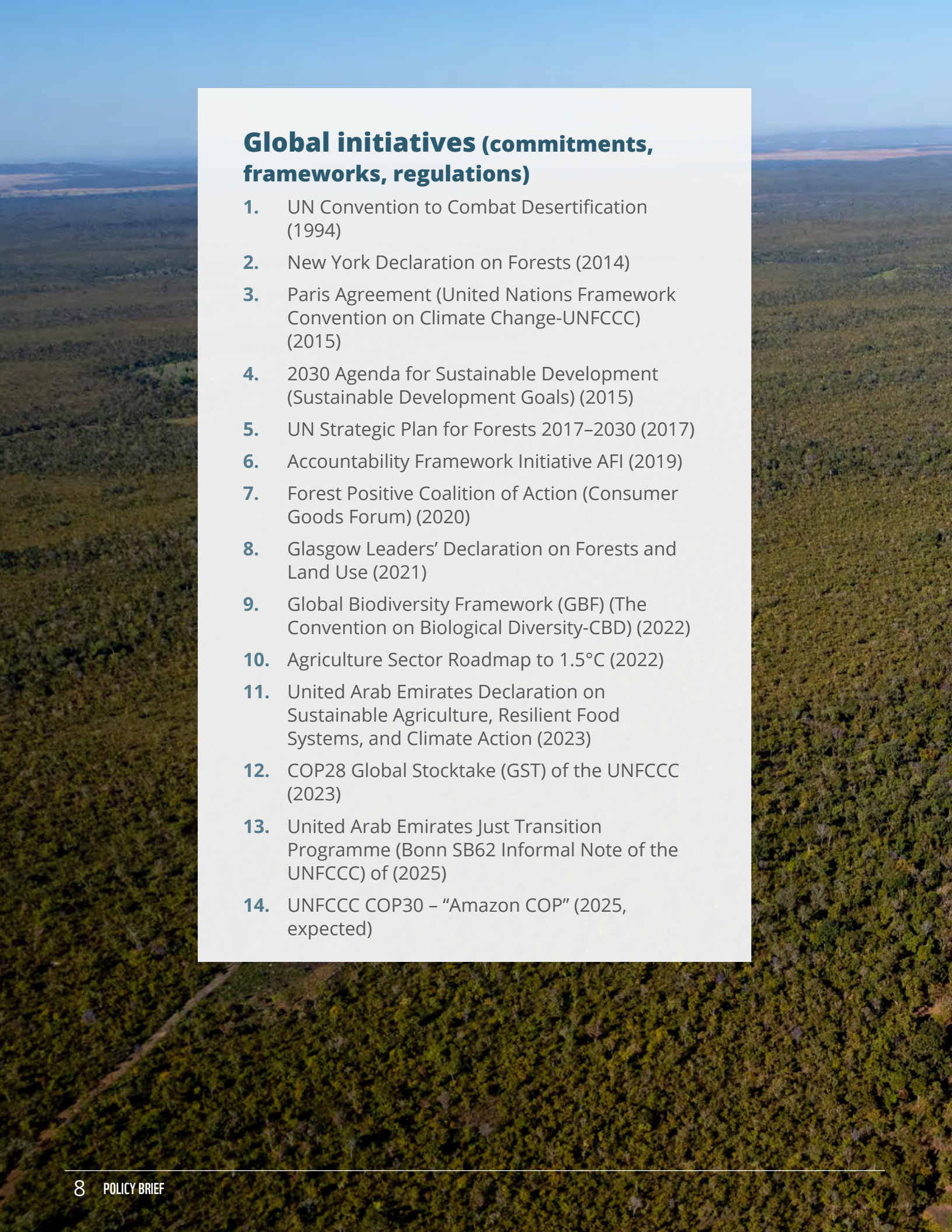
This report examines land-cover change in the Brazilian Amazon from 1985 to 2023, highlighting the expansion of cattle ranching and soy as primary drivers. It also identifies indirect factors, such as land-use transitions, leakage, land grabbing, and speculative land investments, that shape future deforestation and conversion scenarios. These insights help anticipate risks and inform targeted policies to halt ecosystem loss [45].

2. Antecedents – Global Pledges, Commitments And Policies Related To Key Drivers Of Deforestation And Conversion In The Region

In recent decades, awareness and recognition of the urgency to end **deforestation and conversion** have significantly grown, driven by the need to address the global climate, biodiversity, and human rights crises. A wide range of voluntary pledges, declarations, and commitments have been made to halt deforestation and conversion, including those linked to commodity production and trade. In parallel, binding governmental regulations and international legal frameworks are being implemented or developed to enable DCF land use and trade.

A summary of some of the most significant global, regional, and national initiatives that form the foundation for coordinated action is presented below, while a comprehensive list is available in the **Appendix** at the end of this document.

> — In recent decades, awareness and recognition of the urgency to end deforestation and conversion have significantly grown. —



Global initiatives (commitments, frameworks, regulations)

1. UN Convention to Combat Desertification (1994)
2. New York Declaration on Forests (2014)
3. Paris Agreement (United Nations Framework Convention on Climate Change-UNFCCC) (2015)
4. 2030 Agenda for Sustainable Development (Sustainable Development Goals) (2015)
5. UN Strategic Plan for Forests 2017–2030 (2017)
6. Accountability Framework Initiative AFI (2019)
7. Forest Positive Coalition of Action (Consumer Goods Forum) (2020)
8. Glasgow Leaders' Declaration on Forests and Land Use (2021)
9. Global Biodiversity Framework (GBF) (The Convention on Biological Diversity-CBD) (2022)
10. Agriculture Sector Roadmap to 1.5°C (2022)
11. United Arab Emirates Declaration on Sustainable Agriculture, Resilient Food Systems, and Climate Action (2023)
12. COP28 Global Stocktake (GST) of the UNFCCC (2023)
13. United Arab Emirates Just Transition Programme (Bonn SB62 Informal Note of the UNFCCC) of (2025)
14. UNFCCC COP30 – "Amazon COP" (2025, expected)

Regional initiatives to end deforestation and conversion

1. European Union Timber Regulation (EUTR) (2010
2. Amsterdam Declarations Partnership (2015)
3. Tropical Forest Alliance (TFA) (2015)
4. Together4Forests Campaign (2020-2022)
5. EU Deforestation Regulation (EUDR) (2023)
6. Belém Declaration – ACTO Presidential Summit (2023)
7. EU Corporate Sustainability Due Diligence Directive (CSDDD) (2024)
8. Bogotá Declaration – ACTO Presidential Summit (2025)

National initiatives, regulations, and policies to end deforestation and conversion

1. PPAction Plan for Prevention and Control of Deforestation in the Amazon (PPCDAm) (2004, Brazil)
2. Amazon Soy Moratorium (ASM) (2006–2008, Brazil)
3. PPCerrado – Action Plan for Prevention and Control of Deforestation in the Cerrado (2010, Brazil)
4. Zero Deforestation Agreements (2017, Colombia)
5. French Due Diligence Law (2017, France)
6. China Sustainable Meat Declaration (2017, China)
7. "From Commitment to Action" (C2A) (2019, Ecuador)
8. National Policy for Deforestation Control (COMPES 4021) & Environmental Crimes Law (2021, Colombia)
9. UK Forest Risk Commodities Regulation – Environment Act (2021, UK – pending)
10. U.S. Forest Act (2021 – proposed, USA)
11. German Supply Chain Due Diligence Act (LkSG) (2023, Germany)

3. Progress and Setbacks in The Global Efforts to Save Forests Ecosystems and the Amazon

The pledges, declarations and commitments listed above, along with leading corporate efforts have not yet curbed forest and ecosystem losses at scale. Most agricultural and forestry companies still lag in action and in commitments [32], despite being the largest contributors to deforestation and conversion.

Nevertheless, progress is happening. Enforceable rules such as the EUDR, not yet under implementation, and other due diligence laws, such as UK, France and Germany legislations, as well as the rapid development of new accountability and transparency references and tools, have begun to catalyze individual supply chain reforms and improve trade governance. This effect can extend beyond the limits of specific markets and commodities through the dissemination and adaptation of proven transparency tools and approaches.

Increasingly aware of the risks that deforestation and conversion pose to food system stability [33], Chinese companies have expressed explicit willingness to implement sustainable sourcing [34], as well as interest in transparency solutions developed in many sectors and countries. An important milestone for China has been the development of the standard on Specifications for Meat Industry Green Trade, launched in 2021, co-developed with the China Meat Association (CMA) in alignment with the AFI [34].

Several producing countries (Brazil, Argentina, Thailand, Peru, Ecuador, Uruguay, Côte d'Ivoire, Ghana, Vietnam, Indonesia, Colombia, among others) developed or supported national and subnational platforms and systems to map farms, register producers, and link land use to production, applicable to all their exports and their internal markets.

Unfortunately, the global rise of anti-environmental and climate negationist agendas, and recent geopolitical and trade turbulence, may threaten these efforts, creating political leverage for delaying and weakening environmental regulations and transparency requirements, under the auspices of stimulating trade and economic competitiveness [35] [36]. For instance, lawmakers and authorities related to the most conservative sectors of Brazilian agrobusiness promote the systematic dismount of initiatives and legislations critical for protecting the Amazon and all the other Brazilian biomes, such as the Amazon Soy Moratorium [37] [38] and the environmental licensing legislation [39], among others. Similarly, in Peru, a recent amendment to the Forestry and Wildlife Law has drawn strong criticism from environmental and Indigenous groups, who warn that it could accelerate deforestation in the Amazon by removing the requirement for state authorization before converting forested land to other uses potentially legitimizing years of illegal deforestation [40].

This is a raging battle at a pivotal moment, when critical and bold actions are needed to spare humanity from some of the most devastating consequences of climate change and global environmental crisis. Innovative analysis comparing the factors of success and progress in Brazil and Indonesia demonstrate that political will is the most important factor in preventing tropical deforestation, particularly when sustained public pressure and civil society advocacy help create and sustain strong political commitment [41].

4. Policy Solutions to end Supply Chains' Deforestation and Conversion in the Amazon and Beyond

Despite decades of growing recognition and the progress made, these efforts remain insufficient to reverse ecosystem loss at the scale and pace required. Urgent, coordinated, and transformative action is needed across governments, companies, financial institutions, and producers, both within Amazonian countries and in importing markets, to address the drivers of deforestation and conversion, strengthen governance, and promote nature-positive, socially just production systems.

Innovative mechanisms and initiatives are already emerging that can support this transition. The TFFF, proposed by Brazil and supported by most tropical forest countries, aims to provide results-based payments for maintaining and protecting tropical forests [42] [43]. Likewise, programs such as Amazonia Forever[44] seek to mobilize financing to scale up sustainable, inclusive, and resilient development in the Amazon region[44]; these efforts would require parallel actions to provide technical support for the transition, de-risking mechanisms and patient capital. These examples demonstrate the type of approaches that must be scaled up and integrated into broader policy efforts.

Additionally, the fast-growing body of scientific evidence, including the studies highlighted in Boxes 1 and 2 (some of which is referenced in the supporting citations above), allows us to formulate precise recommendations to policymakers and companies from the Amazon region and from importing markets, as well as to financial institutions and to Amazonian producers.

While the proposed solutions for governments in producing and importing countries may sometimes appear similar, they translate into distinct and complementary actions, including stopping practices that accelerate ecosystem loss, redesigning policies and market incentives, scaling up successful approaches, and creating conditions to avoid reaching the Amazon's tipping point. The same applies to companies operating within the region and those sourcing commodities from it. The future health of the Amazon depends on the coordinated and complementary actions of all these actors, both inside and outside the region, to shift from drivers of deforestation and conversion to drivers of regeneration and resilience.

Cross-Cutting Policy Recommendations

The following cross-cutting actions represent the most urgent and strategic priorities to eliminate deforestation and conversion from supply chains. They provide the framework within which all actors, governments, companies, financial institutions, and producers can operate, ensuring coherence, complementarity, and alignment toward a shared goal: achieving deforestation and conversion-free commodity supply chains. Advancing these actions will not only enable that goal but also help prevent the Amazon from reaching a critical tipping point, while fostering a just and nature-positive transition.

1. **Integrate binding DCF targets into global and national frameworks.** Governments must embed DCF goals into national climate and biodiversity strategies, trade policies, and multilateral agreements, with clear, time-bound targets to eliminate deforestation, ecosystem conversion, and associated human rights abuses by 2030.
2. **Ensure full traceability and transparency across supply chains.** All actors, governments, companies, and financial institutions, should adopt robust MRV systems that enable end-to-end traceability from the production unit to final markets, ensuring commodities are free from deforestation, conversion, and human rights violations.
3. **Guarantee IPLCs rights and participation** Secure land tenure and recognize Indigenous and local governance systems as central to halting deforestation and conversion, ensuring long-term conservation. Strengthen legal protection for environmental defenders, ensuring criminal prosecution and investigations are based on peacebuilding, prioritizing the prevention and protection of environmental defenders with an inclusive conservation approach.
4. **Strengthen governance, enforcement, and monitoring systems.** Expanding institutional capacity, strengthening law enforcement, and deploying satellite and field-based monitoring are essential to addressing deforestation, conversion, land grabbing, gold mining, and other drivers of ecosystem loss. This includes building the capacity of competent authorities, including staffing, inspections, and resources to ensure that regulations achieve their intended impact.
5. **Foster regional alliances and collaborative mechanisms.** Strengthen cooperation for zero deforestation by 2030 across Amazonian countries and between producer and consumer regions through initiatives such as the ACTO Declarations and working groups, the Escazú Agreement implementation, and an Amazon Sustainable Seal to coordinate action, share knowledge, and accelerate progress.

Specific recommendations for key actors

The following recommendations outline key actions for each group of actors involved in eliminating deforestation and conversion from supply chains. While all should align with the cross-cutting priorities above, their roles and responsibilities differ.

Amazonian countries' governments at the national and subnational levels and regional governmental agreements

- **Adopt and implement policy and regulatory frameworks to transition toward inclusive, conversion-free, nature-based development pathways, prioritizing high-risk regions.** This includes enacting and enforcing strong national and regional legislation aligned with the AFI and other international references, and designing and accelerating transparent MRV systems at the national, subnational and/or sectoral level to ensure full traceability and transparency of commodity production from farm to market.
- **Collectively promote explicit inclusion of DCF, safeguards and human rights requirements into trade and other bilateral and multilateral agreements**, such as the European Union- Mercosur agreement, as well as in international/ multilateral economic and trade regulatory bodies through participatory and inclusive approaches.
- **Support bilateral, regional cooperation and farmer transition toward sustainable production systems.** Foster bilateral and regional collaboration that enables peer-to-peer learning, strengthens regulatory and control systems, and supports farmers in adopting nature-positive, climate-resilient practices such as agroecology and regenerative agriculture. Provide technical assistance and incentives to restore degraded lands and develop alternative productive areas, reducing pressure on forests and ecosystems. Identify and repurpose harmful agricultural subsidies driving deforestation and conversion.[1]
- **Integrate ambitious DCF targets into national strategies and strengthen enforcement and governance to ensure implementation.** Include ambitious DCF goals in NDCs, NAPs, Long-term Strategies (LTEs), and NBSAPs, synergies among nature conventions and other key international conventions, to implement concrete time-bound phasing out of all domestic and imported deforestation, conversion and human rights abuses before 2030.
- **Establish positive incentives and recognition schemes for frontrunner producers,** companies and jurisdictions that demonstrate verified deforestation and conversion-free supply chains, to accelerate uptake and create market preference for early adopters.


Foto: Camilo Díaz ©

1 See report Turning harm into opportunity: repurposing agricultural subsidies that destroy forests and non-forest natural ecosystems (WWF, 2024)

Governments from importing countries at the national and subnational levels and regional governmental agreements in all importing markets globally

- **Embed robust DCF and human rights standards across public procurement laws, trade, and multilateral frameworks.** Adopt and implement comprehensive due diligence and procurement laws, safeguards, and guidelines that exclude products linked to deforestation, conversion, or human rights abuses. Integrate these criteria into bilateral and multilateral trade agreements and advocate for their adoption in global economic and trade bodies such as the World Trade Organization (WTO) and Organisation for Economic Co-operation and Development (OECD), aligned with the AFI and other international references.
- **Invest in and adopt monitoring of the 'offshored' international trade and consumption-driven impacts/footprints of economic activities on global deforestation** within national statistics frameworks and reporting of environmental footprints, e.g. under the CBD Kunming-Montreal Monitoring Framework.
- **Include ambitious DCF targets in UNFCCC NDCs, NAPs, LTEs, aligned with CBD NBSAPs** and other key **international conventions,** to implement concrete time-bound phasing out of all domestic and imported deforestation, conversion and human rights abuses before 2030.
- **Engage in dialogue with the Amazon countries and regions, with full participation of local civil society organizations (CSOs), to mobilize concrete, accessible and tailored financial and technical cooperation** at scale for a just, inclusive transition to DCF production and nature-based development pathways and make progress in the implementation of the existing regional commitments under the ACTO contained in the Belem (2023) and Bogota (2025) Declarations.
- **Promote and support transparent initiatives, tools and systems** for commodity traceability from the origin of production in Amazon countries.

Companies buying commodities within the Amazon (traders, meatpackers, 1st tier buyers)

- **Ensure full traceability, transparency, and accountability across all operations and supply chains.** Guarantee that all sourcing in the Amazon, direct and indirect, across all commodities and origins, is fully traceable to the farm or plantation of origin and demonstrably free from deforestation, conversion, and human rights abuses, in alignment with the AFI and other international references.
- Support the development of **MRV systems**, including human rights indicators, and require all direct and indirect suppliers to adopt equivalent traceability and transparency criteria, cut-off dates, and actions across their entire operations.
- **Support the producers** and indirect suppliers' transition to DCF through purchase control systems and direct support mechanisms.
- Adopt **consistent DCF policies** and apply equivalent standards and actions to the same commodities sourced from **other regions, biomes, to avoid leakage of deforestation and conversion pressure**, and related human right risks, from the Amazon to other regions and biomes.
- Collaborate with relevant stakeholders, including CSOs, IPLCs , in the production landscapes to support a just, inclusive transition to DCF production and **nature-based development pathways.**

Foto: Andre Dib- WWFBrazil ©

Global companies buying and processing commodities from the Amazon (brands, retailers, food service companies)

- **Ensure that all Amazon-related supply chains,** across all commodities and origins, are **demonstrably free from deforestation, conversion, and human rights abuses,** in alignment with the AFI and compliance with credible international standards and verification systems.
- Require supply chain transparency and traceability to the origin for all commodity volumes sourced from the Amazon by **direct and indirect suppliers (importers, traders and/or meatpackers) across their entire operations,** and support the development of **transparent sectoral and/or public MRV systems** in the Amazon to ensure full visibility of production.
- Collaborate with the Amazonian countries and relevant amazonian stakeholders in production landscapes to support a just, inclusive transition to DCF production and nature-based development pathways.
- Ensure that **DCF requirements and traceability cascades upstream** to the Amazonian origin through supplier requirements and engagement.
- **Adopt consistent DCF policies across countries** and apply equivalent standards and actions to the same commodities sourced from other regions and biomes, to avoid leakage of deforestation and conversion pressure, and related human right risks, from the Amazon to other regions and biomes.

Financial institutions

- Eliminate deforestation, ecosystem conversion, and human rights abuses from **all investments, loans, and portfolios related to the Amazon and other producing regions,** as well as from any related land concessions and real estate, in alignment with AFI and other international references. Apply consistent DCF policies and equivalent standards, requirements, and actions across all geographies to prevent the leakage of deforestation, conversion pressures, and related human rights risks from one region or biome to another.
- **Engage and require corporate clients and investees to adopt robust DCF and human rights policies with time-bound targets**. Work directly with global and Amazonian traders, buyers, and producers to ensure they adopt and implement comprehensive DCF sourcing and production policies that also protect human rights.
- Design and offer **financial products and financial mechanisms** to incentivize and enable DCF production, trade, and sourcing at scale in the Amazon and other regions, as well as soft commodity expansion exclusively on already cleared and degraded lands. These could include loans, green bonds, sustainability linked loans, blended finance mechanisms, and other innovative long-term funding solutions such as the TFFF.
- When needed, require fair and efficient **remediation** for any past deforestation or conversion (after the cut-off date) and/or human rights abuses and guarantees of no repetition.
- Develop individual or precompetitive investment/portfolio monitoring and risk assessment **verification frameworks** ensuring zero deforestation, conversion, and human rights abuse (e.g., reporting using OECD, AFI and other guidelines).

Amazonian producers

- **Halt all new deforestation and conversion linked to commercial commodity production,** as well as expansion into areas recently deforested and converted (considering sectoral and legal cut-off dates), and avoid any human rights abuse, in alignment with the AFI and other international references and ensure fair trade and economic resilience.
- **Adopt responsible and nature-positive agriculture** and/or forestry production practices, adapted to the Amazon region and each local context, to transform the Amazon food systems towards sustainable production, free of deforestation, conversion, and human rights abuses, ensuring food security and fair income.
- Create or join **platforms and cooperatives** that enable full traceability, fair access to incentives for producers, including smallholders, value aggregation, market recognition, and fair prices for DCF production.
- **Rehabilitate** agricultural lands converted after 2020 or earlier cut-off dates agreed by sector.
- Avoid any **expansion on protected land,** traditional and indigenous areas, or land under dispute and/or related to any human rights abuses and, if needed, remediate any illegality and impact.

APPENDIX

1. Initiatives

Global initiatives (commitments, frameworks, regulations)

Year	Initiative / Commitment	Type	Scope	Description, key objective
1994	**UN Convention to Combat Desertification (UNCCD**	Binding – International Convention	Global	The only legally binding international agreement linking environment and development to sustainable land management 46. Its 2018–2030 Strategic Framework aims to achieve global Land Degradation Neutrality (LDN) by 2030, prevent ecosystem destruction, restore degraded lands, improve livelihoods for billions of people, and reduce drought impacts on vulnerable populations.[47] [48]
2014	**New York Declaration on Forests (NYDF)**	Voluntary; non binding	Global	Halve natural forest loss by 2020 and end deforestation by 2030; eliminate deforestation from agricultural supply chains.[49] Helped to create subsequent initiatives: Amsterdam Declarations Partnership (2015); Accountability Framework (2019), Glasgow Leaders' Declaration (2021).
2015	**Paris Agreement (UNFCCC)**	Binding – International Treaty	Global	Recognizes the importance of taking action to conserve and enhance sinks and reservoirs of GHG, including forests (Art. 5) [50].
2015	**2030 Agenda for Sustainable Development (SDGs)**	Intergovernmental	Global	Endorsed by 193 nations and outlines 17 SDGs. Includes Target 15.2 calling for halting deforestation and promoting sustainable forest management by 2020 [51].

2017	**UN Strategic Plan for Forests 2017–2030**	Intergovernmental	Global	Establishes six voluntary goals for 2030 [52] . One of them is to promote sustainable forest management and halt deforestation globally. In 2024, the UN Forum on Forests made an explicit pledge to address unsustainable economic practices as well as unsustainable patterns of consumption and production [53].
2019	**Accountability Framework Initiative**	Voluntary	Global	Reference for ethical supply chains. Provide definitions, principles, and guidelines for ethical, deforestation- and conversion-free supply chains to help companies set goals, take action, and report progress [54].
2020	**Forest Positive Coalition of Action (Consumer Goods Forum)**	Voluntary	Global	Brings together 21 of the world's largest consumer goods retailers and manufacturers in a CEO-led initiative to eliminate deforestation, forest degradation, and ecosystem conversion from key commodity supply chains [55].
2021	**Glasgow Leaders' Declaration on Forests and Land Use**	Voluntary	Global	Endorsed by 145 governments, pledges to halt and reverse forest loss by 2030; align trade and development policies with sustainable production [56].
2022	**Global Biodiversity Framework (GBF)**	Binding International Framework	Global	CBD pivotal document by which all parties commit to protect, restore and increase the integrity, connectivity and resilience of all ecosystems by 2050, and to bring the loss of natural ecosystems close to zero by 2030 [57].
2022	**Agriculture Sector Roadmap to 1.5°C**	Multi-stakeholder	Global	Launched at COP27, it commits 13 major agri-commodity companies to achieve deforestation and conversion-free supply chains by 2025, aligned with the Paris Agreement 1.5°C goal [58] [59] [60]
2023	**UAE Declaration on Sustainable Agriculture, Resilient Food Systems, and Climate Action**	Intergovernmental	Global	Launched during COP28 and endorsed by over 150 countries, its objective is to integrate food systems and agriculture into NDCs ahead of COP30 [61].

2023	**COP28 Global Stocktake (GST) 22**	Intergovernmental	Global	Sets halting and reversing deforestation and forest degradation by 2030, and conserving other terrestrial and marine ecosystems, as critical actions to reach the Climate targets (Paragraph 33) [63]. Another key COP28 decision is to establish the framework for Global Goal on Adaptation (GGA) 64 , with a specific target on ecosystems and biodiversity [65].
2025	**UAE Just Transition Programme (Bonn SB62 Informal Note)**	Intergovernmental Political framework	Global	Recognizes the link between just transition pathways, ecosystem integrity, and biodiversity protection [66].
2025 (expected)	**UNFCCC COP30 – "Amazon COP"**	Intergovernmental – Climate Summit	Global	"Amazon COP" is expected to put forests and natural ecosystems and their role on climate change even more into evidence, creating momentum to the DCF agenda. Countries are expected to significantly increase their commitments to DCF in their NDCs [67].

Regional initiatives to end deforestation and conversion

Year	Initiative / Commitment	Type	Scope	Description, key objective
2010	**European Union Timber Regulation (EUTR)**	Binding	Regional (EU)	Prohibits the placing of illegally sourced wood and wood products on the EU market. Requires operators to exercise due diligence to ensure legality and traceability of timber supply chains [68].
2015	**Amsterdam Declarations Partnership**	Voluntary	Regional (EU)	Endorsed by 10 European countries. Eliminate deforestation linked to production and import of major risk commodities by 2025 [69].

2015	**Tropical Forest Alliance (TFA 2020)**	Global public–private partnership Voluntary, non binding	Regional (Global South)	Eliminate deforestation associated with palm oil, soy, beef, and pulp and paper through public–private collaboration [70]. Peru´s initiatives under TFA: Coalition for Sustainable Production [71].
2020–2022	**Together4Forests Campaign**	Civil society Campaign (WWF and partner NGOs)	Regional (EU)	Mobilize public support for strong EU regulation on deforestation-free products, influencing the adoption of EUDR [72].
2023	**EU Deforestation Regulation (EUDR)**	Binding Regulation	Regional (EU)	Requires companies placing forest-risk commodities and derived products on the EU market to conduct due diligence to ensure they are not linked to post-2020 deforestation, ecosystem conversion, illegal activities, or human rights violations [73].
2023	**Belém Declaration – Amazon Summit**	Intergovernmental	Amazon Basin	Pledge by heads of state of eight Amazonian countries to combat deforestation, advance land-use planning, and transition to sustainable development models to achieve zero deforestation by 2030 [74]. Includes the creation of an *Amazon Alliance* to strengthen regional cooperation and prevent the biome from reaching a **tipping point.**
2024	**EU Corporate Sustainability Due Diligence Directive (CSDDD)**	Binding	Regional (EU)	Broad due diligence obligations for large companies operating in Europe covering human rights and environmental impacts throughout supply chains, complementing EUDR by embedding deforestation-free and sustainability checks into corporate governance [75].
2025	**Bogotá Declaration**	Intergovernmental	Amazon Basin	Reaffirm the Belém Declaration's goals to halt deforestation, enhance cooperation, and secure stable financing for tropical forest protection [76].

National initiatives, regulations, and policies to end deforestation and conversion

Year	Initiative / Commitment	Type	Country	Description, key objective
2004	**PPCDAm – Action Plan for Prevention and Control of Deforestation in the Amazon**	National Policy	Brazil	Combine monitoring, enforcement, sustainable land-use planning, and incentives to reduce Amazon deforestation and conversion [77].
2006–2008	**Amazon Soy Moratorium (ASM)**	Voluntary Sectoral Agreement	Brazil	Agreement by major soy traders to stop purchasing soy from land deforested in the Amazon after 2008 [78]. Contributed to a major drop in deforestation while soy production quadrupled; over 98% of soy is now deforestation-free[79].
2010	**PPCerrado – Action Plan for Prevention and Control of Deforestation in the Cerrado**	National Policy	Brazil	Reduce deforestation and conversion in the Cerrado through monitoring, enforcement, sustainable land-use planning, and incentives to reduce deforestation and conversion [80].
2017	**Cerrado Manifesto5 and Corporate6 /Investor Statements of Support7**	Voluntary	Brazil	Call from Brazilian CSOs urging global companies and investors to eliminate Cerrado conversion from supply chains and portfolios.
2017	**Zero Deforestation Agreements**	Multi-stakeholder Agreement Voluntary, non binding	Colombia	Cover palm oil, beef, dairy, cacao, coffee, timber, and avocado; include MRV, traceability, and deforestation risk baselines [84].
2017	**French Due Diligence Law**	Binding Law	France	Require large French companies to implement vigilance plans to prevent human rights abuses and environmental harm across their supply chains, including deforestation risks [85].

2017	**China Sustainable Meat Declaration**	Voluntary, non binding	China	Commit to zero deforestation and conversion and greater supply chain transparency 86 . Followed by the **Specification for Meat Industry Green Trade** (2021), providing guidelines for companies, and the **China Sustainable Meat Supply Chain Promotion Plan** (2023), which sets concrete actions for sustainable meat production and trade to China[87].
2019	**"From Commitment to Action" (C2A)**	Jurisdictional Initiative **(UNDP-led)** **Voluntary, non binding**	Ecuador	Started in 2019[88]. Ecuador has national efforts to build traceability and jurisdictional approaches for palm oil, cocoa, coffee, and livestock supply chains.
2021	**National Policy for Deforestation Control (COMPES 4021) & Environmental Crimes Law**	National Policy	Colombia	Strengthen judicial capacity, use financial incentives, and engage stakeholders to combat deforestation and environmental crimes. Inter-institutional coordination through bodies such as the National Council to Combat Deforestation (CONALDEF) can enhance their implementation [89].
2021 (pending)	**UK Forest Risk Commodities Regulation – Environment Act**	Binding Regulation	UK	Require companies to ensure commodities are not linked to illegal deforestation, with due diligence and reporting obligations . Secondary legislation was anticipated but delayed [90].
2021 (proposed)	**U.S. Forest Act**	Proposed Legislation	USA	Prohibit agricultural commodities linked to illegal deforestation from entering the U.S. market and require importer due diligence [91].
2023	**German Supply Chain Due Diligence Act (LkSG)**	Binding Law	Germany	Require large companies to address human rights and environmental risks, including illegal deforestation and ecosystem degradation linked to commodity sourcing [92].

2. Additional Policy recommendations by stakeholder

Amazonian Countries' governments at the national and subnational levels and regional governmental agreements

1. **Consumption-based policies** can also be supported, depending on the local contexts and needs.
2. Invest in **law enforcement and fire control** in the Amazon, supported by satellite monitoring. Cracking down on illegal activities such as illegal gold mining, has historically been one of the most important factors in turning the tide on deforestation 41 and improving Indigenous People and traditional community protection.
3. Share **experience and learning** among Amazonian countries and with other producer regions to improve regulatory and control systems that also improve business models, through bilateral and regional cooperation.
4. Strengthen **environmental, agricultural production/expansion and supply chain data provision** to support sound decision making and ensure free access for citizens, according to the principles of environmental justice established in the Escazú Agreement.
5. Coordinate economic, conservation, energy, food, land and finance **national policies** for ending deforestation and conversion, considering subnational specificities, direct and indirect drivers, domestic and export markets, cross-border trade flows, leakages to non-forest or non-amazonian ecosystems, and pressure of export commodities on local food security, pushing for further expansion into forests and ecosystems.
6. Implement **participative land-use planning** paired with enforcement capacity. This process strengthens the rights of IPLCs and protects their historic lands and cultures.
7. Collectively design and promote a **Sustainable Amazon seal of origin** that guarantees full DCF production and the protection of human rights, through existing cooperation mechanisms between Amazonian countries (such as ACTO).
8. Create concrete, accessible and tailored **financial and technical incentives** for producers in forest frontiers, to facilitate fast and inclusive transition to DCF commodity production, with direct support from the commodity and finance sectors, as well as from importing countries and regions.
9. Adopt comprehensive DCF and human rights abuse-free **public procurement** laws, safeguards and guidelines.
10. Strengthen the governance of infrastructure planning in environmentally-sensitive regions such as the Amazon, ensuring that instruments and decision-making processes, beginning with upstream sectoral planning, are based on alignment with sustainable development goals (including those related to NDCs, biodiversity, and human rights), effective tools for the improved analysis of socio-environmental risks (including cumulative impacts with other projects), economic viability and alternatives, based on multi-criteria methodologies that incorporate social, environmental and financial variables, with mechanisms to ensure transparency and effective civil society participation.

Global companies buying and processing commodities from the Amazon (brands, retailers, food service companies)

- Request and support all direct and indirect suppliers to adopt the same criteria and take equivalent action **across their entire operations.** Identify, engage and support noncompliant direct and indirect suppliers.

Financial institutions

- Collaborate with the Amazonian countries and relevant amazonian stakeholders in production landscapes to **develop robust** MRVs, support a just, inclusive transition to DCF production and **nature-based development pathways.**
- **Engage regulators,** including central banks, to develop DCF policies, guidelines and rules to mitigate systemic risks such as climate change and biodiversity loss within the financial system.

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3. How can the UNFCCC COP30 (Belem, 2025) advance the DCF agenda in the Amazon?[2]

The AFOLU sector is key for climate mitigation, as it contributes to about a quarter of global emissions, while forests and other ecosystems serve as crucial carbon sinks. Nearly half of AFOLU emissions come from deforestation and forest degradation, but protecting and restoring ecosystems like forests, peatlands, and wetlands could mitigate up to 7.3 GtCO2-eq per year.

Agriculture offers additional potential of 4.1 GtCO2-eq per year through soil carbon management, agroforestry, and improved cultivation and livestock practices. Addressing this sector should be a priority for COP30 in the context of implementing GST results and fostering synergies between the Rio Conventions.

COP30 presents a key opportunity to establish an actionable framework for zero deforestation, integrating food production, commodity supply chains, and IPLCs rights. Given Brazil's leadership on forests and nature, COP30 is expected to strengthen links between climate, forests, and biodiversity by expanding commitments to the entire land sector (e.g., new and innovative sources of finance for standing forests, sustainable supply chains, healthy and resilient food systems, partnerships between producer and consumer countries) and reinforcing the decision to end deforestation-related emissions by 2030.

Adapted from WWF's policy brief A COP30 Package on Ending Deforestation and Ecosystem Conversion

WWF PROPOSAL: A COP 30 PACKAGE ON ENDING DEFORESTATION AND COSYSTEM CONVERSION

2.1. Formal Negotiation Outcomes

i. Elevating the commitment to halt and reverse deforestation by 2030 in the cover text or similar.

   WWF suggests elevating the commitment of paras 33 and 34 of the GST text to the top of the political agenda at COP30, while making progress on the inclusion of forests (and more generally nature) in the formal negotiations process.

ii. A work program on climate and nature with a focus on implementation.

   WWF proposes the creation of a work program under the UNFCCC/Paris Agreement negotiations to take forward the UAE legacy by operationalizing the commitments to conserve ecosystems and halt and reverse deforestation by 2030. This program should also align with the Global Biodiversity Framework, as mandated by the Global Stocktake, with a focus on implementation of national plans.

2.2. Presidential initiatives

WWF envisages the following complementary presidential initiatives to be launched at COP30:

- **The Tropical Forests Forever Facility (TFFF):** currently under development by the Brazilian Government and partners,

is expected to be launched in COP30 as a key mechanism to support the halt and reversal of deforestation. It could also be integrated into the Baku to Belém USD 1.3 trillion Roadmap.

- **A strong political push on enhancing forest targets and measures in NDCs:** This initiative would aim to meet the GST commitments and other ones, such as the United for Forests initiative and/or the Belém Declaration. The goal is to ensure strong forest components in NDCs to be matched with forest finance, such as from the above-mentioned TFFF or for the Forest and Climate Leaders' Partnership (FCLP) country packages, involving partners such as Multilateral Development Banks (MDBs) and the NDC Partnership.

2.3 Action Agenda: Scaling up private and public sector actions to end deforestation by 2030

WWF supports a stronger and more effective Action Agenda, with adequate capacity and instruments to meaningfully close the gaps on mitigation, adaptation, and resilience.

We welcome the COP30 Presidency's initiative to hold a thematic day for forests to highlight and reinforce existing commitments for NDCs and DCF supply chains, including by showcasing progress and outstanding efforts.

Foto: Jacqueline Lisboa- WWFBrazil524 ©

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