



Preferred by Nature

Sustainability in practice

Preferred by Nature is an international non-profit organisation working with farmers, foresters, businesses, NGOs and governments to support better land management and business practices that benefit people, nature and the climate in more than 100 countries.



For nearly 30 years, we have worked to develop practical solutions to drive positive impacts in production landscapes and supply chains. We do this through innovative projects, capacity building and sustainability services. Much of our work focuses on land-use supply chains where we see that there is the greatest potential for positive change.

Our focal areas



Forestry



Agriculture



Travel



Wood



Soy



Rubber



Cattle



Coffee



Rice



Palm oil



Cocoa



Biomaterials



We have over 360 full-time staff based in more than 50 countries with combined field and sector experience, together with a wide network of hundreds of local organisations and experts. This allows us to better understand and solve complex global and local challenges related to people, nature and the climate, and see how they all interact together.

A self-managing division of Preferred by Nature promotes and delivers our sustainability certification services.

100+

countries where we are working to support sustainability commitments

33m+

hectares of forest and agricultural land meet strict requirements of safeguarding nature and the environment

1m+

certified farmers and forest managers

94%

of global timber production covered by our legality risk assessments & free tools for responsible sourcing

100+

protected areas established with Preferred by Nature's contribution

4k+

companies and organisations managed their land and supply chains responsibly

“Our vision is a world where human choices ensure a sustainable future.”

- Peter Feilberg, Preferred by Nature's Executive Director



What we do

Certification services

Market-based sustainability instruments are credible only if they create positive impacts on the ground. We offer our [certification services](#) under well-recognised schemes, and we focus on providing high-quality services. Our clients range from smallholders to companies and global brands.

As a subscriber to the ISEAL Alliance, we are committed to creating credible social and environmental standards. Our work with certification systems extends far beyond auditing. With our expertise in conducting 5000+ audits annually around the world, we are actively engaged with eco-labelling schemes to advocate for ongoing improvement and so increase the credibility and impact on the ground.

For example, we participate in the development of certification systems, such as the Forest Stewardship Council™ (FSC™), Sustainable Biomass Program (SBP), and are active in other networks, such as ISEAL and Sustainable Agriculture Network (SAN). In addition, we contribute to key global discussions at conferences and meetings around the world.

Sustainability Framework

Despite the growth of different tools to improve production and sourcing practices, the market is missing a common framework, with clear indicators, that everyone can use. To address this gap, we have developed the [Sustainability Framework](#) – a universal set of principles and criteria that represent the core aspects of sustainability across all commodities and supply chains.

The Sustainability Framework can put any business on the path from legal compliance to best practices. Depending on the location in the supply chain, business can use the framework in different ways. While highlighting the high-risk areas that need attention, the Sustainability Framework helps businesses filter out low-risk indicators so that they can target their efforts where they will make the biggest impact.

Initiatives that foster change

We engage in [projects](#) that develop new green solutions, conserve biodiversity or help consumers to make responsible choices.

Through our projects, funded by donors, governments and companies, we worked with smallholders, small and medium-sized enterprises to help implement sustainable land use practices, and train them and other stakeholders to implement the EU Timber Regulation for example.

To date, we have evaluated the legality risks of sourcing timber, palm oil, soy, biomass and cattle in over 70 countries. The risk assessments help companies identify and mitigate the sourcing risks when buying these commodities, and help them carry out the due diligence as required by critical deforestation regulations. Our risk assessments, tools and other information are available for free on the [Sourcing Hub](#).

Capacity building

We believe in building on existing knowledge and skills to create long-lasting effects. We want to inspire, motivate, develop passion and competence for a sustainable future. That is why we have built a comprehensive training programme covering our core expertise areas and related to most of our certification services, such as timber legality, forest management, traceability, sustainable agriculture, ecosystem restoration and carbon footprint management.

Thousands of delegates have joined [training events](#) where our experts share their insights.

Tailored sustainability services

We offer [bespoke services](#) that draw on our expertise. This includes analyses, strategic development and capacity building for supply chain engagement, system development, benchmarking, as well as risk assessment and verification.

Our tailored services span across the whole supply chain, from production to consumption. We grow relationships with every actor in between, including smallholders, processors and traders, providing the assurance their stakeholders' demand. Our clients are companies, government agencies, NGOs and investors.

Contact us

If you would like to learn more about our work or are interested in collaborating with us, please contact us at info@preferredbynature.org