

An aerial photograph of a tropical coastline. The foreground shows a large, light-colored sandy beach with some vegetation. The water is a vibrant turquoise color, transitioning to a deeper blue further out. The background is a dense, green forest covering rolling hills and mountains under a clear blue sky.

ATLANTIC FOREST GREAT RESERVE

BRAZIL

**BUILDING A RESTORATIVE ECONOMY
IN ONE OF THE WORLD'S NATURE HOTSPOTS**

The Atlantic Forest


A global conservation priority

The Atlantic Forest was the first environment that the Portuguese colonists encountered over 500 years ago, and where 70% of all Brazilians presently live, including some of Brazil's largest cities like Rio de Janeiro, São Paulo and Curitiba.

As a result of this colonization process, only 7% of this forest remains in many fragments spread across the country.

The Atlantic Forest is one of the World's biodiversity hotspots: an area as biodiverse as the Amazon, but with a higher percentage of species that are found nowhere else.



A long-exposure photograph of a waterfall cascading over dark, mossy rocks in a dense forest. The water is blurred, creating a sense of motion and energy. The surrounding vegetation is lush and green, with some moss visible on the rocks.

This environment provides water for Brazil's main cities and acts as a major buffer against the effects of climate change and natural disasters.

The Atlantic Forest also hosts a unique cultural heritage where American, European and African traditions met.

There is a clear sense of urgency to act in order to guarantee the conservation of this unique biome.

ATLANTIC FOREST
GREAT RESERVE



Black-faced lion tamarin



Traditional caiçara canoe



Tapir



Local dancers

Atlantic Forest Great Reserve

A unique natural and cultural treasure

There are **2 MILLION HECTARES OF CONTINUOUS FOREST** that remain in good condition. This is an area the size of Slovenia or New Jersey.

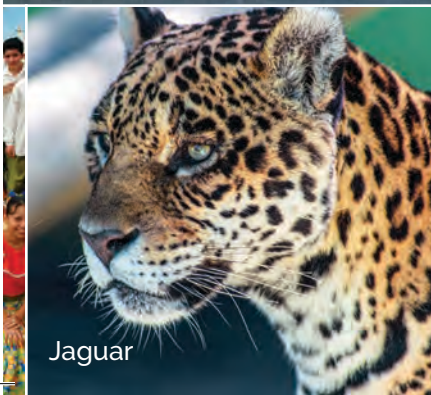
The area hosts a **STAGGERING DIVERSITY OF LANDSCAPES**, ranging from mountain peaks, cloud forests and rainforests, Araucaria forests, mangroves, coastal forests, large estuarine bays, waterfalls, caves, beaches and the open ocean.

28% OF THE REGION IS LEGALLY PROTECTED, though many reserves lack actual implementation and need external support.

Around a third of plants and animals are not found anywhere else in the World. For example, this region protects **100% of the world population of BLACK-FACED LION TAMARINS** (a critically endangered primate).

There are **FOUR TRADITIONAL OR INDIGENOUS GROUPS** living in the area, plus four colonial towns declared as national cultural heritage.

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Jaguar



Ilha do Mel State Park



Scarlet ibis



Handcrafted rabeca

Atlantic Forest Great Reserve

A unique opportunity to build a nature-based economy in one of Brazil's most populated regions

There are **MORE THAN 24 MILLION PEOPLE** within a one-hour distance of this natural treasure, in cities such as São Paulo, Curitiba and Joinville.

At the same time, rural communities adjacent to the Atlantic Forest Great Reserve show some of the **HIGHEST LEVELS OF POVERTY** in Southern Brazil.

We can use the natural and cultural wonders of the region to attract Brazilian and international visitors to **BRING ECONOMIC AND SOCIAL RESOURCES INTO LOCAL COMMUNITIES**, including support for the region's underfunded protected areas.

This way we can build a **VIRTUOUS CIRCLE** where well-managed protected areas with spectacular landscapes and wildlife, plus unique cultural traits will set the basis of a **RESTORATIVE ECONOMY** jumpstarted by **ECOTOURISM**. This has been tested successfully in countries like Costa Rica, Namibia, Rwanda, South Africa and Argentina.

Within this framework, nature conservation is not an alternative to production, but rather an economic opportunity to generate a series of goods and services with high added value. In this way, natural and cultural attractions become the main sources of income and hope for **LOCAL COMMUNITIES**, especially for **YOUNG PEOPLE** and **WOMEN**.





Historic architecture



Wildlife



Tradition



Pristine ecosystems



ATLANTIC FOREST
GREAT RESERVE

The Atlantic Forest Great Reserve Communication Campaign

An innovative model for conservation branding



In order to transform the Great Atlantic Forest Reserve into reality, a communication campaign was started by SPVS with the participation of NGOs, protected area managers, municipalities, and local entrepreneurs.

"Stories of the Atlantic Forest Great Reserve" is a web-based series of short and inspirational films starring local people and biodiversity conservation experts.

Our goal is to promote local, national and international interest and pride towards the region's rich natural and cultural history.

Our videos have already reached more than 500,000 people.



Access the playlist for the first season of
"Stories of the Atlantic Forest Great Reserve"



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