

A long-exposure photograph of a waterfall cascading over mossy rocks in a dense, green forest. The water is blurred, creating a soft, ethereal effect. The surrounding vegetation is thick with ferns and moss-covered trees.

# ATLANTIC FOREST GREAT RESERVE

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São Paulo - Paraná - Santa Catarina



# Brazil's opportunities in a world seeking the New Economy

Brazil is the country with the greatest biodiversity in the world, around 20% of all known species are present in its territory. In the six terrestrial Brazilian biomes, 116 thousand species of animals and 46 thousand species of plants can be found. At the same time, it is one of the Latin American countries with the highest percentage of its territory inside protected areas, totaling around 30%. However, 84% of these areas are concentrated in the Amazon, leaving vulnerable the other biomes in the country.

The Atlantic Forest is the second largest tropical forest in South America and one of the most biodiverse in the world due to its ecosystems diversity and its wide distribution across the continent. Originally, its coverage extended along the Brazilian coast, totaling 110 million hectares. It is currently where 72% of the Brazilian population lives, including some of the largest cities such as São Paulo, Rio de Janeiro, Salvador, Recife, Porto Alegre and Curitiba, also concentrating around 70% of the national GDP (Gross Domestic Product). As a result of centuries of occupation and unbridled exploitation, this forest had a large part of its territory destroyed or severely altered.

The most well-preserved areas of the Atlantic Forest in the country, that is, less disturbed and capable of harboring viable populations of its characteristic species, correspond to only 7% of what previously existed. However, this small portion still harbors most of the beauties and riches of one of the most important forests in the world.

Of these last remnants of the Atlantic Forest, only 9% are legally protected. Unfortunately, the challenges involving the conservation of this forest do not stop there. Brazil is one of the countries that invests the least in its protected areas, and the majority of parks and reserves are still not fully implemented. This situation is aggravated in densely populated areas, where the desire for development at any cost directly conflicts with the last remnants of natural areas that are still well-preserved.

The Atlantic Forest is the second largest tropical forest in South America and one of the most unique environments in the world. It is currently where 72% of the Brazilian population lives, including some of the largest cities such as Rio de Janeiro and São Paulo.







Recent initiatives in several countries around the world such as Costa Rica, Argentina, South Africa and Thailand have proven the inexistence of a dichotomy between nature conservation and development, where well-preserved natural and cultural heritage are transformed into the main drivers of a restorative economy. Among these opportunities, the ecotourism, when well-managed, stands out as an activity with high added value and with an infinite lifespan as long as the attractions are well preserved, and accessible to all. In addition, several other associated activities also benefit from this model such as low-impact agriculture, technological innovation and several other products and services.

Brazil is perhaps the country in the world that can benefit the most from this economic approach, but there is still the need to fully implement a role model that can be replicated in other regions. Despite governments that are not fully aligned with the international nature conservation agenda, several local initiatives and the support from municipal and state governments have been essential to start this process.





# Atlantic Forest Great Reserve

## Local development through conservation

From the little that is left of the Atlantic Forest, one especial area still resists. The Atlantic Forest Great Reserve is a region of rare beauty that houses the largest continuous remnant of this biome in the world. It still maintains almost all its diversity of landscapes and species of fauna and flora, in addition to its cultural and historical heritages. This exuberant territory comprises 2.2 million hectares of terrestrial ecosystems

and 1.8 million hectares of marine area, totaling up over 4 million hectares of which 2/3 are already inside protected areas. About 1.4 million people live in the 50 municipalities that share this patrimony, since it is located in one of the most densely populated regions in the country, between the states of Santa Catarina, Paraná and São Paulo.

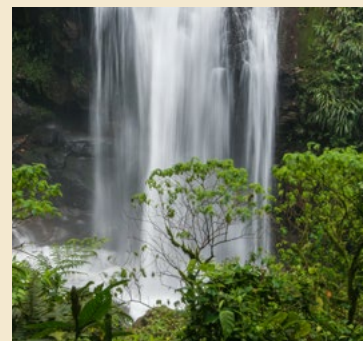
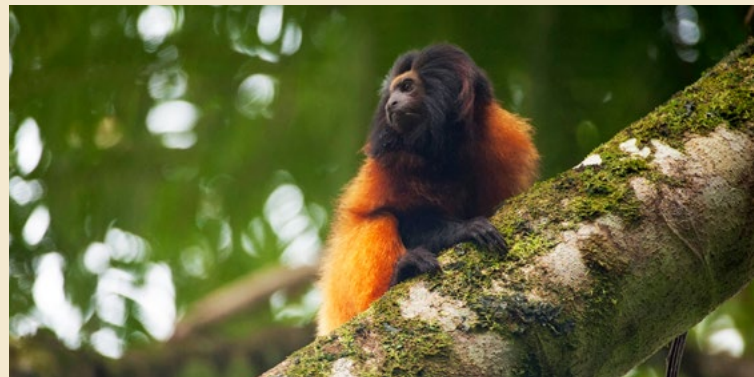




The region is also home to unique species, such as the black-faced lion tamarin, the red-tailed amazon, the southern miqui (largest primate in the Americas), among several other species such as the tapir and the jaguar, which are at the top of the food chain. Its privileged position, in a region where the Serra do Mar mountain range approaches the Atlantic coast, has ensured the survival of these well-preserved landscapes to the present day. In addition, the rough topography allows the existence of important watersheds that supply both small communities and large urban centers, located close to its surroundings.

This territory presents itself as the perfect opportunity to implement the Full Nature framework in Brazil. Launched in 2018, the Atlantic Forest Great Reserve initiative is already reaping results, with the support of institutions, protected area managers, academy, city halls, state governments and entrepreneurs throughout this region. The Atlantic Forest Great Reserve works as an umbrella initiative, establishing a fertile context for positive projects, public policies and businesses. At the same time, integrated marketing actions promote a showcase that highlights successful initiatives and the role models to be referenced.

Brazil is one of the countries in the world with the greatest natural and cultural heritage. The Atlantic Forest Great Reserve is the opportunity to turn this wealth into jobs, entrepreneurship and quality of life for local communities.



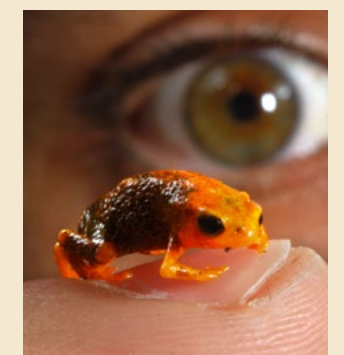
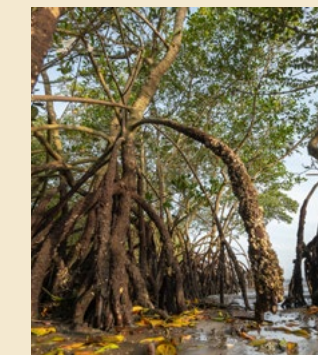
## New chapter for nature conservation: the importance of working together

Considering this scenario, the Atlantic Forest Great Reserve initiative aims to implement a framework role model, which integrates biodiversity conservation and local development through the protection of large natural areas. The underlying rationale is that Protected Areas managed with high-conservation standards and working on a shared framework approach can enhance the conservation of the rainforest and local development, thanks to the income of ecotourism, green farming, valuing of ecosystem services and advocacy activities.

Based on a Collective Impact approach, the Atlantic Forest Great Reserve initiative has engaged a multiplicity of actions and actors converging to the goal of reconnecting nature and people. At the present time, the initiative has established a network of around 400 stakeholders acting in the region, which encompasses 50 municipalities in the three states. Since 2018, monthly meetings have been held with the members of the Stakeholder's Network, where participants debate and look for ways to act together, discussing the development of the region with biodiversity conservation as a baseline.

The construction of a shared narrative is also a critical step to gather different stakeholders such as NGOs, local

communities, local authorities, businesses, among others. Thus, the initiative has an important communication component that creates marketing products such as maps, folders, videos, among others, which can be used by all interested parties. This approach is extremely important to consolidate the Atlantic Forest Great Reserve brand and generate a sense of belonging among all stakeholders. As for an "on-hands conservation" approach, the initiative fostered partnerships with public authorities and NGOs for natural areas monitoring and surveillance activities. The success of this project will significantly enhance the management of Protected Areas in Brazil and increase their environmental, social and economic benefits to the society.







## WORK IN PROGRESS

- Coordination of the Stakeholder's Network using the Collective Impact framework, ensuring spaces for debate and joint work in the three states.
- Local advocacy actions involving city halls and local agencies related to tourism development, entrepreneurship and conservation.
- Coordination actions with state governments and the federal government in order to seek suitable investments for the region that strengthen Atlantic Forest Great Reserve as a natural destination, conserving its natural, cultural and historical heritage.
- Maintain continuous communication actions, creating materials that can be used by all actors in the territory to promote the Atlantic Forest Great Reserve, creating mobilization campaigns and gaining media.
- Establishment of partnerships with other institutions operating in the territory to align actions in favor of the Atlantic Forest Great Reserve.

## ACHIEVED RESULTS:

- Stakeholder's Network:
- Paraná State: 200 members
- São Paulo State: 140 members
- Santa Catarina State: 35 members
- Strategic partnerships with state governments, municipalities, academy and local institutions
- High-level collection of marketing materials
- Increasing interest of local and national media
- Featured in national and international events

## NEXT STEPS

- Promotion of the Atlantic Forest Great Reserve as a competitive ecotourism destination
- Expansion and strengthening of local networks
- Cooperation between the three state governments
- Structuring of Protected Areas in the territory
- Stimulate entrepreneurship and innovation
- Increased fundraising for nature conservation projects and combating climate change

## EXPECTED RESULTS



- Consolidation of an active and representative local stakeholder's network
- Guarantee nature conservation in the long-term for:
- 2,2 million terrestrial hectares
- 1,9 million marine hectares
- Increased employment and income opportunities for local communities
- Conservation and monitoring of unique species and ecosystems
- Municipal, state and federal governments supporting and investing in nature conservation
- The development approach validated and available for use in other potential sites





LEARN MORE!

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