

ANNUAL REPORT 2020



BRAZIL





IN DEFENSE OF LIFE



TRAGEDY FORETOLD

**NEGATIONISM AND REPEATED
ATTACKS ON SCIENCE HAVE PLUNGED
BRAZIL DEEPER INTO CHAOS**

He faced several enemies, defended his people, his culture, and his land. He never lost a traditional Huka-Huka fight but could not defeat the coronavirus. In 2020, Aritana Yawalapiti, one of the most relevant indigenous leaders in Xingu, lost that battle on August 5. It also victimized thousands of Brazilians. Citizens who like Aritana did not resist the gravest health crisis in the history of the country. It wasn't by chance. Negationism and repeated vicious attacks on science have plunged Brazil deeper into chaos.

The humanitarian tragedy resulting from the Covid-19 pandemic has proved even more cruel among vulnerable populations. Such as Indigenous, riverine, quilombolas, extraction worker, and peri-urban communities. News showed the world hundreds of collective graves and refrigerated trucks in front of hospitals. That left a daily mark on our reality related to the countless bodies and the despair of many lives lost.

Meanwhile, patients from Amazonas' hinterland did not have access to ICU. But that was not an isolated case, there were not enough hospital beds in several places across Brazil, and patients were left suffering all around the country.

WWF-BRAZIL EXPRESSES THE DEEPEST SORROW FOR COVID-19 VICTIMS AND REAFFIRMS ITS COMMITMENT TO THE DEFENSE OF LIFE

If it was not enough the government's omission in the fight against Covid-19 and in the direct aid to the families affected and impoverished by the pandemic, the government's incapacity to prevent miners, loggers, and land grabbers from invading indigenous lands would also express its disdain. That led to coronavirus dissemination in the communities. Many Indigenous people also got sick because they had to leave their communities to seek help and food in the cities. At the same time, millions of Brazilians could not protect themselves from the virus because they could not work from home, lurking in buses and subways to support their families. Others ignored the risks. Without efficient public policies, the disease has spread.

Aritana's death is deeply symbolic. Besides representing the death of a small part of every Brazilian - since our roots, traditions and culture are weakened when indigenous peoples die - it also represents the public power's disregard for the entire population. We, from WWF-Brazil, are part of a group of civil society organizations that will continue to act based on science, which has already proven that a preserved nature is a powerful defense against new pandemics. Indigenous or not, for all Aritanas from every corner of the country, we reaffirm our commitment to defend life. And we express our sorrow and solidarity to all the victims of Covid - 19. Those are people who have died, families who have suffered and are still suffering the effects of this foretold tragedy.

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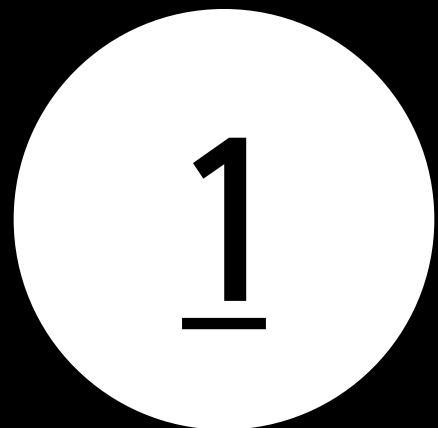
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BOARD LETTER

LETTER FROM THE EXECUTIVE DIRECTOR

WHO WE ARE

EVOLUTION PROCESS

ENVIRONMENTAL AND SOCIAL SAFEGUARDS

NATURE CONSERVATION AND SOCIO- ENVIRONMENTAL JUSTICE ARE OUR FOCUS



COURAGE AND COLLABORATION

It is needless to say how challenging 2020 was for WWF-Brazil because all of us – people, organizations, governments, and companies – had to deal individually and collectively with the challenges, fears and uncertainties brought by the Covid-19 pandemic. It is impossible not to think about the lives lost, the overload of health services and the social, economic, and political issues arising from an unprecedented crisis. WWF-Brazil is a civil society organization dedicated to the defense of life in its many forms. Thus, stands in solidarity with those who have died, with those who have suffered and are still suffering. Our mission is to contribute so that Brazilians conserve nature, conforming human activity with biodiversity conservation and responsible use and fair access to natural resources for the benefit of current and future generations – it has become even more essential at this time.

The pandemic has explicitly shown individuals will not find

solutions to the challenges experienced alone. They must be based on the best scientific knowledge, require public and private effort, and benefit everyone equally. As these assumptions apply to the health crisis, vaccination, and the socio-economic crisis surmount, they will also be prerequisites to face the socio-environmental challenges, global and local, that we experience. WWF-Brazil worked with these reflections throughout 2020 and sought to contribute to the national effort to fight coronavirus.

The results obtained by the organization reflect our choice to increase our adaptability and welcome many learnings. The restrictions imposed and the high risk to which our partners on the field – especially indigenous peoples and local communities – were exposed led us to change our way of working.

Even while protecting our team and partners from contagion, we managed to maintain our projects and initiatives. We mainly reinvented ourselves

in the search and encounter of contributing with the partners in their social and economic needs to defend the environment.

Aiming to be and act in a way that best contributes to Brazil, we continue to drive the transition of the organizational structure, focusing on improvement to a more flexible organization with the ability to adapt quickly to new contexts, guided by our 2030 Strategy. These changes come with deep introspection throughout the WWF Network. All that, considering our values, responsibilities and social commitments, starting from the report “Incorporating Human Rights in Conservation.” With these guidelines and strategies, we provide new ways to relate, act, and respond to challenges, such as those of the pandemic, to increasingly deliver meaningful results and socio-environmental transformations.

We are very proud to have a leadership and a group of collaborators who worked with a lot of courage throughout every day of the year, sometimes in a rather adverse external scenario. And to emphasize the increasingly relevant collaboration within our organization and together with several players who strive for a more democratic and fair society, praising the power of collective action.

I would like to finish with the deepest and most sincere thanks to each of our employees. I am also grateful to each of their respective families for the excellent and challenging work carried out in 2020. We remain together in 2021 with lots of courage and collaboration!

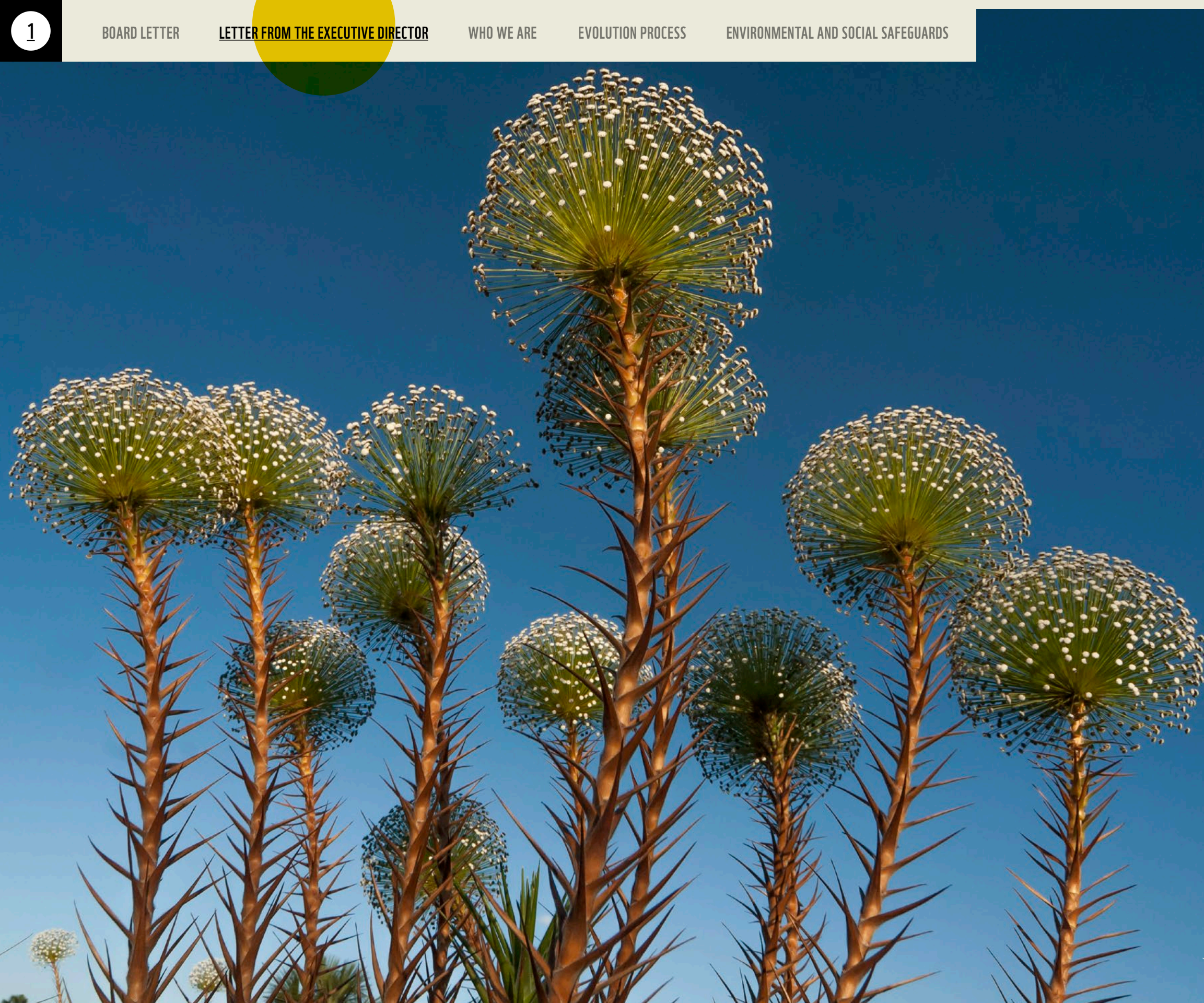
Roberto Pedote
Decision-Making
Board Chairman



IN DEFENSE OF LIFE

The year began with the environment under attack. As the overwhelming reality of Covid-19 was undeniable, the challenges have multiplied in the country. And the spread of the virus, whether here or abroad, has confirmed that organizations like WWF-Brazil are vital to the planet's survival. Not only for the conservation of biodiversity and reduction of greenhouse gas emissions but also for the need to curb future pandemics, since deforestation and forest degradation are the principal causes of diseases transmitted from animals to humans, such as Covid.

While thousands of people died across Brazil, civil society organizations brought food to vulnerable populations; a battle against setbacks in legislation and socio-environmental policies took place; activists were persecuted and murdered while the country was burning in flames. More than 27% of Pantanal – or 40,606 square kilometers – were consumed by fire in 2020. That is the equivalent of almost the size of the state of Rio de Janeiro. In the



ANDRÉ DIB / WWF-BRAZIL

Amazon, the National Institute for Space Research (INPE) detected 103,137 fire outbreaks and 11,088 square kilometers deforested, an area equivalent to more than seven times the city of São Paulo.

Amid all the difficulties, WWF-Brazil stood firm in its purpose. Despite remote work adoption since March 17, we managed to finish the year with a positive balance of our activities. As you will read in the following pages, thanks to the partnership with dozens of organizations, we distributed 85 tons of food, masks, and hygiene items for over 4.2 thousand indigenous families, extraction workers, rural, peri-urban and traditional communities - reaching a total of more than 20,3 thousand beneficiaries in 11 states. We supported four health care units for indigenous people in the Amazon creation, assisting over 4,600 people.

We also continue to invest in strategies for protecting the land and fighting fire. From August 2019 to the end of 2020, our projects reached more than 18%

of the Legal Amazon, an area larger than the areas of Paraná, Santa Catarina, Rio Grande do Sul and Mato Grosso do Sul combined, benefiting at least 70 thousand people directly and 3.770 million indirectly. In Pantanal, in 2020, we focused on humanitarian actions, donation of fire equipment, and logistical support for scientific research and wildlife rescue. In the Cerrado, we fight against deforestation. However, we also raise awareness among authorities and markets inside and outside the country.

All this in parallel with the completion of our organizational transformation process. Today, the focus of WWF-Brazil is on the symbiosis between nature conservation and socio-environmental justice. Challenges have been colossal throughout the year –and so were the sorrows. We renewed our duty with resilience because we work in defense of life!

Mauricio Voivodic
Executive-director

WHO WE ARE



MISSION

To contribute to Brazilians conserving nature by combining human activity with biodiversity conservation and the rational use of natural resources for current and future generation benefit.



PURPOSE

Change the current path of environmental degradation and promote a future in which people and nature are together in harmony.

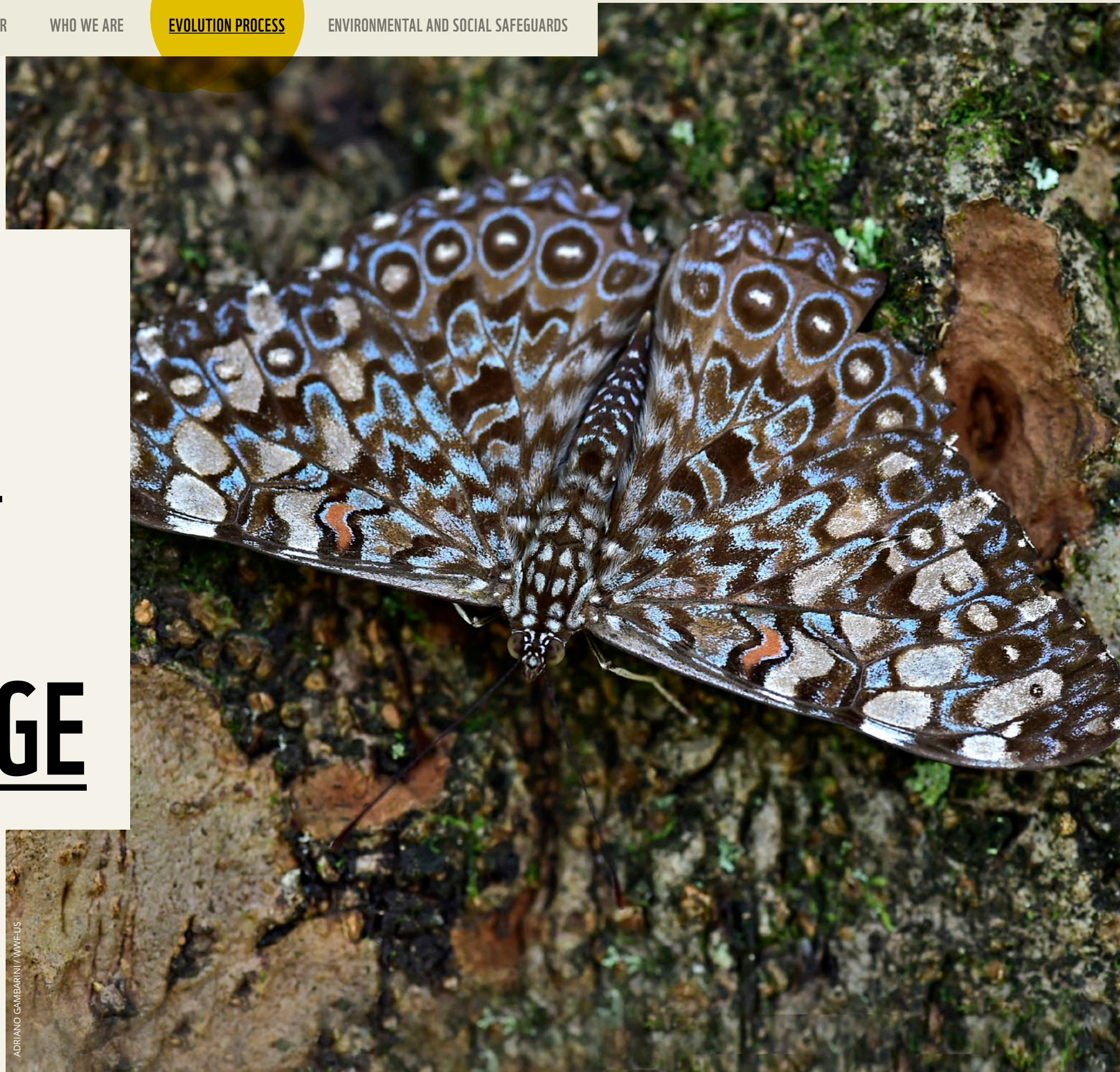
Created in 1996, WWF-Brazil is a Brazilian civil society organization, non-governmental, non-profit, member of the WWF Network, one of the largest nature conservation organizations, present in more than one hundred countries and with the support of 5 million people, including associates and volunteers.

We work based on four pillars: Green Economy; Socio-Environmental Justice; Restoration and Conservation; and Engaged Society. We have 128 employees working on 91 projects and 3,932 active affiliates.

We follow strict internal and external control standards. Our accounts are audited annually by an independent entity. WWF-Brazil's governance derives from bodies provided for in its bylaws and internal regulations. They aim to ensure the commitments and relationship with the WWF Network through policies, organization principles and goals and ensure our institutional mission fulfillment.

TRUST, INNOVATE, DEVELOP AND CHANGE

ADRIANO GAMBARINI / WWF-US



The pandemic forced us to adapt projects, rethink routes and seek new forms of action in 2020.

Moreover, the restrictions on-field activities due to social distancing allowed us to look deeper and complete a cycle of organizational reflection we call Evolution. The movement goal was to ensure that WWF-Brazil was increasingly capable of impact-oriented work but with flexibility and agility to respond to a volatile, uncertain, complex, and ambiguous world. And the overwhelming reality of Covid-19 has shown that we are on the right track. Despite this year's challenges, we have incorporated in our strategy – and put into practice – the strengthening of social mobilization actions and socio-environmental justice.

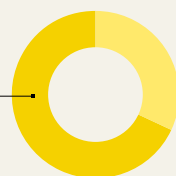
At the beginning of the evolution process, in 2017, we immersed ourselves in what we stand for. We reconfirmed our purpose to change the current environmental degradation path and promote a future in which society and nature live

in harmony. We reaffirm that our way of acting needs to reinforce our purpose. Then, as a result of this collective effort, we defined the four values in action that guide us: trust, innovate, develop, and transform.

The following exercise was an intense debate about the direction WWF-Brazil wants to go. The question that led this step was: what must change in Brazil in the coming years to change biodiversity loss curves' path and the increase in greenhouse gas emissions to be achieved? In answering this question, we established four Transformations, which have come to underpin our 2020-2030 strategic planning: Green Economy, Conservation and Restoration, Socio-Environmental Justice, and Engaged Society.

In this biodiversity loss scenario and emissions growth on the planet, we reaffirm that Brazil deserves special attention. Besides the Amazon's importance for the

Since 1970:



68%

was **the biodiversity loss** in the whole world

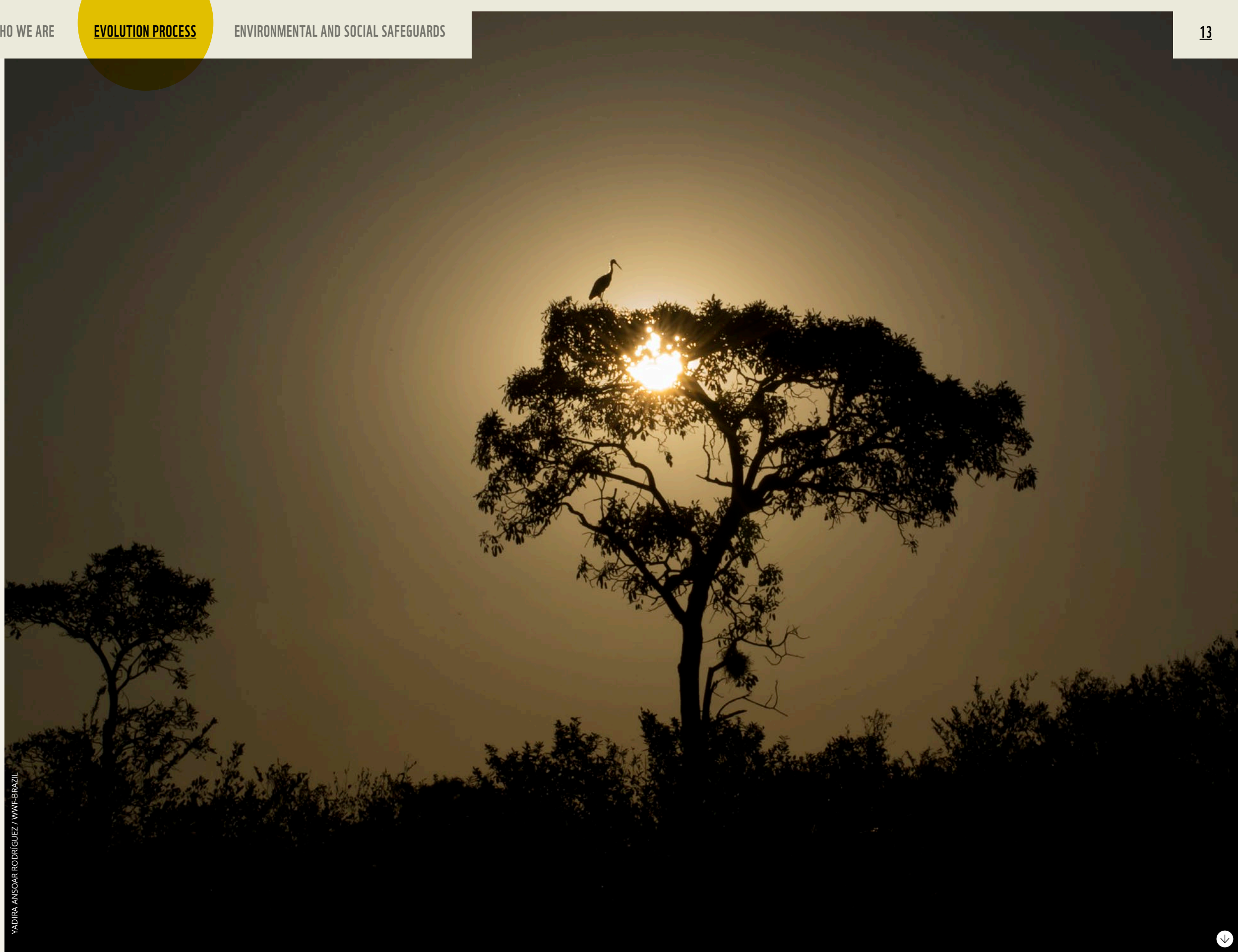


94%

was **the downfall in Latin America**, the worst indicator of the planet



Brazil is among **the Top 10 global emitters of greenhouse gases (GEE)**, and **deforestation** causes 44% of emissions



Earth's climate regulation, the country holds one of the most remarkable biodiversity of the world, notable availability of water resources, and potential to be the largest food producer. It can also become a global reference if it shows that it is possible to reconcile socio-economic development and environmental conservation.

If the political and economic contexts bring enormous risks of setbacks to the socio-environmental program, we will see the opportunity to create a new development vision. In this sense, the economic prosperity resumption and political stability would occur with a fair transition to the green economy. That adds efficiency, knowledge, and technology to natural resources use while strengthening the sense of belonging and stimulating cooperation, inclusiveness, transparency, and social participation.

Our inspiration to make this model work was the governance system, known as Holacracy. We created "Pandacracy" – a



GREEN ECONOMY

Develop technological, economic, and financial solutions, achieving low socio-environmental impact development

1. Energy
2. Infrastructure
3. Sustainable Cities
4. Sustainable Finance and Markets
5. Sustainable Use of Biodiversity



ENGAGED SOCIETY

Engaged society in sustainable lifestyles

1. Active Citizenship
2. Education
3. Production and Consumption

STRATEGIC TRANSFORMATIONS WWF-BRAZIL 2030



CONSERVATION AND RESTAURATION

Conserving biodiversity, preventing degradation and promoting restoration, ensuring the provision of ecosystem services

1. Zero Ecosystems Conversion
2. Protected Areas
3. Illegal Gold Mining
4. Species Protection
5. Restoration
6. Emergency Responses



SOCIO-ENVIRONMENTAL JUSTICE

Promote an agenda of rights and socio-environmental justice

1. Socio-Environmental Legal Framework
2. Food Security
3. Rights of Indigenous People, Quilombolas, and Traditional Communities



GREEN ECONOMY, CONSERVATION **AND RESTORATION,** **SOCIO-ENVIRONMENTAL** **JUSTICE AND ENGAGED SOCIETY** **THESE ARE OUR PILLARS**

set of meta-agreements that regulates self-management as well as the distribution of authority and responsibility at WWF-Brazil. What was divided in programs has become embedded in circles, reducing hierarchical levels and facilitating synergies. In parallel, the transparency of the projects has grown because the information comes in equally to the whole team. That nourishes a sense of belonging and stimulates cooperation and innovation. We encourage internal communication.

Another difference in Pandacracy is that joint work

gain relevance. Partners share project decisions leading roles, as well as responsibilities.

We implement indicators and tools that make it possible to monitor technical and financial deployments, giving more transparency also to donors. Our affiliates can use an area created to manage their information more easily under the General Personal Data Protection Law.

We expect that this model of circles, which continues to be improved, to be fully operational in 2021. But, as it is essentially flexible, it will be molding itself to the needs.

INCLUSIVE CONSERVATION IN FOCUS

The urgency of a more inclusive look, which considered in depth the social and environmental impacts of our projects, led the WWF Network and WWF-Brazil to re-examine and improve the safeguards systems. In the last years, we performed all of our work stages with extra care, from planning to execution. Thus, we understand that the guarantee of human rights is fundamental for a future in which society and nature live in harmony.

Our safeguards, which continue to be improved, are policies, protocols, and operational procedures that aim to ensure that our projects do not cause harm to people, the environment, or communities. For this, analyses aim to identify, avoid, mitigate, and minimize the impacts resulted from our actions. Promoting good is always our focus – and safeguards increase the chances of our work bringing positive results and creating opportunities for people and communities.



ANDRÉ DIB / WWF-BRAZIL

That is: nature conservation and collective prosperity can and should walk together.

In 2020, encouraged the participation of all employees in mandatory training on Safeguards and Human Rights in conservation offered by the WWF Network. Besides that, WWF-Brazil has created an additional process of continuous training to broaden the team engagement, strengthening the understanding and practices concerning action

principles and social policies and socio-environmental safeguards implementation.

We adopted a participatory methodology to train the teams working in the Amazon, Cerrado, Pantanal, Atlantic Forest, and Coastal-Marine biomes and identified risks related to the context and our performance in the several landscapes of these territories. And, in 2021, we will complete the categorization, safeguards screening, and its implementation will begin.



ANDRÉ DIB / WWF-BRAZIL



ANDRÉ DIB / WWF-BRAZIL

That process completion foresees the consolidation of action and mitigation plans, improving the way our projects promote engagement and participation of partners, stakeholders, and communities.

Another relevant result of 2020 was the reformulation of our Ombudsperson office. We highlighted the link on our homepage and are connected to the WhistleB platform, ensuring secrecy and confidentiality. The Ombudsperson's office goal

is to make it clear that there is a way for anyone who feels affected by the actions carried out by WWF-Brazil to bring the complaint, ensuring ways for us to take responsibility for our actions. Complaint registrations are made by email, letter, or directly to the WWF Network.



CLICK HERE AND
ACCESS THE
OMBUDSPERSON
OFFICE



MARZILDA CRUPPE / WWF-BRAZIL

INCORPORATING HUMAN RIGHTS INTO CONSERVATION

In 2019, WWF commissioned an independent panel of experts to look at our responses to reports of human rights abuses by some park rangers in challenging and remote locations in Central Africa, India, and Nepal. The result is the report incorporating Human Rights in the Conservation of Nature - From Intention to action, completed and released in 2020. We wanted a strict and impartial evaluation of our efforts to continue to learn and improve our programs.

It is pivotal to highlight the panel found no evidence that the WWF team directed, instigated, or participated in any abuse. Taking concerns into consideration, our team took action to respond. Our panel was also relentless in its conclusion that we need to do more. We accepted the recommendations and are deal-

ing with them besides the actions we have already taken to fulfill our commitments to communities. We will report on the progress achieved about these actions.

The reported abuses committed by some government park rangers horrify us and go against all the values we stand for. We feel deep and unreserved sadness for those who have suffered. We are determined to do more to ensure the hearing of the communities' voices, that their rights are respected, and that governments consistently respect their human rights obligations. We believe that the steps we are taking will help safeguard communities and nature on which they depend and that our partners and us will deliver longer-lasting conservation as a result.

2

COVID-19 EMERGENCY

AMAZON

PANTANAL

CERRADO

ATLANTIC FOREST

OCEANS

SCIENCE

LEGISLATIVE IMPACT

NATURE, WHEN
CONSERVED, IS
A POWERFUL
SHIELD
AGAINST NEW
PANDEMICS



UNDER THE IMPACT OF COVID-19



The extraction worker
Igino Souza received one
of the baskets of food and
hygiene items handed
out by WWF-Brazil

SOME HIGHLIGHTS IN 2020



PARTNERSHIP

WWF-Brazil emergency aid reaches people in the Cerrado and Amazon.



LEARN
MORE



ACTION IN AMAZON

Uru-eu-wau-wau peoples (Rondônia), Xavante (Mato Grosso), and Kayapó (Pará) receive food and hygiene products.



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EXTRACTION WORKERS

Food, masks, and hygiene products arrive at Resex Ichxi and Medio Purus, in Lábrea, in the south of Amazonas.



LEARN
MORE



MARANHÃO

Guajajara Peoples and Timbira get food parcels.

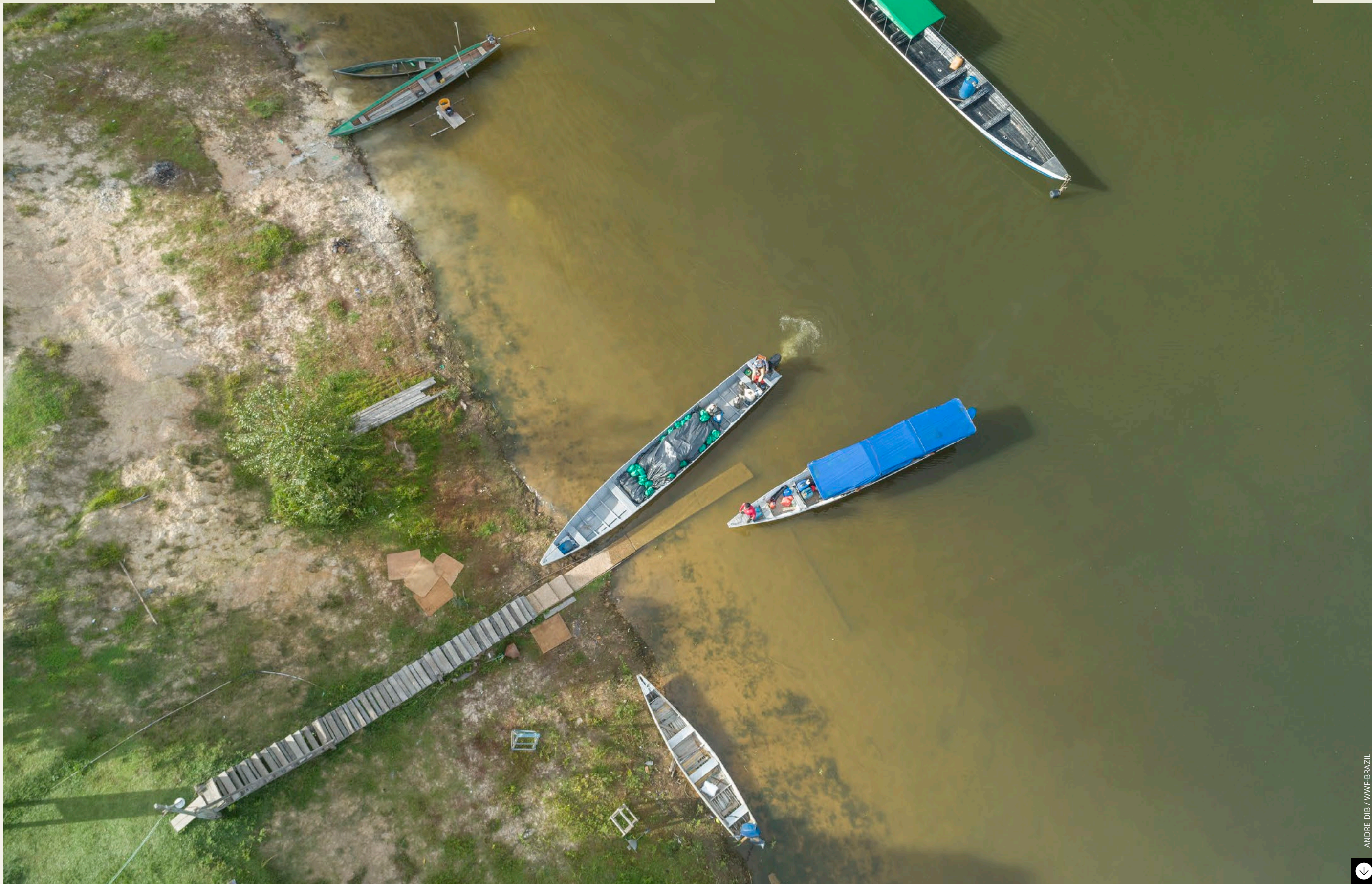


LEARN
MORE

The images of the health crisis in Manaus helped project Brazil on the international scene as one of the countries that have dealt worst with the pandemic. The news showing hundreds of collective graves and refrigerator trucks in front of hospitals was disturbing. But the drama of the health system was not an exclusivity of the state of Amazonas. The death toll increased by thousands across Brazil. And besides having to deal with the coronavirus threat, vulnerable populations have been further weakened by the economic crisis. That is why civil society organization actions were fundamental to relieve some of these communities' sufferings.

Throughout the year, WWF-Brazil distributed 85 tons of food, masks, and hygiene items to more than 4.2 thousand indigenous, extraction worker, rural, peri-urban, and traditional communities, totaling more than 20.3 thousand people benefited in 11 states.

Coordination of Organizations Indigenous people of the



Izac Theobald, from WWF-Brazil, was one of the people leading the action in the south of Amazonas

Brazilian Amazon (Coiab) and their organizations at the base were leaders in a project with us. That aimed together with institutions such as Brazilian Health Expeditionary, Greenpeace Brazil, and Instituto de Pesquisa e Formação Indígena (Iepé) to settle four Indigenous Health Care Units (Uapi) in the lands of Acre, Amapá, Amazonas, and Pará, assisting more than 4,600 people.

Around 50% of beneficiaries by the actions of WWF-Brazil are in the south of Amazonas. The area, historically one of the most impacted by environmental crimes in the Amazon, concentrated 70.3% of fire outbreaks and more than 90% of deforestation detected in the state in 2020, according to the National Institute of Space Research (Inpe). In the outskirts of Apuí, there are many reports of residents who presented the classic Covid symptoms but did not take a test. “At my house, eight people had it, and it was burdensome,” says the artisan Maria da Glória Paiun Munduruku, indigenous of 53 years of Barra

de São Manoel community.

Boatman Éberson Bonetto Barboza, 37, lost his son Jéferson to the disease in the endless 130 kilometers of dirt road of the trans-Amazonian highway, between the community of Matá-Matá and the city of Apuí. The boy was ten years old and died on the way to the hospital. In the nearby community of Salva Land, farmer Sonia Miranda de Oliveira says that, in the most restrictive months of Covid-19 in Amazonas, the nine people that lived with her could stay home social distancing due to the government's emergency aid. "Our biggest fear here is this: if I get sick, where do I go? We are isolated", she points out. She said that the food parcel distributed by WWF-Brazil, a few days before Christmas came in good time. "No one from the government came here to help us during the pandemic; this is the third food parcel that comes, as a donation, and it is what helped us during these times."

In the community of Natal, a few kilometers from Salva Terra, the farmer Luzmarina Cardoso

Eight people of the family of the Indigenous Maria da Glória Munduruku had Covid-19 symptoms



ANDRÉ DIB / WWF-BRAZIL

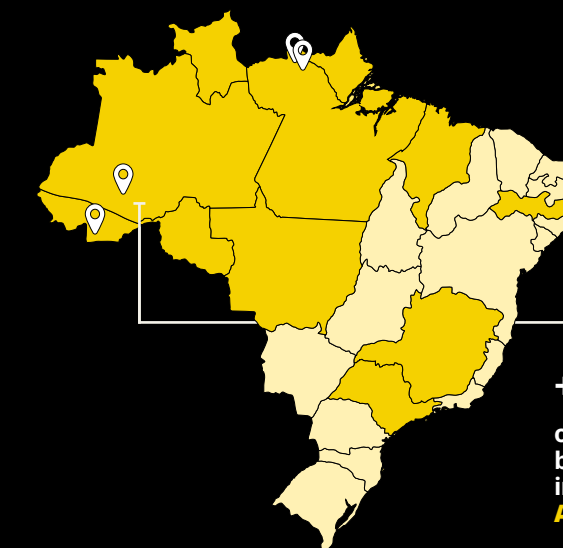
WWF-BRAZIL IN ACTION

85 tons



of donated food, masks, and hygiene items

The actions took place in **11 states**: Acre, Amapá, Amazonas, Maranhão, Mato Grosso, Minas Gerais, Pará, Pernambuco, Rondônia, Roraima, and São Paulo



BENEFICIARIES

+ 4.2 thousand

Indigenous families, extraction worker, rural, peri-urban, and traditional communities

Totaling

+ 20.3 thousand

people

+ than 50% of the beneficiaries are in the **south of Amazonas**

The area, historically one of the most impacted by environmental crimes in the Amazon, concentrated **70.3% of fire outbreaks** and more than **90% of deforestation detected in the state of Amazonas in 2020** *

INDIGENOUS HEALTH CARE UNITS (UAPI)

4



UAPI installed**

4.600



people assisted in the following locations:

• Mission Tiriyo village, in the Tumucumaque Park Indigenous Land (Pará / Amapá)

• Bona village, in the Tumucumaque Park Indigenous Land (Pará / Amapá)

• Kakori village, in the Indigenous Land Catipari / Mamoriá (Amazonas)

• Jatobá village, in the Mamoadate Indigenous Land (Acre)

*According to data from the National Institute of Space Research (Inpe)

** WWF-Brazil got together with institutions such as Brazilian Health Expeditionary, Greenpeace Brazil, Instituto de Pesquisa e Formação Indígena (Iepé), among others, to install these 4 Uapi. That was possible with the leadership of Coiab (Coordination of Indigenous Organizations of the Brazilian Amazon) and its Indigenous organizations.

de Souza, 36, lived with her four children in a two-bedroom house until one of the sisters-in-law became a widow and moved in with her nine children to her house. “Here, there is no health care service; it is only God. There are days when I cry just thinking that one day my parents will not be around anymore, and I have never lived far from them. Everything is very challenging: there is no teacher and, if you need a doctor, it is two days by boat to reach Novo Aripuanã,” she told the WWF-Brazil team.

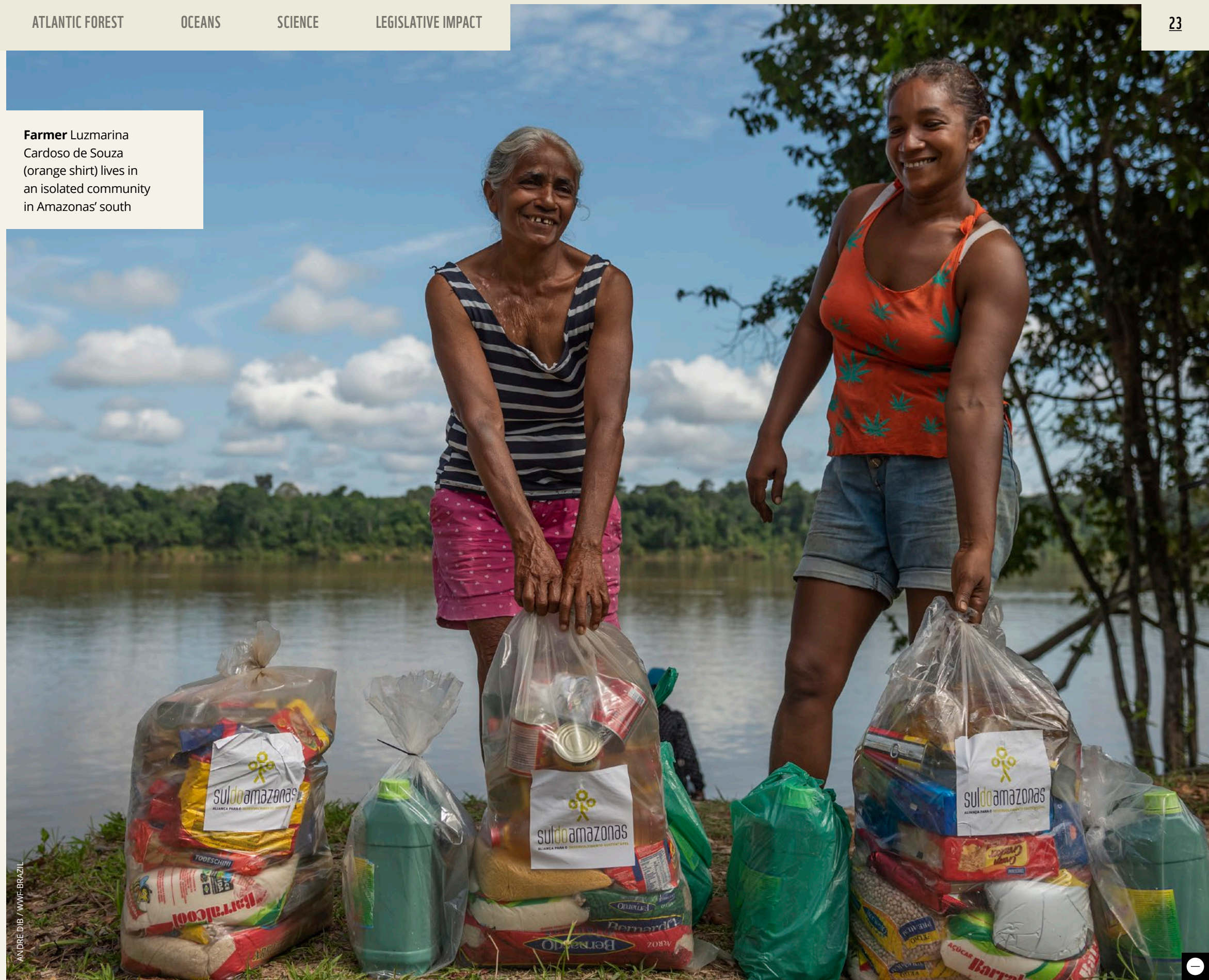
Residents of the Santa Rita community also showed relief with the humanitarian action. “I have four small children, and I receive R\$ 300 monthly from Bolsa Família program. It’s been very hard in the pandemic, a bloody struggle – we got to stay enclosed here for three months afraid of this disease, but also with the roads to the city closed,” says farmer Cleonice da Silva Pinheiro, 34. “In this whole pandemic, no one has ever been here; nobody cared about us. It is pleasant to receive these foods.

Today is a happy day”, she says.

As well as the families of Maria da Glória, Éberson, Sonia, Luzmarina, and Cleonice, and the 73-year-old extraction worker Igino Souza received one of the food parcels and hygiene items delivered to the region. It is a work only possible thanks to the support of the WWF Network and the partnership with dozens of local organizations, such as Aliança para o Desenvolvimento Sustentável do Sul do Amazonas. Igino lives from the extraction of nuts and growing gherkin, banana, and cassava, from which he also makes flour. In the past, he used to be a rubber tapper, a time when the neighborhood was much more populated – today, practically isolated, hours by boat from the nearest residents. “I like the forest, I survive from it, and if they happen to get these bushes out of here, my life is over. The few my son and I have here is plenty. For us, it’s plenty.”



Farmer Luzmarina Cardoso de Souza (orange shirt) lives in an isolated community in Amazonas’ south





THE FIGHT FOR THE AMAZON CONTINUES



ANDRÉ DUBÉ / WWF-BRASIL

SOME HIGHLIGHTS IN 2020



TECHNOLOGY

Drones assist in monitoring remote areas of the Amazon.



INFRASTRUCTURE

An action supported by WWF-Brazil gives Indigenous villages and riverine communities from Xingu access to the internet.



RESEARCH

Equipment strengthens technical-scientific work of the Prosecution Office of the state of Acre.



WILDFIRES

Firefighting tools arrive at the State Secretariat of Environment of Amazonas.



The pressure on the Amazon has made it clear that deforesters do not work from their homes. Not even Covid-19 was able to stop the escalation of violence and destruction.

Supporters of the forest, such as Zezico Guajajara and Ari Uru-eu-wau-wau, were murdered. And the National Institute of Space Research (Inpe) detected, this year, 11,088 square kilometers of deforestation, an area equivalent to more than seven times the city of São Paulo, and 103,137 fire outbreaks— highs of 9.5% and 15.7%, respectively, compared to 2019. To fight this tragedy, since August 2019, WWF-Brazil has been reinforcing partnerships with local organizations and strengthening work focused on land protection, firefighting, and support to protect the leaderships. By the end of 2020, our actions reached more than 18% of the Legal Amazon, an area larger than the sum of Paraná, Santa Catarina, Rio Grande do Sul, and Mato Grosso do Sul, benefiting at least 70 thousand people directly

R\$
8,828
million

is the total value of project **Amazon Emergency**

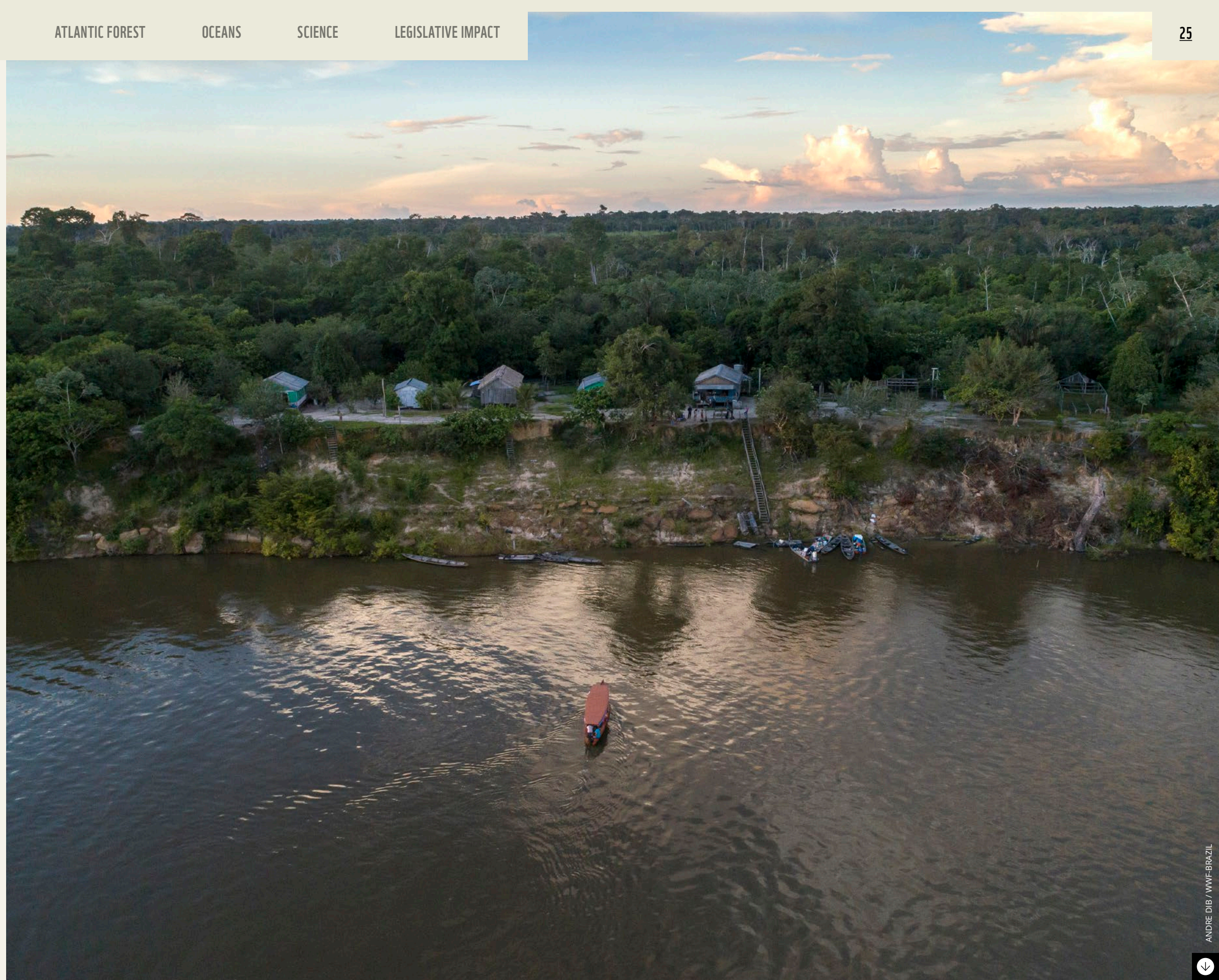
AUGUST 2019 TO
DECEMBER 2020

19%

R\$ 1,639
million
not executed
yet

81%

R\$ 7,188
million
executed



OUR INTERVENTION APPROACH



DEMONSTRATION PROJECTS ON FIELD

- Generate learning (laboratory)
- Translate our development view to an area/region



SCIENCE / KNOWLEDGE PRODUCTION

- Does data analysis, GIS, modeling
- Generates subsidies for qualified public debate
- Prototyping innovative solutions

LEGITIMACY



COORDINATION

- Alliances, coalitions, collaboration
- Industry influence
- Builds coalition allies' bases



MOBILIZATION

- Sustainable lifestyles campaigns,
- Campaigns, engagement
- Individual change in scale



INCIDENCE

- Influence on decision-makers
- Public and private sectors
- Public and private policies
- Congress, Executive, States

IMPACT
PURPOSE

and 3.770 million indirectly.

In that period, we donated more than 7,100 pieces of equipment and tools - such as helmets, mufflers, coastal pumps, flexible backpacks, boats, and motorcycles. That has allowed more robust actions by monitoring groups and fire departments and the community brigades formation in six states of the Amazon. In March of this year, the Fire Department and the State Office of Environment of Amazonas benefited. In June, it was the time of the Fire Department and Acre's State Office of Environment.

Technology, essential for

nature conservation actions, it is also one of the focus of WWF-Brazil. Since August 2019, donation of 19 drones and 64 people in the Amazon have received training to operate them, such as Indigenous people, Environmental Police, and extraction workers. Among the organizations that benefited are the Uru-eu-wau-wau Indigenous people associations and the residents and producers of the Chico Mendes Extractive Reserve in Xapuri and Assis Brasil, Acre's environmental police, the city halls of Boca do Acre, Apuí, and Humaitá, in Amazonas.

One more successful example

of 2020 was the adoption of Smart by Amazonas, the first in Brazil. Including WWF-Brazil, nature conservation organizations from all around the world developed Smart. It is open-source software that optimizes collection

and data usage in protected areas. More than 55 countries use it for mapping and monitoring fauna, flora, and biodiversity threats. But none of this is by chance: knowledge generated on the field and by science legitimizes our intervention logic. Coordination with partners, society mobilization, and incidence among decision-makers are also part of our way of acting.

Despite the limitations resulting from the pandemic, we adapted agendas for the virtual environment and made specific actions on the field, following the guidelines of the World Health Organization. One of the changes was in a project in cooperation with the Instituto Socioambiental (ISA). At first, presential workshops would



HAVE BENEFITED SINCE AUGUST 2019

+ 70,000

indirectly benefited people

+ 3,770.000

indirectly benefited people

+ 94 million

hectares of land.

An area equivalent to more than 18% of the Legal Amazon and greater than Paraná, Santa Catarina, Rio Grande do Sul, and Mato Grosso do Sul.



+140

Indigenous lands and Protected Areas



+70

Indigenous ethnicities

• 25 organizations of civil society

• 19 drones donated, and 64 people trained for this technology usage

• 6 states involved: Acre, Amazonas, Mato Grosso, Maranhão, Pará, and Rondônia

• 10 public bodies received donations of firefighting equipment

EQUIPMENT

+ 7,100

equipment used mainly in activities of firefighting brigades and monitoring teams



TRAINING, COURSES, WORKSHOPS, AND MEETINGS

54

training, courses, workshops, and meetings



• 2,945 participants

consolidate a communicators' network. However, travel resources allowed improvement of poor connectivity in the Xingu Corridor. Throughout the year, 26 internet access points – 12 of them with the support of WWF-Brazil – were installed in strategic locations, benefiting Indigenous people of eight ethnicities and hundreds of riverine people.

Another part of the resources provided informational materials regarding Covid-19, such as 32 editions of Áudio do Beiradão, a podcast produced by resident associations of the extractive reserves of Terra do Meio, Rede Xingu+, and ISA, which was essential to fight fake news. “During the pandemic, internet access became very important for villages to have the correct information from official sources, without fake news influence. This is saving lives”, stressed O-é Paiakan Kaiapó.



PANTANAL CRIED FOR HELP

SOME HIGHLIGHTS IN 2020



FIREFIGHTING

Through Pantanal Observatory, we equipped five community brigades in Mato Grosso do Sul.



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SUPPORT

Food parcels were delivered to the Boe-Bororo, Indigenous people in the city of Barão de Melgaço.



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LOGISTICS

We support the Arara Azul Institute to diagnose the impact of fire on the conservation of the species.



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VEHICLE

We donated a truck to the Arara Azul Institute to assist in mapping bird nests.



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FAUNA

Medicines and equipment arrive at the Rehabilitation Center of Wild Animals (CRAS) of Campo Grande.



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WWF-Brazil has been operating Pantanal for more than two decades. With local partners, we have concluded several relevant projects in this period. But the presence of civil society organizations became even more necessary in 2020: a year in which 40,606 km² or 27% of biomes in Brazil were devastated by fire – a record since 1998, the beginning of the historical series of the National Institute of Space Research (Inpe). The situation was so grave that the Institute detected 22,116 hotbeds in Pantanal in 2020, more than the sum of the previous three years.

As the flames spread, vulnerable populations became even more fragile. Due to the restrictions of our activities on-field during the pandemic, we mainly focus on humanitarian aid actions, donation of firefighting equipment, and logistical support for scientific research and wildlife rescue. Even in an unprecedented situation, since WWF-Brazil had not yet acted urgently

Almost

R\$ 1,239 million

is the value of project **Pantanal Emergency**

63%

are yet to be executed

37%

Were executed in 2020



JULIANA ARINI / WWF-BRASIL

in Pantanal, we could be agile and flexible for financial and project rearrangements to benefit indigenous and traditional communities, besides organizations focused on species conservation.

With the support of donors from all over the country, WWF-Brazil was able to carry out a campaign and share technical analysis on the wildfires in the biome. Between September and November, we engaged Brazilian society in the fight for Pantanal and raised R\$ 547,794 from individuals. The total investment in the project, however, is R\$ 1,238,897.93. We used 37% of that amount in 2020 – and will continue to work hard in 2021.

One of the main actions was the donation of Personal Protective Equipment (PPE), uniforms, and firefighting tools to six community brigades in Mato Grosso do Sul. The deliveries that took place in September and December, in partnership with Ecoa, were followed by training with PrevFogo/Ibama teams. Fifty brigadiers received training.

Arara-Azul Institute received a Toyota Hilux pickup truck (2009) as a donation. That facilitates the mapping of nests and provides logistical support to evaluate the impact of fire on bird conservation in the Perigara farm, considered the principal refuge of the species. The place, in Barão de Melgaço, concentrates 15% of the total population of blue macaws and had more than 90% of its 24,993 hectares hit by fire.

The city of Barão de Melgaço, 110 kilometers from Cuiabá, the capital of Mato Grosso, was one of the most hit by the fire in Pantanal. For example, more than 75% of the Perigara Indigenous land, an area equivalent to 8 thousand soccer fields, was consumed by flames. Aiming to lessen the suffering of the 105 Boe-Bororo who live there, WWF-Brazil joined local organizations and donated food to Indigenous people. We also delivered materials and medicines for the treatment of animals affected by the fire.

Medicines and equipment to help in the treatment of animals injured by fire arrive at CRAS

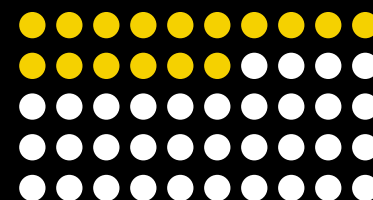
PANTANAL IN NUMBERS



More than

40,606 km²

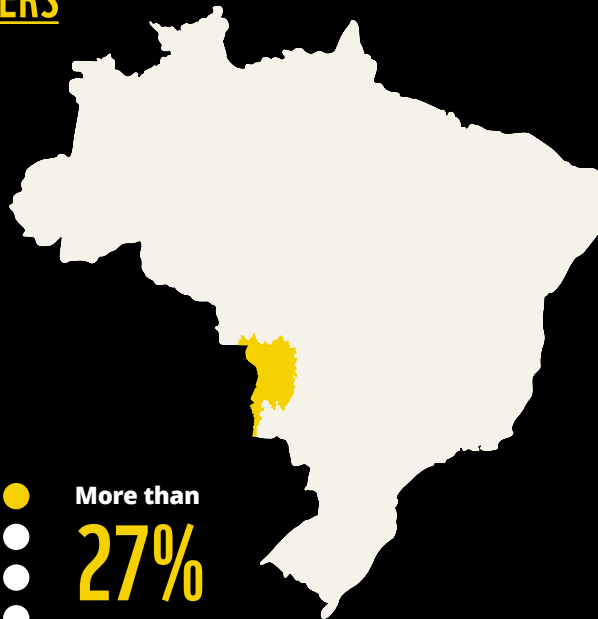
of the Brazilian Pantanal
burned in 2020, almost
the size of Rio de Janeiro



More than

27%

of the biome area
in Brazil burned



THE ACTIONS OF WWF-BRAZIL IN PANTANAL

We focus mainly on empowering firefighting brigades, monitoring the impacts of fires, donating medicines for injured animal treatment and humanitarian support, and scientific research

BENEFICIARIES

4

Governmental
agencies

3

Civil society
organizations

2

States involved:
**Mato Grosso and
Mato Grosso do Sul**

1

Federal
University

12

Protected Areas and
Indigenous lands



We donated PPE, uniforms, and firefighting tools to six community brigades in MS

EQUIPMENT DONATIONS

6 brigades equipped

50 trained brigades



630 firefighting items donated, including:

12 costal pumps

12 rakes

24 shovels

6 drip torches

24 baffles

6 blowers

42:

- Fire suits
- Face protection
- Boots
- Pants
- Helmets
- Protective eyewear
- Gloves
- Leg protection
- Belts
- Canteens
- Headlamps
- Respirators
- Machetes with sheath

1

donated vehicle for easier monitoring

35

painkiller boxes and anesthetics for wildlife treatment

19

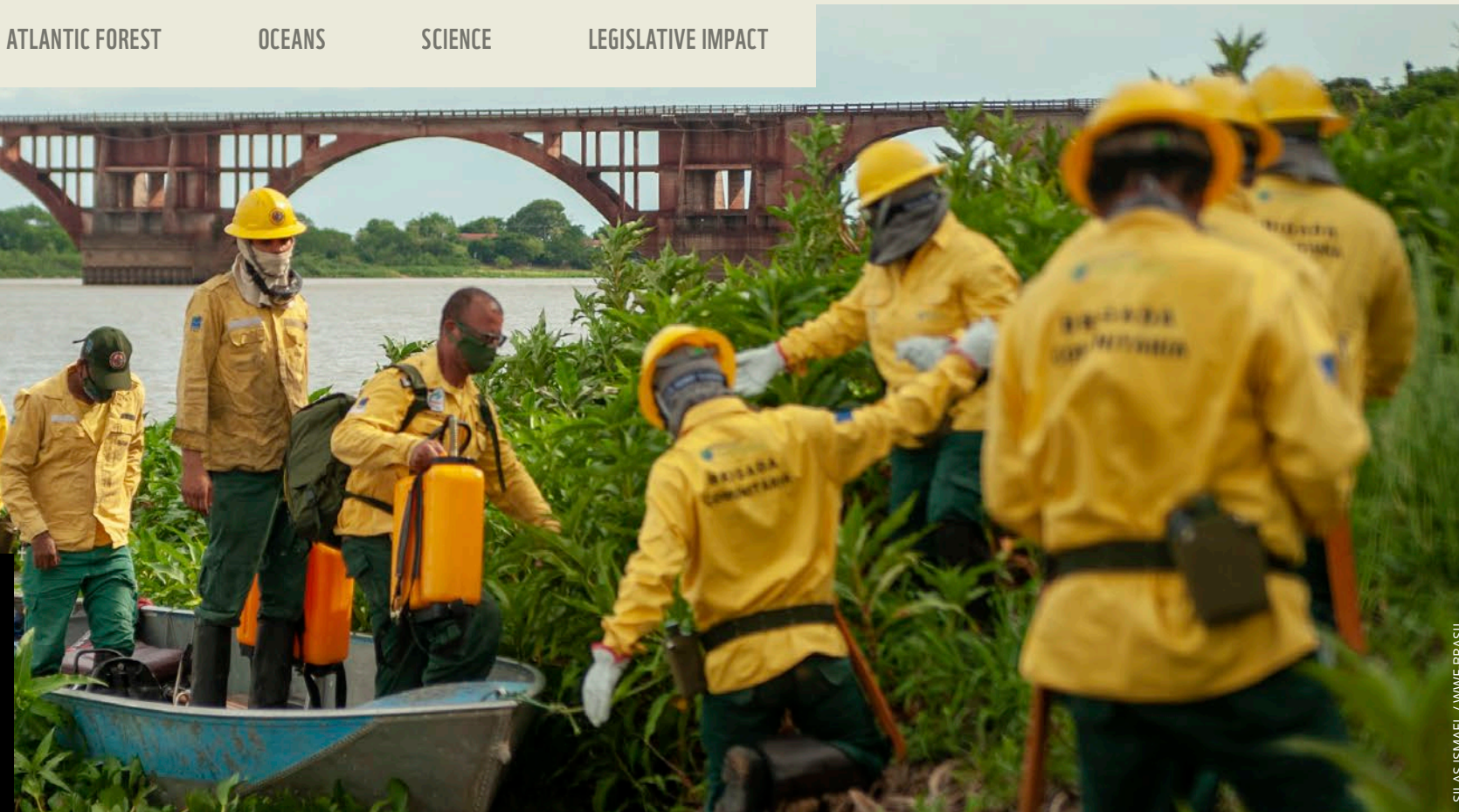
equipment for catching animals such as catchpoles, rescue hooks, and rescue tongs

5

rescue cages

5

camera traps



SILAS ISMAEL / WWF-BRASIL



Medicines and equipment to help in the treatment of animals injured by fire arrive at CRAS

SILAS ISMAEL / WWF-BRASIL

and 19 animal rescue tools, such as catchpoles, hooks and tongs, as well as 35 boxes of painkillers and anesthetics.

The Wild Animal Rehabilitation Center (Cras), located in Campo Grande, assists the entire state of Mato Grosso do Sul. It is a reference in this type of work and received 15 rescue cages. Cras received several species throughout the year. Such as jaguars, common zorros, anteaters, macaws, tapirs, agoutis, and hawks.

Ongoing actions are very critical for Pantanal's conservation. In October, equipment donated by WWF-Brazil in the previous year to the Instituto de Meio Ambiente de Mato Grosso do Sul (Imasul) was decisive to assist in the firefighting, especially in the areas of Corumbá and Aquidauana. The delivery included three nozzle kits with a capacity of 600 liters of water. Mounted on pickup trucks, they allow firefighters to enter places difficult for large vehicles to reach.





FOR THE CONSERVATION OF CERRADO

SOME HIGHLIGHTS IN 2020



CHALLENGES

Elos do Cerrado event promotes a debate on biome conservation.



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CATTLE

Study proves that it is possible to track the beef chain in the country.



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PADDDTRACKER BRAZIL

The online platform exposes the pressures against Protected Areas.



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TECHNOLOGY

Drone, computer, and camera help quilombolas protect the Cerrado.



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FINANCE

We discussed the need for new green financial mechanisms for the Cerrado conservation and recovery.



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Despite the difficulties imposed by the pandemic, several WWF-Brazil actions took place in the Cerrado in 2020. One of them was strengthening the defense of the rights and lands of Indigenous and traditional communities, along with Rede Cerrado.

For the general coordinator of Rede Cerrado, Maria do Socorro Teixeira Lima, the role of WWF-Brazil legitimates the importance of synergy. “Since the entry of WWF-Brazil into Rede Cerrado, the ideals that united us have only strengthened, and the fight for the Cerrado people and the biome conservation have increased the certainty that WWF-Brazil is Rede Cerrado,” she points out.

In partnership with Central do Cerrado and community enterprises, we reinforce the sustainable use of biodiversity by improving production processes and expanding access to markets, impacting 1,163 agro-extraction workers families. More than 150 tons of fruit,

with highlights for the chains of buriti, baru, and pequi, were benefited and marketed. Also, with Central do Cerrado, we carried out the training program in sustainable extraction, online training for about 300 people of the biome. União Nacional das Cooperativas da Agricultura Familiar e Economia Solidária, the University of Brasília, and Núcleo do Pequi were part of this initiative.

Not only do we fight with actions on land but also, we tackle deforestation by sensitizing authorities and Brazilian and foreign markets. In the Brazilian Cerrado, where 5% of the animals and plants of the planet are, have been deforested 7,340 square kilometers between August 2019 and July 2020,

IN CERRADO, THERE ARE 5% OF THE ANIMALS AND PLANTS OF THE PLANET



ANDRÉ DIB / WWF-BRASIL

according to the National Institute of Space Research (Inpe) – area equivalent to 1.5 times the Federal District. Through a multisectoral articulation, we promoted debates with soy traders, buying companies, and financial institutions for the definition of 2020 as the limit year for the conversion of native vegetation in the biome. That means they would commit to not buying soybeans from deforested areas after 2020.

We have expanded corporate engagement and, with support from the WWF Network, we have also got the public commitment of companies in the salmon sector and representatives of the German, French and Swiss markets. Another highlight was the disclosure of a study on beef traceability in the country, showing that it is possible to monitor the origin of the product in the Cerrado. Brazilian Coalition on Climate, Forests, and Agriculture – a group we are part of, was responsible for it.



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DEFENSE OF ATLANTIC FOREST IS REINFORCED

SOME HIGHLIGHTS IN 2020



MG, SC AND RS

Actions carried out throughout the year focus on the conservation of fauna and flora species in the Atlantic Forest.



UNCONSTITUTIONAL

Environmental NGOs, among them WWF-Brazil, go to the Supreme Court against the dismantling of the Atlantic Forest Act.



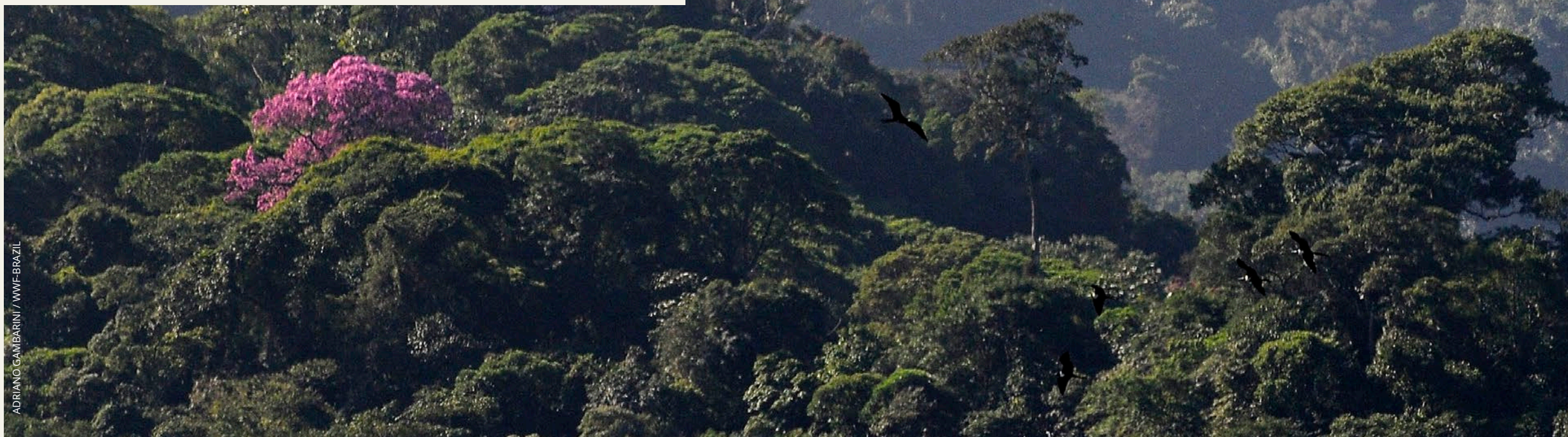
UNION FOR THE ATLANTIC FOREST

Manifest in defense of Camboatá Forest: a forest is not a place for a racetrack.



AN ACTION AMONG THREE COUNTRIES

The union between Argentina, Brazil, and Paraguay for the reforestation of the Atlantic Forest brings results.



The restoration of the Atlantic Forest, a world record holder in biodiversity, but with only 12.4% of its original coverage, is one of our priorities. This fight has also been possible through partnerships, such as Mata Atlântica do Nordeste project, in which WWF-Brazil and SAVE Brasil have been recovering the landscape, combining conservation of endemic species of birds, strengthening the productive chain restoration and threat reduction to the protected areas.

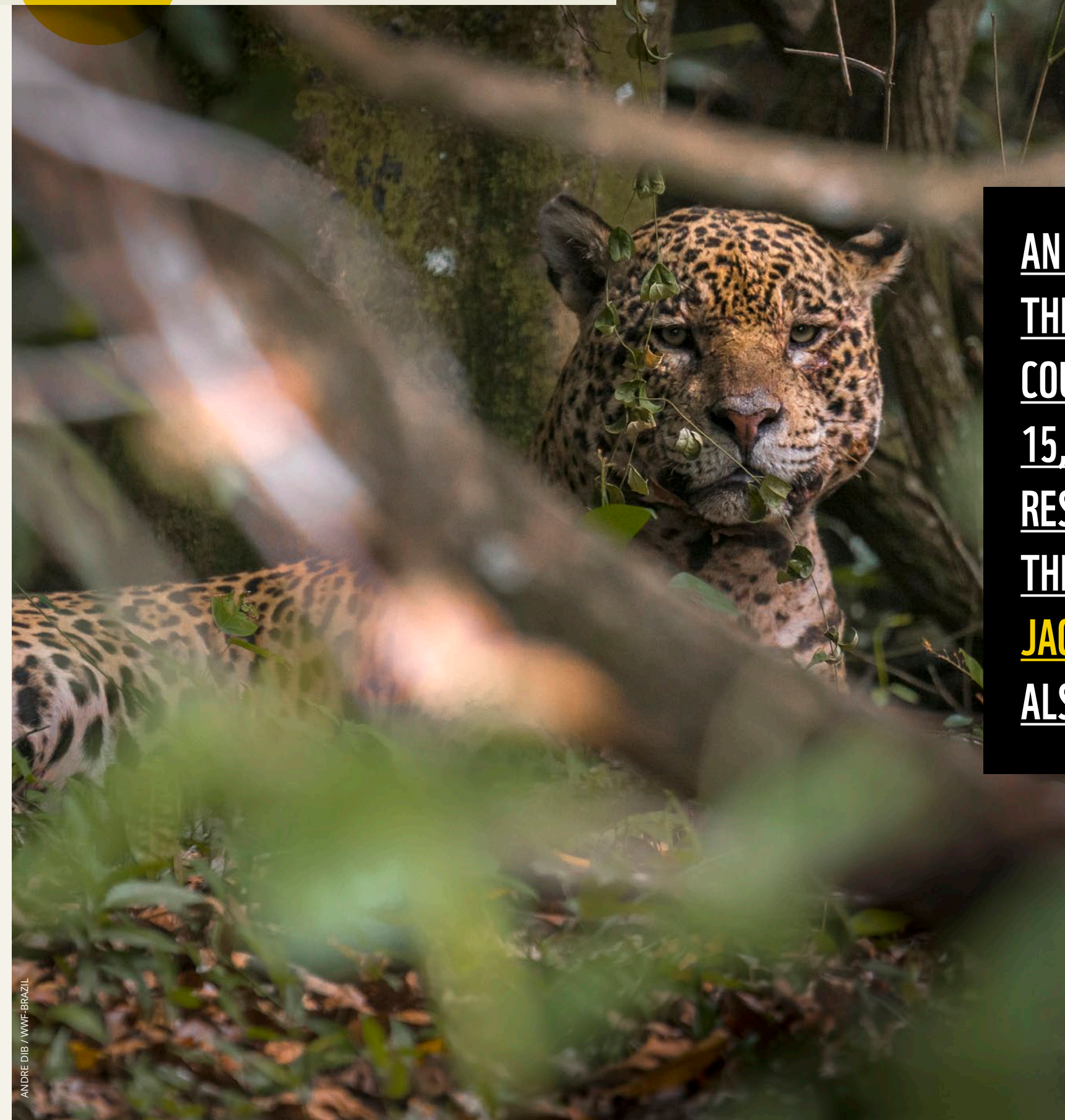
The program Raízes do Mogi Guaçu, a partnership between WWF-Brazil and International Paper, has also advanced. In 2020, we finished the initial stage with the planting of 19.5 hectares in the sub-basins of the river Espirado / Alto Mogi and Alto Peixe. That vast network operation expectation is that, by 2022, the restoration of at least a hundred hectares between the south of Minas Gerais and São Paulo – an area with low forest cover and

a high risk of water scarcity.

With Procter & Gamble and Suzano, we have signed a partnership for the joint planning of actions in Espírito Santo. The project focuses on the conservation and restoration of the Atlantic Forest in a movement that fosters social, environmental, and sustainable development. In 2020, we identified the need for the restoration of 23,419 hectares in three priority areas. In a partnership with HP, we involved around 60 institutions in the Alto Paraná Restoration Plan creation.

Despite the obstacles caused by the Covid-19 pandemic, our actions kept moving us forward. We adapted to digital everything possible. We held in September, for example, a virtual meeting of Rede Trinacional de Restauração da Mata Atlântica do Alto Paraná, with more than 100 participants from 33 organizations. A report presents lessons learned during the 16 years of the project in Brazil, Argentina, and Paraguay.

ANDRÉ DIB / WWF-BRASIL



AN ACTION AMONG
THE THREE
COUNTRIES ALLOWED
15,000 HECTARES
RESTORATION, AND
THE POPULATION OF
JAGUARS HAVE
ALSO INCREASED

Deforestation is still a relevant challenge. However, some long-term work results are already noticeable. That action supported the restoration, direct planting, and natural regeneration of approximately 15 thousand hectares of land. Besides that, the jaguar population, a pivotal species in the area, grew 160% between 2005 and 2018.



MARINE LIFE UNDER PRESSURE

SOME HIGHLIGHTS IN 2020



RECOMMENDATIONS

Release of Practical Guide for Effective Planning and Management of Marine Protected Areas for Sharks and Rays.



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PEIXES E INVERTEBRADOS

We promoted the first workshop of the Risk Assessment Protocols Validation of aquatic species invasion.



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MARINE CONSERVATION UNITY

Project Ilhas do Rio and WWF-Brazil resume the MoNa Cagarras biodiversity survey and actions move forward.



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In November, the oil and gas exploitation regulatory agency announced the lack of interest in the four blocks of the Camamu-Almada basin in Bahia. That was a victory.

The activity could affect the Abrolhos coral reef, the largest coral reef complex in the South Atlantic and home to migratory species such as humpback whales. WWF-Brazil, alongside the Climate Observatory and other organizations, advocated for the exclusion of these blocks from the areas offered by the federal government by raising awareness and making partnerships with those involved in the process, such as the federal prosecutor's office, the participation in legal actions and the civil society mobilization. Besides that, to improve the debate on the Bill of the Sea, we support conducting webinars with Liga das Mulheres pelos Oceanos, economic sectors, governments, NGOs, and the academic world.

That will establish the National Policy of Conservation



SHUTTERSTOCK

IN 2020, THE PETITION FOR #OCEANSWITHOUTPLASTIC ACHIEVED 2 MILLION SIGNATURES THROUGHOUT THE PLANET

 SIGN HERE AND
SPREAD THE WORD


and sustainable use of the Brazilian Marine biome. There has been a significant increase in the oceans' temperature since the beginning of the year. And it persisted until June. The warming – unprecedented in intensity and duration – has generated highly hazardous bleaching alerts for corals which are marine life nurseries. According to the report of the Projeto Coralizar, an initiative of WWF-Brazil in partnership with the Neoenergia Institute, by Instituto Nautilus and Biofábrica de Corais, in the Coral Coast region was recorded the highest bleaching index in 35 years, with the death of up to 70% of

important species, such as fire coral (*Millepora alcicornis*) – which prevented carrying out experiments due to the fragility of these populations.

The year was not easy for the marine environment, still affected by the spill of more

than 5 thousand tons of crude oil on the Brazilian coast in 2019. Our partners found fragments of it until June 2020. Experts believe there are more still in the sand. During this crisis, WWF-Brazil and Unilever transformed the lessons learned into an educational tool. The special “Vidas Sob o Mar de Petróleo” is a six-episode series of videos and texts showing how fishermen/ fisherwomen, shellfish collectors, volunteers, civil society, and universities have come together to minimize the impacts caused by the spilling. Until now, the ones responsible for the tragedy are unknown.

 LEARN
MORE

 WATCH THE SPECIAL VIDAS
SOB O MAR DE PETRÓLEO



HOW SCIENCE RESISTED TO 2020

INARA CAROLINA DA SILVA BATISTA / WWF-BRAZIL

SOME HIGHLIGHTS IN 2020



MERCURY

Research shows that gold mining contaminates fish and Indigenous people in the Amazon.



PRO-SPECIES

Project advances in the states of Santa Catarina, Rio Grande do Sul, Tocantins, Bahia, and Minas Gerais.



LATIN AMERICA

Jaguar conservation regional plan is released.



MAPBIOMAS WATER

We developed the technical base of the water module of MapBiomass project to map the entire water surface in Brazil in a series of 20 years.

Science has perhaps never been as attacked as in 2020. Maybe, it has also never been so necessary. We produced, throughout the year, 65 bulletins on deforestation and fires, noting that not even the covid-19 tragedy prevented the advance of fire and deforestation of native vegetation in Brazil. In August, the WWF Network and Boston Consulting Group released a study showing that each year 340 thousand people die worldwide from respiratory and cardiovascular problems related to smoke from wildfires. In the countries hardest hit by wildfires in 2020, the smoke has intensified the coronavirus threat.

Months earlier, in May, the scientific journal *Parks Journal* published an editorial essay co-authored by WWF-Brazil on the impact of the pandemic on protected areas of the world. As in Brazil, the result outside was significant in the management of the is visitation, among others. We also invest in partnerships

with organizations such as Fiocruz, Instituto de Pesquisas Científicas e Tecnológicas do Amapá and the Iepé - Institute of Indigenous research and training, in research on mercury contamination from gold mining in the Amazon. The results are staggering. In Amapá, all fish species analyzed in Amapá had high heavy metal levels, and 28.7% exceeded the World Health Organization standard for human consumption. In Pará, the contamination of Munduruku indigenous people reached 90%.

To disseminate knowledge about “river dolphins,” the initiative of Botos da América do Sul Sardi), led by WWF-Brazil, launched the platform Botos Amazônicos. The project researchers, which involves five South American countries, compiled findings from 42 areas, with reduced inspection, monitoring, expeditions made in at least 45 rivers, lakes, canals, and affluents.

This work carried out between 2005 and 2020 covered about 47 thousand kilometers.



PLATFORM

BOTOS AMAZÔNICOS,

A FIVE-COUNTRY

INITIATIVE CONSOLIDATED

42 EXPEDITIONS

FINDINGS

Besides that, the Living Planet Report, released in September by the WWF Network, brought alarming data on biodiversity loss. While the worldwide decline was 68% since 1970, in Latin America, it was 94% - the worst index on the planet. Here in Brazil, one of our fronts of action that aims to try to reverse this curve is the Pro-Species Project: All Against Extinction, an initiative that promotes the conservation of 290 critically endangered species. This year, the preparation of territorial action plans (PAT) in Santa Catarina, Rio Grande do Sul, Tocantins, Bahia, and Minas Gerais was completed.





BATTLES AT THE SUPREME COURT AND CONGRESS



SOME HIGHLIGHTS IN 2020



PL 191

Rodrigo Maia ensures that the bill of “all’s fair” in indigenous lands does not advance in the House of Representatives.



GREEN REFORM

NGOs and Frente Ambientalista propose sustainable tax reform.



COVID-19

MPF, politicians, and more than 100 organizations stand against the Indigenous and traditional population’s abandonment.



ILLEGAL GOLD MINING

The civil society proposes National Plan for mercury contamination eradication.



The year was marked by attacks against socio-environmental legislation and policies, employing bills, provisional decrees, regulations, and omissions from the federal government. Next to other civil society organizations, WWF-Brazil has worked intensively to halt setbacks and advance the agenda of sustainable development, environmental conservation, and human rights. Our actions of legislative impact, which involve political articulation, production of technical content, and communication campaigns, contributed decisively to overturn Provisional Decree No. 910/2019. Known as Land Grabbing Act, it would issue property titles to those who illegally deforested and stole public land. By rejecting it, the Brazilian society sent a clear message of intolerance to crime.

On the positive agenda, our performance was also of extreme importance for Congress to approve the National Policy on Payments for Environmental

Services (PNPSA). The result of a rare agreement between sectors linked to environmental protection and agribusiness is the newly established legal base so that Indigenous People, traditional populations, rural producers, and other players can have their environment's protection efforts recognized, valued, and rewarded.

The year, however, was marked by a video in which the Minister of the Environment, Ricardo Salles, proposes that the government take advantage of the press and society "distraction" with the pandemic to weaken environmental rules. One of the attempts was to change the Atlantic Forest Act. But we went to the Federal Supreme Court, with scientific data and legal arguments, to defend the biome. There have also been attempts to weaken environmental safeguards through the National Environment Council (Conama). Our response was to request the Supreme Court the #ConamaDemocratic,



OUR ACTIONS

INVOLVE COORDINATION

POLICY, PRODUCTION

OF TECHNICAL

CONTENT AND

COMMUNICATION

CAMPAIGNS

ensuring effective social participation in the collegiate deliberations. Still in the Supreme Court, we participated in an unprecedented public hearing, convened by Minister Luís Roberto Barroso, to discuss the environmental crisis in the Bolsonaro government and its implications for the fight to the climate emergency.

These were just some of our actions in 2020.



3

COMMUNICATION AND ENGAGEMENT

MEDIA IMPACT

PUBLICATIONS

CORPORATE ENGAGEMENT

PARTNER COMPANIES

SOCIETY
ENGAGEMENT
IS KEY FOR
TRANSFORMATIONS



ENGAGED SOCIETY

Our Planet Education

Series *Our Planet* was the documentary most watched on Netflix in 2019. WWF Network, a supporter of the project, took advantage of the extensive data collection and images that substantiated the production and developed, in 2020, “*Nosso Planeta Educação*” (Our Planet Education). We made available free support materials, in Portuguese, for teachers and students on the internet. The material should meet the official school curriculum through the portal queronaescola.com.br, which developed activities according to the context of each institution.



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WWF-Brazil received an award as one of the 100 Best NGOs in the country



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WWF-Brazil is among the top 100 Brazilian NGOs. The award, announced in November, is an initiative of the Doar Institute carried out in partnership with the socio-environmental projects agency “*O Mundo Que Queremos*”, technical support from researchers from Getulio Vargas Foundation (FGV), and support from Ambev and the Toyota Foundation Brazil. In its fourth edition, the initiative evaluated and recognized third sector organizations using the following criteria: governance, transparency, communication, and funding.

ELTON FERREIRA DA SILVA



Digital Festival Earth Hour 2020



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Earth Hour 2020 was digital. WWF-Brazil replaced face-to-face events with a set of activities and online manifestations. It aimed to prioritize the health care of the population and prevent coronavirus contagion increase at the Digital Festival Earth Hour 2020 – Add Your Voice For Nature. On March 28, we offered 12 hours of free programming, with transmission through WWF-Brazil’s Facebook and UOL’s ECOA portal. The movement mobilized 105 thousand people and generated 3.1 million interactions on social networks.

Pandemic and climate crises worry consumers

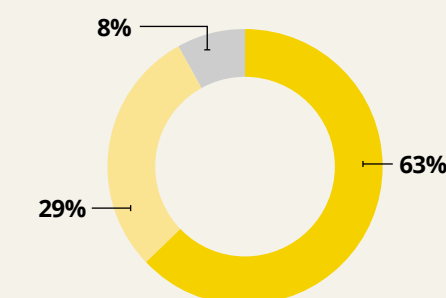


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In October, the Akatu Institute and GlobeScan presented the Healthy and Sustainable Living 2020 work results: a *Global Study of Consumer Perceptions*, sponsored by WWF-Brazil and Ambev. The research shows that 92% of respondents think that the response to the climate crisis is as urgent as confronting the Covid-19 pandemic. The number of interviewed people was twenty-seven thousand in the world, one thousand in Brazil. The results enable companies to understand consumer perceptions and how they can contribute to the search for solutions.

Must we, as a society, cope with climate change with the same urgency that we respond to the Covid-19 pandemic?

■ I totally agree ■ Others
■ Partially agree



SOURCE: GLOBESCAN



Vozes da Mata project

The year has been demanding for everyone, but the Pantanal fires have made 2020 even more complicated. The creation of “*Vozes da Mata*” helped understand that reality. Created by the musicians of “*Maré do Amanhã*” Orquestra and carried out by Inspirartes Cultural and Estúdio Escarlata, the project made an expedition through the Pantanal to raise awareness on the biome situation, promote the exchange of experiences, and bring hope and music to one of the most particular places in the country. Lygia Barbosa and Lígia Feliciano were responsible for the documentation and the environmental curatorship by WWF-Brazil.

The importance of Cerrado conservation

We addressed the importance of the Cerrado in several ways throughout the year. A series with ten podcasts available on digital platforms showed the human environmental challenges for the biome’s conservation was among the most listened to of 2020 in the streaming service Spotify. The webinar “*Convergências para o Cerrado – gestão integrada da biodiversidade e paisagens produtivas sustentáveis*” discussed policies and strategies for the protection of the biome and its peoples.



WWF-Brazil workshops shake up the largest scout meeting of the Americas

Foz do Iguaçu, in Paraná, was the headquarters of the largest Scouts of the Americas meeting and received, in January, more than 8 thousand young people for JamCam 2020. WWF-Brazil participated in four workshops, which brought together more than 2,500 scouts. We addressed the problem of plastic and the impact of the solutions we can build together; the relationship of the human being with the jaguar, and the importance for the biodiversity of the largest feline in the Americas; the need to avoid food waste; and the fight against trafficking of wild plants and animals.



Infrastructure in the Amazon and the invisibility of Indigenous Peoples

Discussing the social and environmental liabilities arising from notable art forms was the focus of the movie debate *Infrastructure in the Amazon and the invisibility of Indigenous Peoples*, promoted by WWF-Brazil in partnership with Federal Public Ministry of Amazonas and Instituto de Conservação e Desenvolvimento Sustentável da Amazônia (Idesam). The online event, held on August 28, addressed issues related to the works of BR-319, which connects Manaus to Porto Velho, reaffirming the importance of prior, gratuitous, and well-informed Indigenous and traditional people's consultation.



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Chico Bento is the new ambassador of WWF-Brazil



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After being appointed ambassador of Pantanal springs protection and help in the Hour of Earth, Chico Bento became the official ambassador of WWF-Brazil on August 31. Partners since 2014, WWF-Brazil and Mauricio de Sousa Produções renewed their work together, this time to promote environmental education and awareness in defense of nature. The several areas usage and content platforms of MSP, such as customized HQs, cartoons, and books, are project actions.



Um Dia No Parque promotes online festival and appreciation of Protected Areas

What is your connection to nature? This question drove the campaign Um Dia no Parque, which took place on October 18 with actions in more than 130 Protected Areas of the country, 13 hours of an online event, and the presentation of 12 inspiring initiatives. Personalities from music, photography, and culture participated. Carried out by the Pro-UCs coalition, of which WWF-Brazil is part, the mobilization had as central themes the 20 years of the National System of Protected Areas (SNUC) and the theme Health and Nature for everyone's lives.



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Ilhas do Rio Project renewed

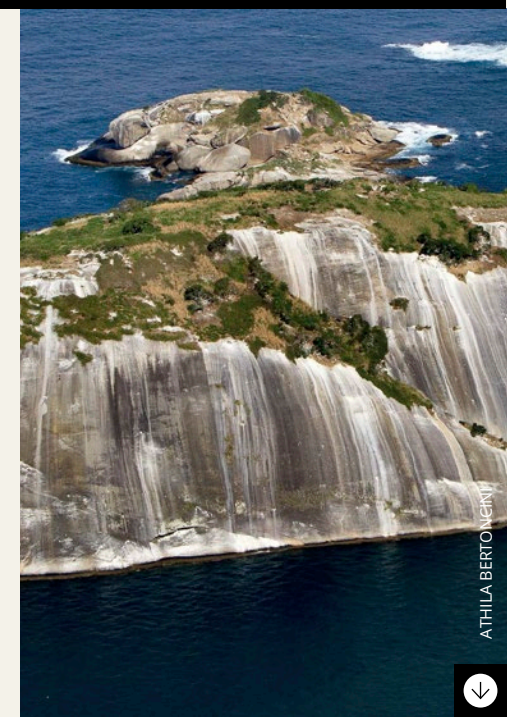


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In July, the Ilhas do Rio project began another research phase with a renewed format: new brand, new partners, sponsors, and lines of action. Created in 2010 by the NGO Instituto Mar Adentro, the initiative continues the biodiversity survey of the Cagarras Islands Natural Monument, this time under technical curation of WWF-Brazil and sponsorship of the IEP Association (Aiep) and JGP. The project made a live broadcast on Facebook (@projetoilhasdoriorio), on Youtube (projetoilhasdoriorio), and on partner channels to present the news. We also supported the digital launch of the children's play "A Batalha da natureza".





World Environment Day

On June 5, World Environment Day, WWF-Brazil launched the minidocumentary “*Defensores da Floresta – Conheça a Comunidade da Barra de São Manoel*”. It showed the daily life of riverine people in the heart of the Amazon and the pressures they suffer when defending their land from invaders. Also, to reinforce the importance of the date, we held online debates on four Fridays, between May 22 and June 12, with contents related to conservation and sustainability, in the country and cities.



Virtual exhibitions on the Amazon and Pantanal

To celebrate Amazon Day, WWF-Brazil inaugurated on September 5, a virtual exhibition with different views of artists and photographers on the biome: Auá Mendes, Araquém Alcântara, Marcela Bonfim, and Sebá Tapajós. Curated by Street River Amazônia and Tânia Sciacco. On November 12, Pantanal Day, we showed the biome in three moments of 2020: in its splendor, during the fires, and in the subsequent phase, when it tries to recover. The exhibition gathered images from photographers such as Araquém Alcântara, André Zumak, Nathália do Valle, and Reynaldo Leite Martins Júnior.



ARAQUÉM ALCÂNTARA / WWF-BRAZIL

Ecofalante short films contest



The Short Film Contest of the 9th Ecofalante Social and Environmental Film Festival set a record, with 134 student applications from 77 institutions in 16 states in 2020. The festival, which had the support of WWF-Brazil, selected 24 films and awarded four prizes: *Estado de Neblina*, by Bruno Branch; *Hoje Sou Felicidade*, by João Luís and Tiago Aguiar; *O Verbo Se Fez Carne*, by Ziel Karapotó; and *Território: Nosso Corpo, Nosso Espírito*, by Clea Torres and João Paulo Fernandes. Works related to the 17 SDGs (Sustainable Development Goals) of the UN participated.



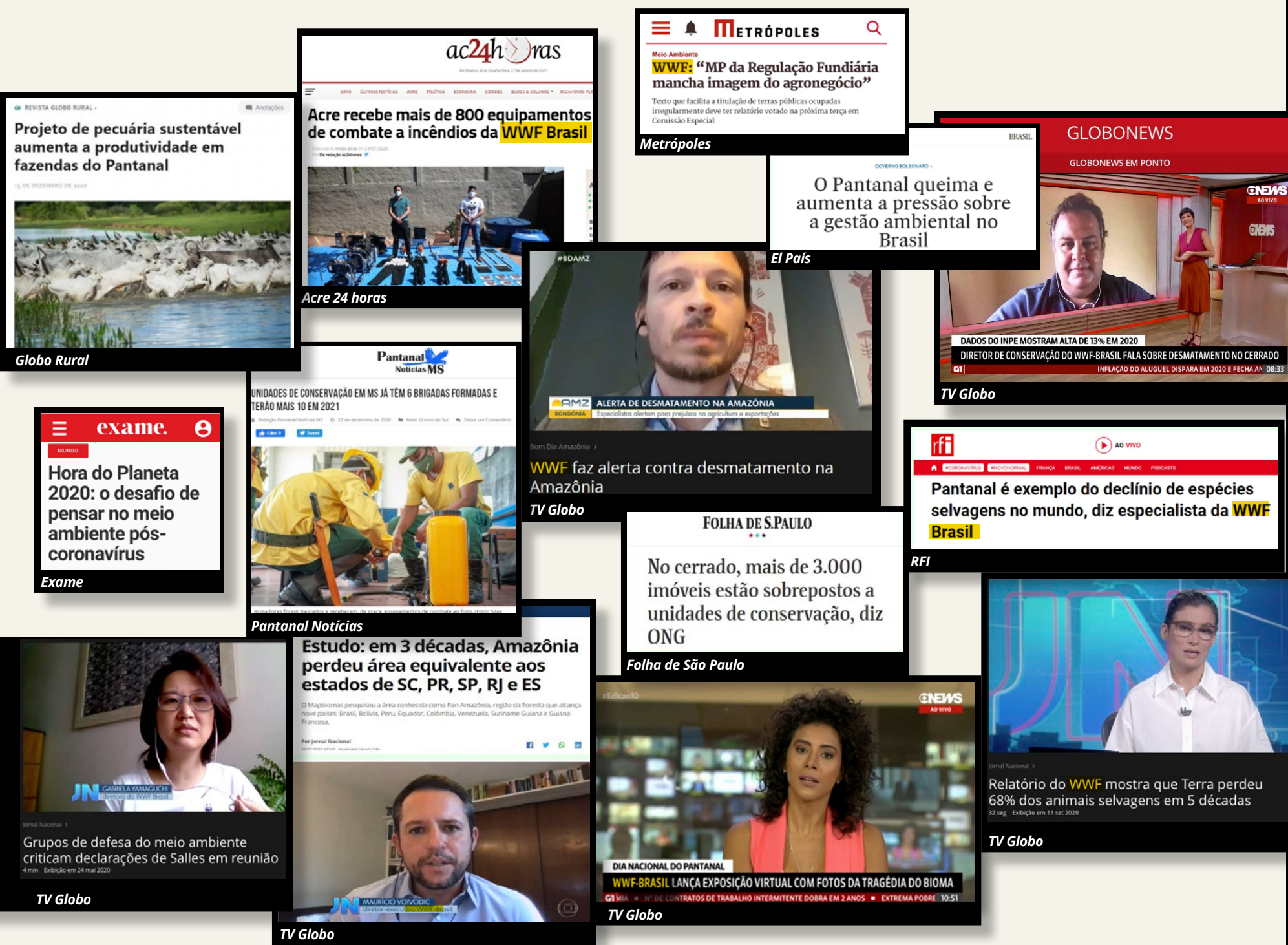
RENOVA FOUNDATION

Ideias Renovadoras Contest




The contest Ideias Renovadoras: Plantando Árvores e Colhendo Alimentos received 131 applications and, in August, awarded five initiatives with R\$ 6,000 each. Around 100 people, including award-winning experts and producers, participated in workshops. Their goal was six agroforestry systems (SAF) elaboration for the Rio Doce basin forest recovery. Fundação Renova held a contest curated on technical aspects by WWF -Brazil and a partnership with Instituto Terra e da Agrofloresta Mundial (Icraf).

MEDIA IMPACT



TRADITIONAL MEDIA

More than

11 thousand 
mentions in national
print media outlets and
online outlets in 2020

Almost

200 
200 interviews
to **press**

YOUTUBE



Impressions

4.7 million
↑104%*

Views

887 thousand
↑123%*

View time

27.4 thousand hours
↑135%*

New followers

7.1 thousand
↑143%*

DIGITAL CHANNELS



Followers

1,180,380

↑8.3%*



Impressions

64,253,875

↑68.9%*



Published posts

4,984

↑26.3%*



Engagements

1,697,603

↓-1.3%*



Link clicks

175,908

↓-13.7%*



Sent messages

5,522

↑22.4%*



Messages received

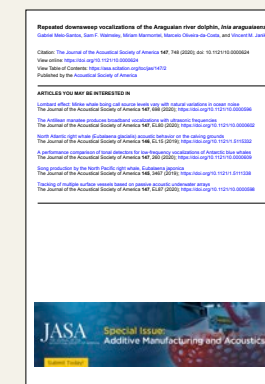
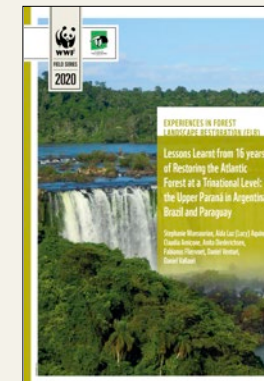
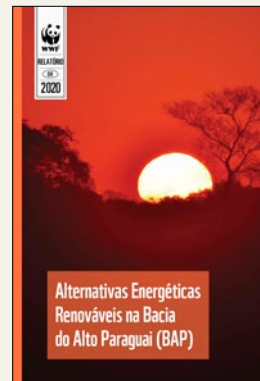
77,450

↑18.2%*

*When compared to 2019

KNOWLEDGE CREATION

Throughout 2020, WWF-Brazil worked on more than 25 publications – such as studies, scientific articles, technical notes, and factsheets – that helped enrich the socio-environmental debate, reinforcing the need for ecosystems and human life conservation. The production of quality information is essential to value advances and fight setbacks.



SHARING RESPONSIBILITIES



WWF-Brazil expanded its network of partnerships in 2020, working powerfully on corporate engagement. It aimed to engage more companies and people for the socio-environmental cause and demonstrating how private sector participation is vital to change the path of biodiversity loss curves and increasing greenhouse gas emissions.

One of the achievements was the engagement of more than 50 companies – national and multinational-to implement best practices for managing their supply chains.

Food industry companies such as cold stores, egg, fish, poultry, and pork producers, and also retailers have committed to evaluate their internal processes. They intend to develop robust action plans for deforestation and zero conversion of native

areas in their production chains.

Moreover, the training of more than 70 financial institutions, among banks and national and international investors, made it possible to demonstrate how to eliminate deforestation from their credit portfolios in a pragmatic way. That happened through initiatives such as Colaboração para Florestas e Agricultura (CFA) and Iniciativa para a Conservação em Finanças e Mercados (CFMI).

Documentary *Our Planet: Our Business*, released by Netflix, has also been used as supporting material for business and financial sector engagement. With the ability to do and generate business, these players can promote changes in the cash flows of production chains, helping to enhance more sustainable production practices and conserving our biomes.

PARTNER COMPANIES

WWF-Brazil works in partnership with the private sector in different production chains, seeking to implement changes in business management to turn them into businesses that contribute positively to society and nature. We understand that companies have a vital role in boosting the needed changes urgently. We seek long-lasting and ambitious relationships aligned with the United Nations Sustainable Development Goals (SDGs) in different partnership formats. Still, we do not shy away from our critical role as society's interest guardian in protecting natural resources and respecting traditional communities and Indigenous people. We always position ourselves transparently and coherently with our mission.

Partnership in nature conservation



Partnership in engaged society



Institutional support





FINANCIAL STATEMENT

LETTER FROM THE AUDITOR

GOVERNANCE

TEAM

SOCIAL BALANCE

MASTHEAD

WE FOLLOW
STRICT
INTERNAL AND
EXTERNAL
GOVERNANCE
STANDARDS



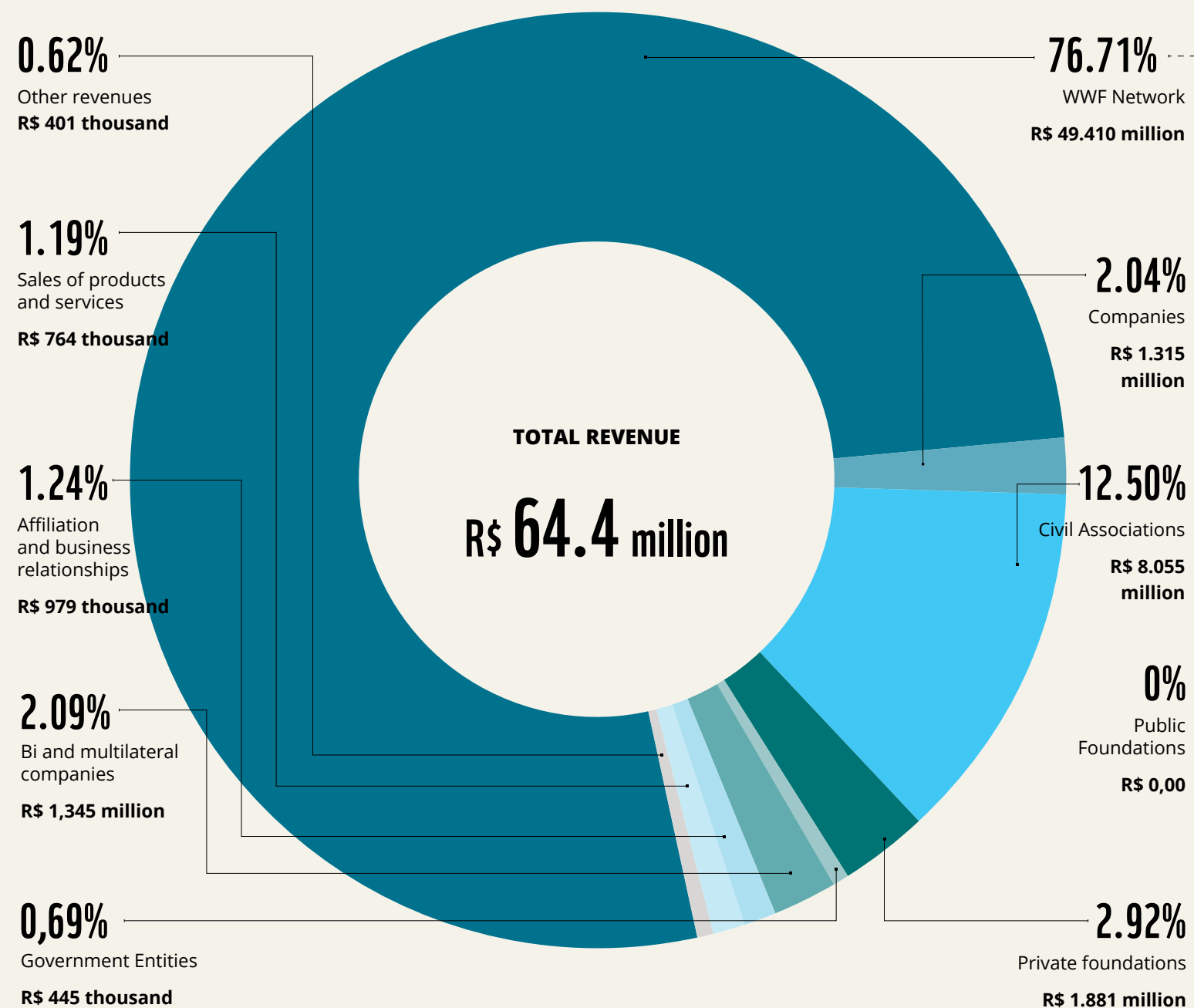
FINANCIAL STATEMENT

WWF-Brazil's financial statement is audited annually by independent auditors. Once again, the financial statements for 2020 were approved without reservations, in accordance with national and international standards, followed by KPMG.



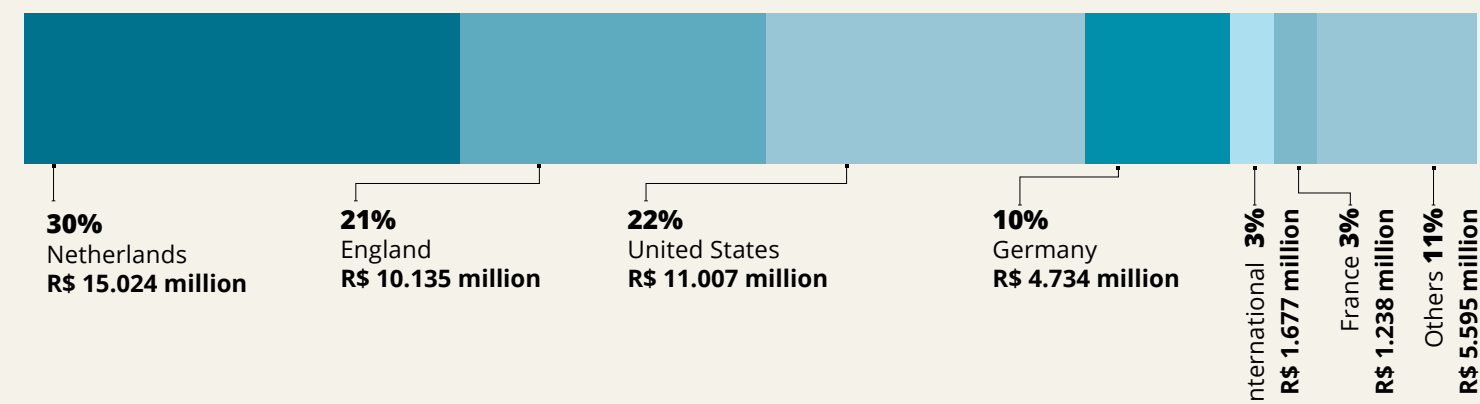
What is the origin of the money?

Our revenues reached R\$ 64.4 million in 2020 and most of the funds came from the WWF Network



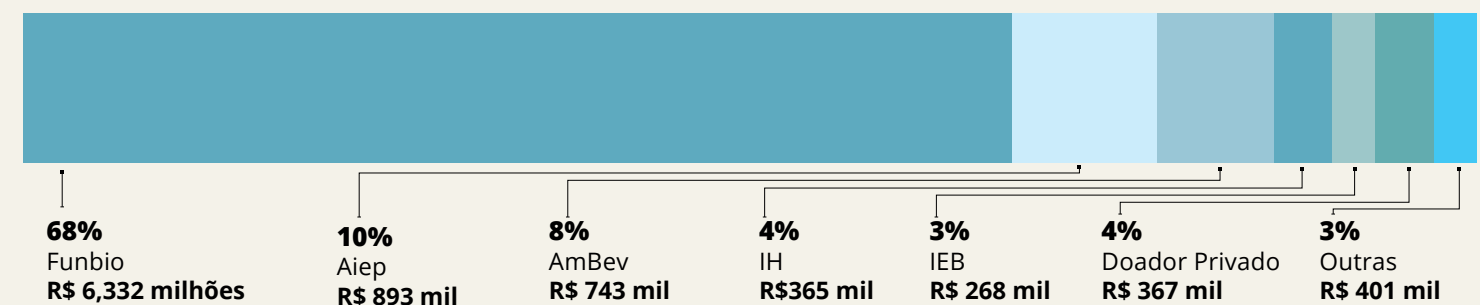
WWF NETWORK

Twenty organizations from the Network directed resources to WWF-Brazil, with the Netherlands, United States, England and Germany responsible for 83% of the amount



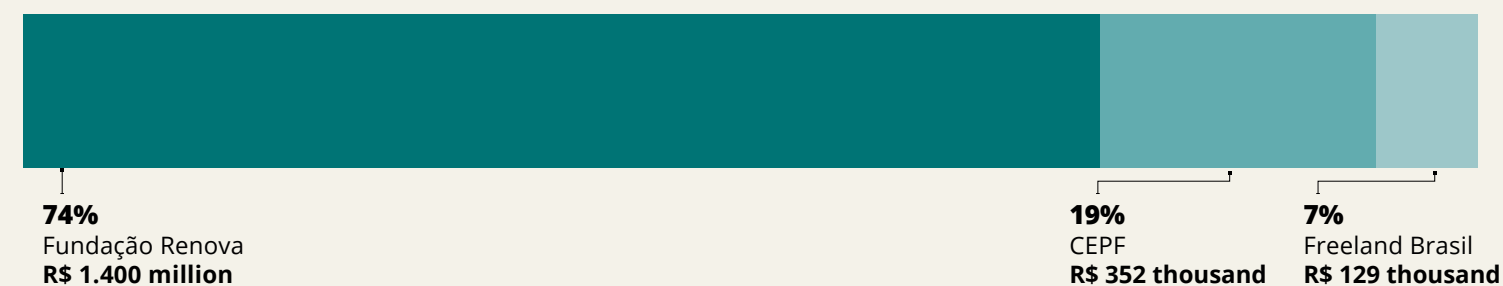
COMPANIES AND CIVIL ASSOCIATIONS

Funbio, Aiep and Ambev accounted for 86% of the amount we received from companies and civil associations



FOUNDATIONS

Private foundations allocated R\$1.881 million to WWF-Brazil in 2020



Economic indicators

(IBASE MODEL)

ORIGIN OF RESOURCES

	2016		2017		2018		2019		2020		VALUE VARIATION
	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	2019/2020
Total Revenue	57,676	100%	81,282	100%	49,498	100%	63,008	100%	64,413	100%	2%
WWF network	46,380	80.41%	70,905	87.23%	34,234	69.3%	43,773	69.47%	49,410	76.71%	13%
Companies	5,615	9.74%	5.732	7.05%	6,910	13.9%	4,120	6.54%	1,315	2.04%	-68%
Civil Association	-	-	-	-	-	-	5,007	7.95%	8,055	12.50%	60.87%
Public foundations	266	0.46%	979	1.20%	2,671	5.4%	1,157	1.84%	-	0.00%	-100%
Private foundations	4	0.01%	436	0.54%	1,108	2.2%	1,938	3.08%	1,881	2.92%	-3%
Government entities	1,105	1.92%	487	0.60%	12	0.02%	-	0.00%	445	0.69%	
Bi and multilateral agencies	1,839	3.19%	303	0.37%	2,412	4.9%	4,281	6.79%	1,345	2.09%	-69%
Affiliation and Business relationships	948	1.64%	815	1.00%	705	1.4%	810	1.29%	797	1.24%	-2%
Products and services Sales	131	0.23%	347	0.43%	1,102	2.2%	1,568	2.49%	764	1.19%	-51%
Other revenues	1,388	2.41%	1,278	1.57%	344	0.68%	354	0.56%	402	0.62%	14%



OPERATING REVENUE

	2019	2020	VALUE VARIATION
	Value (thousands of Reais)	Value (thousands of Reais)	2019/2020
Revenue linked to projects	60,276	62,450	3.60%
Institutional revenue	810	797	-1.60%
Net revenue from the sale of products and services	1,568	764	-51.30%
Other sources	354	402	13.40%
Total revenue	63,008	64,413	2.20%

OPERATING EXPENSES

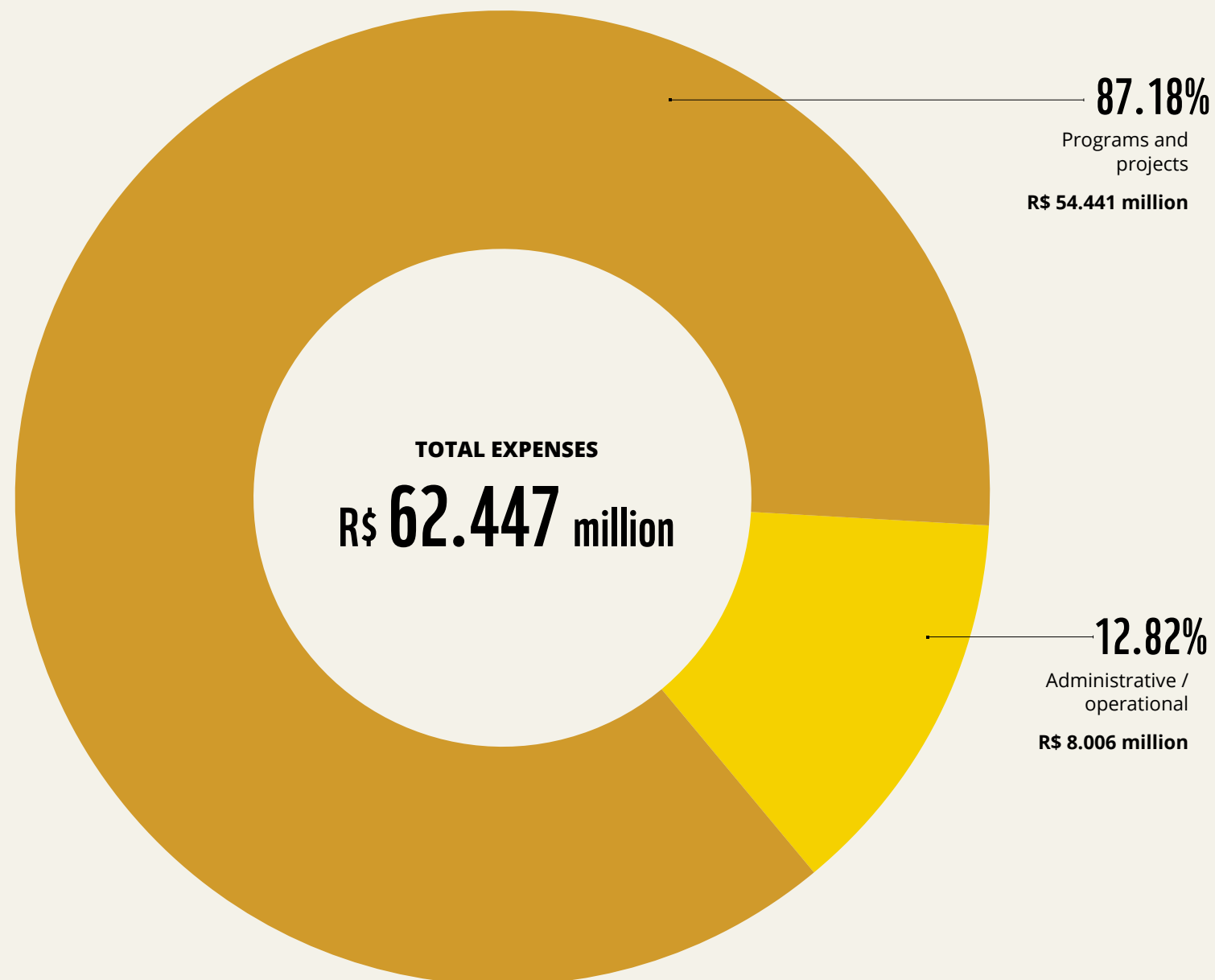
	2019	2020	VALUE VARIATION
	Value (thousands of Reais)	Value (thousands of Reais)	2019/2020
Personnel expenses	-29,061	-29,876	2.80%
Cost of programs and projects	-29,108	-29,752	2.20%
General and Administrative Expenses	-3,264	-2,819	-13.60%
Other expenses	-741	-1,859	150.90%
Tax expenses	-908	-475	-47.70%
Net financial result	992	-92	-109.3%
Total expenses	-62,090	-64,873	4.50%

Surplus (deficit) for the year	918	-460	-150.10%
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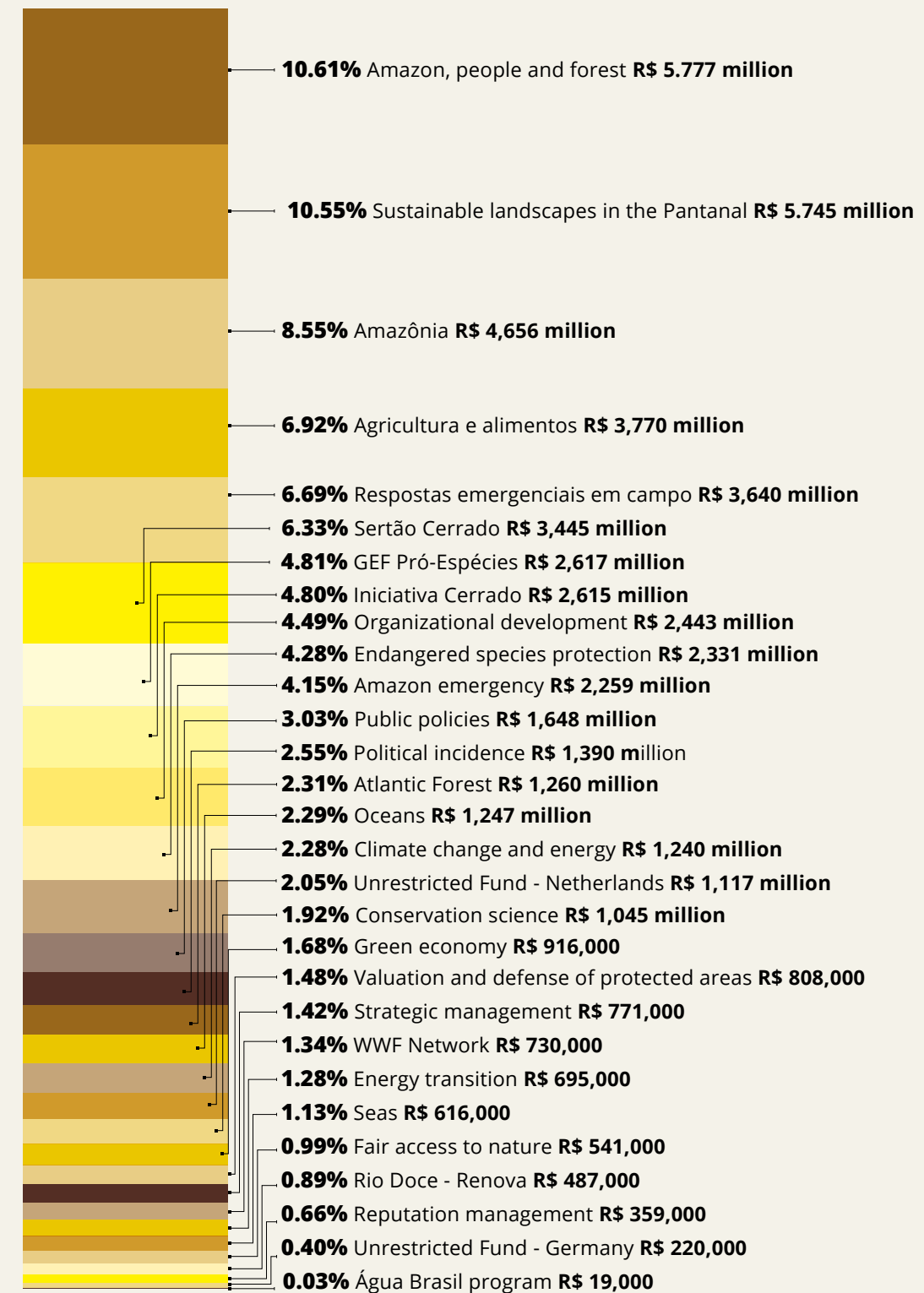
How do we apply our resources?

More than 87% of resources were used in social and environmental programs and projects in 2020



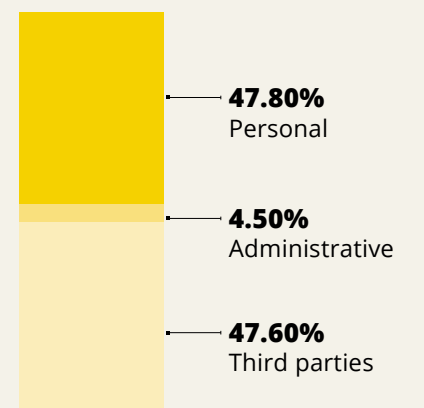
PROGRAMS AND PROJECTS

Despite all the difficulties imposed by the Covid-19 pandemic, we remain firm in the socio-environmental goals, strengthening actions throughout Brazil



DISTRIBUTION OF EXPENSES

The costs allocated by projects are divided into three strands



APPLICATION OF RESOURCES

	2016		2017		2018		2019		2020		VALUE VARIATION
	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	2019/2020
Total expenses	56.408	100%	80.653	100%	50.790	100%	63.082	100%	64.781	100%	3%
Payroll	11,230	20%	11,713	15%	13,359	26.3%	16,457	26.09%	16,937	26.15%	3%
Charges	7,374	13%	6,968	9%	7,816	15.4%	9,367	14.85%	9,620	14.85%	3%
Benefits and others	2,707	5%	2,687	3%	3,411	6.7%	3,237	5.13%	3,319	5.12%	3%
Contractors - technical partnerships	21,945	39%	40,484	50%	5,727	11.3%	8,711	13.81%	16,326	25.20%	87%
Airline tickets and accommodation	2,606	5%	3,104	4%	2,847	5.6%	4,553	7.22%	675	1.04%	-85%
Consulting and other services	5,884	10%	11,638	14%	13,009	25.6%	15,844	25.12%	12,751	19.68%	-20%
Expenses (administrative and general)	5,074	9%	4,102	5%	4,222	8.3%	3,264	5.17%	2,819	4.35%	-14%
Taxes and other expenses	1,524	3%	920	1%	573	1.1%	908	1.44%	475	0.73%	-48%
Not operational	-1,936	-3%	-963	-1%	-174	-0.3%	741	1.17%	1,859	2.87%	150.98%



Financial indicators

(ETHOS MODEL)

ASSETS

	2019	2020	VALUE VARIATION
CURRENT	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Cash and cash equivalent	39,763	39,769	0%
Credits receivable from executed projects	2,414	1,690	-30%
Other credits	1,399	729	-47.90%
Stocks	508	120	-76.40%
Total	44,084	42,308	-4%

NON-CURRENT	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Fixed	2,596	1,828	-29.60%
Intangible	32	17	-46.90%
Total	2,628	1,845	-29.80%

Asset total	46,712	44,153	-5.50%
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LIABILITIES

	2019	2020	VALUE VARIATION
CURRENT	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Commitments with third parties to be carried out (suppliers)	1,272	593	-53.38%
Advance for projects to be executed	31,581	29,167	-7.65%
Labor obligations	3,299	3,423	3.76%
Obligations with the WWF Network - Network Service	536	658	22.76%
Other payables	624	447	-28.32%
Loan - GMI		3,009	
Total	37,312	37,297	-0.04%

NON-CURRENT	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Obligation to WWF Headquarters - Network Service	303	292	-3.50%
Provision for civil and labor liabilities	0	65	
Loan - GMI	2,138		
Total	2,441	357	-85.36%

Total Liabilities	39,753	37,654	-5.28%
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Cash flow statement

EQUITY

	2019	2020	VALUE VARIATION
	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Social assets	6,041	6,959	15.20%
Surplus (deficit) for the year	918	-460	
Total	6,959	6,499	-6.60%

Total liabilities and Shareholders' equity	46,712	44,153	-5.50%
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CASH FLOWS FROM OPERATING ACTIVITIES

	2019	2020	VALUE VARIATION
	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Surplus/(deficit) for the year	918	-460	
Provision (Reversal of contingencies)	-2	65	
Write-offs and losses of receivables	380	-49	
Write-off of property, plant and equipment and intangible assets	777	128	-83.53%
Provision for losses of fixed and intangible assets	0	1.075	
Asset and liability exchange variation	31	741	2290.32%
Amortization	18	15	-16.67%
Depreciation	636	752	18.24%
Total	1,840	2,727	48.21%



Cash flow statement

ARIATION IN ASSETS AND LIABILITIES

	2019	2020	VALUE VARIATION
(Increase)/ Decrease in assets	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Resources linked to projects	-17,186	2,414	
Credits receivable from projects	-206	-549	166.50%
Other credits	-1,290	2,319	
Stocks	291	388	33.33%
(Increase)/ Decrease in liabilities	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Advance for projects to be executed	17,186	-2,414	
Labor obligations	381	124	-67.5%
Obligations with suppliers	493	-570	
Other liabilities	-84	-372	342,9%

Equity from operating activities	2,343	3,607	53.95%
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	2019	2020	VALUE VARIATION
Cash flows from investing activities	Value (thousand Reais)	Value (thousand Reais)	2019/2020
Acquisition of fixed assets	-1,313	-1,187	-9.60%
Acquisition of intangible assets	-9		-100%

Equity used in investing activities	-1,322	-1,187	-10.21%
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Increase (decrease) in cash and cash equivalents	1,021	2,420	137.02%
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Cash and cash equivalents at the beginning of the year	7,161	8,182	14.26%
Cash and cash equivalents at year-end	8,182	10,602	29.58%

Increase (decrease) in cash and cash equivalents	1,021	2,420	137.02%
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LETTER FROM THE AUDITOR



KPMG Auditores Independentes
SAI/ISO, Área 6580 - Bloco 02, 3º andar, sala 302 - Torre Norte
ParkShopping - Zona Industrial (Guará)
Caixa Postal 11619 - CEP: 71219-900 - Brasília/DF - Brasil
Telefone +55 (61) 3362 3700
kpmg.com.br

Relatório dos auditores independentes sobre as demonstrações financeiras

Aos conselheiros e aos diretores do
WWF-Brasil - Fundo Mundial para a Natureza
Brasília – DF

Opinião

Examinamos as demonstrações financeiras do WWF-Brasil - Fundo Mundial para a Natureza ("Entidade"), que compreendem o balanço patrimonial em 31 de dezembro de 2020 e as respectivas demonstrações do resultado, do resultado abrangente, das mutações do patrimônio líquido e dos fluxos de caixa para o exercício findo nessa data, bem como as correspondentes notas explicativas, compreendendo as políticas contábeis significativas e outras informações elucidativas.

Em nossa opinião, as demonstrações financeiras acima referidas apresentam adequadamente, em todos os aspectos relevantes, a posição patrimonial e financeira do WWF-Brasil - Fundo Mundial para a Natureza em 31 de dezembro de 2020, o desempenho de suas operações e os seus fluxos de caixa para o exercício findo nessa data, de acordo com as práticas contábeis adotadas no Brasil aplicáveis às pequenas e médias empresas.

Base para opinião

Nossa auditoria foi conduzida de acordo com as normas brasileiras e internacionais de auditoria. Nossas responsabilidades, em conformidade com tais normas, estão descritas na seção a seguir intitulada "Responsabilidades dos auditores pela auditoria das demonstrações financeiras". Somos independentes em relação à Entidade, de acordo com os princípios éticos relevantes previstos no Código de Ética Profissional do Contador e nas normas profissionais emitidas pelo Conselho Federal de Contabilidade, e cumprimos com as demais responsabilidades éticas de acordo com essas normas. Acreditamos que a evidência de auditoria obtida é suficiente e apropriada para fundamentar nossa opinião.

Responsabilidades da Administração pelas demonstrações financeiras

A Administração é responsável pela elaboração e adequada apresentação das demonstrações financeiras de acordo com as práticas contábeis adotadas no Brasil aplicáveis às pequenas e médias empresas e pelos controles internos que ela determinou como necessários para permitir a elaboração de demonstrações financeiras livres de distorção relevante, independentemente se causada por fraude ou erro.

Na elaboração das demonstrações financeiras, a Administração é responsável pela avaliação da capacidade de a Entidade continuar operando, divulgando, quando aplicável, os assuntos relacionados com a sua continuidade operacional e o uso dessa base contábil na elaboração das demonstrações financeiras, a não ser que a Administração pretenda liquidar a Entidade ou cessar suas operações, ou não tenha nenhuma alternativa realista para evitar o encerramento das operações.

KPMG Auditores Independentes, uma sociedade simples brasileira e firma-membro da rede KPMG de firmas-membro independentes e afiliadas à KPMG International Cooperative ("KPMG International"), uma entidade suíça.

KPMG Auditores Independentes, a Brazilian entity and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.



Responsabilidades dos auditores pela auditoria das demonstrações financeiras

Nossos objetivos são obter segurança razoável de que as demonstrações financeiras, tomadas em conjunto, estão livres de distorção relevante, independentemente se causada por fraude ou erro, e emitir relatório de auditoria contendo nossa opinião. Segurança razoável é um alto nível de segurança, mas não uma garantia de que a auditoria realizada de acordo com as normas brasileiras e internacionais de auditoria sempre detectam as eventuais distorções relevantes existentes. As distorções podem ser decorrentes de fraude ou erro e são consideradas relevantes quando, individualmente ou em conjunto, possam influenciar, dentro de uma perspectiva razoável, as decisões econômicas dos usuários tomadas com base nas referidas demonstrações financeiras.

Como parte da auditoria realizada de acordo com as normas brasileiras e internacionais de auditoria, exercemos julgamento profissional e mantemos ceticismo profissional ao longo da auditoria. Além disso:

- Identificamos e avaliamos os riscos de distorção relevante nas demonstrações financeiras, independentemente se causada por fraude ou erro, planejamos e executamos procedimentos de auditoria em resposta a tais riscos, bem como obtemos evidência de auditoria apropriada e suficiente para fundamentar nossa opinião. O risco de não detecção de distorção relevante resultante de fraude é maior do que o proveniente de erro, já que a fraude pode envolver o ato de burlar os controles internos, conluio, falsificação, omissão ou representações falsas intencionais.
- Obtemos entendimento dos controles internos relevantes para a auditoria para planejarmos procedimentos de auditoria apropriados às circunstâncias, mas não com o objetivo de expressarmos opinião sobre a eficácia dos controles internos da Entidade.
- Avaliamos a adequação das políticas contábeis utilizadas, a razoabilidade das estimativas contábeis e as respectivas divulgações feitas pela Administração.
- Concluímos sobre a adequação do uso, pela Administração, da base contábil de continuidade operacional e, com base nas evidências de auditoria obtidas, se existe incerteza relevante em relação a eventos ou condições que possam levantar dúvida significativa em relação à capacidade de continuidade operacional da Entidade. Se concluirmos que existe incerteza relevante, devemos chamar atenção em nosso relatório de auditoria para as respectivas divulgações nas demonstrações financeiras ou incluir modificação em nossa opinião, se as divulgações forem inadequadas. Nossas conclusões estão fundamentadas nas evidências de auditoria obtidas até a data de nosso relatório. Todavia, eventos ou condições futuras podem levar a Entidade a não mais se manter em continuidade operacional.
- Avaliamos a apresentação geral, a estrutura e o conteúdo das demonstrações financeiras, inclusive as divulgações e se as demonstrações financeiras representam as correspondentes transações e os eventos de maneira compatível com o objetivo de apresentação adequada.

Comunicamo-nos com a Administração a respeito, entre outros aspectos, do alcance planejado, da época da auditoria e das constatações significativas de auditoria, inclusive as eventuais deficiências significativas nos controles internos que identificamos durante nossos trabalhos.

Brasília - DF, 28 de abril de 2021

KPMG Auditores Independentes
CRC GO-001203/O-F-GO

Gustavo de Souza Matthesen
Contador CRC 15P293539/O-8

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KPMG Auditores Independentes, a Brazilian entity and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.

GOVERNANCE

The bodies responsible for governance monitor the implementation of institutional activities and commitments, oversee the relationship with the WWF Network, define policies, principles, and the WWF-Brazil strategic goals, and ensure the organization's mission fulfillment.

General Meeting

It is the highest body of WWF-Brazil, in which associates and members of the Deliberative and Advisory Councils are part of. The meetings occur ordinarily once a year to deliberate on the financial demonstrations of the previous year and approve the budget and the activity plans for the current year. They can meet on other occasions, if necessary.

Deliberative Council

The Council leads WWF-Brazil's governance and management process and is responsible for approving policies and strategies. It ensures compliance with the organization's mission, values and social goals; enforcing the General Assembly's decisions; supervising the Executive Board's management; and ensuring that decision-making processes, management systems, and the executive and operational staff are adequate to achieve institutional goals. They meet ordinarily every four months, besides thematic committees.

Advisory Council

It is a consulting and advisory body to the Deliberative Council and the organization. It is a space for debate, contributing suggestions, critiques, and opinions on any topic related to the Mission and Goals of WWF-Brazil. It is composed of people of notorious knowledge, experts in our work matters. And by associates and former advisors who have already integrated other instances of governance and management of WWF-Brazil.

Supervisory Council

Its mission is to inspect WWF-Brazil's financial, accounting, asset, and budget management and examine its internal procedures and controls, ensuring transparency. It is responsible for hiring auditors and is composed of independent external members who have training in the financial area. They feed the Finance and Risk Committee and the Deliberative Council with reports based on the annual audits, highlighting possible deficiencies and actions recommended to eliminate risks.

Executive Board

It is WWF-Brazil's professional management body. It is responsible for the organization's administration, compliance with institutional policies, strategy formulation, and after approval of the Deliberative Council for its execution. It practices administrative acts and holds the formal representation of the institution, reporting directly to the Deliberative Council. It is composed entirely of professionals hired by WWF-Brazil, with exclusive dedication.

WWF-BRAZIL

IN 2020

Deliberative Council

President

Roberto Pedote

Carlos Afonso Nobre
Daniel Bleecker Parke
Fábio Alperowitch
Flávia Regina de Souza Oliveira
Heloísa Helena Rios de Carvalho Nigro
José Augusto Raposo Alentejano
Junia Nogueira de Sa
Luiz Carlos de Lima
Sérgio Besserman Vianna

Advisory Council

Dr. Paulo Nogueira-Neto
(president emeritus - in memoriam)

Álvaro Antonio Cardoso de Souza
Antonio Martins Fadiga
Antonio Paulo de Azevedo Sodré
Eduardo Mazzaferro Ehlers
Haakon Lorentzen
José Eli da Veiga
José Galizia Tundisi
Luís Antonio Semeghini de Souza
Philippe Prufer
Rachel Biderman Furriela
Rita de Pinho Carvalho
Roberto Silva Waack

Strategic Management Circle

Full Members

Marcos da Cunha Carneiro
Natan Szuster (coordenador)
Luiz Fernando Correia Parente

Alternate

Ricardo Lopes Cardoso
Brunno Cruz da Silva

Executive Board

Mauricio de Almeida Voivodic

Executive Circle

Mauricio de Almeida Voivodic

Culture and Development

Cynthia Bezerra Coutinho

Risk Management and Safety

Alessandra Utiyama

Strategic Management

Mauricio de Almeida Voivodic

Operational Management

Alessandra Utiyama

Reputation Management

Gabriela Yamaguchi

Integrity and Legal

Fernando Antunes Caminati

Strategic Management Circle

Mauricio de Almeida Voivodic

Science

Mariana Napolitano

Portfolio Circle

Mauricio de Almeida Voivodic

Green Economy

Alexandre Curvelo de Almeida Prado

Project Office

Cristiano Cegana

Social And Environmental Justice

Raul Silva Telles do Valle

Ecosystems Conservation and Restoration

Edegar de Oliveira Rosa

Engaged Society

Gabriela Yamaguchi

TEAM

2020

Employees

Abílio Vinicius B. Pereira
Adriana Ferranni W. Rodrigues
Alessandra da Mota Mathyas
Alessandra G. Batista Manzur
Alessandra Utiyama Yamamoto
Alexandre C. de Almeida Prado
Amanda Porto de Almeida
Ana Carolina Bauer Hansch
Ana Carolina Crisóstomo
Ana Carolina T. Franchini
Ana Claudia C. de Moura
Ana Kátia de Sousa Fernandes
Ana Paula Silva Ferreira
Anita Toledo B. Diederichsen
Anna Carolina F. Lobo
Anna Carolina Ramalho Lins
Antônio Barbosa de Melo
Antônio Cristiano V. Cegana
Bianca Yukie M. Nakamoto
Breno Ferreira de Melo
Bruna Motta Piazero
Bruno dos Reis Fonseca
Bruno Taitson Bueno
Byanca Ferreira Alves
Caio Faro
Cássio Bernardino
César Augusto R. da Fonseca
Clarissa Presotti G. Carvalho
Cláudio Jose Francisco Silva
Cynthia Amorim de Oliveira
Cynthia Bezerra Coutinho
Daniel Arrifano Venturi
Daniela Cristiane Teston
Danuzia Canuto Lima
Denise de Almeida Bispo
Dion Isaac Ward Utreras

Douglas Silva dos Santos
Edegar de Oliveira Rosa
Eduarda de Paula Miranda
Eduardo Valente Canina
Élida Soares dos Santos
Érika Eveline M. Nascimento
Etienne Lima de Oliveira
Evelin Karine Amorim Moraes
Fabiano Ferreira da Silva
Fabrício Adorna de Campos
Felipe Feliciani
Felipe Spina Avino
Fernando Antunes Caminati
Fernando Pacheco Machado Dias
Flávia Accetturi Szukala Araújo
Francisca Maira P. de Oliveira
Frederico Soares Machado
Gabriela Correia Raymundo
Gabriela Sayuri Yamaguchi
Gabriela Soares Pereira
Gabriela Viana Moreira
Geanne da Silva Pereira
Henrique Santiago A. Carlos
Izac Francisco Theobald
Jaime Deconto
Jair dos Santos Oliveira
Jean Francois Timmers
Joao Pedro Faustino Marques
Josiane Valeriano S. Santos
Júlia Correa Boock
Juliana Claudio Oliveira
Karina Leal Yamamoto
Katiane de Sousa Ribeiro
Kolbe Wombral Soares Santos
Laiana R. de Oliveira Lima
Laiane Barros dos Santos

Laís Ernesto Cunha
Léa Maria David
Leda F. da Silva Tavares
Leonardo Pereira Costa
Lídia Maria F. Rodrigues
Lidiane Benicio de Oliveira
Lívia Maria Gomes Freire
Luana C. Sampaio da Silva
Luana Lopes Lima do Rosario
Lucas Gomes da Silva
Marcelo M. Spinelli Elvira
Marcelo Oliveira da Costa
Maria Carolina C. de Siqueira
Maria Eduarda M. Sarmento
Maria Fernanda Lino Maia
Maria Jasylene Pena de Abreu
Maria Sirderlândia F. Silva
Mariana Gutierrez de Menezes
Mariana Napolitano e Ferreira
Mark William Lutes
Mauricio de Almeida Voivodic
Michel de Souza R. dos Santos
Moacyr Araujo Silva
Osvaldo A. Barassi Gajardo
Paula Hanna Valdujo
Paula Peirão de Oliveira
Paulo Henrique H. de Sousa
Pedro Henrique de S. Oliveira
Pedro Henrique da Silva Néto
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Rafael Gandur Giovanelli
Raquel Santana de C. Veras
Raul Silva Telles do Valle
Regiane Stella Guzzon
Renata Andrada Peña
Renata Camargo de Araújo

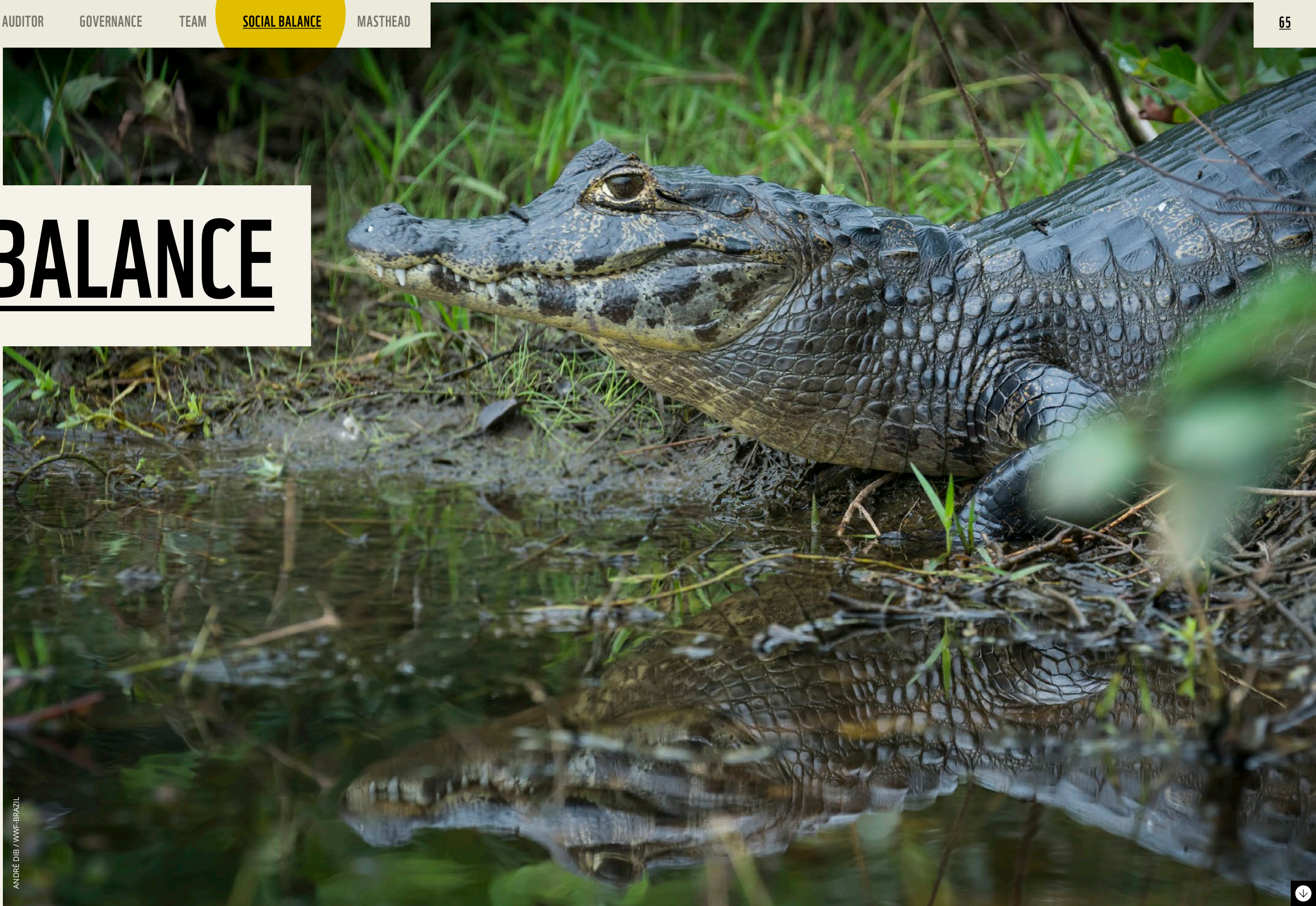
Ricardo de Assis Mello
Ricardo Junqueira Fujii
Rocio Chacchi Ruiz
Rodrigo Dornelas Melo
Rôney Andrade
Saulo Lira de Negreiros
Solange Azevedo
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Tatiane Oliveira
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Thiago Belote Silva
Tiago Egidio Paiva Barbosa
Tiago N. Pimenta dos Reis
Vinícius F. Nora Bittencourt
Vinicius Pimentel Ferreira
Virgínia Antonioli
Vitor Hugo Coutinho de Araújo
Warner Bento Filho

Interns

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Carolina Sousa Marcial
Carolyn Garcia Schiavo
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Francisca Valéria A. da Silva
Julia Bianchi de Paula
Liandra Larissa Ximenes
Luísa G. Lisboa das Chagas
Rabeshe Pereira Quintino
Roberta Beatriz F. de Oliveira
Samara Cristina S. dos Santos
Viviane Sobral D. dos Santos

SOCIAL BALANCE

This is the fifth consecutive year that WWF-Brazil has published its social report in the Annual Activity Report. We believe in the responsibility that everyone has – social and private organizations, the public sector and civil society – in building a more egalitarian country. It is necessary to invest in accountability, going beyond financial results. For us, environmental and social aspects must also be included. We want to reflect, within our organization, the Brazilian demographic composition, and the good practices that we want to see in the private sector, such as a greater number of blacks and people over 60 years among our employees, and more women in leadership positions with equal pay in relation to men. Check out the WWF-Brazil Social Balance data below.



Internal social indicators (IBASE MODEL)

ACTIONS AND BENEFITS FOR EMPLOYEES

	2016		2017		2018		2019		2020	
	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue
Total	2,452	4%	2,556	3%	3,147	6%	3,537	7%	2,879	6%
Food	1,126	1.95%	1,139	1%	1,330	2.69%	1,481	2.99%	1,537	3.11%
Daycare/nursery benefits (for employees' children up to 6 years old)	69	0.12%	88	0%	120	0.24%	126	0.25%	119	0.24%
Health	1,024	1.78%	1,028	1%	1,392	2.81%	1,634	3.30%	960	1.94%
Transportation vouchers	11	0.02%	16	0%	24	0.05%	10	0.02%	7	0.01%
Internship scholarship	197	0.34%	263	0%	255	0.51%	245	0.49%	209	0.42%
Life insurance	24	0.04%	23	0.03%	26	0.05%	41	0.08%	46	0.09%

Consumption indicators (IBASE MODEL)

	2016		2017		2018		2019		2020	
	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)
Paper consumption for office use	157,500 sheets	R\$ 5,220.98	157,512 sheets	R\$4,851.37	120,435 sheets	R\$3,837.25	75,000 sheets	BRL 1,781.25	25,000 sheets	R\$875.00
Electric power consumption	134,770 kW/h	R\$ 88,701.23	150,225 kW/h	R\$84,770.92	133,704 kW/h	R\$101,949.90	83,040 kW/h	R\$41,604.59	112,095 kW/h	R\$64,125.35
Water consumption	5,277 m³	R\$4,879.32	11,216 m³	R\$11,756.70	647 m³	R\$11,366.36	642 m³	R\$10,016.64	534 m³	R\$7,862.70



Functional body indicators (IBASE MODEL)

	2016	2017	2018	2019	2020
	No./ %	No. / %	No./ %	No./ %	No./ %
Total employees at the end of the period	115	116	138	142	130
Number of admissions during the period	21	25	38	26	10
Dismissals	26	24	16	22	22
Use of the internal team (promotions, role movements)	13	10	13	24	9
% of employees up to 45 years old	89%	86%	84%	83%	82%
% of employees over 45 years old	11%	13%	15%	16%	18%
% of employees over 60 years old	0%	1%	1%	1%	1%
Number of women working in the institution	64	61	73	76	74
% of management positions held by women	36%	28%	45%	52%	57%
Average age of women in management positions	35	39	43	43	37
Average salary of women in the institution	R\$ 6,491.56	R\$ 7,051.00	R\$ 7,653.55	R\$ 7,830.00	R\$ 8,972.81
Number of men working in the institution	51	55	65	66	56
% of management positions held by men	64%	72%	55%	48%	43%
Average age of men in senior positions	41	45	45	45	39
Average salary of men in the institution	R\$ 9,638.86	R\$ 10,665.21	R\$ 10,233.57	R\$ 10,819.00	R\$ 11,410.97
Blacks, browns and indigenous people who work at the institution	33	32	49	50	38
% of leadership positions occupied by blacks, browns and indigenous people	29%	28%	27%	28%	29%
Average age of blacks, browns and indigenous people in leadership positions	35	39	39	43	45
Average salary of blacks, browns and indigenous	R\$ 6,822.49	R\$ 7,212.51	R\$ 7,312.96	R\$ 15,152.05	R\$ 7,883.61
Whites and yellows who work at the institution	60	79	89	90	92
Average salary for whites and Asians	R\$ 8,149.35	R\$ 9,723.09	R\$ 9,651.53	R\$ 18,678.38	R\$ 10,906.79
% of management positions held by whites and Asians	71%	66%	68%	72%	71%
Interns during the period	17	15	14	12	13
people with special needs	1	2	3	3	3
Employees under 18 years old (apprentice)	2	2	2	2	2

Functional body indicators (IBASE MODEL)

	2016	2017	2018	2019	2020
	No.	No.	No.	No.	No.
Total employees at the end of the period	115	116	138	140	130
Graduates	54	51	52	50	47
Postgraduates (specialists, masters and doctors)	52	54	77	78	72
Graduate students	6	8	7	10	9
Elementary School	0	0	0	0	0
High school	3	3	2	2	2
Non-literate	0	0	0	0	0

Ethics, transparency and social responsibility (IBASE MODEL)

	2016	2017	2018	2019	2020
	No.	No.	No.	No.	No.
Ratio between highest and lowest salary (without benefits)	12.8 times	22.2 times	21 times	18.8 times	20.8 times
Ratio between highest and lowest salary (salary + benefits)	8.5 times	13.1 times	12.7 times	9.17 times	9.7 times
The participation of employees in the institution's planning:		<div><input type="checkbox"/> does not occur</div> <div><input type="checkbox"/> occurs at management level</div> <div><input checked="" type="checkbox"/> occurs at all levels</div>	<div><input type="checkbox"/> does not occur</div> <div><input type="checkbox"/> occurs at management level</div> <div><input checked="" type="checkbox"/> occurs at all levels</div>	<div><input type="checkbox"/> does not occur</div> <div><input type="checkbox"/> occurs at management level</div> <div><input checked="" type="checkbox"/> occurs at all levels</div>	<div><input type="checkbox"/> não ocorre</div> <div><input type="checkbox"/> ocorre em nível de chefia</div> <div><input checked="" type="checkbox"/> ocorre em todos os níveis</div>
The institution has an Ethics Committee/Council to monitor:		<div><input checked="" type="checkbox"/> all actions/activities</div> <div><input type="checkbox"/> teaching and research</div> <div><input type="checkbox"/> animal experimentation/ vivisection</div> <div><input type="checkbox"/> it does not have one</div>	<div><input checked="" type="checkbox"/> all actions/activities</div> <div><input type="checkbox"/> teaching and research</div> <div><input type="checkbox"/> animal experimentation/vivisection</div> <div><input type="checkbox"/> it does not have one</div>	<div><input checked="" type="checkbox"/> all actions/activities</div> <div><input type="checkbox"/> teaching and research</div> <div><input type="checkbox"/> animal experimentation/vivisection</div> <div><input type="checkbox"/> it does not have one</div>	<div><input checked="" type="checkbox"/> all actions/activities</div> <div><input type="checkbox"/> teaching and research</div> <div><input type="checkbox"/> animal experimentation/vivisection</div> <div><input type="checkbox"/> it does not have one</div>
In the selection of partners and service providers, ethical and social and environmental responsibility criteria:		<div><input type="checkbox"/> não são considerados</div> <div><input checked="" type="checkbox"/> são sugeridos</div> <div><input type="checkbox"/> são exigidos</div>	<div><input type="checkbox"/> are not taken into account</div> <div><input checked="" type="checkbox"/> are suggested</div> <div><input type="checkbox"/> are required</div>	<div><input type="checkbox"/> are not taken into account</div> <div><input checked="" type="checkbox"/> are suggested</div> <div><input type="checkbox"/> are required</div>	<div><input type="checkbox"/> are not taken into account</div> <div><input checked="" type="checkbox"/> are suggested</div> <div><input type="checkbox"/> are required</div>

MASTHEAD

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e Solange Azevedo

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WWF-Brazil – Solange Azevedo

TEXT

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Silvana Martinucci

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André Dib

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Laboota

#TOGETHERPOSSIBLE



Trabalhamos pela conservação
da natureza, pelas pessoas e
pela vida selvagem.

#JuntosÉpossível

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