

Bruce J. Cabarle

Curriculum Vitae

Email: bcabarle@concentricsustainability.com

Overview

Current

- President, Concentric Sustainability Solutions, LLC
- Senior Fellow, American Forest Foundation
- Senior Fellow, National Council on Science and Environment
- Director Emeritus & co-founder, Forest Trends

Past

- Leader, Forest & Climate Initiative; WWF
- Head, Global Forest & Trade Network; WWF
- Chairman of the Board of Directors and Co-Founder, Forest Stewardship Council

Education

- IMD (International Institute for Management Development) - Business Programs
- Yale University
- Rutgers, The State University of New Jersey

Summary

Accomplished innovator and team leader with 25 years of experience in the fields of forestry and land use, climate change (REDD+), corporate social responsibility, environmental and social safeguards, supply chain risk assessment and sustainable development by combining science, policy analysis, best practices, stakeholder engagement, facilitation, negotiation, and strategic communication. Extensive network built in over 50 countries on project identification, design, implementation, finance/marketing, evaluation and reporting at the community, municipal, state, national and multinational levels involving public, private and civil society partnerships. Se habla Español.

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Professional Experience

2014 – Present **Concentric Sustainability Solutions, LLC** Washington, DC

President

Provide advisory services on strategy, management and evaluation at the nexus of climate change, communities, commerce & conservation.

- Program Consultant, Global Initiative, Climate & Land Use Alliance, ClimateWorks Foundation; San Francisco, CA
<http://www.climateandlandusealliance.org/> bcabarle@climateandlandusealliance.org
- Advisor to Programa Nacional Forestal, Ministry of Environment on development of national strategy on forests and climate change; Lima, Peru.
- Senior Fellow, American Forest Foundation, advisor to the CEO.
- Senior Fellow & Session moderator (REDD+), organizing committee, National Council for Science and Environment's 2014 annual conference: "Building Climate Solutions;" Washington, DC.
- Featured Speaker, January 2014 Green Business Roundtable. "Better Business for a Better Earth: Sustaining our Forests and Improving Supply Chains via Credible Certifications"; Washington, DC.
- Guest Lecturer, Forest management, international trade, policy & governance. Yale School of Forestry & Environmental Studies; New Haven, CT, Fall 2013

15 years

World Wildlife Fund (WWF)

Washington, DC

Leader, Forest and Climate Initiative (2010 – 2013)

Provided dynamic vision, mapped strategy and increased corporate communications to increase the recognition of tropical forests to mitigate global climate change while maximizing environmental and social benefits.

- Defined advocacy positions for international negotiations on REDD+, including WWF's challenge target of "Zero net-deforestation by 2020," monitoring and reporting against impacts, capacity building in developing countries, finance, and social /environmental safeguards.
- Served as lead spokesperson for external audiences and international negotiators on position statements and field activities regarding REDD+. Provided oversight on communications strategy, messaging (UNFCCC COPs 17/Durban and 18/Doha) including social media and learning and sharing of inspiring practices among practitioners (www.REDD+community.org), resulting in a 200% increase in traffic to WWF's public website on REDD+ issues (www.panda.org/forestclimate).
- Launched proof of concept pilots to test the feasibility of implementing REDD+ at the national and subnational levels in the Democratic Republic of the Congo, Indonesia and Peru. Secured over US \$20 million in grant resources to establish large scale projects, teams, and training across tens of millions of hectares, resulting in some of the largest tropical forest conservation initiatives ever.

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- Managed all aspects of capital fundraising, including oversight on donor relations, programming, monitoring and reporting on a US \$12.5 million/3 year program, accountable to an international board of directors, shareholders and investors.
- Recruited, trained, set goals, defined results and mentored career development for a cross-cultural, multi-disciplinary, high performance, decentralized team of 12 professionals located across Africa, SE Asia, Latin America, Europe and the US.

Managing Director, Forest Carbon (2010)

Provided strategy and technical assistance to WWF field offices in Brazil, Congo Basin, Indonesia, Mexico and Peru to develop national/sub-national strategies, assess capacity building needs, and to identify early action projects to reduce carbon emissions from deforestation and forest degradation (REDD+).

- Led cross program team to develop a strategy for a multi-million dollar/tons/years voluntary offset program with a major manufacturer of consumer brand products focusing on tropical forest conservation and renewable energy projects to neutralize the carbon footprint associated with the consumer use of their flagship environmental product. Program was presented to corporate executive team but shelved due to economic downturn.
- Represented US office on an international design team that secured first major grant (US \$5.4 million from the Norwegian Aid Agency, Norad) for WWF to launch its REDD+ activities in the tropical forest regions of Amazon, Borneo and Congo.
- Assisted WWF offices in Indonesia and Mexico to form public-private partnerships to bid on USAID foreign assistance programs on sustainable landscapes and to reduce forest sector emissions.
- Served as relationship manager for WWF to the Forest Carbon Partnership Fund, Forest Investment Program, and the UNREDD on key methodological and policy issues for channeling funds to developing countries.
- Co-authored "REDD+ Principles" with Greenpeace and CARE that were successfully launched at the REDD+ Partnership meeting in Oslo in May 2010 and became the basis of joint advocacy work between the three organizations at the UNFCCC session in Cancun (COP16).
- Co-facilitated introductory training courses on REDD for field staff and local partners in Indonesia and Peru. Assisted in the overall development of the FCI strategic plan, 2010-13, including the initial design of the REDD finance component
- Member of WWF/Duke/Harvard team that sponsored "Forest Carbon Finance Summit 2010" held in Washington DC. Served as staff liaison with WWF-Brazil to secure the participation and staffing the Summit's keynote speaker, Senator Jorge Viana from the State of Acre, Brazil. Negotiated terms of reference for subcontractors and served as moderator for the peer review of background papers prepared for the Summit on National Finance Architecture, Early Action Incentives and the Role of Protected Areas. Assisted with securing funding by the Odier-Lombard Foundation in Switzerland.

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Director (Acting), Forest Carbon (2009)

- Led team that produced a 5-year, \$25 million forest business plan approved by Executive Committee to launch a new forest carbon program for the field conservation portfolio managed by the US office of WWF.
- Conducted analysis and developed strategy for targeting bi-lateral, multilateral, philanthropic and private funding for forest carbon investments in payment for performance frameworks, early action and capacity building in WWF priority landscapes in upper Amazon, Borneo/Sumatra and Congo Basin regions.
- Served as alternate representative for civil society to Participants Assembly and Council of the Forest Carbon Partnership Facility, and the Climate Investment Fund's Special Initiative for Indigenous Peoples.
- Served as staff liaison for communications and protocol with the Office of President Jagdeo of Guyana for his keynote address at WWF-Duke-Harvard 1st Forest Carbon Finance Summit, April 2009, Washington DC.
- Served as design team member and instructor for REDD+ training of local decision-makers in the Peruvian Amazon conducted in partnership between WWF, Organization of Tropical Studies and the Peruvian Society for Environment Rights.

Managing Director, Forest Program (1998-2009)

Provided leadership for the design and implementation of WWF's Forest for Life campaign to promote forest conservation targets, strategies and communications platforms in partnerships with major fortune 500 companies, financial institutions, international development agencies, national governments and civil society organizations worldwide.

- Advised public and private financial institutions on the adoption of investment policies regarding illegal logging and forest management certification as a risk reduction strategy (e.g. The World Bank, International Finance Corporation, Bank of America, Citigroup, JP Morgan-Chase, Wachovia, and other Equator Principles adopters).
- Launched the North America franchise of WWF's Global Forest & Trade Network (see below) and recruited initial corporate participants including Wal-Mart, The Home Depot, Kimberly-Clark and Tembec.
- Secured over \$30 million dollars from a combination of corporate, government aid agency and foundation sources, including the first ever Global Development Alliance grant from USAID (\$6.5 million) leveraged by The Home Depot (\$1 million) and several other corporate sponsors.
- Incubated WWF's international initiative on Forests, Carbon and Climate Change, designed strategy, secured executive endorsement, raised US \$3 million in seed money, recruited core team and successfully launched program with a semi-autonomous governance structure within the global WWF network.
- Recruited, developed, and coach highly motivated teams of over 25 staff that produced signature results recognized by numerous internal and external assessments of WWF's most notable impacts, such as the Forest Stewardship Council, Global Forest & Trade Network and the Amazon Regional Protected Areas initiative. Several program alumni assumed senior leader roles within WWF or were recruited by other peer organizations.

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Head, Global Forest & Trade Network (2002 & 2006-08)

Established GFTN as the #1 independent forest certification support program in the world, including 350+ companies and community enterprises in 30 countries with combined sales of over US \$60 billion/year. Supervised expansion of GFTN franchises into West Africa, France, Portugal, Spain, India and Laos.

- Led business planning process and revamped program targets with new key performance indicators, revised rules of corporate participation, participation fees, branding and communication guidelines, many of which became blueprints for WWF's larger Business & Industry program. Established external advisory panel comprised of corporate partners, donors and independent experts.
- Successfully renegotiated franchise agreements with WWF offices in 24 countries instituting common objectives, standard operating procedures, corporate recruitment guidelines, uniform program branding, marketing, communications, fundraising and cost-sharing. Established internal shareholders and peer mentoring groups across WWF's international network to motivate brand identity and quality control. Recruited, coached and mentored leadership team including my 2 immediate successors.
- Led fundraising drive resulting in US \$20+ million dollars for program operations from a combination of government aid agencies (e.g. European Commission \$3.5 million & USAID \$6.5 million), corporate contributions (e.g. fees, grants and in-kind services worth \$10+million) and private foundations (Blue Moon Fund, Citigroup Foundation, Surdna Foundation, Ford Foundation, \$500+K), including the first-ever public-private partnership to be approved under USAID's Global Development Alliance.

Co-Chair, World Bank – WWF Global Forest Alliance (1998-2006)

Served as lead negotiator and manager at WWF in a unique partnership between the world's largest international conservation and development assistance lending organizations double the coverage of forest protected areas, the establishment of 20+ million hectares of independently certified forests and \$300+ million of World Bank and International Finance Corporation operations in over a dozen developing countries with financing leveraged from the Global Environment Facility (GEF), and the foreign assistance programs of the Netherlands, Finland, Germany (BMZ) and UK (DFID).

- Incubated Brazil's Amazon Regional Protected Areas (ARPA) initiative resulting in the tripling of Brazil's forest protected areas network. Staffed WWF-US Chairman of the Board and WWF-Brazil CEO in the final negotiations with GEF Chairman and Brazil's Secretary of Environment that secured an \$82 million financing package to launch ARPA – the largest conservation endeavour in tropical forest conservation history.
- Led international advocacy campaign resulting in the adoption by The World Bank Group of WWF's Forest for Life Targets for forest protected areas and independent forest certification management in their landmark 2002 Forest Strategy and Investment Policy which became the baseline for the Equator Principles adopted by private lenders around the globe.

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10 years

World Resources Institute

Washington, DC

Director, Sustainable Forest Enterprise, Management Institute for Environment & Business (1996-98)

- Advised forest products companies on sustainability issues and core business strategy (e.g. Aracruz in Brazil and MacMillan Bloedel / Western Forest Products /Lignum in Canada).
- Advised The World Bank and International Finance Corporation on mitigation of social and environmental risks with their forest sector operations in developing countries. First independent representative to participate in an internal Quality Assurance Group review by the World Bank of its forest sector operations.
- Served as principal advisor to design team (Environmental Advantage) commissioned by the Consultative Group on Biological Diversity to incubate the first “buyers’ group” of US corporations including The Home Depot, The Gap, Starbucks and Andersen Doors & Windows to promote the trade in forest products certified by the Forest Stewardship Council. Appointed as the first NGO representative to the board of directors by business community that launched the Forest Products Buyers Group (see below).
- Secured seed capital from The World Bank and the MacArthur Foundation to incubate a new non-profit organization, “Forest Trends,” focused on information sharing, analysis and promotion of market-based mechanisms to sustain ecosystem services from forests.
- One of first three alumni inducted into WRI's inaugural “Wall of Fame.”

Director, Forestry and Land Use Program, (1991-96)

- Lead negotiator and chief editor of the original Forest Stewardship Council's Principles & Criteria for Well Managed Forests. Elected to the FSC's founding board of directors (see below) during start up phase.
- Coauthored publication “Surviving the Cut: Forest Management in the Humid Tropics” recognized by a Center for International Forest Research survey as one of the most influential publications of the decade in the field of forest management and conservation strategies, and endorsed by several major universities.
- Managed project scoping, design and placement of first generation Forest Carbon Sequestration projects in the Amazon region, Guatemala, Mexico and Thailand financed by a private energy producer to offset the carbon footprint of their US-based power plants. Secured EPA contract to assess first generation of “Joint Implementation” projects to establish program guidelines resulting in pioneering publication, “Carbon Counts,” on risks of additionally and leakage with early-action projects in the forestry and land use sector.
- Managed USAID-funded assessments of biodiversity and tropical forest conservation and training programs in Ecuador and Bolivia that resulted in multi-year, multi-million programs implemented by local USAID missions with national counterparts in natural resource management, training and biodiversity protection.
- Raised \$1-2 million annually to finance program operations from EU & US government agencies, foundations and corporations. Recruited, trained and coached a team of 6.

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Coordinator, Latin America, Forestry and Land Use Program (1988-90)

- Advised the Head of the Central American Commission on Forests to assist member countries to harmonize forest sector policies promote community-based forest management programs and increase public participation in the development of national forest conservation and management strategies, resulting in several legislative reforms across the region and foreign assistance packages from USAID and Finland FINNIDA.
- Managed Netherlands-financed program to pilot community forestry programs by governments in Guatemala, Ecuador and Peru. Initiated small grants to catalyze in-country training-of-trainers programs in Participatory Rural Appraisal techniques for the non-profit community. Expanded program into Mexico with foundation grants and co-founded the Consejo Civil Mejicano de Silvicultura Sostenible.
- Served as lead negotiator and co-founder of the Alliance between Amazonian Peoples and US Environmentalists regarding protected areas strategies ("The Iquitos Declaration" of 1990), resulting in several project partnerships between the major US-based environmental groups and the Coordinator of Amazonian Indigenous Peoples (COICA). Elected as spokesperson for COICA's US-based outreach tour.

4 years

Forestry Bureau, Department of Natural Resources

San Juan, PR

Director, Forest Management Division, Forestry Bureau (1984-88)

- Managed all aspects of conservation programs and infrastructure in Island-wide system of forest reserves and recreational areas in both remote and urbanized locations.
- Prepared budget requests to the Secretary, oversaw administration, reporting, procurement and negotiated inter-agency agreements for a \$1.8 million/year program with 100+ staff, using Spanish as the primary language.
- Introduced and directed an in-service training, Spanish-language program for agricultural extension agents in all aspects of forest inventory, management and planning to become resident managers in the agency's properties across the Island. Negotiated service agreements with US Forest Service Research and Cooperative Extension offices and secured federal grants to underwrite the costs of the program.
- Managed partnership with Yale University to place masters students in forest reserves to work on summer research projects along side of forestry bureau staff as part of in-service training program. Sponsored several employees who earned degrees at Yale School of Forestry & Environmental Studies.

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BOARD LEVEL EXPERIENCE (selected)

- Global Forest Institute, Yale School of Forestry & Environmental Studies, Board of Advisors (2004-current)
- Forest Economics & Policy Program, Resources for the Future, Advisory Committee (2005-current)
- Tropical Forest Foundation, board member 1999-2008, executive committee 2004-08, currently ex-officio
- Metafore, founding board member, executive committee, 2005-2008 (until acquisition by Green-Blue)
- Certified Forest Products Council, founding board member, executive committee, 2000-2005
- National Commission on Science and Sustainable Forestry, co-founder & commissioner, 2000-2005
- Forest Products Buyers Group, founding board member, 1997-99 (merged with CFPC above)
- Forest Trends, founding board member, 1998-2002 (currently emeritus status as of 2002)
- Forest Stewardship Council, Chairman, vice-Chair, and founding board member, 1993-96

OVERSEAS WORK EXPERIENCE: (1984-2013)

- **Africa:** Cameroon, Democratic Republic of the Congo, Gabon
- **Asia and Pacific Rim:** Australia, Canada, China, Indonesia, Hong Kong, Malaysia, Singapore, Thailand, Vietnam
- **Latin America:** Brazil, Bolivia, Colombia, Ecuador, Central America & México, Guadalupe, Guyana, Perú, Puerto Rico
- **Europe:** Austria, Belgium, England, Finland, France, Germany, Netherlands, Norway, Russia, Spain, Sweden, Switzerland

EDUCATION

2011/12 _____ Institute for Management Development _____ Lausanne, Switzerland
Various executive-level short courses in leadership styles, innovation and managing change

1983 _____ Yale School of Forestry & Environmental Studies _____ New Haven, CT
Masters of Forestry (MF) plus course work at School of Organizational Management

1981 _____ Rutgers University, Cook College _____ New Brunswick, NJ
Bachelor of Science (BS) in natural resource and forest management

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Language Skills

Fluent in English and Spanish; Can decipher written French and Portuguese

Core Competencies & Expertise

1. Ecosystem Services
2. Climate Change
3. Sustainability
4. Sustainable Development
5. Environmental Policy
6. Environmental Awareness
7. Natural Resource Management
8. International Development
9. Corporate Social Responsibility
10. Policy Analysis
11. Public Policy
12. Non-profits
13. Policy
14. Natural Resources
15. Forestry
16. Conservation Issues
17. Proposal Writing
18. NGOs
19. Biodiversity
20. Rural Development

Publications & Media Mentions (Selected)

- “REDD remains at a Crossroads after Doha” by Bruce Cabarle, WWF news release, Doha, Qatar – 10 December 2012.
http://wwf.panda.org/what_we_do/footprint/forest_climate2/news/?207024/REDD-remains-at-a-crossroads-after-Doha
- “Action now could double forests saved,” WWF news release, Durban, South Africa – 27 November 2011. http://wwf.panda.org/what_we_do/footprint/forest_climate2/news/?202538/Action-now-could-double-forests-saved
- Gutman, Pablo and Bruce Cabarle (2010), “At the Crossroads? The Nexus between Public and Private Finance for REDD+.” A discussion paper prepared for the Forest Carbon Finance Summit 2010: “Getting to Scale, Getting Results,” Washington DC, February 25-27, 2010.
- Live interview with Matt Frei, BBC World News America on deforestation and Copenhagen Climate Treaty negotiations, December 16, 2009.
http://www.criticalmention.com/ctv31/landing_email.php?type=email&video=true&random_string=9aa6b6346f7f344a83e78d6e2bdfedbf

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- “Deforestation in Peru's Amazon,” Podcast interview by Toni Johnson, staff writer, Council on Foreign Relations, December 14, 2009. <http://www.cfr.org/publication/20968/>
- “Legal & Certified Forests & Forest Products in Asia Pacific: Harmonizing Policy and Practice” & “GFTN-China 2008-2009 Annual Meeting & Training” & “China Wood Sustainable Development Action Plan, i.e. the Green Industry Initiative News Press”, September 16, 2009, China Wood International. Quoted. http://e-panel.chinawood.org/news_e/news/02618.html
- “US cracks down on illegal logging,” ENN Environmental News Network, October 22, 2008. Quoted. <http://www.enn.com/ecosystems/article/38461>
- Bruce Cabarle, Nick Brown & Kerry Cesareo. Integrating Protected Areas, Plantations, and Certification, Journal of Sustainable Forestry, Volume 21, Issue 4 April 2006 , pages 15 – 34. <http://www.informaworld.com/smpp/content~db=all~content=a902206120>
- “South Cone trumpets responsible forest management,” by Powell Slaughter – Furniture Today, April 23, 2004. Quoted. http://www.furnituretoday.com/article/19505-South_Cone_trumpets_responsible_forest_management.php
- “The Home Depot® and Tembec team up to offer environmentally friendly lumber to consumers,” GlobeInvestor.com, December 03, 2003. Quoted. <http://www.globeinvestor.com/servlet/WireFeedRedirect?cf=GlobeInvestor/config&vg=BigAdVariableGenerator&date=20031203&archive=cnw&slug=1112039211>
- “New Partnership Seeks to Save Forests” by Julio Godoy, Inter Press Service/ENVIRONMENT, December 9, 2003. Quoted. <http://ipsnews.net/news.asp?idnews=21460>
- “Forestry project in China aims at sustainability” by Paul Mooney, The New York Times, August 26, 2002. Quoted. http://www.nytimes.com/2002/08/26/news/26iht-rchina_ed3_.html
- “Forest forum unites age-old rivals: Environmentalists, industrialists discuss preserving trees,” by Gary Striker, CNN.com/Sci-Tech, May 6, 2002. Quoted. <http://archives.cnn.com/2002/TECH/science/05/06/forest.forum/>
- “Top ten companies can help save the world’s forests, a new WWF report shows,” FSC-US Newsletter, May 2001, Quoted. <http://www.fscus.org/news/index.php?article=222>
- “WWF Lists Top 10 Most Vulnerable Forests,” Environmental News Network, February 22, 2001. Quoted. <http://www.ens-newswire.com/ens/feb2001/2001-02-22-11.asp>
- Bruce Cabarle, “A Review of the World Bank's 1991 Forest Policy and its Implementation,” Operations Evaluation Department, The World Bank, December 20, 1999. <http://forests.org/archive/general/revtwbfo.htm>
- “Only 1 percent of Third World 'protected' forest really safe” by David Briscoe, Associated Press Writer, Seattle Daily Journal of Commerce, December 3, 1999. Quoted. <http://www.djc.com/news/enviro/11001213.html>
- “Forest Certification Struggles, only 3% of World's Forests Certified,” Environmental News Network, July 31, 1998. Quoted. <http://forests.org/archive/general/susforst.htm>
- “Sustainable Logging Proves Unsupportable: No simple solution for tropical forests” by Laura Tanglely, US News & World Report, June 21, 1998. Quoted. http://www.usnews.com/usnews/culture/articles/980629/archive_004247_2.htm
- Bruce Cabarle, Paige Brown, Robert Livernash, 1997. Carbon Counts: Estimating Climate Change Mitigation in Forestry Projects, World Resources Institute, ISBN: 9781569732298.

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- Bruce J. Cabarle and Owen J. Lynch, Conflict and Community Forestry: Legal Issues and Responses, Prepared for: "Addressing Natural Resource Conflicts Through Community Forestry," January to April 1996. An electronic conference organized by the Forests, Trees and People Programme, Community Forestry Unit, Forestry Department, Food and Agricultural Organization of the United Nations.
- B. Cabarle and A. Ramos de Freitas, Timber certification and the pursuit of credible claims, Unasyva - No. 183 - Trade and marketing of forest products, Vol. 46, 1995/4, An international journal of forestry and forest industries, FAO Food and Agriculture Organization of the United Nations, Rome.
- Bruce Cabarle; Nels Johnson, 1993. Surviving the Cut: Natural Forest Management in the Humid Tropics, World Resources Institute, ISBN: 9780915825905.
- Tapani Oksanen, Matts Heering, Bruce Cabarle, 1993, Study on Coordination in Sustainable Forestry Development, Product Code 7503, IIED, International Institute for Environment and Development, London.
- Bruce Cabarle, et. al, 1989. An Assessment of Biological Diversity and Tropical Forests for Ecuador, World Resources Institute, ISBN: 9781569733707

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Additional Information

Interests:

Cycling as an alternative means of commuter transportation, charity rides and amateur racing; Nature photography; Flower gardening; Youth spirituality mentorship & community service projects

Associations:

Volunteer Coach, McLean Youth Soccer (E & F license, 2000 -2008); Falls Church Recreation League Basketball (2006-2008); McLean Youth Football (2004); Moderator, Board of Deacons, Falls Church Presbyterian Church, (2010, past member 2002-05); Adult Leader, Youth Mission Trip, Falls Church Presbyterian Church (Yucatan, Mexico 2009; Albuquerque, New Mexico 2010, New Orleans 2012)

Linked-In Groups:

[Carbon Credit Forum](#)

[Carbon Forestry](#)

[Climate Change Jobs](#)

[Environment, Conservation, and Climate Change: Public Policy - Network](#)

[Forest Stewardship Council and Supporters \(FSC\)](#)

[Global Forest Policy Networking Group](#)

[Green](#)

[IMD Business School - Official Alumni & Faculty Group](#)

[REDD Forum](#)

[REDD+ Network](#)

[Rutgers Alumni](#)

[SNV Benefit Distribution Systems for REDD+](#)

[The Carbon Professionals Networking Group](#)

[The Forests Dialogue Network](#)

[The Katoomba Group](#)

[WWF US Alumni](#)

[World Wildlife Fund](#)

[Yale School of Forestry & Environmental Studies](#)

[Yale University Alumni \(Unofficial\)](#)

Honors and Awards:

- Wall of Fame, inaugural member, World Resources Institute
- Nation's Triathlon, WWF co-ed team captain, ranked # 2 in 2012, participant 2008-13