



WWF FRANCE

Final external evaluation of the Towards a Responsible Rubber Industry in South East Asia (ICARE) project

General presentation of the project

14/08/2024

Name of the project	Towards a responsible Rubber Industry in South East Asia (ICARE)
Localisation	Cambodia, Myanmar, Thailand
Project reference number	CZZ 3126 01Z
Period to evaluate	October 2021 – Décembre 2024
Budget of the project	1.8M€
Partners and implementing organizations	WWF-France, WWF-Cambodia, WWF-Myanmar, WWF-Thailand

In October 2021, WWF-France was awarded €900k in co-financing by the French Development Agency to implement the "Towards a Responsible Rubber Industry in Southeast Asia - ICARE" project.

The is set against the following backdrop: in 2019, around 12.6 million tonnes of natural rubber will be produced worldwide every year. Asia in general, and the Greater Mekong region in particular, now plays a major role in the development and expansion of the industry: as the world's leading exporter of natural rubber, it supplied 90% of global production in 2018, mainly to European countries and China. Following the market boom in south-east Asia, forest areas were rapidly and extensively converted to rubber plantations (often taking the form of monocultures). New rubber plantations - between 4.3 and 8.5 million hectares - will be needed to meet demand by 2024.

Increased demand and fluctuating market prices have social consequences (reconfiguration of production structures, establishment of foreign companies in direct competition with small-scale producers, who are still in the majority, increased vulnerability of small-scale producers to fluctuations in rubber prices, etc.), as well as environmental consequences (deforestation, forest degradation, pollution).

To tackle these issues, the overall objective of the project is as follows: by 2030, 50% of rubber plantations in the Greater Mekong region (in Cambodia, Myanmar and Thailand) are managed sustainably and 50,000 ha of degraded land in rubber-dominated landscapes are restored. More specifically it has the following specific targets:

1. By 2022, Multi-Stakeholder Partnerships are established in each country at local and national levels to disseminate the principles of Sustainable Natural Rubber (SNR), to bring the voice of small producers/cooperatives to influence policy reforms ;



2. 15 cooperatives and/or SMEs are created or strengthened to ensure a sustainable, efficient and traceable natural rubber supply chain ;
3. A scientific and participatory restoration strategy is being developed in at least two countries and implemented in a landscape dominated by rubber tree cultivation, in order to restore 300ha of forest areas and to develop agroforestry using methods adapted to local conditions.

The full project presentation will be shared to the selected list of consultants, along with the detailed terms of reference for the mission.