Creating Global Demand for REDD+
CGD and Climate Advisers’ Integrated Strategy

Mobilize global policy makers in key donor countries (UK, Germany, Japan, US) and political forums (G20, UN, World Bank) to support scaled-up, results-based financing through high-level, research-based advocacy.

**Consistent Tools**
- High-level elite mobilization
- Rigorous research
- Politically realistic solutions
- Multi-stakeholder dialogue
- Public education through elite and social media

**USA**
Create broad bipartisan support for US global leadership on REDD+ and scaled-up financing

**Indonesia**
Generate global support for increased results-based financing for Indonesia’s forests

- United States helps lead global REDD+ diplomacy
- Global agreement encourages scaled-up US REDD+ financing
- Indonesia paves the way for global REDD+ action
- Global negotiations produce REDD+ financing for Indonesia

Strong bilateral REDD+ results-based partnership and scaled-up financing
Creating Global Demand for REDD+
Strategy leads to Outcomes and Ultimate Impact

This Project

Global Political Will for REDD+
US Leadership
Indonesia Partnership

Outcomes

Global Increase in Finance for REDD+
Shift Towards Results-Based Finance for REDD+
Increased Incentives for Tropical Forest Countries to Conserve Their Forests

Impact

Reduced Deforestation for Benefit of People and Climate
# Creating Global Demand for REDD+

**Logical Results Framework**

<table>
<thead>
<tr>
<th>Key Activities and Outputs</th>
<th>Outcomes</th>
<th>Indicators</th>
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<tbody>
<tr>
<td><strong>Global</strong></td>
<td></td>
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<tr>
<td>Economic and scientific synthesis report</td>
<td>Global political will for results-based REDD+ financing and increased funding</td>
<td>Doubling of global financial flows for REDD+</td>
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<tr>
<td>Global working group process and report</td>
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<td>A greater portion of REDD+ finance flows through results-based mechanisms</td>
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<tr>
<td>Significant white papers, policy briefs, and/or background papers</td>
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<td>Increased awareness and utilization of monitoring tools and performance ratings</td>
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<tr>
<td><strong>US</strong></td>
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<td>High-level outreach to advance REDD+ foreign assistance, create demand for REDD+ in broader climate policy, and advance US climate policy at the highest levels</td>
<td>US REDD+ leadership</td>
<td>Doubling of US REDD+ finance by the end of 2015</td>
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<tr>
<td>Tracking and analyzing US REDD+ leadership and finance</td>
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<td>Increased effectiveness of US REDD+ finance, through an increase in portion of REDD+ finance in results-based modes and an increase in portion flowing to fewer priority partner countries</td>
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<tr>
<td><strong>Indonesia</strong></td>
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<td>REDD+ road show, bringing Indonesian REDD experts to donor nations</td>
<td>A global REDD+ partnership for Indonesia</td>
<td>Donor nations understand that Indonesians and REDD+ experts see successes in results-based REDD+ in Indonesia, and donor nations understand how they can build on that success</td>
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<tr>
<td>Indonesia REDD+ reports</td>
<td></td>
<td>Doubling of international support and increased results-based financing for REDD+ in Indonesia by 2015</td>
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