

# Afterword

“But now,” says the Once-ler, “now that you’re here, the word of the Lorax seems perfectly clear. UNLESS someone like you cares a whole awful lot, nothing is going to get better. It’s not.”  
—Dr. Seuss, *The Lorax*<sup>1</sup>

While it is true that billions of dollars are needed on an annual basis to halt tropical rainforest deforestation and degradation, even a penny campaign initiated by children can spark the change and funding that is needed in our world. Take for instance, “the Monteverde Conservation League (MCL) owns and manages the Children’s Eternal Rain Forest, which was started with a penny campaign by children from all around the world.”<sup>2</sup>

In addition, volunteers in India planted a record 66 million trees in just 12 hours,<sup>3</sup> while in China, “some 200 million Chinese users have downloaded an app by financial services provider Ant Financial that helps them make carbon-friendly decisions in everyday life.”<sup>4</sup>

With this in mind, if you like animals then you should like rainforests, which are the most biologically diverse terrestrial ecosystem on Earth. If you like rainforests, then you should be concerned about deforestation. If you are not concerned about or do not believe in climate change, then do



**Real-life scene from the Lorax (Credit: Brian Joseph McFarland)**

not focus on the climate change mitigation potential of rainforests and their carbon stocks. However, if you are concerned about water quality and water supply, you should be concerned about the loss of rainforests and their contribution to the global water cycle. Finally, if you care about people, you should care about the deforestation of rainforests and all the benefits they give to humankind, and not just local communities halfway around the world, but to you the reader through building materials, paper, food, and medicine. Thank you for reading and please remember, “now that you’re here, the word of the Lorax seems perfectly clear. UNLESS someone like you cares a whole awful lot, nothing is going to get better. It’s not.”—Dr. Seuss, *The Lorax*<sup>5</sup>

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# Other Suggested Resources

The following suggested resources are a list of conferences, associations, and networks, along with additional useful books, tools, and websites.

## Conferences and Trainings

- A Community of Ecosystem Services (ACES)<sup>6</sup>
- Argus Emissions Markets by Argus Media<sup>7</sup>
- Carbon Forums<sup>8</sup>
- Center for International Forestry Research (CIFOR) conferences including the Asia-Pacific Rainforest Summit<sup>9</sup>
- Climate Bonds Initiative's Events<sup>10</sup>
- Climate Leadership Conference<sup>11</sup>
- Conservation Finance<sup>12</sup>
- Conservation Finance Network's Boot Camp Training Course<sup>13</sup>
- Conservation Finance Network's Practitioner Roundtable<sup>14</sup>
- Environmental Leadership and Training Institute, an initiative of the Yale School of Forestry and Environmental Studies<sup>15</sup>
- Forest Finance & Sustainability Conference<sup>16</sup>

- General Assembly of the Tropical Forest Alliance 2020<sup>17</sup>
- Global Landscapes Forum<sup>18</sup>
- Governors' Climate & Forests Task Force Annual Meeting<sup>19</sup>
- Innovate4Climate<sup>20</sup>
- Innovation Forum,<sup>21</sup> How Business Can Tackle Deforestation<sup>22</sup>
- International Union for the Conservation of Nature's (IUCN) World Conservation Congress<sup>23</sup>
- Land Trust Alliance's Rally<sup>24</sup>
- Mission Investors Exchange National Conference<sup>25</sup>
- National Land Conservation Conference<sup>26</sup>
- Navigating the American Carbon World<sup>27</sup>
- Oslo Redd Exchange Annual Conference<sup>28</sup>
- Social Capital Markets Conference<sup>29</sup>
- Sustainable Brands<sup>30</sup>
- Sustainable Innovation Forum<sup>31</sup>
- Sustainable Purchasing Leadership Council's Annual Summit<sup>32</sup>
- United Nations Framework Convention on Climate Change (UNFCCC) annual Conference of the Parties (COP)<sup>33</sup>
- Wall Street Green Summit<sup>34</sup>
- Wildlife Habitat Council's Conservation Conference<sup>35</sup>
- World Forum on Natural Capital<sup>36</sup>

Also, see the Global Forest Information Service “which keeps an events calendar for forest-related events happening around the world. {...} You can add your events to the calendar by filling in this form: <http://www.gfis.net/gfis/en/en/submititem/>.”<sup>37</sup>

These conferences and trainings do not appear to still be active: Conservation Capital in the Americas Conference;<sup>38</sup> Conservation Finance Forum at Harvard University; Conservation Leadership Dialogues (CLDs) which were convened in 2002, 2003, and 2004 by the Lincoln Institute of Land Policy; and the Environmental Finance Innovation Summit.<sup>39</sup>

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