



Photo: Chean Long

## Winrock International: A Global Leader

Winrock International is a recognized leader in U.S. and international development with a focus on social, agricultural and environmental issues. Winrock strives to empower the disadvantaged, increase economic opportunity and sustain natural resources across the globe. The organization is named after Winthrop Rockefeller, who cut a unique path as an economic and governmental leader in the rural American South in the 1950s. Winrock began with the creation of an international livestock research and training center atop Petit Jean Mountain in Morrilton, Arkansas, and lives on, providing sustainable and integrated solutions to the world's most pressing issues.

### Our Impact

The world is a diverse place, yet the basic and enduring desire for economic and educational opportunity is the same from Arkansas to China to Ghana. With a decades-long commitment to social innovation, enterprise and the transformative power of knowledge, Winrock's internationally recognized experts in agriculture, climate change and economic empowerment partner with local communities to make the world a better and more sustainable place. Our approach to development emphasizes

knowledge and technology transfer, leadership training and market-based solutions.

### Our Work

Winrock's projects are grouped into these areas:

- **Economic development** — Includes training for entrepreneurs and workers, access to finance and markets and a particular focus on business and employment opportunities for young people.
- **Energy and environment** — Promotion of clean energy and access to water for personal and business use as well as forestry and sustainable management of natural resources.
- **Human and social capital** — Projects aimed at eliminating child labor and human trafficking, improving education and gender equality, and strengthening civil and governance institutions.
- **Sustainable agriculture** — Project goals include helping farmers adapt to a changing climate and improving reliable access to food.
- **Services** — Winrock provides technical assistance to other organizations and governments in the areas of training, assessing and piloting projects and providing volunteer experts to assist agricultural projects.
- **Leadership networks** — Leadership training initiatives include the JDR 3rd Scholars Program, which issues grants to support research related to natural resource and agricultural challenges in Asia.

## Enterprise Incubator

Individual entrepreneurs, businesses and even marketplaces can magnify their success and impact through collaboration. Winrock subsidiaries act as connective tissue to help small farmers, technology innovators and others share knowledge, establish standards and connect with financiers and consumers:

**American Carbon Registry (ACR)** — Founded in 1996, ACR is the first private voluntary greenhouse gas registry in the world and oversees the registration and verification of projects that offset carbon emissions, including reforestation, wetland restoration and renewable energy and energy efficiency initiatives. ACR is also an approved Offset Project Registry for California's innovative Cap-and-Trade program.

**Innovate Arkansas** — Through funding from the Arkansas Economic Development Commission, Winrock International's Innovate Arkansas helps the state's technology entrepreneurs move from the startup phase to commercial viability. Innovate Arkansas programming has contributed to the launch of over 100 companies that have generated over \$200 million in revenue and created more than 600 jobs.

**P4P Water Quality** — Winrock has spearheaded approaches that financially reward farmers for reducing the amount of phosphorous that makes its way into rivers and lakes. Pay for performance (or

## OUR MISSION

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P4P) lets farmers decide the best ways to limit water pollution.

**SolutionMUS** — More than 2 billion people living in poverty around the world need water for drinking, hygiene, sanitation, growing food, watering livestock and earning income. SolutionMUS is a tested approach for delivering Multiple-use water services (MUS) that links water services with impact-boosting health, livelihood and environment programs.

**The Wallace Center at Winrock International** — The Wallace Center supports communities, producers and entrepreneurs as "they build a new, 21st century food system that is healthier for people, the environment and the economy." Part of that support is the development of regional food hubs that can meet the demand for local and healthy food.

VISIT OUR WEBSITE

[winrock.org](http://winrock.org)  
for more on our global work.



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