



WWF and IKEA are working together on forests, cotton, water and climate to protect landscapes and enhance biodiversity.



Brazil Fact Sheet

Landscape Conservation & Resources Management in Brazil

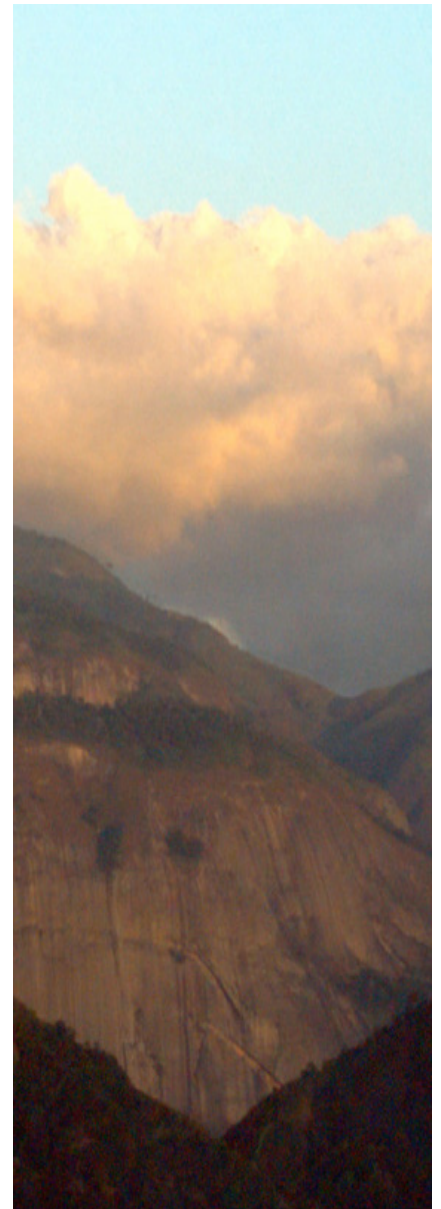
In 2023, WWF and IKEA joined forces within their partnership in Brazil to address deforestation and environmental degradation, with the aim to support curbing the trajectory of environmental degradation and conversion through integrating landscape conservation and recovery activities.

Through socio-biodiversity and restoration projects in Brazil, IKEA and WWF will work to protect and increase the supply of ecosystem services, with initiatives in three Brazilian landscapes: The Atlantic Forest (Espírito Santo State), the Amazon (Tapajós region) and Cerrado biome.

Renowned for its remarkable natural diversity, Brazil houses approximately 22% of the world's plant biodiversity alongside a multitude of animal species and vibrant socio-cultural communities.

This abundance faces threats from deforestation and environmental degradation.

To help safeguard ecosystem services in Brazil, WWF-Brazil and IKEA have embarked on a socio-biodiversity and restoration project spanning three vital Brazilian landscapes: the Atlantic forest in the Espírito Santo state, the Amazon in the Tapajós river basin region and the Cerrado, to support curbing the trajectory of environmental degradation and conversion through integrating landscape conservation and recovery activities.



Local community participation

The project aims to support the concept of multifunctional forests, where native and planted forests are combined to produce food and other potential alternatives to timber. These products, often harvested by traditional communities and indigenous peoples groups in Brazil, can be marketed fairly and sustainably through community business networks covering the proposed landscapes. WWF-Brazil operates to alter Brazil's current course of environmental decline and foster a fairer and healthier future where society and nature live in harmony. This mission is based on fostering dialogues and collaborations between various stakeholders, including traditional communities, local organizations, corporations, and governmental bodies. Nevertheless, the project's cornerstone lies in empowering local communities and initiatives that are on the frontlines of biome conservation, recognising their unique effectiveness in addressing Brazil's challenges.



In the Atlantic Forest - The Espirito Santo State

The Structure

The proposed Governance for the state is based on the Reforestar Program, which is a public Payments for Environmental Services (PES) program. It intends to be expanded to generate more positive socio-environmental impacts. WWF-Brazil's role is to support the review of this governance and at the same time work on enabling conditions for the development of productive restoration chains, as a technical advisor.

This structure is expected to share information and opportunities, co-construct ideas and strategies, and develop a decision-making flow between partners.

The government of the State of Espírito Santo will be part of the Governance Structure of the Multifunctional Forests Pole from the Reforestar Program, which is currently the largest forest restoration program in Brazil, engaging thousands of producers in the restoration from, especially Multifunctional Forests.

The Coalition (Brazil Climate, Forests and Agriculture Coalition) has more than 355 participating institutions. Within its structure, a group of several institutions was created to focus on the development of the Pole in the State of Espírito Santo. In this way, the Coalition will also be part of the Governance Structure.



© Michel Gunther. Arabian coffee plantation in the Atlantic forest.



© Michel Gunther. View of barren and rocky mountains Atlantic Rainforest Espirito Santo, Brazil

The Atlantic Forest program:

This is the scope of the program:

1. GOVERNANCE PLATFORM. The governance platform will have regular meetings between the interested parties.
2. MULTISECTORAL PLAN FOR MULTIFUNCTIONAL FORESTS. This will be a strategic plan for the development of the Multifunctional Forests Pole, with a vision of the future and a tactical plan for its operation.
3. BUSINESS PLAN FOR THE MULTIFUNCTIONAL FORESTRY HUB. The business plan aims to define the model strategy, resources, financial engineering and the necessary requirements for the implementation of the Hub.
4. TRAINING PROGRAM IN MULTIFUNCTIONAL FORESTS. The program aims to unlock a strategic bottleneck in Brazil, which is Technical Assistance and Rural Extension aimed at Restoring Landscapes.
5. IMPLEMENTATION OF MULTIFUNCTIONAL FOREST DEMONSTRATION UNITS. Agronomic and restoration practices promoting models that guarantee technical, economic and social viability for rural landowners.
6. LOCAL BUSINESS DEVELOPMENT FOR FORESTRY CHAINS. To give commercial scale to the models created by the demonstrative units, appropriate financial instruments to fund operations.



© Michel Gunther. Bagging the coffee beans in the Atlantic Rainforest Espirito Santo, Brazil

Possible benefits

The main benefits of the Atlantic Forest program are:

- RURAL OWNERS will be able to benefit from the strategies and models of productive and multifunctional restoration, generating income and employment in the region.
- GREEN BUSINESSES may benefit from the opportunity to invest in the productive chains they develop and that are connected to the purposes of the Multifunctional Forest Pole.
- INVESTORS will be able to invest in potential sustainable businesses, promoting territorial development and generating financial returns.



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FACT BOX THE ATLANTIC FOREST

The Atlantic Forest stretches from northeast Brazil southward along the Atlantic coastline and inland into northeast Argentina and eastern Paraguay. It is a complex comprising 15 ecoregions, including tropical and subtropical rainforest, coastal forest, mangroves, and Araucaria moist forest.

Having evolved prior to and in isolation from the Amazon, its ecosystems are unique and have a high degree of endemism (i.e., species found nowhere else on the planet). It ranks among the world's top global biodiversity hot spots, housing one in 14 of the Earth's total plant species and one in 20 of its vertebrate species.

Once covering over 350 million acres, the colonisation and development of agricultural production through the last century has resulted in conversion of 68% of the original vegetation in Brazil's Atlantic Forest, making it one of the most endangered biomes in the world.

The Cerrado and the Amazon program:

In the Cerrado and the Amazon working together with Indigenous peoples and local communities (IPLCs) who live in these biomes and depend on forests, the project wants to contribute to support community business networks for socio-biodiversity value chains, which includes the production of food and other non-timber forest products, such as baru and pequi nuts, babassu oil, Jatobá flour in the Cerrado, as well as honey, rubber, andiroba oil and cupuaçu butter in the Amazon.

It aims to preserve traditional knowledge, generate sustainable income and improve the quality of life of traditional communities, while promoting forest and biome conservation to reduce deforestation and soil degradation.

Collective action to scale up action

The project's primary focus centers on community-based business networks, supported by WWF-Brazil.

“The Central do Cerrado” network has partnered with WWF-Brazil since 2019, while the “Ecocentro” in the Amazon is in a modeling stage, but demonstrates economic growth potential and an important processing structure for Amazonian products. These networks, though distinct, hold the potential to expand, positively impacting numerous community businesses, families, and conservation lands. They play a pivotal role in scaling up success and spreading project outcomes for a brighter future in Brazil's biomes.





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Long-term goals that the Cerrado & Amazon project supports

1. DEVELOPMENT OF TECHNICAL AND MARKET STUDIES for business networks that operate in socio-biodiversity chains.
2. STRUCTURING THE SKILLS OF COMMUNITY BUSINESS NETWORKS supported by WWF-Brazil.
3. DEVELOPMENT OF MARKETING CHANNELS AND CORPORATE ENGAGEMENT for socio-biodiversity products.
4. AWARENESS AND ENGAGEMENT OF THE GENERAL PUBLIC about the importance of socio-biodiversity products.

Desired project outcomes of the Cerrado

& the Amazon program:

1. AWARENESS BUILDING: This project aims to bridge the gap between producers and consumers, highlighting the role of traditional and indigenous communities in nature conservation. It also emphasizes how consumption choices, including those made by companies and the public, can impact the environment. In short, it encourages conscious consumption to support nature and these communities.
2. PROMOTE SUSTAINABLE LIVELIHOODS AND COMMUNITY PARTICIPATION: Enhance the livelihoods of local communities, including indigenous peoples, in the Amazon and Cerrado biomes by establishing and strengthening community-based businesses that focus on sustainable resource management and biodiversity conservation. To achieve a more sustainable future with socio-biodiversity products, where society and nature live in harmony, it's crucial to collaborate with various sectors, including businesses. This entails developing sustainable economic models that prioritize ecosystem conservation and social responsibility, ensuring human rights, labor compliance, and fair compensation for workers.
3. CONSERVATION AND BIODIVERSITY: Contribute to the conservation of critical ecosystems and biodiversity in the targeted biomes, particularly in the Amazon and Cerrado, by promoting sustainable land use practices and agroforestry initiatives.
4. IMPLEMENTATION IN SOCIO-BIODIVERSITY CHAINS: Develop and showcase models that can be replicated and scaled up, creating a positive ripple effect across broader regions and beyond the project's immediate scope.
5. CLIMATE CHANGE MITIGATION: Reduce carbon dioxide emissions by curbing deforestation and encouraging the sustainable use of natural resources.



FACT BOX THE AMAZON

The Amazon is the world's largest tropical forest covering over 4 million km² (around 3% of the total land in the world). It houses one third of the global tropical rainforest reserves, 10% of known global biodiversity.

Forest services provide 20% of the world's freshwater supply and store approximately 123 billion tons of carbon above and below ground, being an essential area to conserve biodiversity and to maintain global climate stability.

Moreover, It is home for over 220 indigenous nations and countless traditional communities that retain unique knowledge such as ecological and pharmaceutical, that can support the construction of a sustainable model for the world's future. Highly threatened by deforestation and climate change, the maintenance of the forest and its people should be one of the world's top priorities.



FACT BOX THE CERRADO

The Cerrado is the savannah with the most incredible biodiversity on the planet and is the second largest biome in Brazil and one of the most threatened. In the last ten years, the biome has lost 6 million hectares of native vegetation. The “Cerrado Manifesto” signed by IKEA and WWF-Brasil offers a fundamental contextualization of the importance of this biome. It covers approximately 200 million hectares in Brazil. This biome is a diverse mosaic of grasslands, woodlands, forests, and wetlands, comprising around 5% of global biodiversity.

Around 40% of its species are endemic, which means it is home to thousands of species of flora and fauna that are found nowhere else on Earth. The diversity of traditional communities has been living in the Brazilian savannah for more than 12,000 years. Moreover, the geographic location of Cerrado, the center of South America, makes maintaining its vegetation crucial for regulating the hydrologic dynamic of other biomes, such as the Atlantic Forest, Pantanal (the most extensive flood plain in the world), and the Amazon. This occurs for example by contribution to water availability in the major river basins and by rainfall derived from air masses carrying evapotranspiration water over the Amazon Basin.



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For more information

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