



NEW international book
About the benefits of forest ecosystem services in Central Africa.

TDR

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NEW international book about the benefits of forest ecosystem services in Central Africa.
Publication: 2016.

'Central African Forests Forever' / 'Forêts d' Afrique Centrale Pour Toujours' is a unique and inspiring book about the second largest rainforest in the world, the Congo Basin rainforest, located in Central Africa.

'Central African Forests Forever' shows the economic, ecological, cultural and spiritual values of forests in Central Africa from a NEW ANGLE: it explains the benefits of a range of forest ecosystem services.

It explains that these forests have much more in store than timber alone. Forests are sources of water, food and medicinal plants. Forests store CO2 and are home to insects which pollinate crops in agriculture. Forests protect against storms and prevent floods. Forests in Central Africa are biodiversity hotspots. It explains how sustainable use of forests contributes to food security, water supply, purification of water, sanitation, health, well-being, disaster risk prevention, agriculture, poverty alleviation, trade in sustainable forest products and new jobs.

'Central African Forests Forever' explains the aggregated economic and financial value of well managed forests and a FUTURE TREND in Central Africa: payment for a number of ecosystem services from well managed forests: timber, water, CO2-storage, biodiversity and more.

The book shows there are sound and viable alternatives to deforestation, by presenting an overview of best practices in sustainable forest management and new initiatives which promote sustainable use of tropical forests in Central Africa, especially initiatives which people of the continent have confidence in.

In the book African economists, entrepreneurs, policymakers, scientists, conservation leaders, forest community leaders, women and youth share their vision and experiences on sustainable forest management and the benefits of forest ecosystem services. They are joined by companies, policymakers and scientists from other continents which have forest related operations in Central Africa, who present their views as well. So will a number of international economists and leaders of international NGO's and UN-organizations.

The book will also address sound agriculture, community development and poverty alleviation as these are main solutions to keep forests standing.

'Central African Forests Forever' contains cutting-edge information and is easy to read without jargon. It is a beautiful and inspiring book as it contains many gorgeous pictures of Central African forests, people, forest mammals, birds, amphibians, trees and plants. Also art, songs and forest legends will tell of the splendour of this exceptional part of the world.

The new, international book 'Central African Forests Forever' will be distributed in Central Africa, other parts of Sub-Saharan Africa and worldwide. The book is a global communication and marketing tool to explain the benefits of forest ecosystem services and to generate new investments in protection and sustainable use of forests in Central Africa.



The beauty of the book enhances its purport: the value of the Congo Basin rainforest, the second largest rainforest in the world, is priceless.

Two editions: English and French.

Two versions: hard copy and e-book in pdf's, downloadable from the internet.

Selling price hard copies: € 29,90.

E-book: free download in Africa.

The e-book will grow like a tree. Publication on line:

Part 1: first 25% by January 1, 2016;

Part 2: second 25% by April 1, 2016;

Part 3: last 50% by July 1, 2016.

Publication hard copies: September 1, 2016.

Distribution e-book: in social media and networks in Africa and worldwide.

Distribution hard copies: in Africa and worldwide.

Editor and publisher:

Meindert Brouwer Communications.

Meindert Brouwer is co-author, editor and publisher of:

The Ecosystem Promise (2012), distributed to 99 countries.

Amazon Your Business / Opportunities and solutions in the rainforest (2007), distributed to 88 countries.

Co-authors: Economists, entrepreneurs, policymakers, community leaders, conservationists, scientists and experts in forestry, ecological agriculture, agroforestry and sustainable mining. Boys and girls of ten countries in Central Africa.

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1. Introduction

Central Africa holds the largest area of continuous rainforest in the world after the Amazon. Located in Central Africa, the Congo Basin rainforest measures almost two million square kilometers, spreading about six countries: Cameroon, Central African Republic, Democratic Republic of Congo (1,45 million sq km in DRC alone), Equatorial Guinea, Gabon and the Republic of Congo.

The magnificent forests in Congo Basin and Central Africa are still relatively intact. However, there is a lot of pressure. Deforestation and forest degradation are increasing, due to inevitable conversion to agriculture, unsustainable mining, bad logging practices, collection of fuel wood and charcoal and the construction of roads. New oilpalm plantations may result in destruction of forests, if they are not planned well. Poaching is a big problem.



Many people are very poor and have to cut trees and sell wood to survive. Biodiversity in Central Africa is under high pressure. So is the fate of three of the world's four great apes living there: the chimpanzee, gorilla and bonobo which are all hunted for bushmeat.

If deforestation and forest degradation go on in Central Africa, a disaster may come about in one of the most beautiful areas of our planet. At the moment it is taking place in relative silence. Except for people living in Central Africa and direct stakeholders, comparatively few people in the world community are aware of what's happening in Congo Basin now.

This is in great contrast to public awareness of the rainforests in the Amazon. Everybody in the world knows the Amazon, which is perceived as a magic area. Everybody knows the rainforests in the Amazon are under threat and thinks this is a big problem.

It is of great importance that we bring deforestation and forest degradation in Congo Basin and surrounding countries to the attention of the world much more, in order to promote and realize good forest practices and sound agricultural practices with more yields on less ground. The killing of gorilla's, chimpanzee's and bonobo's for bushmeat must stop, solutions should be provided for, such as alternative provision of proteins and sustainable hunting.

Conservation and sustainable use of tropical forests in Congo Basin and adjacent countries are of key importance to:

1. Food security. Fifty million people depend on the forests directly for their livelihood.
2. Supply of clean, sweet water.
3. Generation of rainfall.
4. Storage of carbon in huge quantities. Release of carbon by cutting vast tropical forests, highly contributes to climate change worldwide.
5. Disaster risk prevention.
6. Poverty alleviation
7. Health and well-being.
8. Growth of sustainable trade and sales of timber and non-timber forest products, harvested in a sustainable way.
9. New jobs.
10. Medical science by research on wild, medicinal plants.
11. Biodiversity, including the fate of three great apes: the chimpanzee, gorilla, bonobo.
12. Cultural diversity.

2. Mission

- A. Poverty alleviation in Central Africa.
- B. Conservation of biodiversity and cultural diversity in the second largest rainforest in the world, located in Central Africa.

A. and B. through:

1. Reduction of deforestation and degradation of forests in Central Africa.
2. New investments in sustainable use of forests in Central Africa.
3. New investments in sound agriculture and agroforestry.
4. Transfer of information: education and development at the community level.

3. Goals

1. Raise awareness about:
 - a. Economic, ecological, cultural and spiritual values of forests in Central Africa;
 - b. Benefits of forest ecosystem services;



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c. Concept of payments for ecosystem services (PES);

2. Companies and governments adopt best practices in sustainable forest management.
3. Increase of market demand of sustainable forest products.
4. Forests become protected sources of water.
5. More yields on less land in agriculture.

4. Target groups

1. Forest communities and their leaders in Central Africa.
2. Local authorities, politicians and governments in Central Africa.
3. Central African companies.
4. Teachers and students in Central Africa.
5. Companies and governments outside Africa which have forest related operations in Central Africa.
6. Retailers in Western-Europe and North-America.
7. Consumers in Western-Europe and North-America.
8. Media.

5. Content of the book

'Central African Forests Forever' covers forests in all ten member-countries of the intergovernmental organization COMIFAC (Central African Forest Commission): six countries in Congo Basin - Cameroon, Central African Republic, Democratic Republic of Congo, Equatorial Guinea, Gabon and the Republic of Congo – and four adjacent countries: Burundi, Chad, Rwanda and the island state of Sao Tomé en Principe. 'Central African Forests Forever' explains the aggregated value of forest ecosystems, the necessity of the combination of strict forest protection and sustainable use of forests, payments for forest ecosystem services (PES), sound agricultural practices and sustainable mining in Central Africa.

Role of the government. Role of companies. Role of communities.

Themes:

- * Forests. Protection and sustainable use.
 - * Agriculture. Improvement of yields. Palmoil.
 - * Mining.
 - * Industry and trade.
 - * Financing mechanisms, instruments, laws. Certification, Payment for Ecosystem Services, FLEGT, VPA's, credits, True Price, GRI standards and more.
 - * Landuse planning, property rights, landuse rights.
 - * Infrastructure. Forest-smart planning of roads.
 - * Energy.
 - * Climate change.
 - * Poverty alleviation. Community development. Jobs.
 - * Biodiversity. Great apes. The role of biodiversity to keep forest ecosystems intact.
 - * Cultural diversity.
 - * Ecotourism.
- Poaching.

Visions of experts, leaders at government and community level, entrepreneurs, women and youth.

Beautiful pictures of nature and people, art, songs, forest legends, amazing biodiversity facts.



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Network section with contactdata of co-authors, their organizations, regional cooperation and partnerships, companies, policymakers, economists, biologists, research institutions, knowledge centers, capacity building and training, financial institutions, investors, ngo's, international organizations and other stakeholders inside and outside Africa. Overview of important websites.

6. Promotion and distribution worldwide

* Cross media promotion. The publisher will launch an international website about the book with links to co-sponsors, organizations, institutions, governments and other stakeholders in forests in Central Africa.

The e-book will grow like a tree. Publication in French and in English on line:

Part 1: first 25% by January 1, 2016.

Part 2: second 25 % by April 1, 2016.

Part 3: last 50% by July 1, 2016.

Co-sponsors benefit from on line communications immediately: the logo's of the co-sponsors are placed at the homepage of website of the book and will serve as links to their own websites. Public relations, communications in social media and digital newsletters to all co-authors, co-sponsors and networks of target groups accompany the publication of each part of the e-book and generate new traffic from all over the world to the website every time a new part is published.

* The publisher intends to present hard copies of the book at international and national conferences in Africa and in the world and at venues for trade and industry, investors including banks, government officials, politicians, nature conservationists, development workers, students and the general public.

* **The hard copy book will be presented at**

- **IUCN World Conservation Congress September 1 – 10, 2016 in Hawaii**

- **World Economic Forum, January 2017, Davos, Switzerland**

* The publisher sends hard copies as a gift to 100 key investors, bankers, entrepreneurs, policymakers, universities, media and influentials inside and outside Central Africa, including OAS, G 20, World Economic Forum, World Bank, FAO, WTO, EU, ASEAN, APEC, the Arab League.

* All co-sponsors distribute their own hard copies to their networks around the globe. As the book holds the logo's of all co-sponsors, co-sponsors have visibility in all networks.

* **Massive communications in social media, including LinkedIn and Twitter.**

* Mailings to Rotaries, Lions, highschoools, universities, libraries around the globe.

* Mailings to top bookseller-chains.



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7. Background of the editor and publisher

Meindert Brouwer (1951) is an independent communication consultant and a writer, based in the Netherlands. Previously he has been employed by KPMG and by WWF for 10 years (1994 – 2004). www.meindertbrouwer.nl

Books of Meindert Brouwer are an international success:

* **The Ecosystem Promise** (2012).

Introduction to the economic, cultural and spiritual value of nature. Presents visions of experts, best practices of sustainable use of nature around the world and examples of payment for ecosystem services (PES). English edition.

Results: good, international reviews. Distribution to 99 countries. Global visibility for the theme, sponsors and all participants. Invitations for lectures in Japan, China, Costa Rica, Vietnam, Cameroon, Poland, the Netherlands. Presentation of the book at the World Economic Forum in 2013. Reviews and news: www.ecosystempromise.net

* **Amazon Your Business / Opportunities and solutions in the rainforest** (2007).

First guide to sustainable non timber forest products in the rainforests of all Amazon countries: Brazil, Bolivia, Peru, Ecuador, Colombia, Venezuela, Guyana and Surinam. Published simultaneously in four editions: English, Spanish, Portuguese and Dutch.

Results: good, international reviews. Distribution to 88 countries. Second prints in English and Portuguese. More than 16 corporates and medium-sized companies show interest in Amazon rainforest products. Global visibility for the theme, sponsors and all participants. Establishment of Amazon Hall with permanent exhibition of Amazon rainforest products in Head Office of consulting firm Conclusion. Invitations for lectures. Reviews and news: www.amazonyourbusiness.nl

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