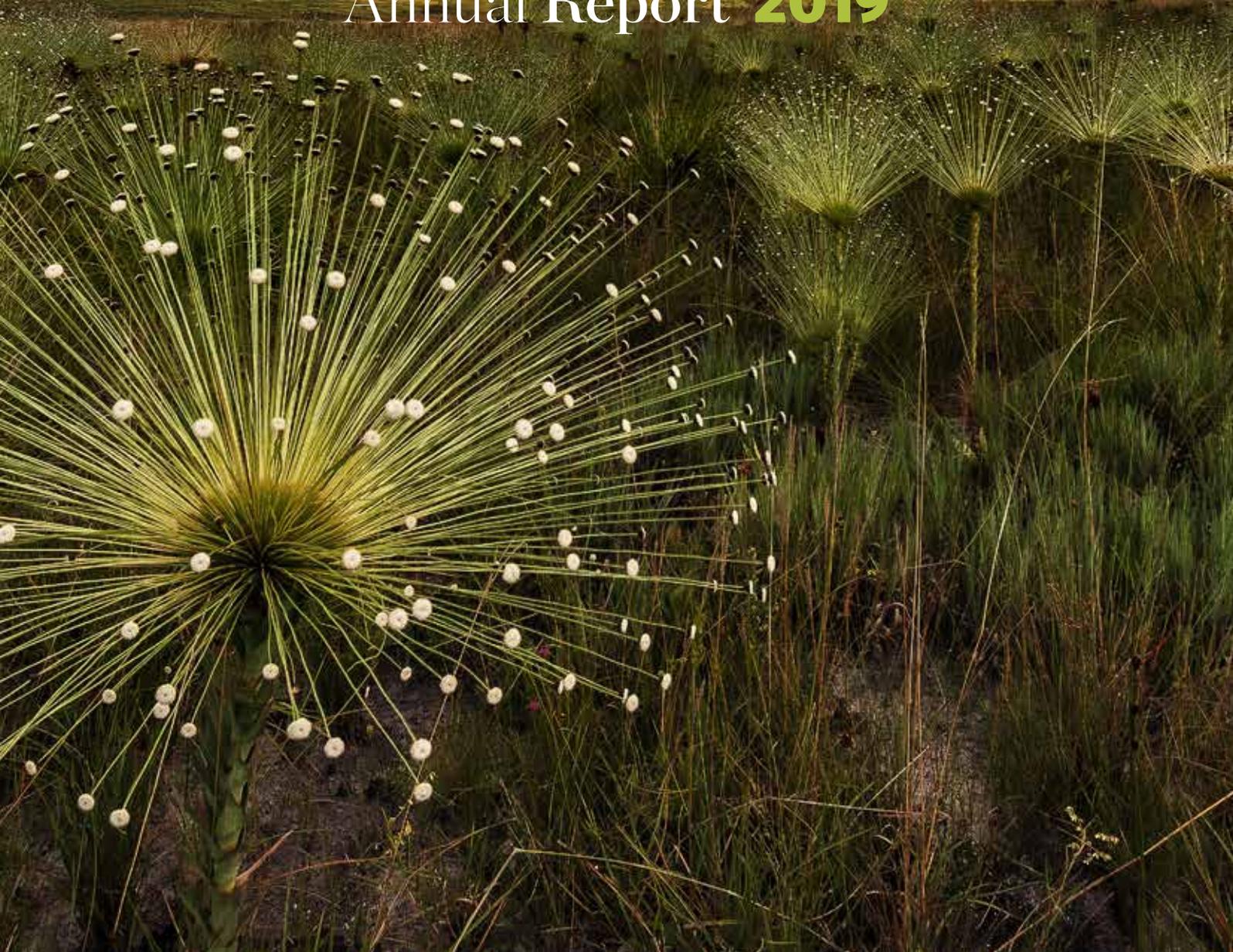


**Brazil**  
Annual Report **2019**





**Ian Thompson**  
Executive Director, TNC Brazil

Dear friends,

This report on The Nature Conservancy's (TNC) activities and results for 2019 goes out to you at a time when people and nature are being deeply affected by dilemmas of great complexity and scale. Events throughout the planet confirm warnings from the scientific community of the advance of global warming and its consequences; they are also revealing that their predictions were conservative.

As we release this report, we are in the midst of a pandemic that although challenging invites us to reflect on our current way of life and on how deeply everything is interconnected. The rapid spread of the virus and the severity of the crisis require a profound transformation in how we see ourselves and how we operate in the cycle of life. At the same time, the importance of conserving nature and advancing science has become patently evident.

Brazil is a key country in this scenario. Its abundant natural and cultural wealth, its mixed and diverse peoples are the basis of its globally-important economy and create a vibrant sense of social well-being. The preservation of these riches and respect for them is fundamental for all of Brazil to prosper.

TNC is striving to inspire collective responses to this challenge. We are committed to transforming the way we work through a systemic approach that reverses the logic that human progress necessarily generates environmental setbacks. Much of the work described in this report is already guided by this premise, but we need to take a leap in scale and pace. Our staff in Brazil has worked with TNC teams from several countries, such as Argentina, Colombia, Paraguay, Uruguay, India, Angola, Botswana, and Namibia. An example of the collaboration model in Brazil is the voluntary forest restoration and water protection actions that we have carried out in the Mantiqueira Mountain Range with different sectors of society, demonstrating the power that organized communities have to deal with such critical scenarios.

Given the complexity and urgency of the problems the planet is facing, we need collaboration from people who prioritize nature and those who prioritize economic, social or cultural well-being. I invite you to join us in designing a future where we can all prosper whilst protecting nature. Thank you for helping us to make a difference. Enjoy your reading!

**Ian Thompson**



**Jorge Schreurs**  
President, TNC Brazil Advisory Board

Dear readers,

We are entering an important period in the debate about the well-being of the planet. Climate change and its effects on people, nature and the economy require specific responses to conserve our natural resources.

The private sector has a lot to contribute to this process. Companies have in-depth knowledge of the production chains to which they are linked and can identify opportunities for action that incorporate business models that have less impact on natural resources. This strategic view, which aims to maximize results by combining multiple expertise and capabilities, is one of the components of the systemic transformation approach that TNC has adopted.

In the Cerrado, the Amazon and the Atlantic Forest, TNC is developing multisectoral agreements that bring together strategies designed by all the stakeholders that work in a given landscape. Based on this approach, partnerships build business models that have diverse economic, social and environmental gains.

A good example is the model created by the Forest Cocoa Initiative developed in Brazil's southern Pará state, in the Amazon. The partnership between TNC's expertise, families of rural producers, local cooperatives, cocoa processing companies, chocolate producers, educational institutions and others, culminated in an economically viable model of sustainable cocoa. It also contributes to reducing deforestation in the Amazon and allows people and their families to remain on the land.

In the Cerrado, TNC has been proposing new approaches that stimulate agricultural production without the need to clear new land. To this end, it has carried out studies to identify the regions that are most ready for the adoption of good practices and agricultural expansion. It is also working to encourage expansion to take place solely in already cleared areas, recovering degraded pasturelands, avoiding the conversion of native vegetation and promoting the diversification of production, all of which protects nature, the planet's most essential asset.

These experiences show that it is possible to reconcile economic development and biodiversity conservation. They also show that there are countless ways for companies to get involved in this fundamental transformation.

I encourage all of you to participate in this transformative work.

**Jorge Schreurs**



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# A new shared conservation pathway for Brazil's iconic landscapes

Based on a vision of a planet in which people and nature thrive together, The Nature Conservancy (TNC) is implementing nature-based solutions to preserve the culture and natural patrimony of Brazil's most outstanding landscapes and generate a prosperous, low-carbon economy.

## Shared Conservation in Iconic Landscapes



# Innovation

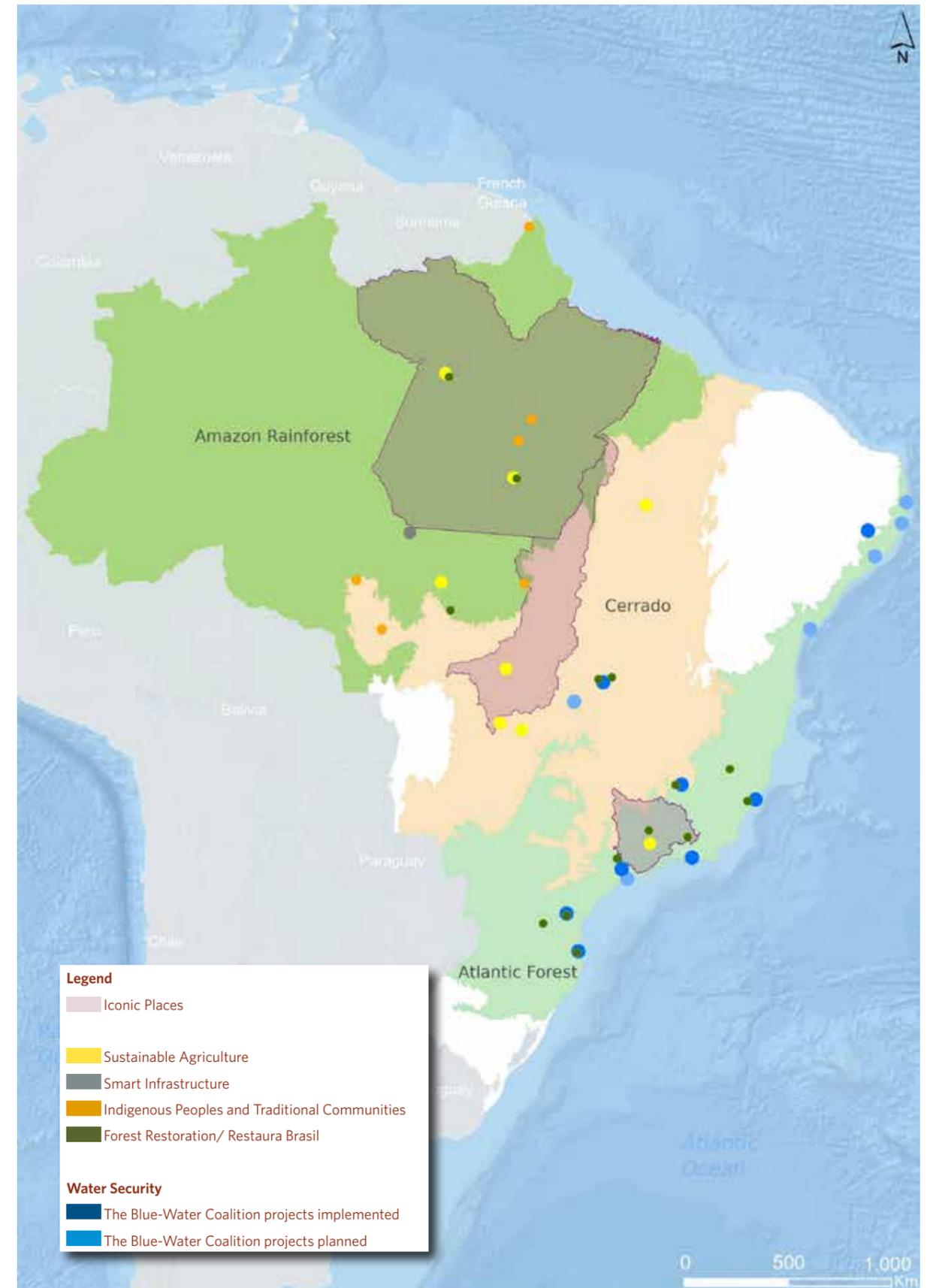
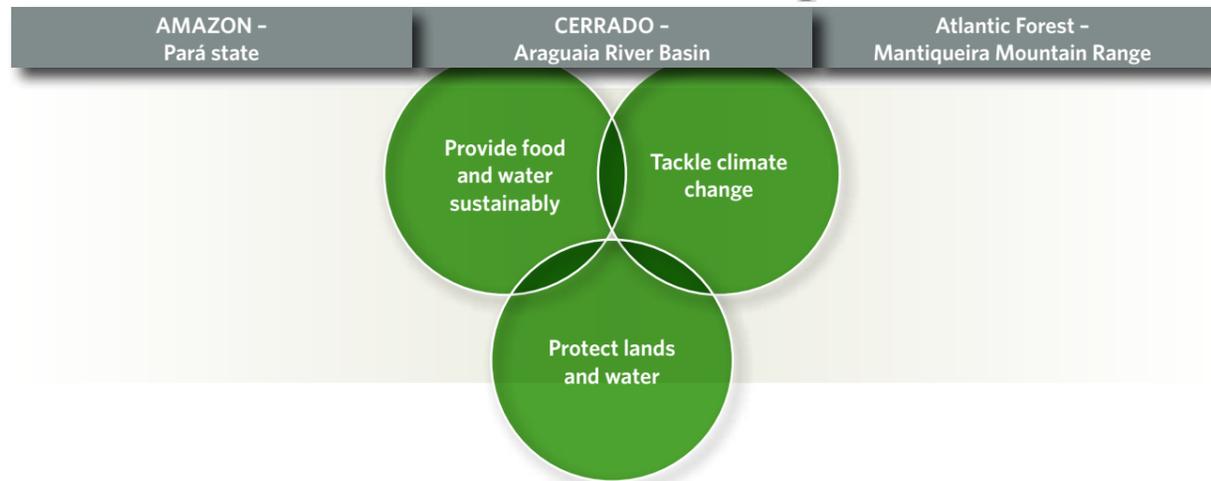


For almost 70 years, TNC has protected the places on the planet that are important for the preservation of natural resources, wildlife and people. As we tackle the world's biggest environmental challenges, we know that we can make a difference through deep innovation, the transformation of public policies, business practices, applied technology, finance mechanisms and collaborative platforms.

We are layering diverse conservation strategies that focus on Brazil's social and economic development; we will bring about transformational change throughout the system and demonstrate that environmental conservation and economic development can happen together.

To enhance our work and quickly demonstrate results, we have concentrated our conservation activities in three iconic landscapes in Brazil: the Amazon, with a focus on Pará state; the Cerrado, focusing on the Araguaia River basin; and the Atlantic Forest, with an emphasis on the Mantiqueira Mountain Range.

# Iconic Landscapes



# The Amazon

## Securing Our Climate and Biodiversity

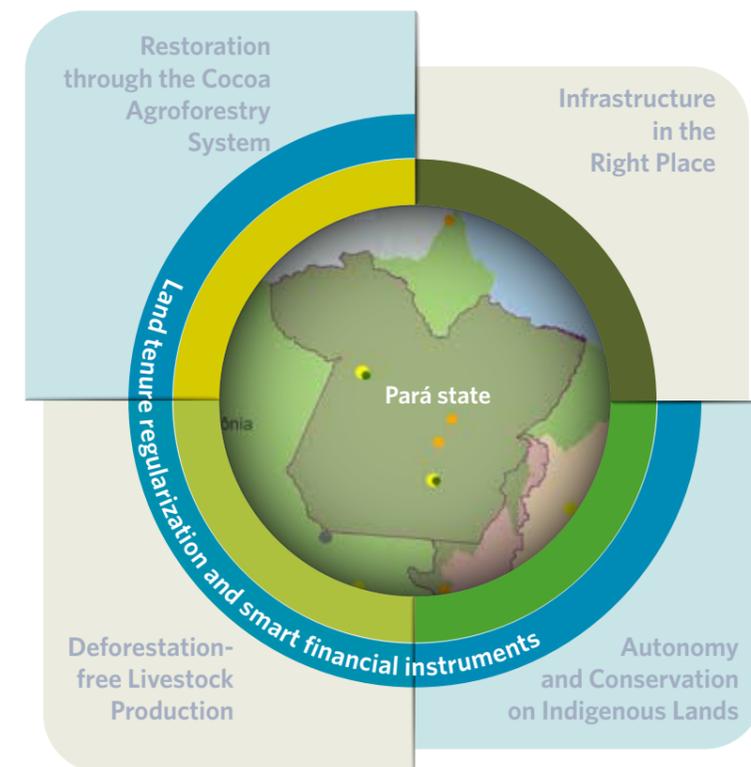
© Haroldo Palo Jr.

Few places in the world are as crucial for the survival of humanity as the Amazon. Yet, it is under severe threat: about 20% of the forest has already disappeared, mainly due to the inadequate expansion of agribusiness, illegal timber extraction and major infrastructure projects.

The second half of 2019 saw vast areas of the Amazon Forest on fire. The same air currents that bring humidity from the Amazon—known as “flying rivers” because they carry rain to other parts of Brazil and even to Latin America—transported a plume of smoke to the city of São Paulo. The number of fires in Brazil from January to August 2019 was the highest for the period since 2013, with an 83% increase compared to the same period in 2018, according to the National Institute for Space Research.

To preserve such a complex and vital biome, TNC is focusing its efforts in the northern Amazonian state of Pará, where we are applying integrated and innovative strategies that include working with Indigenous Peoples and collaborating with companies to strengthen sustainable production chains. We are also working with municipal, state, and federal governments to increase conservation impact across Pará.

### The Amazon: Main Strategic Actions





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## Autonomy and conservation on *Indigenous Lands*

### ENVIRONMENTAL MANAGEMENT ON INDIGENOUS LANDS

TNC helped to implement five environmental and territorial management plans to drive conservation and improve livelihoods for seven Indigenous communities—with approximately 8,800 members—occupying 4.7 million hectares in the Brazilian Amazon. The five plans are part of Brazil’s National Territorial and Environmental Management on Indigenous Lands aimed at ensuring sustainable resource management and protection on lands owned by indigenous peoples. TNC studies show that better forest management is our planet’s most promising natural climate solution, with the potential to reduce vast amounts of greenhouse gas emissions. Coupled with sustainable economic activities and support for adequate public policies, good lands management helps protect biodiversity and maintain carbon stock on Indigenous territories.

Our key partners in this accomplishment include CCPIO, Apina, Tato’a, IBKRIN, and Abex indigenous associations, Coordination of Indigenous Peoples of the Brazilian Amazon (COIAB), Federation of Indigenous Peoples of Pará (Fepipa), Federation of Indigenous Peoples of Mato Grosso (Fepoint), Institute of Research and Indigenous Formation (Iepé), Operation Amazon Native (Opan) and the National Indigenous Foundation (Funai).

### SUPPORT THE AÇAÍ BERRY HARVEST IN OIAPOQUE INDIGENOUS LANDS

In 2019, TNC helped the Galibi, Karipuna and Palikur Indigenous groups boost their sustainable açai berry enterprise in the Oiapoque Indigenous Lands of northern Brazil’s Amazon, where the communities have identified the production of this “super food” as a top priority in their natural resource management strategy. TNC worked with the communities to improve management of the açai berry value chain, from monitoring production to identifying potential local buyers, and strengthening the connection with açai distributors in the state of Amapá where Oiapoque is located. We also supported the first Indigenous Products Fair held in the city of Oiapoque, the success of which led to the decision to hold the fair on a monthly basis. TNC is supporting the certification process of products, attesting to their origin and organic production and also the dissemination of communication materials about them.

#### Açaí Harvest in Oiapoque Indigenous Lands



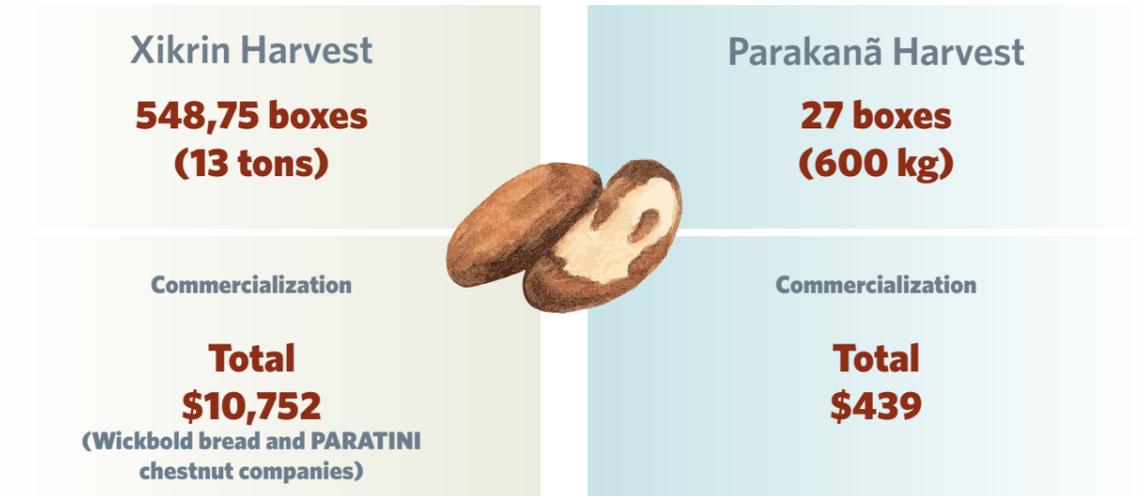
**1,932**  
bags of açai (60 kg each)



**\$ 20,324**  
in commercialization

**SUPPORTING THE 2019 BRAZIL NUT HARVEST**

TNC helped the Xikrin and Parakanã Indigenous organizations in the harvesting, production and commercialization of Brazil nuts in 2019.



**COMMUNITY TOURISM PLAN**

TNC trained members of three Indigenous Territories in Oiapoque on the development of a community tourism strategic plan. Participants learnt the basic principles of community tourism and developed an analysis of the region’s tourism potential, they also used the training sessions to raise their concerns and expectations.

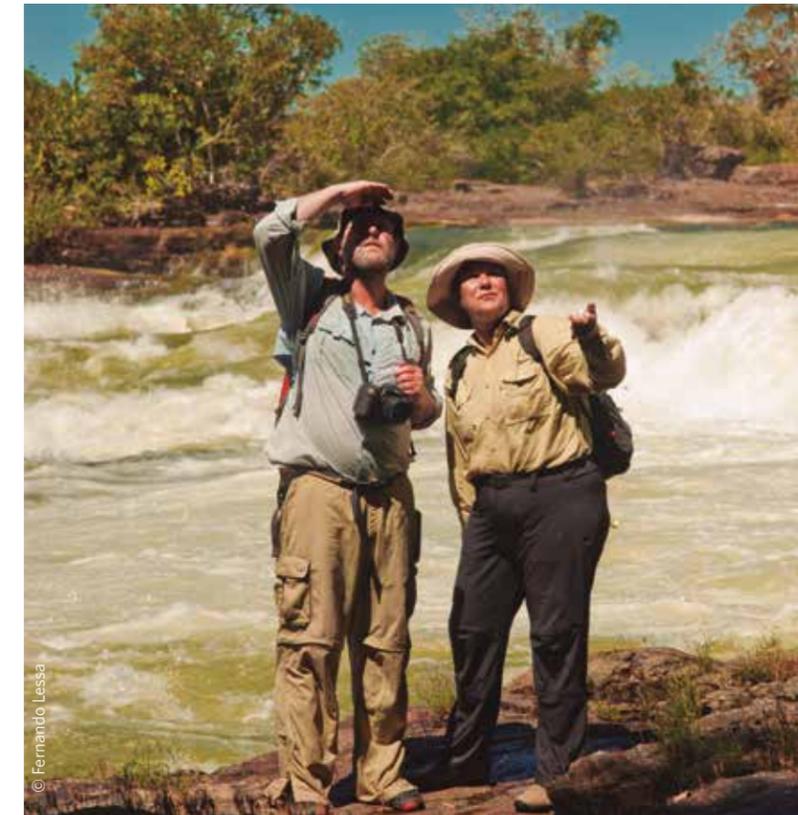
**STRENGTHENING INDIGENOUS WOMEN’S ORGANIZATIONS**

Throughout 2019, TNC provided support to the Indigenous Women Taskforce Association (AMIM) in a bid to help them advance their goal of increasing the participation and leadership of Indigenous women in the Oiapoque region. The Association, made up of some 150 women of all ages from four Indigenous communities, held a conference about the Amazon Indigenous Women to discuss pressing topics such as climate change and the role of women in the decision-making process of Indigenous communities. We also supported two Xikrin Indigenous Associations, Abex and IBKRIN, and Indigenous managers of non-timber forest product initiatives in the commercialization of nuts and babassu oil, called Indigenous Women Project - MENIRE. The Xikrin Indigenous People live in the Trincheira Bacajá Indigenous Land, a territory spanning 1.65 million hectares in Brazil’s Pará state. The Tato’A Association from the Parakanã Indigenous People also received administrative, financial, and project fundraising advice from TNC to strengthen their capacities.

**INDIGENOUS INSTITUTIONAL CAPACITY DEVELOPMENT**

Indigenous leaders from the seven ethno-regions in Pará state in the Amazon, received training, with support from TNC, to help create state policy on climate change, in partnership with the Federation of Indigenous Peoples of Pará. Additionally, 133 Indigenous environmental agents from six Indigenous Lands in Pará and Amapá states were trained on topics related to environmental management and economic initiatives.

**The Right Infrastructure in the Right Place**



**TAPAJÓS RIVER BASIN 3D - DEVELOPMENT, THE ENVIRONMENT, AND HUMAN WELL-BEING**

The Tapajós River Basin, one of the Amazon’s most important watersheds, is the subject of a new TNC-led publication discussing the sustainable development of this basin that spreads over 500,000 square kilometers. Roughly the size of France, the Tapajós is home to 1.4 million people, it spans three states—Mato Grosso, Pará, and Amazonas—and 74 municipalities, 42 Indigenous Lands, and 30 federal and state protected areas. The Tapajós 3D publication, presents a snapshot of the current environmental, social and economic dimensions of development and its impacts on the basin. It also establishes the relationship between this information and the Environmental Blueprint for the Tapajós river basin planning tool created by TNC. TNC has been working in the Tapajós River Basin since 2011 to create real opportunities for economic development to be balanced with biodiversity and the promotion of social justice.



## Reforestation with the Cocoa Agroforestry System



### ECONOMIC ALTERNATIVES FOR SMALL PRODUCERS

TNC continued in 2019 to develop its successful Forest Cocoa initiative in southeastern Pará in the Brazilian Amazon, enabling the production of cocoa in agroforestry systems in the municipalities of São Félix do Xingu and Tucumã. Agroforestry systems are based on crop diversity and enable conservation and economic productivity to go together. Based on cocoa, farmers can implement agroforestry systems and work with nature, making profit and restoring some of the world's most important forests. By the end of 2019, the project had worked with 122 families who received technical assistance and training in agroforestry-system good practices, cocoa production and restoration of degraded areas. The families have already restored 500 hectares of cocoa. In November 2019, TNC presented new goals and operational approaches to forest restoration for the project, expanding to 250 families and 1,250 hectares. The work is being carried out in partnership with the global corporations Mondelez International, Olam Cocoa, the UK program Partnerships for Forests - P4F and the Humanize Institute.

*Ilson calculated that five hectares in the São Félix region allow for the raising of eight heads of cattle, which generates a yearly income of \$482. The same five hectares allow for the cultivation of 5,200 cocoa trees, generating \$1,607 per year. Also, cocoa grows well in the shade, allowing producers to plant other species of trees on the same land. Alternating cocoa with the cultivation of tall fruit trees can generate twice as much income per year, around \$3,215 - more than six times the amount earned from cattle raising, and rural producers can protect the forest since they no longer need to cut it down for pastureland. "I haven't had to cut down the forest for five years now because we know that if we don't take care of the forest, the spring water will disappear. Many producers already know that, but they do not have the opportunity to work without cutting down the forest."*

*Ilson Martins, Manager of Campfax - Mixed Alternative Cooperative of the small producers of Alto Xingu.*



### TRAINING COURSE IN RESTORATION AND ENVIRONMENTAL COMPLIANCE

TNC and partners, with support from Cargill, imparted in 2019 a training course on forest restoration and the compliance of rural properties with environmental norms to 74 technicians from 15 municipalities in Pará state in the Amazon. TNC identified the need for training in 2018 when it developed its Strategic Plan for Forest Restoration and found that the technical capacity on forest restoration was limited, hindering compliance with the Brazilian Forest Code aimed at protecting the Amazon forest. The program is certified by Brazil's Ministry of Education and partners include IFPA, Embrapa, Emater/PA, Emílio Goeldi Museum, Ufopa, Semas, Projeto Saúde Alegria, ICMBio, and the Santarém local government.





## Deforestation-free agriculture *and livestock production*

### A NEW CLIMATE POLICY FOR PARÁ STATE

TNC worked in 2019 with the government of the state of Pará to develop a policy to transition to a low carbon economy, in partnership with a governors' task force, the government of Norway and the UNDP. TNC worked closely with Pará state government to draft a state climate change policy for sustainable economic development, and to help strengthen the



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Pará Climate Change Forum. In turn, the Forum validated the proposal sent to the Brazilian Legislative Assembly in December 2019. Following the Policy Law project, TNC presented technical suggestions to Pará state for structuring its REDD+ program. That effort resulted in the October 2019 Decree No. 344 that provides for the establishment of the Integrated Action Policy for Sustainable Territories, and in the creation of the Working Group to implement the Policy. The proposals from TNC and partners met with full approval from Pará state, especially the four structuring pillars (Crisis Headquarters, Eastern Amazon Fund, Pará Compliance, and Sustainable Territories) of the Amazon Now Program.

### AN INNOVATIVE PLATFORM FOR TRACING AND MONITORING SUSTAINABLE LIVESTOCK PRODUCTION

TNC and partners, including UNDP (GCF Project), Partnership for Forest (P4F), Safe Trace, Friends of the Earth and Frigol, created the Responsible Beef Platform in 2019 that uses state-of-the-art blockchain technology and the voluntary engagement of producers and slaughterhouses to bring transparency to beef supply chains in the state of Pará. Through the platform, slaughterhouses can check if their suppliers avoid buying cattle from farms with deforestation or forced labor, thus ensuring that end consumers can avoid purchasing beef from such farms. The platform aggregates multiple partners from the public and private sectors to enable cross-referencing of socio-environmental and sanitary data about farms, including land tenure, deforestation, slave labor embargoes, number of animals born, purchased and dead. In Pará, one of Brazil's biggest beef producers and greenhouse gas emitters, there is momentum to expand the platform, increase traceability at a larger scale and incentivize farms to reduce deforestation.



© Erik Lopes/TNC

*“One of the most interesting activities is the innovative monitoring platform that you are establishing in the livestock-production areas in the southeast. We would like to see how the tool works in 2020 and, particularly, how it incorporates blockchain – that is really innovative!”*  
**Alexis Arthur, UNDP manager**

# Cerrado

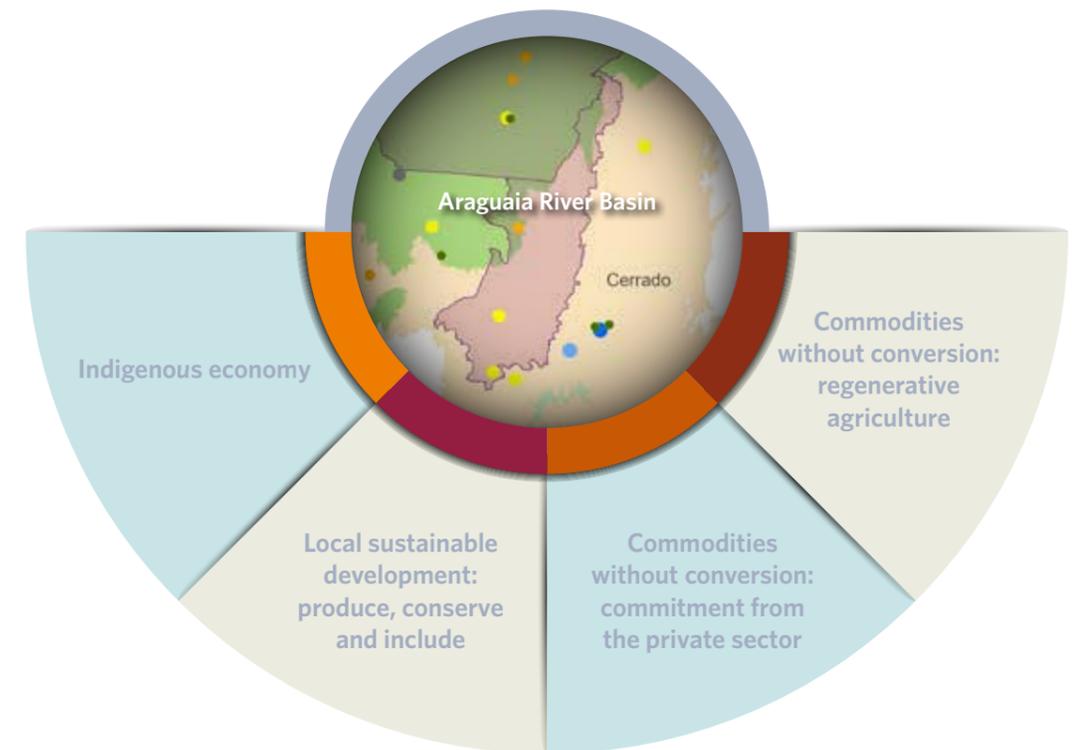
## Expanding Production Sustainably

© Helena Rezende/Concurso de Fotos TNC 2019

The Cerrado is the second largest biome in Brazil after the Amazon and the world's most biologically rich savannah. Known as the country's water reservoir, it is home to some of the most important tributaries of South America's three largest basins—Amazonas, Paraguay and São Francisco. The Cerrado savannah is also one of the world's largest beef and soy production hubs, yet the unplanned expansion of agribusiness has led to fast deforestation and loss of habitats and is threatening the availability of water.

Our science has shown us that economic activity and environmental conservation can coexist. That is why TNC is working with governments, rural producers and companies in the Cerrado to make soy and beef production chains more sustainable. Our work is focused in the region of the Araguaia River Basin in Mato Grosso state, where we are collaborating with rural producers and partners to expand the sustainable intensification of livestock production. This involves a set of actions that make it possible to rear more cattle in the same area of grassland, thus avoiding the advance of deforestation, and includes several good agricultural and animal welfare practices.

### *Cerrado: Main Strategic Actions*



## Indigenous *economy*

TNC celebrated the completion of territorial and environmental management plans for the nine Paresi Indigenous Territories that span 1.1 million hectares in the Cerrado and that are home to some 2,000 Indigenous people. The plans constitute one of the main instruments for promoting conservation in Indigenous Lands and strengthen the Paresi's voice in decisions that affect their territories. We helped to build local partnership agreements between local institutions—such as government agencies, NGOs, companies and universities—and Indigenous organizations, aimed at streamlining multiple initiatives and financial resources. Partners in this project include: the Aymaré and Haliti associations, the Federation of Indigenous Peoples of Mato Grosso (FEPOIMT), Operation Amazon Native (OPAN) and the National Indigenous Foundation (FUNAI).



*“The territorial management plans came to systematize our entire spiritual, environmental, political, and economic vision that we discuss to maintain our identity and our culture in this modern and globalized world.”*

*Rony Paresi – Chief, Wazaré Village, of the Paresi indigenous people in Mato Grosso.*

### INDIGENOUS COMMUNITY TOURISM

TNC supported the development of a strategic plan for community tourism in four Paresi territories. The Paresi carried out a study of the region's tourism potential with the communities and drew up a strategic roadmap to develop visitation plans for each of the six existing tourism projects. The Paresi carried out test tourism expeditions, focusing on the communication and visual identity of the projects, trails and safety and strengthening traditional cuisine and gardens.

### TRAINING FOR INDIGENOUS PEOPLES

A 160-hour training course on business managers' practices and how to implement priority territorial and environmental management plan projects was held in Paresi territories. A total of 77 students from the Paresi Waymaré and Haliti people's associations and cooperatives attended.

### SUPPORT FOR THE SEED-COLLECTING XAVANTE WOMEN

TNC has continued to support the Xavante women seed-collectors from the Marãiwatsédé Indigenous Land in the Araguaia Valley in Mato Grosso. The project was launched in 2011 in the Pi'õ Romnhama ubumrõ'i'wa village and by 2019, it included a total of eight communities from the Marãiwatsédé territory.

| 2011  | 2019  |
|---|---|
| <b>16</b><br>Collectors from one village<br><br>(Pi'õ Romnhama ubumrõ'i'wa) | <b>90</b><br>Collectors from eight villages<br><br>(Pi'õ Romnhama ubumrõ'i'wa, A'õpá, Etewawe, Madzabdzé, Ubdõnho'u, Êtêtsimarã, Moonipá e Tsi'ba'dzatsi) |





## Deforestation-free agriculture

### CAMPOS DO ARAGUAIA AND PCI BARRA DO GARÇAS PROGRAM

In partnership with the Roncador group and the Sustainable Trade Initiative (HDI), TNC completed in 2019 the Central Araguaia Valley Program in Mato Grosso aimed at promoting responsible cattle intensification and forest restoration strategies in this key agricultural region. We carried out environmental studies in 59 livestock properties spread over some 110,000 hectares, to enable producers to comply with environmental and agricultural norms on their properties. The project also monitored 44,000 hectares of livestock intensification efforts on the farms. As a result of the program, the town of Barra do Garças formally established the Mato Grosso state Produce, Conserve, Include Program for the municipality in December 2019, integrating more than 100 state and regional public sector institutions, producer associations, technical assistance entities, the private sector and banks to increase the quality and sustainability of production chains in the region in line with the conservation of the environment.



© Roberto Fantini

*“The financial model that Syngenta is working on launching in the marketplace is, indeed, a disruptive advancement because today, a lack of resources is the most significant barrier farmers have to convert degraded pastureland. Besides that, we will provide suitable seeds for the best results for that soil condition.” André Franco, seed business leader at Syngenta in Brazil*

### INVESTING IN RESILIENT AGRICULTURE

Syngenta and TNC announced the launch of the REVERTE initiative that will restore vitality to over a million hectares of degraded Brazilian pasture in the Cerrado ecoregion by 2025 through the implementation of conservation and regenerative agriculture techniques, including livestock integration and crop rotation. The partnership will identify available financial mechanisms to aid farmers in adopting the program to aid the expansion of sustainable agriculture in the Cerrado biome.

### CONVERSION-FREE COMMODITIES: A PRIVATE SECTOR COMMITMENT

Agroideal pioneers and agribusiness giants, Bunge, Cofco and LDC, conducted a review of the tool's impact on integrating sustainability into their businesses, resulting in three detailed case studies, one for each company. The Agroideal online information tool is designed to enable sustainable agricultural expansion in large landscapes like the Cerrado. This free tool enables stakeholders within the soy and livestock supply chain, including companies, producers, banks, and research institutions, to decide where to expand food production at the best cost-benefit while keeping the forest and natural environments intact, thus contributing to zero-deforestation commitments, reducing greenhouse gas emissions and reusing degraded areas. The updated version of the tool offers information about the Cerrado and the entire Brazilian Amazon.



© Rui Rezende

#### VALIDATE THE RURAL ENVIRONMENTAL REGISTRY – CAR PROJECT

TNC participated in the Validate the CAR project, an initiative developed by Brazil's Forest Code Observatory in partnership with ICV, Ipam, Imaflores, ISA, and Lagesa. The goal was to advance the validation of the Rural Environmental Registry (CAR), a fundamental step for the implementation of the Brazilian Forest Code (Law 12.651 / 2012). The project covered 11 states in the Amazon and Matopiba and had TNC's leadership and that of the states of Pará, Maranhão, and Bahia. We conducted a study of the process of CAR analysis and validation, in addition to generating future scenarios and a summary of costs and potential institutional and financial arrangements for the implementation of validation strategies.

#### SUSTAINABLE EXPANSION OF SOY

TNC carried out studies describing five potential scenarios for sustainable soybean expansion for eight municipalities in the Balsas region, in Maranhão state in the Cerrado. The different scenarios included increasing soy production in already cleared areas, in already cultivated zones—for productivity gain—and integrated production systems, such as crop, livestock, and forest integration. The studies concluded that improving soybean productivity, coupled to the expansion into pastureland, can yield 1.9 million tons by 2030, 26% higher than the 2017 output.

## Water security *in the Cerrado*

#### WATER SECURITY ACTION PLAN FOR THE DESCOBERTO BASIN

TNC continued to expand efforts to protect the Descoberto basin that supplies approximately 60% of Brazil's Federal District and that is under threat from agriculture and urban expansion. Following a water crisis in the region, in 2019, TNC and partners created a conservation action plan for the Descoberto Basin to be implemented in 2020. The initiative is being carried out via the Brasília Water Fund, with support from the Latin American Water Fund Alliance, via the Interamerican Development Bank (IDB) and the International Climate Initiative (IKI).

2019 Results

# Atlantic Forest

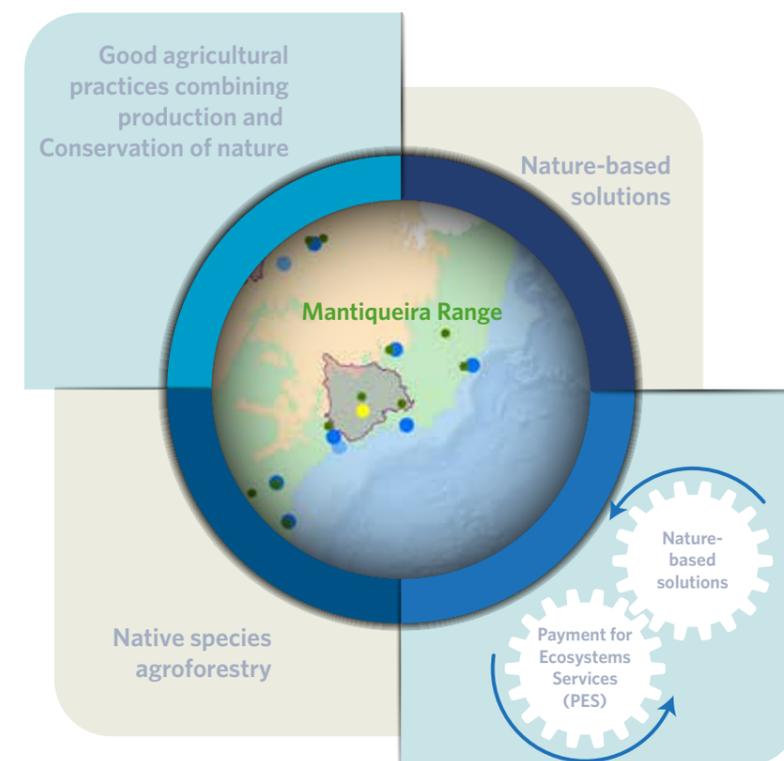
## Restoring Freshwater

© José Furlan Pissol/Concurso de Fotos TNC 2019

Brazil's Atlantic Forest is one of the planet's most biodiverse and threatened tropical forests. During centuries, the vast natural resources of the Atlantic Forest have underpinned the economies of Brazil's most populated regions, enabling the development of brazilwood, sugar cane, cotton, coffee, soybeans, corn and livestock. This intensive land use, along with urban expansion, have depleted the forest and only 12% remains today. This has depleted the provision of ecosystem services, including water production, pollination and climate regulation, impacting 70% of the Brazilian population and two-thirds of endangered species in Brazil.

Large-scale forest restoration is a fundamental strategy for reconnecting isolated fragments of the Atlantic Forest, enabling the conservation of its remnants and ensuring water supply and climate-change mitigation. TNC targeted the Mantiqueira Mountain Range as a priority area for conservation since it offers the best conditions to build a solid example of restoration to tackle climate change, ensure water security and increase the incomes of rural landowners. The Mantiqueira Conservation Project brings together several stakeholders and 284 municipalities in the Southeastern Region, in the states of São Paulo, Minas Gerais, and Rio de Janeiro, to build a vast forest restoration network.

### *Mantiqueira: Main Strategies*





## Forest restoration for *climate regulation*



### MANTIQUEIRA CONSERVATION PROJECT GAINS SCALE

The Mantiqueira Conservation Project has made important advances with 1,560 hectares undergoing restoration and almost four million new trees planted. The area's 284 municipalities have been organized into regional centers to facilitate the implementation of the Payments for Environmental Services (PES) laws, in partnership with the Federal Institute of Southern Minas Gerais, to compensate landowners who restore their lands. Already, 20 municipalities that comprise eight regional centers have enacted PES legislation. The project has also created two forest-restoration demonstration units in the towns of Inconfidentes, in Minas Gerais, and Cruzeiro, in São Paulo, and a pioneering forest-restoration course attended by 32 students now technically prepared to carry out quality forest recovery.

### REFLORESTAR PROGRAM REACHES ITS TARGET OF RESTORING 80,000 HECTARES

The Espírito Santo State Government's Reflorestar Program, reached in 2019 its 2020 goal of placing 80,000 hectares under restoration. TNC is a key partner in this initiative since the beginning, which is one of the most robust, at-scale forest restoration programs in Brazil. Reflorestar is contributing to the development of model mapping, monitoring and forest restoration in the region; it also created a Web system that allowed a 400% operational improvement in the state (in terms of operating income).

### GOFOR - NEW SOFTWARE REDUCES THE COST OF FOREST RESTORATION

To improve the quality of forest restoration results, TNC's science team developed GoFor, a software for mapping priority areas for natural regeneration and monitor efforts. The free tool gauges the probability of successful restoration via natural regeneration in a given area, helping to plan more effective actions in terms of ecological gains and cost reduction. GoFor can be applied in a hydrographic basin, a region or on an entire biome, in any tropical or temperate forest in the world. The tool is still a beta version under improvement and is an initiative of TNC in partnership with the Stanford University's Natural Capital Project, the International Institute for Sustainability and the Tropical Forestry Laboratory from the Luiz de Queiroz Higher School of Agriculture at the University of São Paulo. Download it at [tnc.org.br/GoFor](http://tnc.org.br/GoFor).

*“When we plant a forest, whether for carbon sequestration or water production, the place where the work takes place is not the only one to benefit. The whole planet does.”*

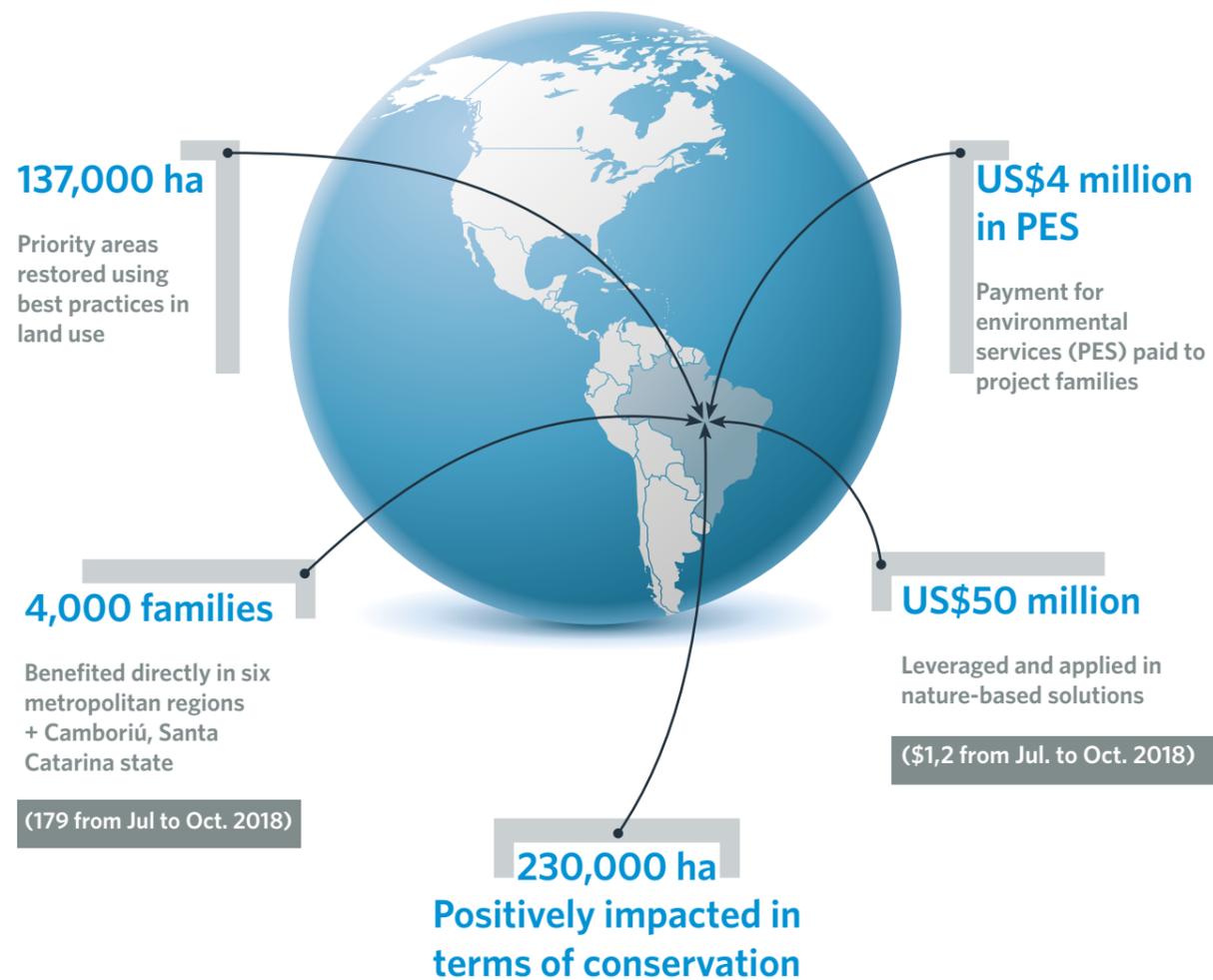
*Rubens Carbone – Rural Property Owner in Extrema, Minas Gerais state*



## Water for people, cities, and production



The Green-Blue Water Coalition completed its fourth year of activity, inspiring society to protect water sources and invest in nature-based solutions. The initiative helped increase water security in cities and rural areas and to create a new culture around water. In 2019, we made significant progress by signing 78 strategic partnerships with government, the private sector and organized civil society in Brazil. The Coalition also integrated TNC and the Latin American Water Fund Alliance's global Provide Food and Water strategy. See our results table below.



© Felipe Fittipaldi

### RURAL SANITATION

The improvement of rural sanitation is an important solution as part of the São Paulo and Rio de Janeiro water projects. In 2019, TNC established partnerships and supported the efforts of municipalities to leverage resources from Watershed Committees to set up adequate septic tanks. Nearly \$400,000 will contribute to improving the quality of life and health of the population in those rural areas. It is estimated that in Brazil, about 5.5 million families do not have access to or have inadequate sanitation services.

### INTEGRATING GRAY AND GREEN INFRASTRUCTURE

TNC completed the study phase in the Ipojuca basin, in Pernambuco state, northeast of Brazil. Our work was in partnership with Pernambucana Sanitation Company (Compesa) and the Pernambucana Agency of Waters and Climate (Apac), with support from the Inter-American Development Bank (IDB). Our goal was to develop a strategic plan for the basin and strengthen the role of municipalities and local stakeholders. We wanted to highlight to the institutions that work in the sanitation sector, such as banks and investors, the benefits of integrating gray infrastructure investments (the engineering interventions and others for domestic supply, sewage collection, and treatment) with those of green infrastructure.

**COMMUNITY-BASED CONSERVATION - PROMOTING BIRDWATCHING TOURISM**

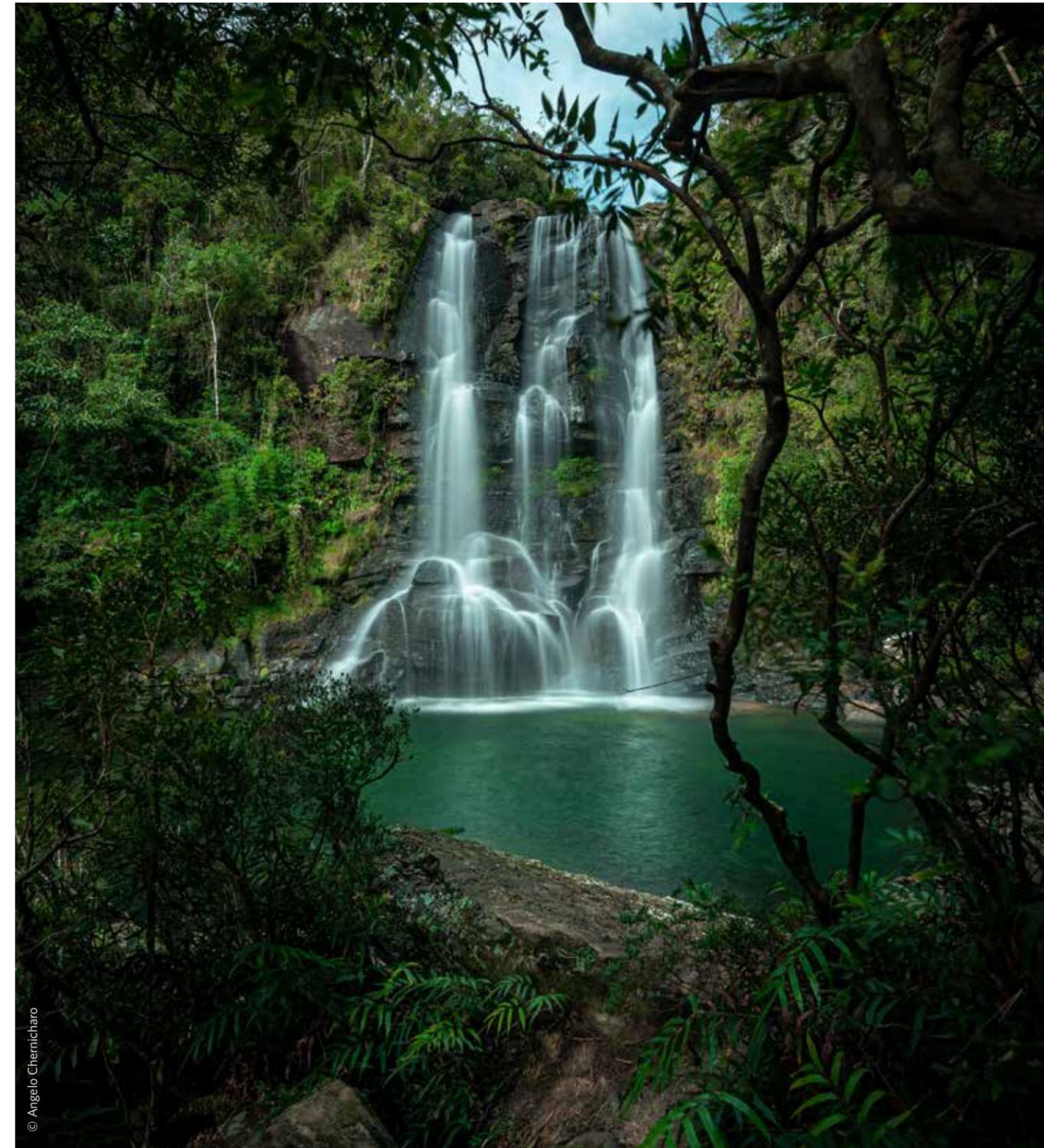
TNC is promoting birdwatching tourism within the Rio de Janeiro water project, as a way for nature to add value to the community. The initiative aims to develop new opportunities, such as income generation and the introduction of a gender perspective, in Quilombola Afro-Brazilian communities, whose members are being trained for the project. We have been monitoring bird species—and found that numbers have increased since the last survey—and fish, two indicators of environmental health in the headwaters of the Guandu River.

**WATER GOVERNANCE OBSERVATORY**

In 2019, TNC actively participated in the creation of the Brazil Water Governance Monitoring Protocol led by the Water Governance Observatory. The Protocol aims to assist representatives of water resource systems in Brazil, such as watershed committees, in improving their goals, specially maintaining the quality and quantity of water, and making them more effective. The Observatory seeks to systematize and provide clear information so that society can understand the process of, and learn how to, care for water (see: [www.observatoriodasaguas.org/](http://www.observatoriodasaguas.org/)). TNC is a member of the Observatory's steering committee.



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*“We, the producers, are here. We are ready and want to work with the whole world.” Patrick Assumpção - Rural Producer, Pindamonhangaba, São Paulo.*



# TNC Staff

Many thanks to all TNC employees who made it possible for our organization to deliver these valuable results.

Adriana de Oliveira Kfour  
Aline Alves Leao dos Santos  
Andre Targa Cavassani  
Andrea Assao Monteiro de Castro  
Andrea Graf Werneburg  
Anna Lucia Cesar Horta  
Ariane Barbosa Sousa  
Arley Haley Faria  
Bruno Teixeira Mota Rabelo  
Camila Campbell Mesquita  
Carla Maria de Souza Schneider  
Carolina de Paula Torres  
Caroline Krieger Caggiani  
Christopher William Finney  
Cintia Pedrina Palheta Balieiro  
Cintia da Silva Santos  
Claudia Massaro Picone  
Claudio Klemz  
Clecia Brito de Castro  
Daniel de Assis da Silva  
Daniel Diogo da Costa Melo  
Daryane Ferreira Feitosa  
Edenise Garcia  
Eduardo Vieira Barnes  
Eduardo de Figueiredo Caldas  
Eileen Andrea Acosta Porras  
Elaine Pimenta Cardoso Hatano  
Enaylle Gabrielle Martins Silva  
Erik Paiva Lopes  
Erivaldo de Sousa Alves  
Fabiola Marono Zerbini  
Fausto Yuji Masuda  
Fernando Antonio de Almeida Feijo Bittencourt  
Fernando Cesar da Veiga Neto  
Flavia Dos Santos Pinto  
Francisco Carlos Guedes da Fonseca  
Gabriel Dias de Castro de Salles Pentead

Gabriela Rosario Ballesta Doti  
Genivaldo Machado de Brito  
Gilberto Tiepolo  
Giovana Baggio de Bruns  
Giovana Ferezin Curan  
Giovanni Mateus Mallmann  
Grazielle Diniz Pinheiro Dib  
Guilherme Rodrigues de Souza  
Guilherme Tavares Barboza  
Helcio Marcelo de Souza  
Hendrik Lucchesi Mansur  
Henrique Bracale  
Ian Samuel Thompson  
Izabela Pereira Rodrigues Vieira  
Jailson Soares de Souza Filho  
Jociele Maria Francisco  
Jose Benito Guerrero Maradiaga  
Jose Otavio D Acosta Passos  
Josi Silva Sales  
Josiane Domingues de Sene  
Julia Raquel de Sa Abilio Mangureira  
Juliana Ferreira Simoes  
Julio Ricardo Caetano Tymus  
Karen Pires de Oliveira  
Karina Andrea Vega Parra  
Lanamar Afonso Goncalo  
Leandro Claudio Baumgarten  
Leonardo Cardoso Ivo  
Licia Maria Nunes de Azevedo  
Ligia Rechenberg  
Lucas Aguiar Souto Xavier  
Luciana Cristina de Lima  
Lucilene Oliveira da Silva Amaral  
Marcela Costa Kwitko  
Marcio Marques Queiroz  
Maria Elizabeth Terceros Oliveira Ribeiro  
Maria Tereza Leite Montalvao

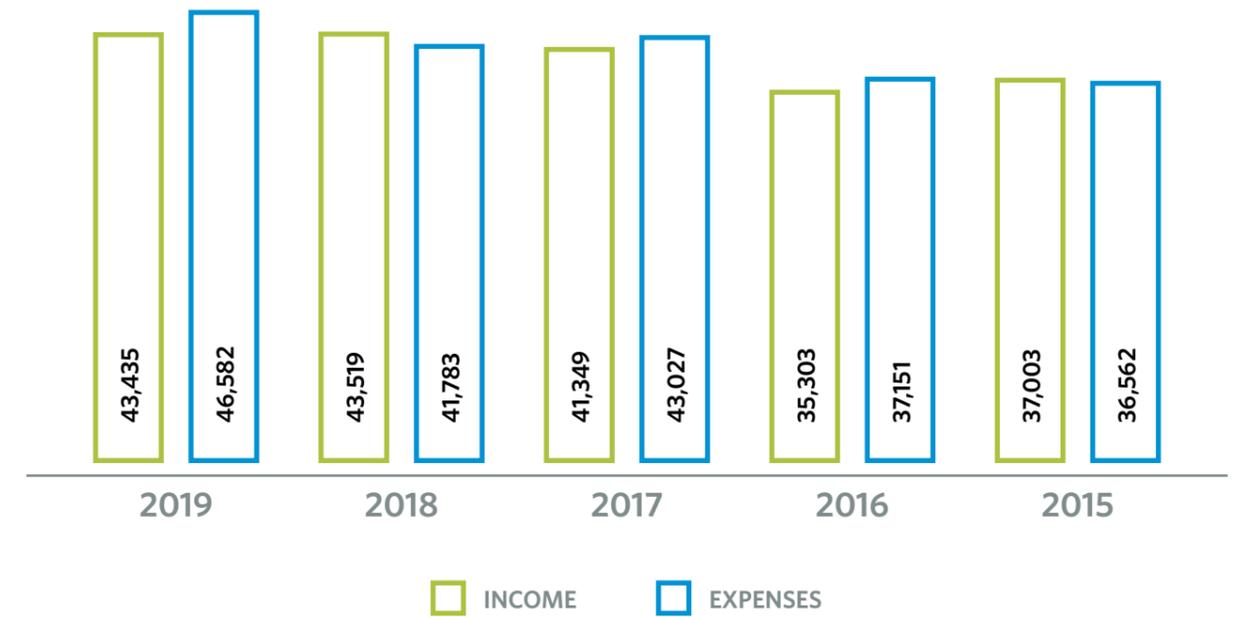
Mariana da Silva Soares  
Mariana Castanheira Pitta Costa  
Marilia Borgo  
Marina Merlo Sampaio de Campos  
Mario Barroso Ramos Neto  
Melissa Beth Cooney Brito  
Milena Justino Ribeiro  
Nicoli Bernadino Ribas  
Osvaldo Jose Ribeiro Pereira  
Paula Sampaio Marques  
Priscila Alves de Melo Richter  
Rafaela Carvalho de Sousa  
Raimunda Queiroz de Mello  
Rodrigo de Oliveira da Silva  
Rodrigo Mauro Freire  
Rodrigo Spuri Tafner de Moraes  
Rubens de Miranda Benini  
Ruth Emir Ferri Alencar de Castro  
Samuel Roiphe Barreto  
Samuel Tararan Pacheco  
Telma Pereira de Lima Lelis  
Telma Regina Gaspar  
Teresa Cristina Moreira  
Thaciane Christine Coelho da Silva  
Thais Ferreira Maier  
Vanessa Maria dos Reis  
Vanessa Silva dos Santos  
Vera Lucia de Figueiredo Pires  
Vinicius Gaburro de Zorzi  
Vilenice de Oliveira Alves de Souza  
Virginia Beramendi Algorta  
Wellisom Fidelis do Nascimento  
Yasmin Pinheiro Gabriel

At The Nature Conservancy, we carry out our work with deep commitment and responsibility, ensuring we make use of every donation to TNC with careful attention to effectiveness and efficiency based on a robust corporate governance structure.

Pemom Auditores Independentes S.S. audits our financial information and has no reservations, finding that the data is appropriate.

# Transparency

Annual evolution of results (in thousands of reais)

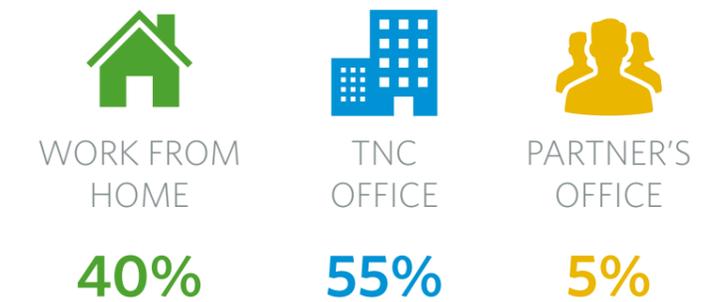
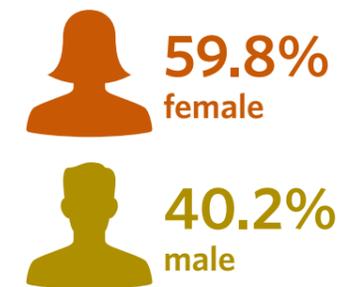


<sup>1</sup> The financial information represents the main audited data from the legal entity Instituto de Conservação Ambiental - The Nature Conservancy do Brasil. The results of the efforts toward the conservation agenda presented in this annual activity report may include the outcomes resulting from working partnerships between TNC in Brazil and other entities of the organization in the Latin American region and globally. If you would like access to the fully audited 2019 financial report, please contact [mktbr@tnc.org](mailto:mktbr@tnc.org)

## Our Team

We have a multidisciplinary, diverse, and highly qualified team. We are a total of 102 employees\*.

Our professionals work in several states in Brazil, including in offices in Belém, the Federal District and São Paulo, and from their homes and at a partner's office in São Félix do Xingu.



\*Employed as of December 31, 2019  
\*\*Young apprentices and interns make up 7% of the team

