



# WWF–Brazil Annual Report 2005



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Cachoeira do Desespero, in Montanhas do Tumucumaque National Park, Amapá

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WWF–Brazil's mission is to help Brazilian society conserve its natural environment, harmonising human activity with the conservation of biological diversity and the rational use of natural resources for the benefit of the citizens of today and of future generations.

# Environmental alliances



Pantanal: flooded areas rich in biodiversity

© WWF-Canon / Michel Gunther

Throughout 2005, concentrating on the goal of focusing its environmental conservation actions more intensely on programmes that are relevant to the fulfilment of its mission to harmonize human activity with the protection of biodiversity and the sustainable use of natural resources, WWF–Brazil once more reaped expressive results. To focus means to choose among many alternatives and this is always a dilemma for a responsible NGO like ourselves, faced as we are with the formidable challenges posed by a combination of the richness of the Brazilian environment and the growing threats that arise from its unscrupulous exploitation.

For us, relevance is the power to contribute technically and financially so that the Amazon Region Protected Areas Programme (ARPA) can reach its target of paving the way for the Ministry of the Environment to create 9 million hectares of strict use Protected Areas two years ahead of schedule. Aside from its US\$ 3.3 million donation to the ARPA fund, the largest single donation made to date, WWF–Brazil was also one of the main partners on the scientific expedition to the Tumucumaque National Park in Amapá, the largest tropical park in the world and one of the most isolated reaches of the Amazon. This expedition constituted an extremely important step in terms of managing the park, as it enabled us to acquire first-hand knowledge of this relatively untouched region.

For WWF–Brazil, having a positive impact means alerting Brazilian society to the urgency of protecting the riverheads and of responsible access to water, something that is part of the daily routine of our Water for Life programme. Just as we were installing a gigantic inflatable water pail at the foot of the Christ the Redeemer statue in Rio de Janeiro as a World Environment Day attempt to impress upon the population the need to break the vicious circle of pollution that is generating a shortage of water for human consumption, we also signed an agreement with the National Water Agency (ANA) that should result in a series of studies aimed toward economic development and job creation through environmental conservation.

Though I have only highlighted our actions in 2005 in relation to ARPA and the Water Programme, which are part of a far wider scope of action, I would like to emphasise that what makes all this possible is a philosophy of pro-environment alliances that encompasses everything from the quality of our partners and the generosity of our donors to the support received from the WWF Network and the dedication of our staff and the voluntary efforts of the members of our executive council. Symbolizing our gratitude to this latter group, we are honoured to welcome Dr. Paulo Nogueira Neto, who has contributed such a great deal materially and intellectually to the institution's success over the years, as President Emeritus of our Board of Directors.

In 2006 we shall be celebrating 35 years in Brazil (we made our debut supporting the Golden Lion Tamarin project!) and 10 years as a national organisation, directed by Brazilians and with its own Governance. This is without doubt something worth commemorating, though nothing will distract us from our mission of conserving Brazilian biodiversity for the good of the citizens of today and, most of all, for those of future generations.



**ÁLVARO DE SOUZA**  
President of the WWF–  
Brazil Board of Directors



# Knowledge and new partnerships



Bromeliads in the Atlantic Forest of Espírito Santo

© WWF-Canon / Michel Gunther

For WWF–Brazil, 2005 was a year defined by the consolidation of the consistent work the institution has been doing: to the excellent results in conservation we can add those in the area of corporate relations, fundraising and communication. It was a year in which many WWF–Brazil programmes so evidently came of age, which allowed us to further extend our work in nature conservation and the sustainable use of natural resources. It was also a year of intense institutional strengthening, culminating in the creation of a legal counsel and compliance department.

This new area began its activities looking to create an internal culture of compliance, that is, of respect for Brazilian law and norms and for WWF Network standards, thus minimising risk in its management, operational activities, project negotiations and other more strategic actions.

In the Amazon, our efforts contributed to the dissemination of sustainable management, which led to higher incomes for the local communities through the sale of forest products. Also in the Amazon, WWF–Brazil played a fundamental role in the creation and consolidation of protected areas on the Amazon Protected Areas Programme (ARPA), key elements in maintaining the biome. Without these areas, swathes of forest rich in biological diversity could suffer irreversible changes, even before they can be properly known.

Public awareness initiatives also gained momentum in 2005, with actions undertaken both in large cities like São Paulo, Rio de Janeiro and Brasília and in the small rural communities we work alongside. Knowledge is one of the most important aspects of conservation, and WWF–Brazil prioritises environmental awareness and communication throughout its planning.

The work of WWF–Brazil would be impossible without strategic partnerships and it is with great satisfaction that we give thanks for the support of all those who have made our actions viable. In 2005 we received a visit from WWF Network directors, with whom we were able to share our results, some even in-situ. Getting to know those who carry out the work and the places that yield the results is one way of strengthening ties. Among other visitors in 2005, we received representatives from WWF–Germany, WWF–USA, WWF–Holland, WWF–International and WWF–United Kingdom.

Our new partnerships also resulted in a significant increase in revenues, which rose by 48% in 2005 over the previous year. The great news is that fundraising was done both abroad and in Brazil, where new collaborators came on-board, demonstrating awareness and trust in our work.

Nearly ten years after the foundation of WWF–Brazil — the tenth anniversary will be celebrated in 2006 — we would like to thank all who have helped and continue to collaborate in the construction and solidification of the institution. It is these who give us the certainty that we are contributing so that environmental conservation remains forever on the nation's agenda.



**DENISE HAMÚ**  
WWF–Brazil CEO



# A word from the Board

Butterflies feed on mineral nutrients in the Midwest of  
the country

© WWF-Canon / Michel Roggo





**FUNDRAISING COMMITTEE** 2005 was a year of challenges and achievements for the Fundraising Committee. Though we inaugurated the Corporate Club at the end of 2004, this product was consolidated in 2005, with the adherence of nine partner companies: Natura, ItauBBA and Norsul in the Mogno category and Comgás, HSBC, Ibope, Icatu Hartford, Megadata and Unidas in the Pau-Brasil category. In addition to this, we launched an electronic newsletter and held two seminars that involved the participation of some important companies. The themes of these seminars were Climate Change and Corporate Responsibility. Another reason for joy was the partnership with Banco Itaú, which unveiled a capitalization product called PIC Natureza (Itaú Nature Capitalization Plan), which channels some of its returns into fieldwork in the Atlantic Forest biome. We were also invited to take part in the seminar Cause-related Marketing, organized by the IDIS, which reinforced WWF-Brazil's position as one of the most renowned and respected organisations in the country.

## **COMMUNICATION AND MARKETING**

**COMMITTEE** In 2005 WWF-Brazil's Communication and Marketing Committee contributed to the development of a system that will facilitate the organisation's relations with its members and partners and carried out surveys that helped better trace the profile of those who support the institution. Systematic work also began on positioning the institution's brand and its identification with genuinely national challenges. Also in 2005 we consolidated new information outlets that have strengthened the dissemination of WWF-Brazil's results and our new, more interactive website went on-line. The Committee identified four strategic lines that will guide its actions in the area: membership, products, franchising and communication.

## **FINANCES AND CONTROLLERSHIP**

**COMMITTEE** Guided by the directives outlined in the 2005 Target Plan, the Finances and Controllership Area celebrated some important achievements that reflected in a clear and positive manner on WWF-Brazil's areas of activity. Among these we could highlight the implementation

of the RM Integrated Management System, which gave us more agility and security in our internal control procedures, creating, in turn, favourable conditions for the implantation — in the short term — of an important project management tool, a longstanding aspiration of the institution.

Special mention must also be made of the success of our institutional awareness drive on the importance of maintaining minimum standards for cost recovery on our projects, which is of vital importance if our operations are to continue in a sustainable manner.

## **APPOINTMENTS COMMITTEE**

The Appointments Committee has been developing objective procedures to monitor the functioning and periodically renew the composition of the Board of Directors and Advisory Committee. At the end of 2004 the Committee undertook the first structured performance appraisal of the Board of Directors. This practice, which will be repeated annually, involves an analysis of the composition, the internal procedures and the organic functioning of both the Board and its Committees. The results of this process enable us to achieve the best possible standards of governance, with a dynamic and engaged Board of Directors, one that makes an even greater contribution to protecting the environment and to the success of our efforts to conserve Brazilian biodiversity.

## **PROGRAMMES COMMITTEE**

In virtue of Dr. Paulo Nogueira Neto's appointment as President Emeritus of WWF-Brazil, in 2005 Board member Cláudio Pádua assumed the difficult task of replacing him at the helm of the Programmes Committee. Fortnightly meetings with the Conservation Superintendent subsidised the Committee's work and served to accompany the progress of the staff in relation to the policies established by the Board. In 2005, we revised the template for strategic planning and discussed short, medium and long-term conservation targets. The Committee collaborated in drafting the institutional fundraising strategies and participated in an inter-institutional work group lobbying for a change in fiscal legislation with a view to creating environmental fiscal incentives.

# About WWF–Brazil

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Birds at the Cabo Orange National Park in Amapá State.  
WWF–Brazil made an expedition to the area in 2005

© WWF–Brazil / Alex Silveira





Operating in Brazil since 1971, WWF became a national organisation in 1996 with the creation of WWF–Brazil, which will be celebrating its tenth anniversary in 2006. Throughout this period the organisation has developed over 70 nature conservation and sustainable development projects in the Amazon, Atlantic Forest, Pantanal swampland and Cerrado scrubland in partnership with local communities, governments and other NGOs. WWF–Brazil, a genuinely national organisation, is part of the WWF Network.

## NETWORK COUNTS ON THE SUPPORT OF FIVE MILLION PEOPLE

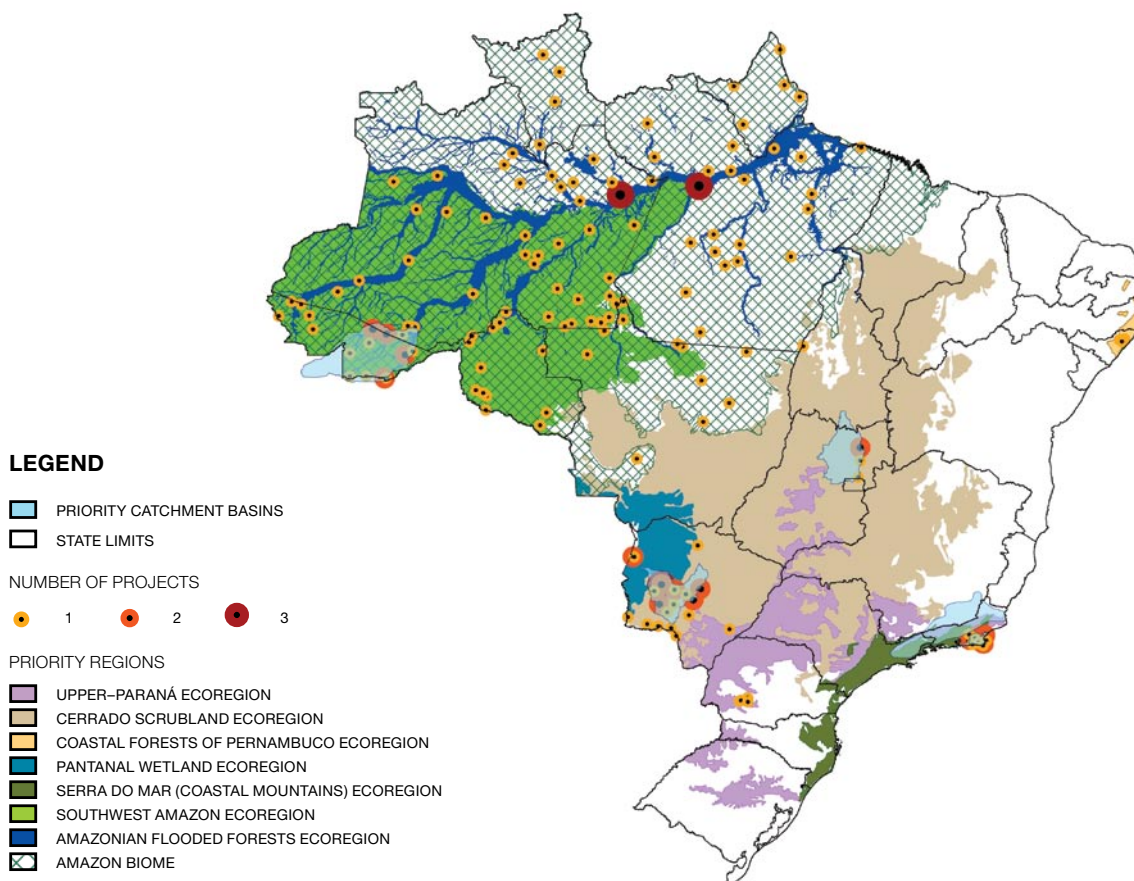
Created in 1961, the network runs some two thousand conservation projects in over a hundred countries. The largest environmentalist network in the world, WWF forms partnerships with communities, the public and private sectors and other NGOs and counts on the support of approximately 5 million people, among members and volunteers.

WWF–Brazil's nature conservation projects always encompass elements of environmental education and awareness. One of WWF–Brazil's challenges is to help the population make connections between apparently distinct environmental problems — such as the destruction of the Amazon Rainforest and its impact upon the rain cycles in large urban centres like São Paulo.

Another priority is to collaborate in the drafting of public policies that consider Brazil's environmental issues.

## PARTNERSHIPS ARE A CENTRAL ELEMENT OF OUR WORK

WWF–Brazil is a not-for-profit, autonomous civil society organisation that believes in a multidisciplinary approach to environmental issues as an effective way to mitigate environmental degradation and promote sustainable development. In alliance with this principle, WWF–Brazil also believes that willingness and openness to establish partnerships is an important ingredient in the success of our initiatives.



## THE WATER FOR LIFE Programme



Giant water pail WWF-Brazil installed at the feet of the Christ the Redeemer statue on World Environment Day: a warning about the importance of conserving water resources.

© WWF-Brazil / Adriana Lorete

# For water throughout Brazil



The Water for Life Programme was created by WWF–Brazil in 2001 to tackle the serious problems the country is facing in relation to water resources and to contribute towards multiple water use while ensuring the protection of aquatic ecosystems. Brazil houses 13.7% of all of the available freshwater on earth, a strategic asset for the country's economic and social development, but one that has to be preserved for future generations. To this end, the Water for Life Programme — the widest-reaching initiative in the water resource segment in the world — works on various fronts, identifying ways to harmonise development and nature. This nationwide water conservation and management drive has been made possible thanks to a partnership between WWF–United Kingdom and HSBC, with the participation of WWF–Brazil.

### THE WATER FOR LIFE, WATER FOR ALL CAMPAIGN

The Water for Life, Water for All Campaign is a WWF–Brazil initiative with the long-term objective of bringing about a change in the way Brazilian society views its water resources, replacing the perception that water is simply an asset there to be consumed with an understanding that water is life-support.

Over the course of its four-year duration, the campaign will intersperse national stages with two regionally developed thematic modules. The Urban Module was the first to be implemented on a regional basis and was launched as a campaign in June 2003 in the Federal District, where all of the catchment basins are in state of alert. The focus was on protecting watersources through a series of actions, including support for the Adopt a Riverhead Programme from the Environmental Secretariat of the Federal District (Semarh) and activities to curb wastage.

The second Thematic Module, launched on World Water Day (March 22nd), targets Service Providers in the Sanitation segment, professionals who have the capacity to serve as capillaries for the campaign and promote real changes over a shorter period, both in terms of the behaviour of the population and in the way water resources are managed, by protecting the riverheads, avoiding wastage during distribution and widening public access to running water and sanitation.

In July, representatives from WWF–Brazil and the National Council of the Atlantic Forest Biosphere Reserve presented proposals to the CNRH (National Water Resource Council) for the integration of forest and water resource policies. The document, which was approved as a motion, also signed by the National Water Resource Secretariat and the Fundação SOS Mata Atlântica, provides recommendations and directives to guarantee the conservation and management of forests and soils as a way of maintaining water quality and quantity.

In the second semester, in September to be precise, WWF–Brazil and the ANA (National Water Agency) signed a cooperation agreement that not only covers the technical, scientific and educational fronts, but encompasses fundraising and social mobilization activities as well. The goal of the agreement is to support the implementation of the National Water Resource Management System (Singreh), with special emphasis on the management and conservation of the country's aquatic ecosystems and water reserves.

One of the expected results of this agreement is that it can constitute an advance in terms of subsidizing decisions that target economic development and job creation through environmental conservation.

### PARTNERSHIP LEADS TO THE CREATION OF A BASIN COMMITTEE IN RIO

Catchment basin committees are water resource management planning units as

established under the Brazilian Water Laws. They are made up of representatives from the government, the users and organized civil society and their functions, in summary, are to decide what can and cannot be done within the basin, settle disputes over water usage and ensure the multiple use and conservation of the basin's water resources.

In Mato Grosso do Sul, the State Council for Water Resources approved a resolution to create the Rio Miranda Catchment Basin Committee, the first such organ in the state and in the Upper Paraguai Basin. The Rio Miranda Catchment Basin occupies 12% of the state's territory, some 45 thousand kilometres squared, where over a million people depend directly or indirectly on its waters. The creation and installation of the Rio Miranda Committee was one of the objectives of the Demonstrative Project established by the Water for Life Programme in Mato Grosso do Sul.

A third basin committee for the state of Rio de Janeiro, responsible for the water resources of the entire Lagos region, was also installed in 2005. The creation of the Catchment Basin Committee for the Araruama and Saquarema Lakes and São João, Uma and Ostras Rivers — the Lagos São João Committee — is fruit of the efforts of the Lagos São João Consortium and the result of a partnership in the form of a demonstrative project from WWF–Brazil's Water for Life Programme. This was the first state committee to be established in the country and all of the management tools required by law are already in place.

For the last four years, the Water for Life Programme has been lending its support to the fisheries management projects on WWF–Brazil's Amazon Programme. Nine fisheries agreements were published this year alone and lake management programmes are beginning to be adopted elsewhere. For more information, see the Amazon Programme section on page 14.

## WWF–BRAZIL COLLABORATES IN WRITING THE ‘WATER BIBLE’

In 2005, WWF–Brazil participated in the workshops to draw up the PNHR (National Water Resources Plan), considered Brazil’s ‘water bible’. The plan comprises four volumes in all: I — National Panorama of Water Resources in Brazil; II — Current State of Water Resources in Brazil; III — Scenarios; IV — National Programmes and Targets. The PNHR outlines strategies for the next 10 years and is the first plan of its kind in Latin America and one of the first worldwide.

To help the catchment basin committees monitor and assess their functioning and performance, WWF–Brazil and the National Forum of Catchment Basin Committees developed a publication entitled “Tips and Reflections on Accompanying the Implementation of Water Resource Management Systems in Brazil”. The book contains conceptual analyses — operation, function, concepts — and traces “expected situations” from which possible indicators could be extrapolated.

Sergio Augusto Ribeiro and Samuel Barrêto, from WWF–Brazil, carry a banner on the Corcovado on World Environment Day

© WWF–Brazil / Adriana Lorete



## ENVIRONMENTAL EDUCATION STIMULATES PARTICIPATION

Environmental Education (EE) is part of the backbone of the Water for Life Programme. There are currently five projects underway in various parts of the country: The Waters of the Cerrado Project (Federal District), The EE Project in the Upper Tocantins Basin (Goiás), Environmental Education in the Miranda and Apa Riverbasins (Mato Grosso do Sul), The Environmental Education Programme for Basin Management in the Region of Lagos, São João and the Coastal Zone (Rio de Janeiro) and the Clean Waters, Healthy Communities Projects (Paraná).

The projects work side-by-side with the basin consortiums and committees,

environmental education networks, local communities, local public authorities, teachers, students and schools. Their main goals are to sensitise the public, develop knowledge, awaken creativity in dealing with environmental issues and call people and groups to action in defence of the environment, stimulating the desire to participate in the task of looking after and managing water supplies. For more information, see the Environmental Education Programme section on page 26.

## TWO PROGRAMMES, ONE EXPEDITION

‘Water for Life’ works in close collaboration with other WWF–Brazil programmes. In

October, in partnership with WWF–Brazil’s Pantanal Forever programme, the Pantanal Amazon Conservation Institute, the Environmental Secretariat for the State of Mato Grosso and Ibama, an expedition was organized to the Sepotuba Valley in order to run some diagnostics on the state of the river, an important tributary in the Pantanal basin. Such serious problems as erosion, collapsed banks, water sedimentation and removal of vegetation were identified at the Sepotuba riverheads. The Pantanal Amazon Conservation Institute will now begin an environmental education drive with the riverside communities in order to prevent the river’s condition from deteriorating further.



The Panda Balloon: from the air, messages from the campaign look to spread awareness of the need to expand access to drinkable water

© WWF–Brazil / Roberto Bandeira



## SOME OF THE ACTIONS ON THE WATER FOR LIFE, WATER FOR ALL CAMPAIGN

### On the Corcovado, a huge water pail warns of present and future challenges

On June 5 (World Environment Day), at the Christ the Redeemer statue in Rio de Janeiro, WWF–Brazil made a public gesture in defence of Brazil's watersources and forests and to promote access to running water for all the Brazilians currently denied this universal right by erecting a 15-meter inflatable tap and water pail beside the monument, one of the country's most famous symbols. This was a bid to call the attention of society and the government to the pressing and growing problems Brazilian cities face in terms of water supply. Worldwide, more than one billion people do not have access to treated water (40 million in Brazil alone) and 2.4 billion live without sewage collection services.

### Campaign promotes water conservation models

The aim of the Exhibition, promoted by the Water for Life Programme through the Water for Life, Water for All Campaign, was to identify and promote model initiatives — from service providers and institutions with experience in sanitation — that could contribute to water conservation, help protect watersources, reduce water pollution, involve technologies that promote efficient water use, provide access to basic sanitation and secure the involvement of society. Fifteen experiences were selected and included in the exhibition entitled Water for Life, Water for All: Good Sanitation Practices.



**THE AMAZON**  
**Programme**

# From partnerships to alliances



Amazonian floodplain vegetation during dry season,  
when the roots are exposed

© WWF-Canon / Juan Pratginestos



# “This project for the purchase of copaiba oil is good for us, it’s extra income for the rubber tapper...”

GUILHERME QUEIROZ DE OLIVEIRA

Finance secretary and former president of Amopex — Chico Mendes Extractive Reserve Residents and Producers Association in Xapuri (Acre).

## REFLECTION AND LEARNING

Developing partnerships to conserve nature and promote the rational use of natural resources is a priority at WWF–Brazil. For this reason, one of the most valuable results of the Amazon Programme in 2005 was the innovative governance model adopted in managing the Amazoniar project, which functions as a consortium involving the CTA — Centro dos Trabalhadores da Amazônia (Amazon Workers’ Centre), SOS Amazônia, Kanindé Associação de Defesa Etno–Ambiental (Kanindé Ethno–Environmental Defence Association), FSC Brazil and WWF–Brazil, which leads the consortium. It was all done in a participative manner with support in social pedagogy from the Maturi Social Ecology Group, which allowed for the development of the social abilities and instruments needed to facilitate the exercise of this governance. This management model received the 2005 environmental highlight award conferred by USAID (United States Agency for International Development), which finances the consortium’s programme. However, the pilot–programme’s reach went much further than this, as it influenced internally each of the participating institutions.

The programme began a partnership development plan that involved, as a first step, internal diagnostics of partner relations and the vision they have of WWF–Brazil. This initiative was undertaken to address a need previously detected through our institutional assessment and gave rise to a series of seminars with the presence of other programmes to decide upon a partnership policy for WWF–Brazil. Some new procedures have already been adopted and others remain to be drafted. More important than this, however, was the change of attitude on both sides, as new values and principles for the partnership relationship arose from this process of reflection and learning. Antonio Oviedo, a team member on the Amazon Programme and coordinator for the Amazon River and Floodplains Ecoregion, summed things up nicely when he said that: “Since the Partnership Development Plan, no

[partner] contact has been the same, as the new principles were incorporated into the relationship”.

## FOREST AND MARKET

In 2005, to make it easier for forest producers to adhere to sustainable management practices and obtain Forest Stewardship Council (FSC) Certification, WWF–Brazil developed its FSC Forest Certification Modular Implementation System (MIS). This is a step–by–step approach in which the company, having adopted MIS, receives technical support from WWF–Brazil to resolve problems encountered in each of the 18 modules, including employee training, control of the origins of raw materials and improvements in extraction and industrialization techniques. Another advantage is access to the Global Forest Trade Network (GFTN), the global network for the forestry industry. The system was implanted in Acre in partnership with Assimanejo — The State of Acre Association of Producers of Managed Woods.

On the community level, the management focus is on multiple forest usage, with the production not only of timber, but also of non–wood products, such as rubber (to produce vegetal leather), copaiba (to produce balsam), ivory nut palm (also known as vegetal marble), chestnut and the patauá, murumuru and cabbage palms, among others.

WWF–Brazil works towards developing markets for FSC–certified products and holds the Vice–Presidency of the Board of Directors of FSC Brazil. It is also a member of the entity’s Market and Communication Work Group. In addition to this, WWF–Brazil directly supports community–based management in the Amazon through the GPFC — Grupo de Produtores Florestais Comunitários do Acre (Acre Group of Community Forest Producers), Cooperacre (Central Cooperative for Extractivist Commercialisation in the State of Acre), Cooperfloresta (Community Forest Producers Cooperative) in Acre and the Extractive Reserve Work Group in Rondônia.



Member of the rubber–tapper community in Acre

© WWF–Brazil / A. C. Araújo



Estevão Braga, from WWF–Brazil, and two community leaders during the timber management project developed at the Chico Mendes settlement in Acre

© WWF–Brazil





With the start of the rainy season, water levels begin to rise in the Amazon

© WWF–Canon / Michel Roggo

## FSC FOREST CERTIFICATION

FSC Forest Certification has reached some important marks in the country. The 61,426–hectare Antimary State Forest in Acre became the first Brazilian public forest to be certified. The state of Acre also earned its first certified private forest, belonging to Acre Brasil Verde Industrial Madeireira Ltda., which covers 7,840 hectares. In December 2005, Brazil possessed 3,560,125 hectares of certified forest, of which 1,264,108 hectares are natural Amazon rainforest. Of the total of certified swathes in the Brazilian Amazon, 18,686 hectares are located in areas under community management, 61,426 in public forests and 1,183,996 hectares in private areas for commercial use.

The governor of Acre, Jorge Viana, Luís Meneses, from WWF–Brazil, and Adelaide de Fátima Gonçalves de Oliveira, from the company Acre Brasil Verde, the first in the state to receive FSC Certification

© WWF–Brazil





In 2005, in partnership with CTA and within the scope of the Amazonian Consortium, WWF–Brazil promoted a meeting in São Paulo city between community producers from Acre and their buyers in São Paulo to discuss products, prices and commercialisation processes for this year's harvest. The meeting yielded excellent results for both parties. The 2005 harvest of products from community-based forest management reached record production levels and became a benchmark for this kind of forest management.

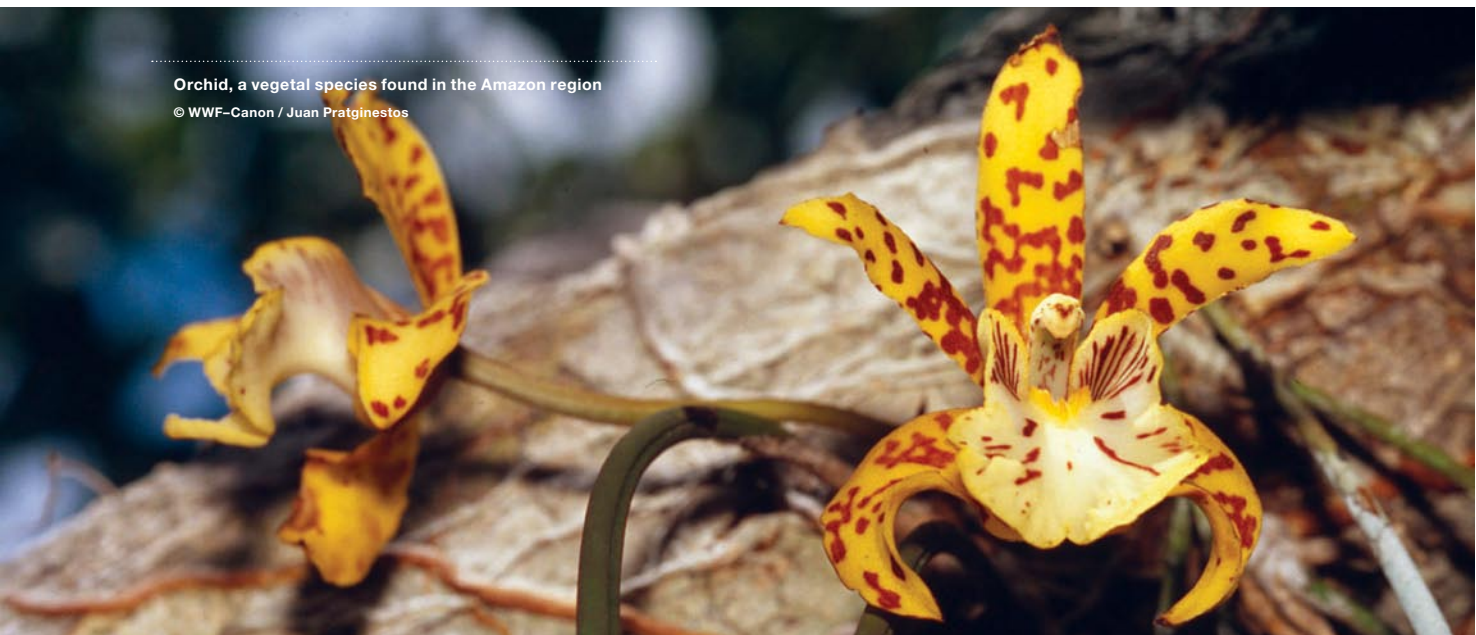
### FISHERY AGREEMENTS

The Floodplain Project, in Santarém, was chosen as a case study for a WWF Network report on the conservation of fresh water resources and poverty relief, as field data reveals that protecting natural resources also implies increased income and better living and working conditions for riverside communities. After ten years of experience with this project, which is run in partnership with IPAM — Amazonian Environmental Research Institute, WWF–Brazil is taking the community management model for fisheries and other natural floodplain resources to all other regions of the Amazon.

In the Upper Purus, with the participation of the local communities, WWF–Brazil carried out diagnostic fisheries studies in partnership with the Secretariat of Technical Assistance and Agro–Forestry Extension for the State of Acre. The results were published in a booklet. Six fisheries agreements were sealed in the Upper Purus, which will benefit 24 local communities, a total of 176 families.

Orchid, a vegetal species found in the Amazon region

© WWF–Canon / Juan Pratginestos



“WWF–Brazil is my number one partner, having given me total support in obtaining FSC certification. And it plays a fundamental role in promoting awareness and environmental education in society”

ADELAIDE DE FÁTIMA GONÇALVES DE OLIVEIRA

Businesswoman and lumber industry leader in Acre, a shareholding partner in Acre Brasil Verde, which obtained the FSC seal for its forest in 2005, and president of Assimanejo.



## PROTECTED AREAS AND ARPA SUPPORT Programme

# A conservation network

Waterfall of Despair is one of the points visited during the expedition that explored the Tumucumaque Mountains National Park in Amapá State in August 2005

© WWF-Brazil / Zig Koch





The creation of Protected Areas is recognised as being an effective instrument in combating land speculation and deforestation in the Amazon. The implantation and functioning of the National System of Protected Areas is a WWF–Brazil priority and the reason behind the Protected Areas and ARPA Support Programme.

The main goal is to support the implementation of the Federal Government's Amazon Region Protected Areas Programme (ARPA), which aims to establish a network of Protected Areas that will bring 500 thousand km<sup>2</sup> of representative samples of the various Amazonian landscapes under protection over the next ten years, an area equivalent to twice the size of the United Kingdom. ARPA operates by creating new Protected Areas and by consolidating those previously established.

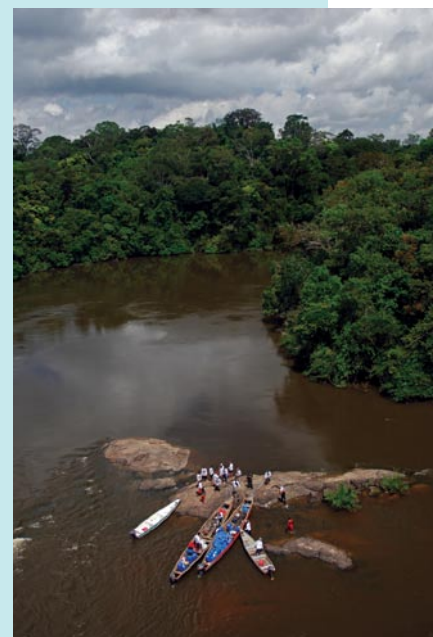
Coordinated by the Ministry of the Environment, ARPA is run by IBAMA and FUNBIO — Brazilian Biodiversity Fund, in partnership with the Global Environment Facility (GEF), administrated by the World Bank, by KfW (the German Government's Cooperation Bank) and the GTZ, German technical cooperation agency. Alongside with the WWF Network, WWF–Brazil helps finance the federal programme and sits on the committee that plans and oversees its execution. WWF–Brazil works in tandem with the Programme by providing financial and technical support to activities that can help ARPA achieve its targets.

### ARPA REACHES ITS TARGETS TWO YEARS AHEAD OF SCHEDULE

In 2005 ARPA managed to reach its target of creating 9 million hectares of strict use Protected Areas two years ahead of schedule. WWF–Brazil contributed both technically and financially to this result. Since it began in August 2002, the programme has paved the way for the creation of 23 Protected Areas in the Amazon, covering a total of 16 million hectares.

### SUPPORT FOR MANAGEMENT PLANS

The highlight of this endeavour is the support provided to the Cabo Orange National Park, located on the coast of Amapá. On the list of protected areas awaiting ARPA consolidation, the park was established 25 years ago, but has never received the resources it needs to function adequately. Now, thanks to ARPA and WWF–Brazil, a management plan is being drafted for the park and is scheduled for completion in 2006.



Tumucumaque Mountains National Park: the world's largest in terms of tropical area, is still little known to man

© WWF–Brazil / Zig Koch

### MANAGEMENT PLANS SUPPORTED BY WWF–BRAZIL IN 2005

Protected Area	State	Area (in hectares)
Rio Acre Ecological Station	Acre	77,500
Tumucumaque Mountains National Park	Amapá	3,877,393
Serra da Cutia National Park	Rondônia	283,611
Cabo Orange National Park	Amapá	619,000
Serra do Cachimbo Waterheads Biological Reserve	Pará	343,619

### NEW PAS REDUCE DEFORESTATION IN SOUTHERN PARÁ STATE

In response to a request from the Ministry of the Environment and IBAMA, WWF–Brazil supported two expeditions along the Xingu and Iriri Rivers in January with a view to gathering information for the creation of new protected areas in Terra do Meio. The same spirit of partnership led to the establishment of the Terra do Meio Ecological Station, covering 3.37 million hectares, and the Serra do Pardo National Park, with a further 445 thousand hectares, and ensured support for the management plans for five other PAs, improving the administration of 5 million hectares and curbing the advance of illegal deforestation in the region.

The Cabo Orange National Park in Amapá State: 25 years after its creation, a fact-finding expedition in April 2005 collected data for the area's management plan

© WWF–Brazil / Alex Silveira



### NEW RESOURCES FOR THE PROTECTED AREAS FUND

Throughout 2005, WWF raised a further US\$ 3.3 million for the ARPA Protected Areas Fund (FAP). The largest donation was announced in May by the then Director-general of the WWF Network, Claude Martin, at a formal reception at the Presidential Palace to mark Biodiversity Day.

With these new funds, secured by WWF–USA, total WWF donations to the FAP have reached US\$ 4.24 million, close to the US\$ 5 million promised by 2007. This total was matched by a further US\$ 4.24 million from the World Bank's GEF. WWF–USA has also committed a complementary donation of US\$ 7.7 million by 2007.

In addition to this, third to fifth-grade students in the United States raised a total of US\$ 213 thousand for the Earth Day Project. These funds will be supplemented by a further US\$ 600 thousand liberated by the GEF as a counterpart to this donation.

All told, by the end of 2005, the total of funds donated by institutions on the ARPA Programme reached US\$ 9.3 million in deposits. The PAF fundraising target for the first four-year phase of ARPA is US\$ 60 million, a quarter of the estimated US\$ 240 million required for the programme as a whole.

In September, the WWF Network assembled a high-level team to formulate a global fundraising strategy for ARPA. This team was given the mission of raising more than US\$ 50.7 million over the next eight years.



Community member in the Xingu River region of the Amazon

© WWF–Brazil

### EXPEDITION EXPLORES THE CONFINES OF TUMUCUMAQUE

In partnership with IBAMA, WWF–Brazil ensures the viability of a comprehensive diagnosis of the situation in the environs of the Tumucumaque National Park in Amapá, which, stretching over 3.87 million hectares, is the largest tropical forest park in the world. This diagnostic study will help in planning the park's management activities.

Between July and August, a team of technicians from WWF–Brazil and IBAMA covered 700 kilometres of one of the most isolated reaches of the Amazon, the mid and upper Jarí River, on the southeastern rim of the park. As well as yielding valuable information about this region, the expedition also helped the park's administrative team to strengthen relations with the Wajãpi Indians, neighbours to Tumucumaque Park, and with the inhabitants of the Iratapuru Sustainable Development Reserve, who possess a deep knowledge of the region. Planned to last ten months, the expedition was supported by the Amapá Environmental Battalion and was accompanied step-by-step in a text and photo diary posted on the WWF–Brazil website.



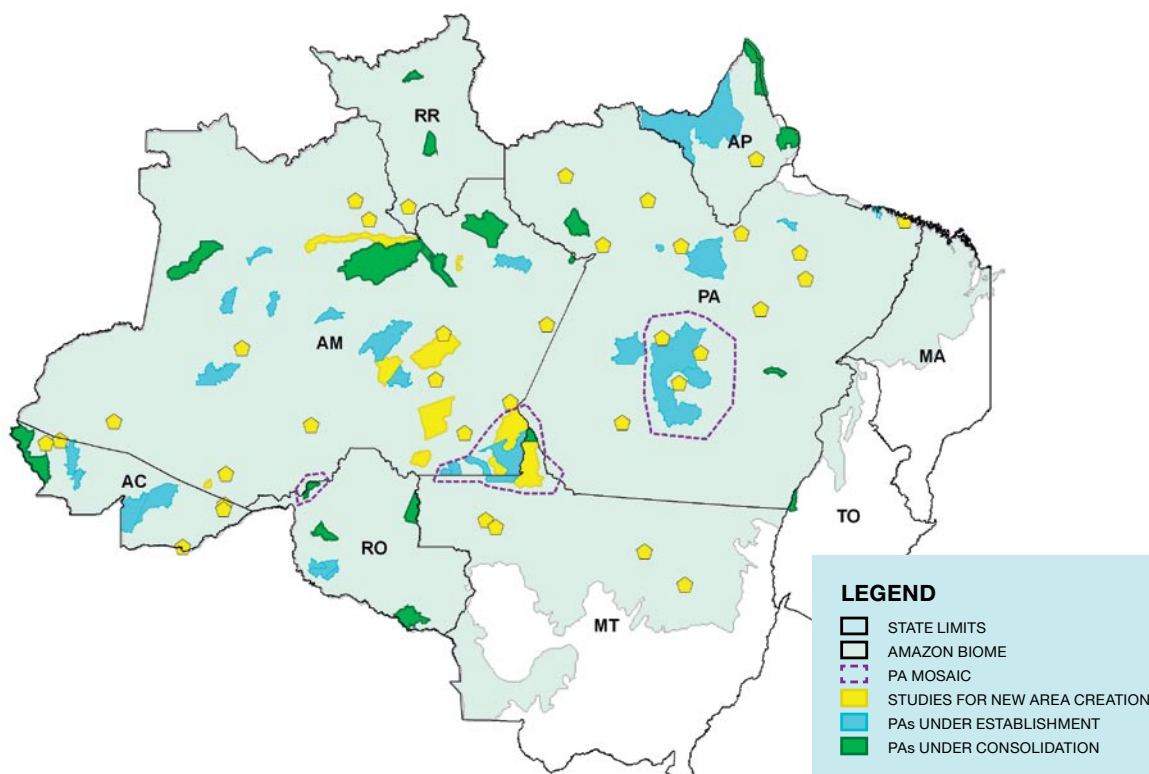
## RAPID ASSESSMENT METHOD IS APPLIED AT PROTECTED AREAS

In November 2005, WWF–Brazil and IBAMA began applying the RAPPAM (Rapid Assessment and Prioritisation of Protected Area Management) Method at 113 Protected Areas in the Amazon. The method offers a swift and efficient means of assessing the strengths and weaknesses of Protected Areas, both individually and as a PA system. With the results in hand, planners can recommend steps that should be taken to improve management and direct investments. The final report is expected to be ready in August 2006.

## WWF AND AES ELETROPAULO LAUNCH A CAMPAIGN IN SÃO PAULO

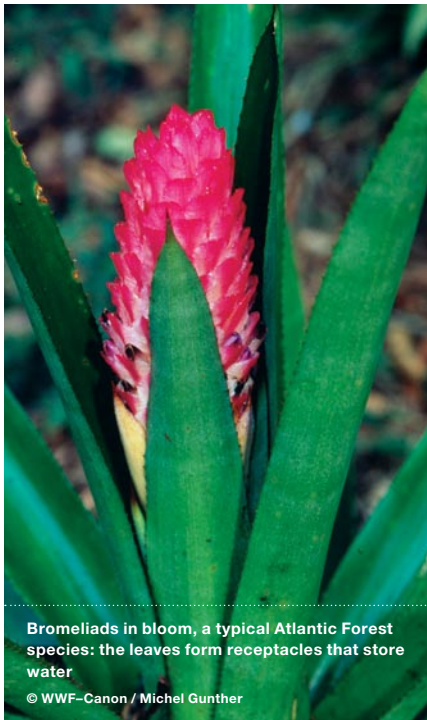
WWF–Brazil and AES Eletropaulo joined forces in October to raise fresh funds from the company's clients in metropolitan São Paulo. A campaign set to be launched in 2006 will look to secure donations from individuals and companies by using their monthly electricity bills as a means of promoting ARPA and the importance of conserving Amazonian nature. The money raised will go to the Protected Areas Fund (PAF). It is worth mentioning that the PAF is a trustee fund established for the purpose of supplying funds for investment in the maintenance of the parks and reserves supported by ARPA.

## The Arpa programme in 2005



## ATLANTIC FOREST Programme

# With an eye on the future



Despite its environmental, economic and social importance, the Brazilian Atlantic Forest is considered one of the most severely threatened ecosystems on the planet. WWF–Brazil's activities in the biome, conducted through the Atlantic Forest Programme, aim towards conserving its natural resources and thereby ensuring the well-being and quality of life of the millions of Brazilians who depend upon the environmental services the forest provides. Active in different Atlantic Forest ecoregions in the South, Southeast and Northeast of the country, WWF–Brazil works by formulating and articulating public policies and by forging strategic partnerships with organisations that can develop and multiply model conservation projects.

The partnership with the Golden Lion Tamarin Association, for example, was entirely reformulated. In 2005, our work in the catchment basin of the São João River

consolidated a shift in focus from the species to its landscape. This redirecting of emphasis made it possible to pay more attention to the processes of landscape rehabilitation, with the implantation of ecological corridors and recovery of the ciliary forests.

Still in the Serra do Mar Ecoregion, we deepened our partnership with the São Paulo Forestry Institute. The successful application of the Rapid Assessment and Prioritisation of Protected Area Management (RAPAM) methodology, used in 2004 to assess management effectiveness in 25 protected areas in São Paulo state, attracted attention from various different sectors. As we believe in new applications of this methodology, which was developed by the WWF Network, WWF–Brazil disseminated the São Paulo experience at various international and national events throughout last year. The III Protected Areas Symposium (October/Pelotas — Rio Grande

do Sul) and the workshop Measuring Conservation Management Status (October/Dallas — USA) are just two examples.

In addition to this, WWF–Brazil joined forces with the São Paulo Forestry Institute to prepare new joint projects. In 2005, planning began for a mobilization campaign to valorise São Paulo's Protected Areas and financial support was secured from the Ministry of the Environment's Demonstrative Environmental Projects (PDA) Sub-programme for a joint proposal for the creation and expansion of Protected Areas in the state of São Paulo, based on the principle of representativeness.

Given its location in São Paulo state, where most of the nation's population and industry is concentrated, these actions are essential in order to ensure the conservation of what has become one of the most endangered swathes of Brazilian Atlantic Forest. In a bid to provide orientation for future conserva-



tion and rehabilitation projects for the region's landscape, WWF–Brazil completed the last phase of its Vision for the Biodiversity of the Ecoregion of the Serra do Mar. This process, which began back in 2003, was brought to a close in December at a workshop that united more than thirty institutions active in the region, which encompasses Espírito Santo, Minas Gerais, Rio de Janeiro, São Paulo, Paraná, Santa Catarina and Rio Grande do Sul.

Publication is scheduled for 2006, in the same mould as Vision for the Biodiversity of the Ecoregion of the Alto Paraná Forests. Launched in 2004, this document intensified the efforts of the “Fruit on the Bough, Shade and Fresh Water” project, which, among other areas, is active in the Celso Furtado agrarian reform settlement in Quedas do

Iguaçu, mid–west Paraná. The 2nd Seminar on Agrarian Reform and the Environment, held in June, and the 1st Agroforest Course, held in October, are examples of the initiatives taken in 2005 to promote the rehabilitation of the landscape within the context of agrarian reform, thus conciliating sustainable development, the well–being of the local populations and Atlantic Forest conservation. These events were made possible by partnerships with INCRA — Instituto Nacional de Colonização e Reforma Agrária (National Institute for Settlements and Agrarian Reform) and CEAGRO — Centro de Desenvolvimento Sustentável e de Educação e Capacitação em Agroecologia (Centre for Sustainable Development and Education and Training in Agroecology), among others.

To nurture conservation actions on a tri–national level, which, in the case of the Atlantic Forest means Argentina, Brazil and Paraguay, WWF–Brazil supported and actively participated in the International Seminar on Transborder Conservation and Biosphere Reserves. Held in December, at the Iguaçu National Park, the event invited international specialists to present case studies, such as that on the Vosges Biosphere Reserve, run jointly by Germany and France. Political and legal instruments for the conservation of shared ecosystems were also discussed.

In addition to continuing with the projects already underway in the Atlantic Forest, WWF–Brazil also dedicated 2005 to raising funds and formulating new proposals for further action in the biome.

## ATLANTIC FOREST OF THE BRAZILIAN NORTHEAST

WWF–Brazil's activities in the Atlantic Forest of the Northeast gained special impetus in 2005. In order to carry through the conservation projects outlined in the Murici Pact, the eight signatory civil society organisations in the technical cooperation consortium founded AMANE — Association for the Atlantic Forest of the Northeast. With special focus on the region of the Murici Forest Complex, which encompasses 68 municipalities between Alagoas and Pernambuco, the association is a novel alliance between large Brazilian environmental organisations with the goal of creating new standards for action in the region while attracting partners from the public and private sectors. In October, AMANE was one of the three projects selected by FUNBIO — Brazilian Biodiversity Fund for Picus funding (Integrated Programme for the Conservation and Sustainable Use of Biodiversity).

Also in the Northeast, WWF–Brazil completed the construction of the local Agenda 21 for the region of Vila Brasil, in the vicinity of the Una Biological Reserve in southern Bahia. The Atlantic Forest environmental education project, conducted in partnership with the IESB — Institute of Socio–environmental Studies of the South of Bahia, involved more than 30 teachers and almost 500 students from seven schools in the region. The result was published in book form under the title “Transforming Perceptions: the scrubland that became forest”, launched for the community of Vila Brasil in August and for WWF–Brazil's partners in Brasília in September.


The Vision for the Serra do Mar Ecoregion will guide environmental conservation actions in the Atlantic Forest. In the photo: the Picinguaba Centre in the Serra do Mar State Park in São Paulo State

© Instituto Florestal / Adriana Mattoso





## THE PANTANAL FOREVER Programme



Victoria Regia in the Pantanal, one of the species that grows on the world's largest floodplain

© WWF–Canon / Juan Pratginestos

# Expeditions in search of solutions

“Since the very beginning, our partnership with WWF–Brazil has been great. Their incentive has contributed to the improved quality of our products. The work done with the association has increased the fisherman’s income, not only during fishing season, but also during the spawning period.

In the future, we will be independent and have our work recognised not only by the municipality of Miranda, but by the State of Mato Grosso do Sul as well. That way, we can become sufficiently strong to also gain recognition in other states and even abroad.”

JANETE CORREA  
President of the ART–Peixe Association  
Miranda–MS

Created to promote the conservation of the biodiversity of the Pantanal wetlands, combining a range of actions from preservation to research and supporting environmentally sustainable economic activities, the Pantanal Forever Programme completed its first phase in 2005 and was evaluated positively by its financing partner, WWF–Netherlands.

In 2006, the Programme will have a cross-border scope, counting on the collaboration of Paraguay and Bolivia, and will cover the entire Pantanal basin. The wetland basin stretches over an estimated 624,320 km<sup>2</sup>, 61% of which is in Brazil, 20% in Bolivia and the remaining 19% in Paraguay.

The world’s largest continental wetland, Pantanal is a biosphere reserve that stands out for its sheer wealth of fauna and flora. WWF–Brazil helps preserve this natural patrimony by encouraging the creation of Private Natural Heritage Reserves (PNHRs), supporting ecologically correct economic initiatives and promoting the rational use of renewable natural resources, responsible tourism and environmental education.

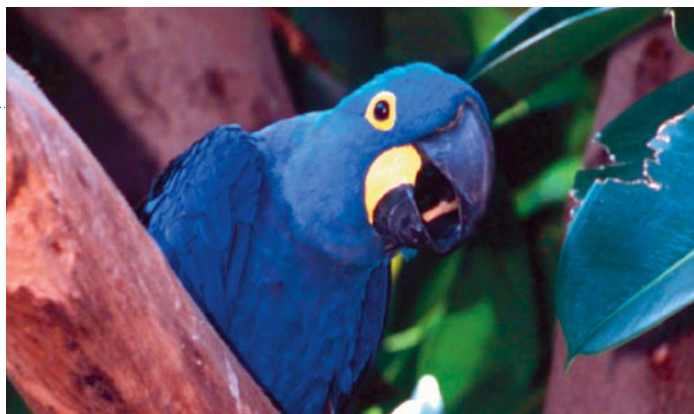
2005 saw two important fact-finding expeditions to the Pantanal with the purpose of identifying problems and seeking solutions. The fourth part of the expedition to the Pantanal Basin riverheads took place in August with a view to monitoring two thousand kilometres of the Western part of the basin, from Roboré in Bolivia to Loma Plata in Paraguay. WWF–Bolivia and the Chaco Foundation for Sustainable Development (DeSDelChaco — Paraguay) were also involved in the undertaking. WWF–Brazil and the Federal University of Rio Grande do Sul will be drafting a document outlining an integrated strategic vision for the catchment basin, encompassing the entire wetland plain and the dry uplands where the rivers and streams have their sources.

In September, a second expedition to the Sepotuba Valley in Mato Grosso followed the entire length of the river, from source to mouth, in a bid to analyse water quality, assess the state of conservation of its ciliary forests and soil use and occupation. This endeavour involved partnerships



The blue-macaw conservation project made species numbers rise from 1,500 in 1999 to 5 thousand in 2005

© WWF–Canon / Roger Leguen



## BLUE MACAW

The blue macaw (*Anodorhynchus hyacinthinus*) conservation project accompanied the hatching and development of chicks of the species in the wetland region. Despite the fact that the blue macaw population rose from 1,500 individuals in 1999 to 5,000 in 2005, there is still no guarantee of the species' sustainability, especially given its low natality rate.

139 nests were monitored between January and June 2005, 53% of which were natural and 47% artificial. Of the 134 eggs identified, 52% hatched, producing 70 chicks, 76% of which survived and took to flight. In addition to this, 45 chicks received microchips and/or were tagged and had biological material collected for DNA analysis, gender specification and studies on various aspects of health.

Incubation periods for the blue macaw vary from 28 to 30 days, during which time the nests must be closely watched to prevent egg predation. Most blue macaw nests are made from manduvi (*Sterculia apetala*), a tree from the region. The Blue Macaw Project supports maduvi characterization studies by biologists from the Federal University of Mato Grosso do Sul in the Miranda and Rio Negro/Aquidua wetlands.

with the Pantanal/Amazon Conservation Institute, the Environmental Secretariat of the State of Mato Grosso and the Brazilian Institute for the Environment and Renewable Natural Resources (Ibama). The expedition also received support from the "Water for Life, Water for All" campaign, which conducted flyovers in the Panda balloon.

## NEW PRIVATE RESERVES

As a result of WWF–Brazil's articulation with partners in the state of Mato Grosso, homologation processes for eight new Private Natural Heritage Reserves (PNHRs) got underway in the Sepotuba Riverbasin, representing a further 5,000 hectares of permanently preserved land. Another initiative was the support given to the creation of a PNHR Owners' Association in Mato Grosso.

In Mato Grosso do Sul, WWF–Brazil sponsored a Discussion Workshop on the Federal Methodological Guide for PNHR Management Plans. The workshops counted on the participation of the state's PNHR Owners' Association (Repams), other owners of private reserves and representatives from Conservation International — Brazil, the Environmental Secretariat and Ibama. It was the first discussion based on case studies of management plans currently being implemented in the country. The experience made it possible to conduct an integrated analysis of the guide and to adapt the plans to suit the reality of Mato Grosso do Sul.

## FISH LEATHER WINS OVER MORE CRAFTSMEN

The Sustainable Community Strengthening Project encourages the blending of conservation actions with the economic development of the target communities. The associations make use of fish by-products to produce and sell handicrafts as a way of bolstering family incomes. In 2005 the

project held the II Meeting of the Partners of the Fish Tanners' Associations and trained 60 new associates.

The Associations ART–Peixe, ARPeixe and AMOR–Peixe were present at the National Family-based Agriculture and Agrarian Reform Trade Fair, promoted by the Ministry for Agrarian Development in Brasília. Belts, handbags and wallets were among the products on show and for sale at the fair, which attracted approximately 60 thousand visitors.

The craftswoman Wânia Alecrim de Lima, a member of the AMOR–Peixe Association, administered training to partners from WWF–Bolivia. 39 fishermen's wives from Vila Ruel, Cochabamba Department, were trained in fish skinning during the first phase, while the second phase saw 19 people receive training in fish filleting and storage.

## GROWING INTEREST IN ORGANIC CATTLE RAISING

Certified organic cattle raising is an alternative that can contribute to the environmental sustainability of the Pantanal Basin. WWF–Brazil supports studies and incentives that stimulate organic production and promote sustainable development. WWF–Brazil's support for the Pantanal Rotary Fund for the Development of Certified Organic Cattle Raising, launched by the Brazilian Organic Cattle Raising Association, is a case in point.

In 2005, there was an increase in the number of cattle ranchers in the region who expressed interest in organic production. 23 new ranches registered with the Rotary Fund and initiated product certification processes.

In Rio de Janeiro, representatives of the Pantanal Forever Programme participated in BioFach Latin América, the international trade fair for the organic sector. The publication "Current Situation of Organic Slaughter Cattle Raising in the Upper Paraguai Basin — BAP Brazil" was distributed at the event.



Herd of organic cattle in the Pantanal: an alternative for the region's environmental sustainability

© WWF–Brazil / Ivens Domingos

## ENVIRONMENTAL EDUCATION Programme



Concern with environmental education is central to all WWF–Brazil projects

© WWF–Canon / Edward Parker

# Affinity and awareness

Environmental education is a key activity in WWF–Brazil's projects. Through its Environmental Education Programme, the organization seeks to involve society in environmental care by instilling an integral understanding of the complex relations between human beings and the environment, each other and themselves.

With activities in the Amazon Rainforest, Pantanal wetlands, Atlantic Forest and the Cerrado scrubland, the program tackles five different fronts: public policy on education, support for environmental education projects directed towards conservation and development, the preparation of educators, communication, and the production of educational material, always parting from a wide-ranging, democratic and participative view of socio–environmental issues.

### CONSERVATION AND DEVELOPMENT

In 2005, WWF–Brazil prepared another class of 50 participants on its Environmental Education Programme for Integrated Conservation and Development Projects (EAPICD).

The year and a half-long course involved technicians and educators from 40 NGOs that develop projects with groups and communities in South–western Amazon, Pantanal, the Atlantic Forest and the Cerrado scrubland.

Through its EAPICD Programme, WWF–Brazil has contributed to the professional qualification and formation of local social capital to enable communities and organizations to engage in conservation and



In all of the regions it works in, WWF–Brazil prioritises the dissemination of information

© WWF–Canon / Edward Parker



## NEW PUBLICATIONS IN 2005

- > Silves Educational calendar — AM
- > ESECAE–DF Environmental Education Almanac
- > Book entitled: “Transformando olhares: o mato que virou mata” — (on the EE experience in southern Bahia)

### WWF SUPPORT

In 2005, WWF–Brazil supported 12 Environmental Education projects involving communities, teachers, governmental institutions, basin committees, NGOs and networks in four Brazilian biomes. The program involved:

- > 30 local partners;
- > 5 catchment basins;
- > 44 municipalities;
- > 41 riverside communities in the Amazon (3,920 families, 19,600 individuals);
- > 5 Protected Areas and their rural surroundings;
- > 1 Protected Area and its surroundings in an urban setting;
- > 25 rural landowners;
- > 75 environmental agencies;
- > 160 schools (495 teachers and approximately 15,100 students);
- > 6 environmental Education Networks with local, regional or national scope;
- > 50 educators already trained in 40 organizations;
- > 3 new publications.

development projects, and has expanded and strengthened its partnership network.

### ACCORD MAKES IT POSSIBLE TO TRAIN HUNDREDS OF YOUNGSTERS IN BRAZIL

In support for the Ministry of Education and the Ministry of the Environment, WWF–Brazil works towards the on–site and remote education of hundreds of young people throughout Brazil. This effort involves members from the Youth Collectives from each of the Brazilian states and the Federal District.

Environmental Education workshops have been held with 150 youths with the objective of instigating reflection on the values, approaches and role of the environmental educator and to apply these concepts to real cases.

The young have a great affinity with the environmental cause and the willingness to act for change. This is why WWF–Brazil is encouraging the preparation of new leaders and stimulating active youth engagement, involving this age group more and more in its projects and actions.

WWF–Brazil supports the environmental education activities at the Águas Emendadas Ecological Station in Planaltina–DF. The goal of this undertaking is to change the way people relate to the environment in which they live and help the community to recognise the responsibility that comes with living in the vicinity of this Protected Area, which is the home to a rare phenomenon: a stream that flows off in two, opposing directions, feeding both the Tocantins and Paraná Rivers.

The Águas Emendadas Environmental Education Almanac was developed to help pursue these goals and contains accounts from teachers and students from schools in Planaltina on the activities they developed in the region, as well as articles by environmentalists and researchers who work at the station.

Fruit of the “Waters of the Cerrado Project”, which has formed 45 teachers from 15 schools in the environs and attended 1,800 students on monitored visits to the Águas Emendadas Ecological Park (ESEC–AE) since 2003, the publication is also largely the result of the mobilization of the population living in the park’s vicinity. In total, the project has reached more than 10 thousand people from the region.

## LANDSCAPE ECOLOGY LABORATORY

The Cerrado scrubland, the typical landscape of Goiás State, where WWF–Brazil helped identify priority areas for biodiversity conservation

© WWF–Canon / Juan Pratgineiros

# Biodiversity conservation

WWF–Brazil disseminates scientific knowledge for practical application in environmental management in Brazil through its LEP — Landscape Ecology Laboratory, which participated in various initiatives using the systematic conservation planning approach in 2005.

In November, a seminar was held to define the methodological directives for the revision of priority conservation areas as determined by PROBIO — Project for the Conservation and Sustainable Use of Brazilian Biological Diversity workshops. These priority areas were recognized by decree in 2004 and instituted through a Ministry of the Environment edict that same year. WWF–Brazil works in conjunction with other NGOs to support the Ministry in defining the directives for updating this work in accordance with the principles set down in the Convention on Biological Diversity.

In April 2005 WWF–Brazil and Conservation International–Brazil promoted a theoretical and practical training programme in Systematic Conservation Planning to instruct technicians from the Environmental Agency of the State of Goiás in the use of a database compiled by the project “Identification of Priority Biodiversity Conservation Areas in the State of Goiás” when taking environmental decisions for the state. The course also helped disseminate the approach in other government spheres.

In conjunction with Conservation International–Brazil and the Federal University of Goiás (UFG), the laboratory’s technicians wrote a chapter entitled “Priority biodiversity conservation areas in Goiás” for the book “Biodiversity Conservation and Sustainable Use in Goiás: Strategies, priorities and prospects”, organized by Laerte Ferreira from UFG.

WWF–Brazil participated in the 19th Annual Meeting of the Society for Conservation Biology (SCB), held in Brasília in July 2005, at which the LEP presented four scientific projects. In addition to this, and in partnership with Pro–Várzea/Ibama and the SCB, WWF–Brazil organized the symposium “Planning for Biodiversity Conservation in the Várzea Floodplains of the Amazon Basin”, which showcased the state-of-the-art in Amazonian floodplain conservation.

From August to October WWF–Brazil participated in a work group assembled to identify conservation priorities in the forest ecosystems of Mato Grosso. The group also included technicians from Ibama, the Ministry of the Environment, Conservation International–Brazil, ICV and TNC. This exercise was jointly conceived through cooperation between the federal and state governments as a way of contributing with official initiatives to bolster environmental conservation in Mato Grosso and identify ecologically important, but as yet unprotected areas.

In 2005 the LEP helped apply Systematic Conservation Planning in the Cerrado scrubland as part of an initiative by the Ministry of the Environment’s Cerrado Centre in partnership with other institutions. The purpose of this endeavour was to identify priority areas for the creation of new protected areas in the biome.

The LEP also carried out representativeness and gap analyses for protected areas in Acre, with possible application in the Acre Consortium, of which WWF–Brazil is a member. The tool could be used to assess gaps, identify priority areas for the creation of protected areas and to define priority actions.

In preparing the second issue in the “Water Observatory” series, entitled Water and Agriculture, the laboratory used municipal production figures from the IBGE — Brazilian Institute of Geography and Statistics to draw up maps showing the distribution of the main livestock and agricultural products in Brazilian catchment basin regions. The data enabled us to analyse the trends and pressures on current Brazilian production.

As part of another initiative on the Water for Life, Water for All programme, the LEP participated in a seminar to define environmental indicators for the classification of catchment basins. A summary document containing the suggestions of various specialists was produced and, as a next step, an analysis will be carried out on the application of these indicators on a national level and the possible classification of basins in accordance with these directives.



## THE AGRICULTURE AND THE ENVIRONMENT Project

# Planting and responsibility

With a view to nurturing an approach to agriculture and livestock that prioritises the conservation of nature, puts store on social issues and is economically viable, WWF–Brazil, through its Agriculture and the Environment Project, has been working intensely with the agricultural production chain. In 2005 we developed and encouraged conservationist and preservationist activities and practices in the use of natural resources.

As a country with enormous agricultural potential for both small and large producers, Brazil demands that special attention be given to the sector's impact on nature conservation. One of the major players on the international agribusiness market, Brazil is a world leader in the production and/or exportation of such commodities as soya, meat, sugar, coffee, orange juice, cellulose and paper, with a huge leap in productivity occurring over the last few years. In the twelve-month period prior to September 2005, external sales had reached US\$ 41.6 billion, generating a balance of US\$ 36.6 billion.

In this constantly growing context, the impact caused on the environment could prove irreversible. In order to face this scenario, WWF–Brazil encourages various sectors in the agricultural chain to adopt better plantation practices and attempts to make the main players aware of the importance of conserving the ecosystems and of respecting the nation's environmental legislation.

As Brazil is the world's second largest exporter of soya beans and is devoting larger and larger plantations to producing this crop, WWF–Brazil has been participating in wide-ranging meetings with all of the sectors in the soya production chain, non-governmental organisations and the Government to discuss socio-environmentally responsible plantation and management.

In March, a group of organisations committed to the theme, including the WWF Network, held the first Conference of the Global

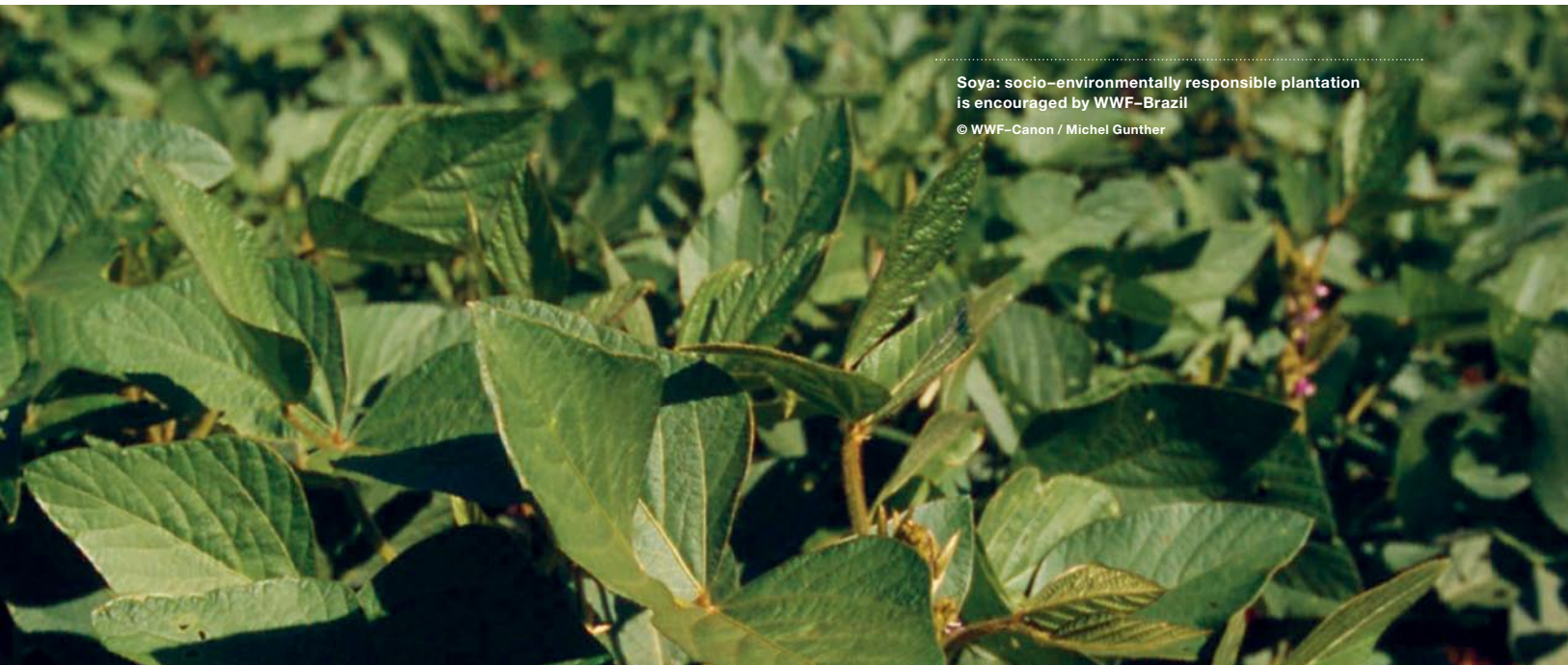
Forum on Responsible Soya at Foz de Iguaçu. The meeting, which was supported by various representatives from the soya sector — including processing companies, farmers, NGOs and academics —, was the first big step towards a group discussion on the best means of production, with greater responsibility, not only environmentally, but also socially.

The more than 200 participants at the conference committed to a second discussion to establish the finer criteria for responsible soya planting (the letter of commitment is posted at the site <http://www.responsiblesoy.org>). The Forum's next conference should take place in 2006.

One of the biomes most deeply affected by agribusiness is the Cerrado scrubland. Studies reveal that, unless something is done soon, the Cerrado could disappear within the next 20 years. This is the root of WWF–Brazil's concern with transforming agriculture into a less damaging and more responsible activity. In the Chapada dos Veadeiros an important awareness drive is underway with local associations so that they can see the importance of conserving the scrubland. Another front in this endeavour is to support and strengthen civil society organisations that work towards avoiding the negative impact caused by large monocultural farmers.

In 2005 WWF–Brazil took part in meetings with the Brazilian Forum of NGOs and Social Movements to debate strategies and forge partnerships and in discussions on the socio-environmental criteria for soya plantation articulated by the NGOs.

A WWF-sponsored study entitled Farming–Livestock Integration orients the government on the implantation of more correct socio-environmental criteria for soil usage, linking plantations with cattle pasture. A programme from the Ministry of Agriculture, Livestock and Supply should soon be implementing some of the suggestions made, starting with the Mid-western region.



Soya: socio-environmentally responsible plantation is encouraged by WWF–Brazil

© WWF–Canon / Michel Gunther



## THE TRADE AND ENVIRONMENT Project

# Leadership and sustainability

Through its Trade and the Environment project, WWF–Brazil strives to identify new technologies and methods of production that, in addition to being more sustainable, can also offer economic viability, low environmental impact, social benefit and aggregate value for Brazilian products. The goal is to make export viable, especially within the southern cone, with a view to reducing emissions of carbon and other greenhouse gases and increasing energy efficiency.

In order to identify the Brazilian compa-

nies that invest in and research new sustainable technologies, WWF–Brazil maps the market with the help of important research centres in the country. The Trade and the Environment project is also dedicated to the constant search for projects that contribute to the country's sustainable development in the most varied sectors of the economy.

The project works out of the WWF Network's Trade and Investment Unit alongside other countries, including South Africa, China, India and Russia.

One of the goals of the WWF Network is that, by 2010, no less than four countries, including at least two strategically important emerging economies, surge as global leaders in the promotion of innovative ways of dealing with sustainability issues within existing and/or new international trade and investment structures. The chief target is for sustainable development to become the guiding principle of international trade and investment policy by 2025.

African oil palm, the raw material for the sustainable production of bio-fuel, accompanied by WWF–Brazil  
© WWF–Canon / Sandra Mbanefo Obiogo





## THE DIALOGUES Project

The “Dialogues” project stimulates innovation and negotiation in the Amazon

© WWF–Canon / Roger Leguen

### Promoting consensus

To promote dialogue between communities and public and private authorities concerning the appropriate occupation of Amazonian territory is the goal of a new project by WWF–Brazil. Envisaging the conservation and sustainable management of natural resources, “Building consensus on access to natural resources in the Brazilian Amazon”, or the Dialogues Project, arose in 2005 to optimise the region’s still limited and little explored forums for negotiation, coordination and innovation.

Operating in part of the area affected by the BR–163 Interstate Highway, in the east and south of the Brazilian Amazon, the project reaches 25 municipalities within an area of 280 thousand km<sup>2</sup>, divided into 3 micro–regions: Garantã do Norte (Mato Grosso), Santarém and Itaituba (Terra do Meio, in Pará). In order to cover this area, WWF–Brazil works in partnership with CIRAD — Centre de Coopération

Internationale en Recherche Agronomique pour le Développement (French Agricultural Research Centre for International Development), CDS/UNB — Sustainable Development Centre/University of Brasília, ICV — Life Centre Institute and IPAM — Amazon Environmental Research Institute.

Dialogues receives financial support from the European Union and has been operating officially since October 1st, 2005, the date the contract was signed with the donor. WWF–Brazil and its partners on the project participated at a European Union Seminar held in Brasília on the Integration of European Union–funded Projects in Tropical Forests. The final months of 2005 were set aside for the internal organisation of the programme and to make the necessary adjustments for its maiden actions, scheduled for 2006.



## THE ENERGY AND CLIMATE CHANGE Project

### Efficiency and rationality

The maintenance of human social organisation is intimately linked with the consumption of energy, especially from energy sources that generate by–products responsible for the atmospheric greenhouse effect. Created in 2005, the goal of WWF–Brazil’s Energy and Climate Change project is to discuss and influence the more efficient use of energy supplies by prioritising renewable sources.

In order to achieve this goal, since its creation in July, the programme has been engaged in studying the profile of the Brazilian electrical grid, the potential for energy efficiency through rational use and

the policies needed to reach these targets. The studies are scheduled for completion in the first quarter of 2006, when work will begin on campaigns to promote public awareness and to engage the financial, industrial and governmental sectors in the environmental cause.

Various sectors of Brazilian society involved with the issue have participated in these studies: the University of Campinas (UNICAMP), the Canavieira Agro–industrial Union of São Paulo (ÚNICA), the Federal University of Rio de Janeiro, the Environmental Secretariat of the State of São Paulo, the Federal University of Pernambuco, Banco Itaú,

the Brazilian Association of Refrigeration, Air–conditioning, Ventilation and Heating (Abrava), the Energy Efficiency Institute (INEE), the Brazilian Association of Energy Conservation Service Companies (ABESCO), the Brazilian Forum of NGOs and Social Movements for the Environment and Development (FBOMS), the United Nations Environment Program (UNEP), the United States Agency for International development (USAID), the Energy Co–generation Association (COGEN), the Brazilian Sustainable Development Foundation (FBDS), and the Federal University of Santa Catarina (UFSC).

## COMMUNICATION AND MARKETING

# More information and new channels to our members

In 2005, the WWF–Brazil Communication and Marketing Superintendency intensified its relationship with associates and partners. We launched new publications, hosted the WWF Network's International Communications Meeting for Latin America and the Caribbean (LAC) and served as a constant source for the main press vehicles in the country and abroad.

The launch of a new, more interactive site enabled the visitor to follow the expedition to hitherto little-known regions of the Tumucumaque Mountains National Park in Amapá through an on-line diary. Thanks to new databases, WWF–Brazil was able to improve its communication with its affiliates, making it possible to know more about their interests so that we can supply more customized information on specific issues, including invitations to participate in events and voluntary work and regional information.

### BULLETINS SPREAD INFORMATION ON OUR WORK

Our relationship with those who support WWF–Brazil's work is a priority for the institution: in 2005, we produced four printed bulletins for members of the WWF–Brazil Club, as well as electronic newsletters for members of the Corporate Club and Board of Directors, with a view to stimulating the internal and external flow of information. Maintaining the transparency of our actions and keeping those who support us informed are prime concerns for the institution.

### BRAZIL HOSTS LATIN-AMERICAN MEETING

We shared our experience with professionals from other Latin American countries in the WWF Network. In August, for the first time, Brazil hosted the communications meeting of the so-called LAC group (Latin America and the Caribbean). Thirty-two communications professionals from 13 Latin American countries and representatives from WWF–International and WWF–Spain gathered in Brasília between August 5th and 12th for what was a unique opportunity for interchange, integration and training. Tony Hare, a British communications and marketing consultant to such institutions as WWF–International and Amnesty International, led a series of workshops on the theme of campaign development. WWF–Brazil's Water for Life, Water for All campaign was selected for a presentation on success stories.

### ENVIRONMENTAL LICENSING AND AWARENESS

In 2005, WWF–Brazil also consolidated its licensing partnership with Track & Field. Consumers browsing the brand's stores can now find the Ecosystem sportswear label, a line of masculine and feminine products inspired by adventure sports, especially developed for the partnership. The spring/summer Track & Field collection includes T-shirts, also developed exclusively to support the work of WWF–Brazil, a new contributor to the brand's "Tracks" magazine.

Ecological messages printed on boxes of paper tissue: this is the concept behind the licensing contract with Melhoramentos. 2005 saw the launch of a new line of packaging with environmental motifs. Another action in our awareness drive included the distribution of rubbish bags at highway tollbooths in the state of São Paulo.

A licensing contract was also sealed with the health insurance company Unimed Seguros. In April, WWF–Brazil presented the partnership by delivering speeches on social responsibility at the company.

In 2005, Hotel Meliá Jardim Europa, a WWF–Brazil partner since 2002, won the International Hotels



In 2005, WWF–Brazil launched its new site, now more interactive and packed with more information

© WWF–Brazil



WWF–Brazil Agenda, with information on the institution's activities and key dates for the environment

© WWF–Brazil



Campaign piece produced by Melhoramentos, a WWF–Brazil partner in 2005

© WWF–Brazil





**Members' bulletins: exclusive pictures, interviews and news that help members know more about the work of WWF–Brazil**

© WWF–Brazil

and Restaurants Association (IH&RA) environmental award. The hotel maintains three green floors on which guests are encouraged to adopt such practices as recycling, reuse and conscious consumption. Another partner from the chain is the Hotel Meliá Brasília, which acts along similar lines and already has one much-appreciated green floor. Speeches are given to the internal publics at both hotels with a view to generating involvement in environmental issues and valorising their importance.

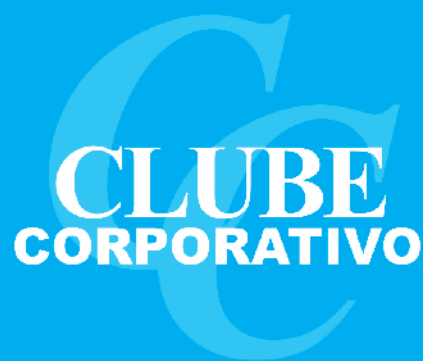
An initiative that helped strengthen WWF–Brazil's image and message was the production of rubber wristbands bearing the phrases "For a just and living planet" and "The world pulses in me" (a line created by the agency Comunicata and selected through an open vote on our site), which we distributed amongst affiliates and new affiliates. The wristbands achieved extreme popularity, became the theme of on-line discussion groups and enabled wearers to carry the institution's message on their wrists.

Also in 2005, WWF–Brazil mounted a stand at Shopping Iguatemi, a mall in São Paulo, in order to sign-up new affiliates and sell our products.

On Children's Day, WWF–Brazil ran awareness activities at a theme park in São Paulo dedicated to the popular cartoon character Mônica.

In August, WWF–Brazil was among the exhibitors at the Adventure Fair, a traditional tradeshow for adventure sports in São Paulo, where we were able to spread our ideas, sell products and attract new members.

At the beginning of the year WWF–Brazil participated at the World Social Forum in Porto Alegre. With support from the Water for Life, Agriculture and Environment programmes and from the communication and marketing team, we mounted a stand to offer information on projects, sell our products and register new members. WWF–Brazil was able to rely upon the work of volunteer associates at the event, which served as a test for our pilot voluntary work programme.



# Collaboration and responsibility



Orchid in the Atlantic Forest, home to the lion's share of the Brazilian population and a focus for WWF–Brazil's work

© WWF–Canon / Michel Gunther



Fishing in the Amazon: fisheries management increases productivity and ensures the activity's sustainability

© © WWF–Canon / Edward Parker



Dragonfly at the Tumucumaque Mountains National Park, an area of Amapá still little known to man

© WWF–Brazil / Zig Koch

In recent years, corporate socio–environmental responsibility practices have become part of the planning of a growing number of companies, aware of the necessary relationship between production, social action and environmental conservation. Created at the end of 2004, the WWF–Brazil Corporate Club is an initiative that unites companies that recognize and value the inclusion of such themes in sustainable development strategy. In 2005, eight companies — Comgás, HSBC, IBOPE, Icatu, Megadata, Natura, Norsul and Unidas — joined the WWF–Brazil Corporate Club, alongside Itaú BBA, the first member of the group.

## MEMBERSHIP CONTRIBUTES TO CONSERVATION PROJECTS

There are two categories of WWF–Brazil Corporate Club membership, both named after typically Brazilian tree species: Pau–Brasil and Mogno (Brazilwood and Mahogany). By joining the WWF–Brazil Corporate Club, member companies begin to contribute directly to the more than 35 nature conservation and sustainable development projects currently underway nationwide. Members receive a newsletter containing project results, the institution's activity schedules and information on the theme of socio–environmental responsibility. Members are also allotted space on the Corporate Club website, where they can relate some of their company's experiences.

Mogno (Brazilwood and Mahogany) Category

Pau–Brasil Category



BBA







## MEETINGS STIMULATE DISCUSSION ON ENVIRONMENTAL CHALLENGES

In 2005, the WWF–Brazil Corporate Club organized two meetings to encourage information exchange and debate on themes that have an impact on the environment and economic activity. A speech was held in São Paulo in October on what is currently one of the most challenging environmental themes: climate change. With the participation of specialists from WWF–Brazil and the economist Sérgio Besserman, a member of WWF–Brazil's Board of Directors, the event broached such themes as rising temperatures and the carbon emission reduction targets established under the Kyoto Protocol, possible impacts upon coastal populations and the relationship between climate change and the economy.

Also in 2005, in partnership with the IDIS — Instituto para o Desenvolvimento do Investimento Social (Institute for the Development of Social

Investment), the WWF–Brazil Corporate Club organized its International Corporate Responsibility Seminar. English specialists invited by WWF–Brazil spoke to an audience of 30 people about socio–environmental responsibility actions and their results. The seminar was accompanied by a workshop, where participants could have some practical experience of the ideas presented.

The Corporate Club also promoted 4 speeches for member companies and launched a bi-monthly electronic newsletter in 2005.

A partnership with Itaú saw the launch of PIC Natureza, a capitalization plan that earmarks part of its returns for Atlantic Forest conservation projects.

In November, as a way of celebrating a year of important new partnerships, the Corporate Club published a public thank you to its member companies in the newspaper Valor, which specializes in business coverage.

Brazilian Ostrich, a typical bird from the Brazilian scrubland

© WWF–Canon / Michel Gunther

Açaí, the fruit of the Amazonian cabbage palm enjoys a growing urban market

© WWF–Canon / Edward Parker

Begonia native to the State of Espírito Santo

© WWF–Canon / Michel Gunther

Parrots in the Pantanal

© WWF–Canon / Michel Gunther

For more information or to join the Corporate Club, please contact us at the following e-mail address, [ccorporativo@wwf.org.br](mailto:ccorporativo@wwf.org.br), or by telephone (11) 3073 0733, São Paulo.

Visit our site: <http://www.wwf.org.br/wwf/clubecorporativo>

# Financial statements

In 2005 WWF–Brazil registered some of its largest investments and most significant results in the area of conservation.

In terms of restricted revenues, which means revenues applied directly in conservation projects, there was a 48% increase on the fiscal year 2004. Most of these resources came from the WWF Network, specifically from the following donors: WWF–USA, WWF–United Kingdom, WWF–Netherlands, WWF–Switzerland, WWF–International, WWF–Sweden, bi- and multilateral agencies like the North–American Development Agency (USAID), the European Union and the British Embassy, as well as the Ford and Moore Foundations, who also ranked amongst our main sources of funding.

A total of R\$ 30,735 thousand was channelled into the area of conservation, another significant rise in comparison with figures for 2004, when total investment in conservation was R\$20,833 thousand.

Our unrestricted revenues basically come from associations, the sale and licensing of products, the Corporate Club and WWF–Develop. In 2005 there was a 76% hike in these revenues over figures for 2004, mainly as a result of the Corporate Club, which in 2005 received support from 9 (nine) companies to the tune of R\$390 thousand, and WWF–Develop, a WWF Network institutional development project, which contributed the sum of R\$ 960 thousand.

Certain changes in the network's procedures directly affected our results in 2005. One of these was the change in the criteria employed in calculating the royalties paid to the WWF Network. As we operate under a Competency Regime, this additional expense, payable over the period 2006/2007, was provided for in 2005, at a cost of R\$462 thousand.

Another factor that had a bearing on our financial results in 2005 was the strengthening of the Real against the principal foreign currencies, especially the dollar, which resulted in a negative accumulated variation for the year to the value of R\$677 thousand.

WWF–Brazil's accounts for 2005 were audited and approved without reservations by Deloitte Touche Tohmatsu Independent Auditors.

## STATEMENT OF ACTIVITIES\*

JAN — DEZ				
	2005	2004	Δ	%
<b>Revenues</b>				
<b>Restricted Project Donations</b>	32,362	22,028	10,334	147
<b>New and Renewed Membership</b>	317	745	(428)	43
<b>Sales and Licensing</b>	199	198	1	101
<b>WWF–Develop</b>	960	—	960	—
<b>Corporate Club</b>	390	—	390	—
<b>Other income</b>	80	161	(81)	50
	<b>34,308</b>	<b>23,132</b>	<b>11,177</b>	<b>148</b>
<b>Expenses</b>				
<b>Projects (direct and indirect cost)</b>				
– Pay-roll and Benefits	5,419	4,016	1,403	135
– Other project costs	24,774	16,262	8,512	152
– Non-operating activities	542	555	(13)	98
	<b>30,735</b>	<b>20,833</b>	<b>9,902</b>	<b>148</b>
<b>Other expenses (except remittances)</b>				
<b>Pay-roll and Benefits</b>	1,893	1,466	427	129
– Other costs	2,656	1,505	1,151	176
– Non-operating activities	(25)	50	(75)	(50)
– (+) Financ Exp				
– (–) Financ Ver.	577	283	294	204
	<b>5,101</b>	<b>3,304</b>	<b>1,797</b>	<b>154</b>
<b>Total outgoings</b>	<b>35,836</b>	<b>24,137</b>	<b>11,699</b>	<b>148</b>
<b>Superavit (Deficit)</b>				
– In projects	1,627	1,195	432	136
– Other activities	(3,154)	(2,200)	(954)	—
– Non-operating activities	517	605	(88)	85
<b>(Recov. Exp. Proj.)</b>				
– Superavit (Deficit) for Financial Year	<b>(1,010)</b>	<b>(400)</b>	<b>(610)</b>	<b>—</b>

### Notas:

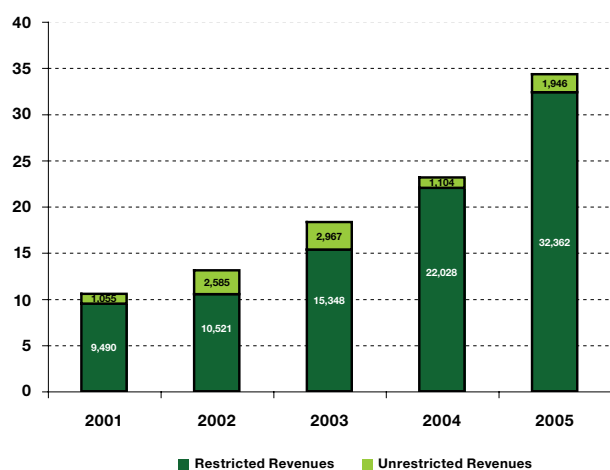
- By *restricted* we understand all income associated with the execution of a conservation project.
- Budgeted refers to sums the organisation has pledged (neither assured or “wish list”).
- Δ meaning Variation.



\* amounts in thousands of reais

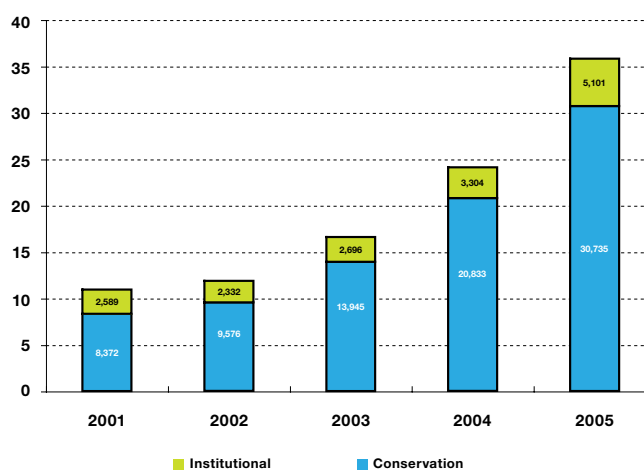
### REVENUE GROWTH\*

Note: Up to 2003, exchange rate variations affected unrestricted revenues.

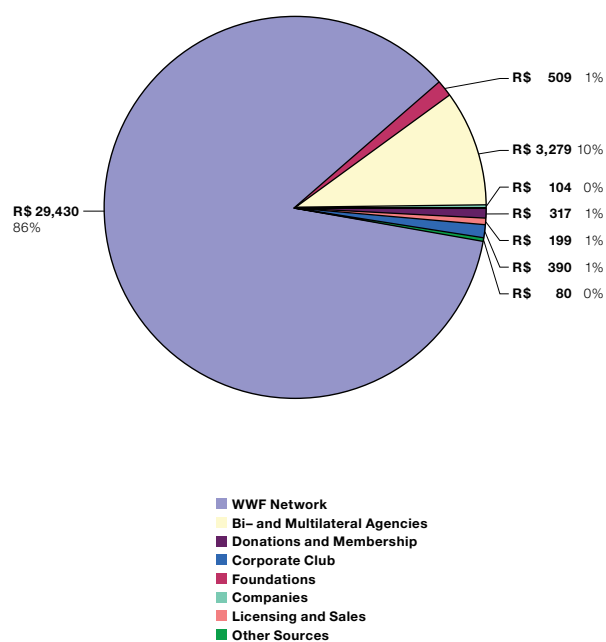


### SPENDING GROWTH\*

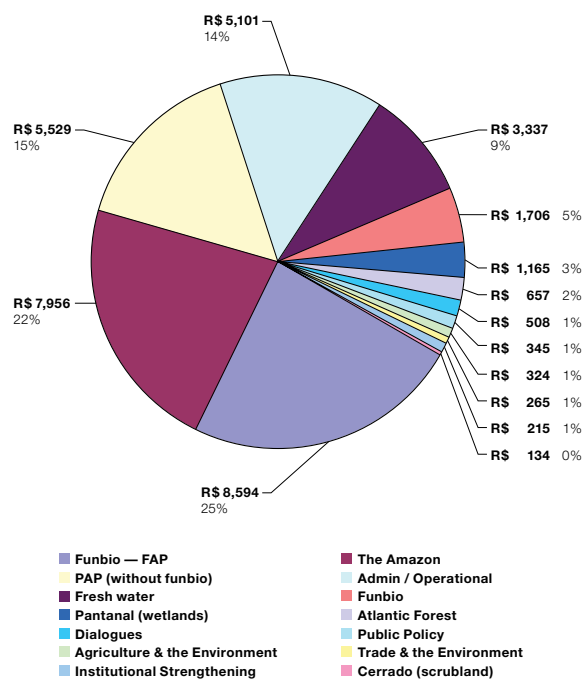
Note: Total expenses includes the value of real estate paid by the projects.



### TOTAL REVENUES IN 2005\*



### TOTAL SPENDING IN 2005\*



# Our partners in 2005

- > Ação Ecológica Vale do Guaporé — ECOPORE
- > Ana Albernaz — Museu Paraense Emilio Goeldi (MPEG)
- > Associação AGUAPÉ
- > Associação Artesanato do Couro de Peixe (ARPeixe — Coxim/MS)
- > Associação Brasileira das Instituições de Pesquisa Tecnológica (ABIPTI)
- > Associação Brasileira de Pecuária Orgânica (ABPO)
- > Associação Brasileira de Produtores de Animais Orgânicos (ASPRANOR)
- > Associação das Indústrias de Madeira de Manejo do Estado do Acre (Assimanejo)
- > Associação de Curtimento e Confecção de Pele de Peixe (ART–Peixe — Miranda/MS)
- > Associação de Produtores de Artesanato e Seringa (APAS)
- > Associação pela Mata Atlântica do Nordeste (AMANE)
- > Associação de Mulheres Organizadas Reciclando o Peixe (AMOR–Peixe/MS)
- > Associação de Proprietários de Reservas Particulares do Mato Grosso do Sul (REPAMS)
- > Associação de Silves pela Preservação Ambiental e Cultural (ASPAC/AM)
- > Associação dos Moradores e Produtores da Reserva Extrativista Chico Mendes de Epitaciolândia e Brasília (AMOPREB)
- > Associação Mico–Leão–Dourado (AMLD)
- > Associação SOS Amazônia, Acre
- > Associação Super–Eco
- > Associação Vida Verde da Amazônia (AVIVE)
- > Banco Mundial / The World Bank
- > BirdLife/SAVE Brazil
- > Bob Pressey — University of Queensland/Australia
- > Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD)
- > Centro de Desenvolvimento Sustentável Agropecuário de Educação e Capacitação em Agroecologia e Meio Ambiente (CEAGRO)
- > Centro de Desenvolvimento Sustentável — Universidade de Brasília (CDS/UnB)
- > Centro de Estudos e Pesquisas Ambientais do Nordeste (CEPAN)
- > Centro de Voluntariado de São Paulo (CVSP)
- > Centro dos Trabalhadores da Amazônia (CTA/AC)
- > Comissão Pastoral da Terra (CPT/Xingu)
- > Comitê da Bacia Hidrográfica do Rio Sinos
- > Comitê de Bacia Hidrográfica Lagos São João (CILJ/RJ)
- > Comunicata
- > Conselho Brasileiro de Manejo Florestal (FSC)
- > Conselho Nacional da Reserva da Biosfera da Mata Atlântica (CN–RBMA)
- > Conselho Nacional dos Seringueiros (CNS)
- > Conservação Internacional do Brasil (CI Brasil)
- > Conservation Science WWF–US
- > Consórcio Ambiental Lagos São João
- > Consórcio Intermunicipal dos Usuários de Recursos Hídricos para a Gestão Ambiental da Bacia do Alto Tocantins (Conágua/GO)
- > Consórcio Intermunicipal Lagos São João (CILSJ)
- > Consórcio Intermunicipal para Desenvolvimento Integrado das Bacias dos Rios Miranda e Apa (Cidema)
- > Cooperativa Central de Comercialização Extrativista do Estado do Acre (Cooperacre)
- > Cooperativa dos Produtores Florestais Comunitários (COOPERFLORESTA)
- > Ecoa — Ecologia e Ação
- > ECODATA
- > Estação Ecológica de Águas Emendadas (Esec–AE/DF)
- > Fábrica Elétrica Comunicação
- > Fazenda Bela Vista, Mato Grosso do Sul
- > Fazenda Xaraés, Mato Grosso do Sul
- > Federação dos Trabalhadores na Agricultura de Rondônia (FETAGRO)
- > Fórum Nacional de Comitês de Bacias Hidrográficas (FNCBH)
- > FSC BRASIL
- > Full Jazz Comunicação e Propaganda
- > Fundação DeSDelChaco
- > Fundação Ecotrópica
- > Fundação Elias Mansour, Acre
- > Fundação SOS Mata Atlântica
- > Fundação Vida Silvestre Argentina (FVSA, Argentina)
- > Fundação Vitória Amazônica (FVA, Amazonas)
- > Fundo Brasileiro para a Biodiversidade (Funbio)
- > Fundo Global para o Meio Ambiente (GEF)
- > Gordon and Betty Moore Foundation
- > Governo do Estado do Acre
  - + Instituto de Meio Ambiente do Acre (IMAC/AC)
  - + Secretaria de Assistência Técnica e Extensão Agroflorestal (SEATER/AC)
  - + Secretaria de Extrativismo e Produção Familiar (SEPROF/AC)
  - + Secretaria de Florestas (SEF/AC)
  - + Secretaria de Meio Ambiente e Recursos Naturais (SEMA)
- > Governo do Estado do Amazonas
  - + Secretaria de Estado do Meio Ambiente e Desenvolvimento Sustentável (SDS/AM)
- > Governo do Estado do Amapá
  - + Instituto de Pesquisas Científicas e Tecnológicas do Estado do Amapá (Iepa)
  - + Secretaria de Estado do Meio Ambiente do Amapá (SEMA/AP)



- > Governo do Distrito Federal
  - + Secretaria de Meio Ambiente e Recursos Hídricos do Distrito Federal (SEMARH/DF)
- > Governo do Estado de Goiás
  - + Agência Ambiental de Goiás (AGMA/GO)
- > Governo do Estado do Mato Grosso
- > Governo do Estado do Mato Grosso do Sul
  - + Secretaria de Estado de Meio Ambiente e Recursos Hídricos (SEMA)
- > Governo do Estado do Pará
  - + Secretaria de Estado da Ciência, Tecnologia e Meio Ambiente do Pará (Sectam)
- > Governo do Estado de Rondônia
  - + Secretaria de Estado do Desenvolvimento Ambiental — GT Resex (Sedam/RO)
- > Governo do Estado de São Paulo
  - + Fundação Florestal de São Paulo
  - + Instituto Florestal de São Paulo (IF–SP)
- > Governo do Estado do Tocantins
- > Governo Municipal de Corumbá
  - + Secretaria Municipal de Meio Ambiente
- > Grupo de Trabalho da Amazônia (GTA/RO)
- > Grupo dos Produtores Florestais Comunitários (GPFC)
- > GTZ (Agência Alemã de Cooperação Técnica)
- > Hotel Meliá Brasília
- > Hotel Meliá Jardim Europa
- > HSBC
- > Indústria Gráfica Foroni Ltda.
- > Instituto 5 Elementos, São Paulo
- > Instituto Amigos da Reserva da Biosfera da Mata Atlântica
- > Instituto Arara Azul (Campo Grande/MS)
- > Instituto Centro de Vida (ICV)
- > Instituto de Estudos Sócio–Ambientais (IESA/AP)
- > Instituto de Estudos Socioambientais do Sul da Bahia (IESB)
- > Instituto Estadual de Desenvolvimento da Educação Profissional Dom Moacir Grechi
- > Instituto Ipanema
- > Instituto Internacional de Educação do Brasil (IEB/DF)
- > Instituto Paulo Montenegro, São Paulo
- > Instituto de Pesquisa Ambiental da Amazônia (IPAM/PA)
- > Instituto de Pesquisas Ecológicas (Ipê/SP)
- > João Rafael Corrêa Lima
- > Jupará — Assessoria para o Desenvolvimento Agroecológico de Comunidades Rurais, Bahia
- > Kanindé — Associação de Defesa Etno–Ambiental, Rondônia
- > KfW (Banco Alemão de Cooperação)
- > Laboratório de Processamento de Imagens e Geoprocessamento (LAPIG/UFG)
- > Melhoramentos Papéis Ltda.
- > Ministério da Agricultura, Pecuária e Abastecimento
  - + Embrapa Gado de Corte
  - + Embrapa Pantanal
- > Ministério do Desenvolvimento Agrário
  - + Instituto Nacional de Colonização e Reforma Agrária (INCRA)
- > Ministério da Educação (MEC)
- > Ministério do Meio Ambiente
  - + Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis (IBAMA) — Diretoria de Ecossistemas (DIREC), Diretoria de Proteção Ambiental (DIPRO), Projeto Manejo dos Recursos Naturais da Várzea (ProVárzea)
  - + Secretaria de Biodiversidade e Florestas (Diretoria de Áreas Protegidas) — Núcleo dos Biomas Cerrado e Pantanal; Unidade de Coordenação do Programa de Áreas Protegidas da Amazônia (Arpa)
  - + Secretaria de Políticas para o Desenvolvimento Sustentável
- > Museu Paraense Emílio Goeldi, Pará
- > Núcleo Maturi de Ecologia Social
- > Oficina Escola de Lutheria da Amazônia (OELA)
- > Organizações Globo
- > Organização dos Seringueiros de Rondônia (OSR)
- > Parque da Mônica, São Paulo
- > Programa das Nações Unidas para o Desenvolvimento — PNUD/BRA 99/005
- > Projeto Aguapé
- > Passo do Lontra Parque Hotel e Fazenda São João, Mato Grosso do Sul
- > Rede Acreana de Educação Ambiental (RAEA)
- > Rede Aguapé de Educação Ambiental, Pantanal
- > Rede Brasileira de Educação Ambiental (REBEA)
- > Rede de Educação Ambiental da Bacia do Rio São João e Rio das Ostras (REAJÓ)
- > Rede de Educação Ambiental da Região dos Lagos e Zona Costeira (REALAGOS/RJ)
- > Rede de ONGs da Mata Atlântica (RMA)
- > Rede Pantanal de Organizações Não Governamentais
- > Rede Paulista de Educação Ambiental (REPEA)
- > Refúgio Ecológico Caiman, Mato Grosso do Sul
- > Ri Happy Brinquedos Ltda.
- > Sobrevivência, Paraguai
- > SOS Amazônia
- > Sociedade Nordestina de Ecologia (SNE)
- > The Nature Conservancy (TNC)
- > Track & Field
- > UNESCO
- > Unimed Seguros
- > Universidade Católica Dom Bosco (UCDB/MS)
- > Universidade Federal do Acre (Ufac)
- > Universidade Federal do Amapá (Unifap)
- > WWF–Bolívia
- > WWF–EUA
- > WWF–Holland
- > WWF–International
- > WWF–United Kingdom
- > WWF–USA

# Who we are: WWF–Brazil 2005

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**Haakon Lorentzen**

**José Roberto Marinho**

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