



# SUSTAINABLE NATURAL RUBBER PROJECT BRIEF

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Engaging stakeholders across agri-food value chains for transformational change.

## PROJECT AT A GLANCE:

Jan 2023 – June 2025



## OBJECTIVE:

By fostering collaboration and policy innovation, the Multi-Actor Partnership (MSP) platform supports innovative, sustainable agricultural practices in Cambodia's rubber sector to enhance smallholder livelihoods, agricultural productivity and ecosystem health.



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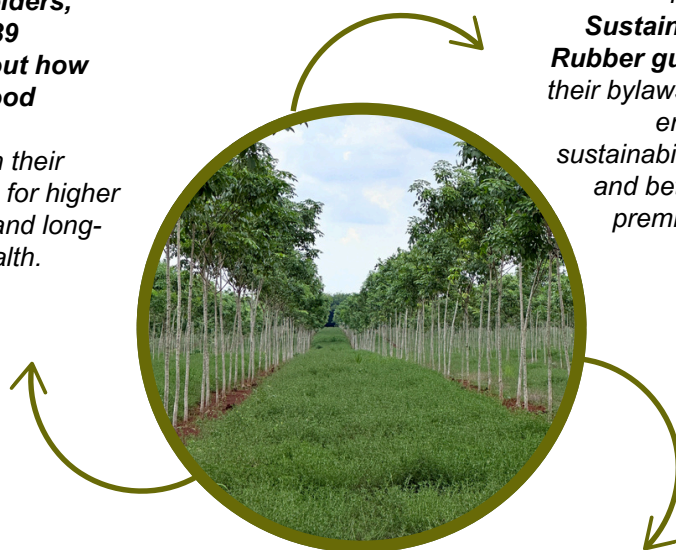
# WHY A SUSTAINABLE RUBBER SECTOR MATTERS

Cambodian rubber smallholders face significant economic challenges, including low production and product quality, price volatility, limited market access and outdated farming practices that harm environmental health. Social and environmental issues – from insecure land tenure and gender inequality to climate change and pests – also add complexity to the rubber sector.

Our work in developing the MAP platform helps address challenges by building capacity, strengthening cooperatives and promoting sustainable farming practices. Aligning with national and international standards can allow smallholders to access premium markets and earn more stable incomes. Meeting requirements like the European Deforestation Regulation (EUDR) ensures deforestation-free supply chains, supporting long-term environmental and economic resilience.

## PROJECT MILESTONES

*Master training sessions have taught **295 smallholders, including 139 women**, about how to follow **Good Agricultural Practices** on their rubber farms for higher productivity and long-term tree health.*



***Ten agricultural cooperatives** have integrated the **Sustainable Natural Rubber guidelines** into their bylaws regulations, ensuring future sustainability standards and better access to premium markets.*

*Between May and December 2024, 160 smallholders collectively sold **620 tons of cup lumps**, earning an additional **\$31,000** and generating \$7,240 in cooperative income, while transitioning to safer and more sustainable practices.*

## CONTRIBUTING TO WWF'S GREATER GOALS:



### FOSTER SUSTAINABLE LIVELIHOODS



### PREVENT HABITAT AND SPECIES LOSS



### REDUCE ENVIRONMENTAL FOOTPRINT

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Together, we can ensure a thriving future for both people and nature. Let's change Cambodia's rubber sector for the benefit of all.

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