



PACTO
PELA RESTAURAÇÃO DA
MATA ATLÂNTICA



**TOWARDS RESTORING
15 MILLION
HECTARES**

CONGRATULATIONS TO THE ATLANTIC FOREST RESTORATION PACT

This initiative is crucial for both the Atlantic Forest biome and Brazil, delivering significant environmental benefits while serving as an example that inspires, motivates action, and educates people.

REPRODUCED FROM FACEBOOK



MARINA SILVA
Brazilian Minister
of the Environment
and Climate Change

As a pioneering effort in Brazil, the Atlantic Forest Restoration Pact has collectively created a standard for dialogue and collaboration between non-profits, the private sector, academia, and government, uniting multisectorial stakeholders for large-scale, integrated restoration. Over the past 15 years, I have witnessed remarkable achievements that deserve recognition: technical tools like the Theoretical Framework, the Monitoring Protocol, and a guide on the social benefits of restoration for women; the milestone of restoring over 1 million hectares; the Atlantic Forest's representation at the National Commission for the Recovery of Native Vegetation; and the Pact's recognition as a UN Flagship initiative.

As an environmentalist and woman serving in the Brazilian Congress advocating for environmental issues, I am now honored to oversee the country's environmental policy for the third time. I would like to express my gratitude to all the individuals and institutions that have been part of this journey for their partnership and dedication. I look forward to celebrating more years of this coalition and achieving the restoration of 15 million hectares to fight the climate crisis and to redefine humanity's coexistence with the environment.

PRODUCTION TEAM National Coordinator Rubens Benini. National Vice-Coordinator João Augusti. Executive Secretary Alex Mendes. Project Analyst Amanda Fernandes. Administrative Assistant Denise Claret. Geospatial Consultant Bárbara Paes. Social Media and Editorial Coordinator Luísa Toller. Writer Mariana Leite. Graphic Designer Marcos Mesquita. Translator Chris Rostworowski. This is a publication of the **Atlantic Forest Restoration Pact**. This document may be reproduced, provided the source is cited.

RESTORING THE BRAZILIAN ATLANTIC FOREST FOR THE PAST 15 YEARS

15 million hectares restored by 2050

In 2009, just over 20% of the Atlantic Forest territory was covered by native vegetation. This was also when about fifty stakeholders of Brazilian society joined efforts to restore 15 million hectares of this vital biome, giving rise to the Atlantic Forest Restoration Pact.

The coalition has since gained momentum and now includes over 300 stakeholders from civil society, the private sector, and the government. So far, the Pact has facilitated the restoration of over 113,000 hectares of the Atlantic Forest, with an additional 740,000 hectares in recovery¹.

It has also produced around thirty scientific papers on forest restoration and its connections to social, economic, and cultural issues, while actively sharing information through social media and the "Tom da Mata" podcast.

Over the next years, we will continue working together to restore this critical biome for both Brazil and the planet.

¹CROUZAILLES, R. *et al.* There is hope for achieving ambitious Atlantic Forest restoration commitments. *Perspectives in Ecology and Conservation*, v. 17, n. 2, p. 80-83, 2019. Available at: <https://doi.org/10.1016/j.pecon.2019.04.003>. Accessed on June 21, 2024.

GOVERNANCE

The Pact is led by a Coordination Council, elected every two years to represent its membership, along with a general coordinator and a vice-coordinator, who are also elected. Supported by an Executive Board, the Pact is organized into Regional Chapters, each coordinated by members and renewed every four years.

ACTIVITIES

To foster coordination and integration among its members, the Pact is organized into strategic lines of action, led by four Working Groups (WGs), which, in turn, guide the actions of Task Forces (TFs).

WHAT IS RESTORATION?

Restoration refers to the process of assisting the recovery of an ecosystem that has been degraded, damaged, or destroyed.

This comprehensive approach involves not only reforestation (the planting of trees), but also encompasses other critical environmental factors such as wildlife, water, and soil, as well as social, economic, and cultural issues.

Source: <https://www.pactomataatlantica.org.br/glossario/>



PAPERS

Sharing research results and practical experiences is essential for restoration to succeed. The Pact has already published over 30 papers and technical publications.

ARCHIVE

All reference materials and papers produced by the Pact are available for free at our website.



SCAN TO VIEW
ALL PUBLISHED
MATERIAL

TUNE IN

The Atlantic Forest Restoration Pact podcast kicked off in February 2020, with support from WWF-Brazil and Kawa – Sustainable Strategies. In this series, journalist Paulina Chamorro chats with special guests about the Atlantic Forest and the importance of restoration. So far, there are 16 episodes.



Map of Potential Areas for Forest Restoration in the Atlantic Forest

This document shows areas of native vegetation and potential restoration sites, both by Brazilian state and overall, providing the grounds to guide the Pact's goals and actions.

Framework of Concepts and Measures for Forest Restoration

As the theoretical foundation of the Pact, this document outlines key concepts related to forest restoration and enhances the work of the coalition's members.

Monitoring Protocol for Forest Restoration Programs and Projects

This document presents the principles, criteria, and indicators for monitoring ecological restoration projects developed in the Atlantic Forest.

Restoration Knowledge

This series covers the key aspects of restoring the Atlantic Forest in Portuguese, in accessible language: General Concepts; Field-Based Ecological Monitoring; Socioeconomic Assessment; Geographic Information Systems (GIS); Landscape Ecology and Natural Regeneration; Carbon and Ecosystem Restoration; Forest-Based Enterprises.

Sowing Equity: A Gender Lens on Forest Landscape Restoration

The intersections between environment, economy, society, and gender are discussed across five guides: Women in Sustainable Landscape Restoration; Climate Change and the Low-Carbon Economy; Entrepreneurship and Income Generation; Governance, Dialogue, and Network Building; and Social Mobilization and Political Action.



REGIONAL CHAPTERS

Pact members serve as focal points across the vast Atlantic Forest territory, working on the diagnosis and assessment of the restoration chain, and supporting its key stakeholders.



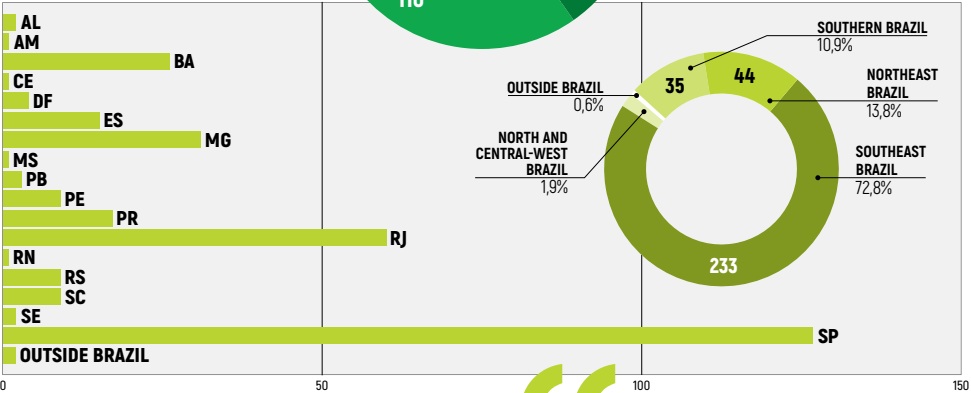
PRESENCE AND REPRESENTATION Established in 2016 to decentralize the structure and expand the Pact's reach, the Regional Chapters (RCs) are crucial to carry out restoration efforts that take place across the entire Brazilian Atlantic Forest territory. Members from each region rotate in this role, ensuring not only representation within the coalition but also the effectiveness of the initiatives coordinated through it. The current RCs were defined in 2021 and will be renewed in 2024, depending on members' availability and skills.

COLLABORATIVE EFFORTS

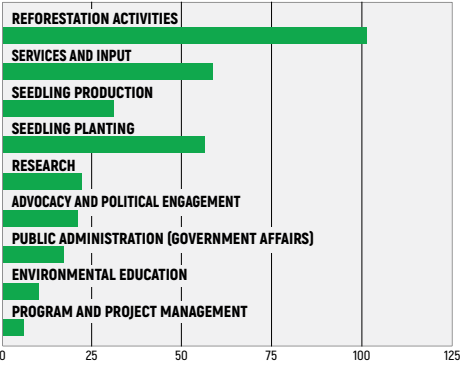
More than 300 organizations are committed to restoring the Atlantic Forest. Following the Pact's protocols and frameworks, they consolidate knowledge, exchange experiences, raise awareness, drive policies, and generate the results needed for socially sustainable ecological restoration.

The Pact is comprised of **320 MEMBERS** and continues growing...

MEMBER LOCATIONS



CORE INITIATIVES



Being a member of the Pact is very important for organizations, as it offers access to cutting-edge information and content, visibility, connection, and the exchange of experiences."

ALEX MENDES
Executive Secretary



SCAN TO SEE
THE CURRENT
LIST OF PACT
MEMBERS

RESULT-ORIENTED COLLABORATION

Led by volunteers among our members' representatives, the Working Groups (WGs) create knowledge and deliver outcomes through Task Forces, defined based on current demands. This approach keeps the work dynamic and effective.

Comms WG

Mobilize and Expand Reach:

Promoting initiatives and results; internal and external comms; social media; website; newsletter; podcast.

Knowledge WG

Activities developed by Task Forces:

Restoration Economy; Geospatial Data & Analysis; Integrated Fire Management; Monitoring; Social and Gender

Funding Mechanisms WG

Activities developed by Task Forces:

In-House Fundraising; Carbon; Facility Agency.

Public Policies WG

Activities developed by Task Forces:

Seeds and Seedlings; National Commission for the Recovery of Native Vegetation (CONAVEG) and Technical-Scientific Committees (TSCs).



An executive team manages the activities developed by the Pact: Alex Mendes, Executive Secretary; Denise Claret, Administrative Assistant; Amanda Fernandes, Project Analyst; Luisa Toller, Social Media Coordinator; and Bárbara Paes, Geospatial Consultant.

RESTORATION

As the restoration landscape evolves, the Working Groups (WGs) are reorganized, from time to time. In the latest update, the number of WGs was reduced from seven to four, with Task Forces created to focus on specific issues.



SCAN TO
CHECK OUT OUR
SOCIAL MEDIA

JOIN THIS INNOVATIVE ENDEAVOR!

GET INVOLVED

You can make the Restoration Facility Agency happen, be part of this change. Email us at **secretariaexecutiva@pactomataatlantica.org.br**

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THE RESTORATION
FACILITY AGENCY



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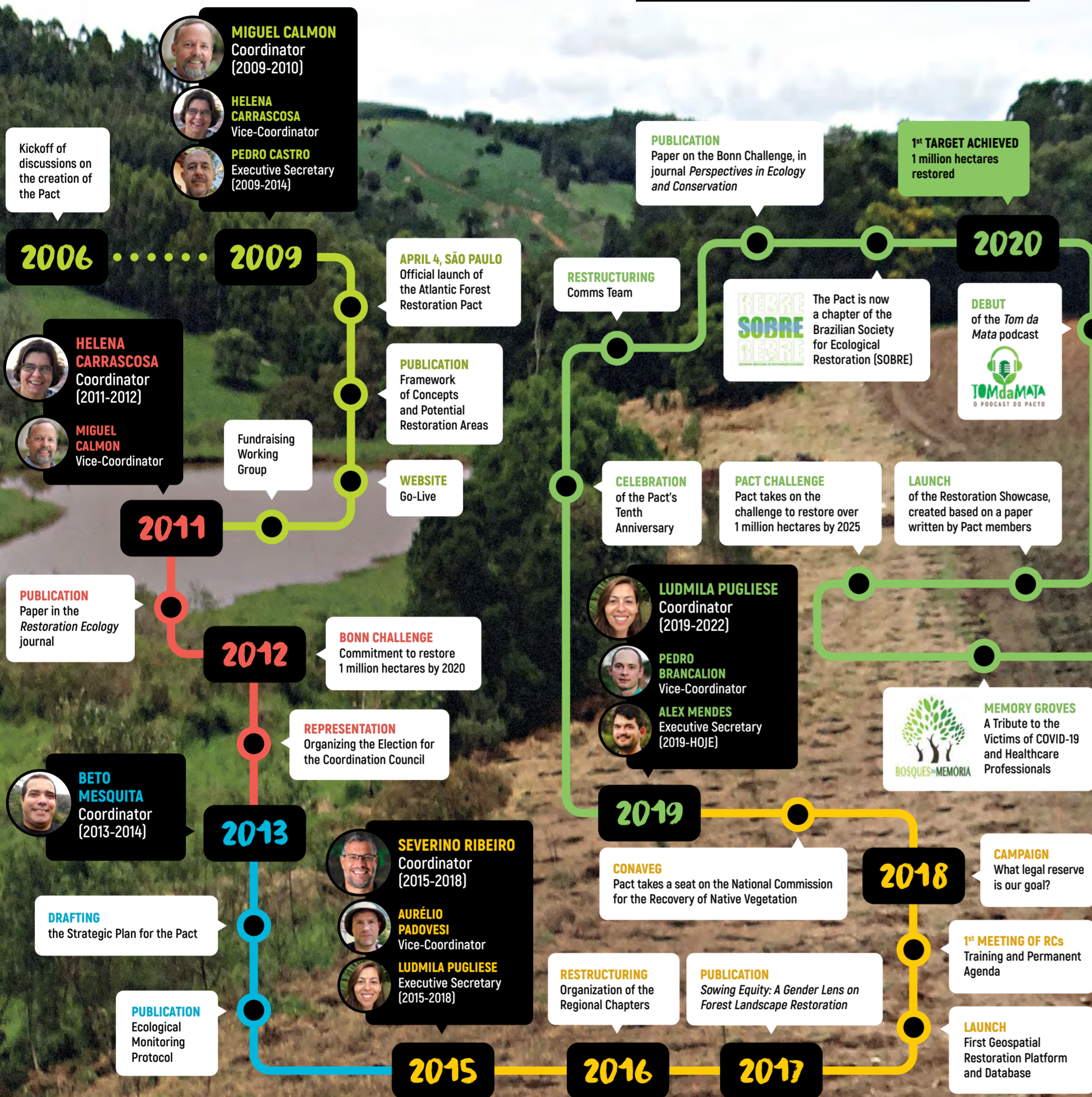


MINISTÉRIO DO
MEIO AMBIENTE E
MUDANÇA DO CLIMA



UNião e Reconstrução

THE PACT TIMELINE



It has been an intense process aimed at scaling up restoration efforts in the Atlantic Forest. We started by focusing on governance, developing the theoretical framework, mapping, and setting up the official website."

MIGUEL CALMON
Coordinator (2009-2010)

We are a diverse group of members working toward a common goal. As the Pact has grown, we have ensured stakeholders are adequately represented on our board to enhance inclusion and involvement across certain segments."

HELENA CARRASCOSA
Coordinator (2011-2012)

The Pact's strategic plan was developed based on a methodology and with all members joining efforts and collaborating. As a pioneering endeavor, it is a milestone in restoration in Brazil, inspiring other groups in different biomes."

BETO MESQUITA
Coordinator (2013-2014)

We focused on decentralizing the Pact beyond Southeast Brazil, identifying institutional gaps and tailoring the movement for Northeast Brazil. There would be no large-scale restoration without the Pact."

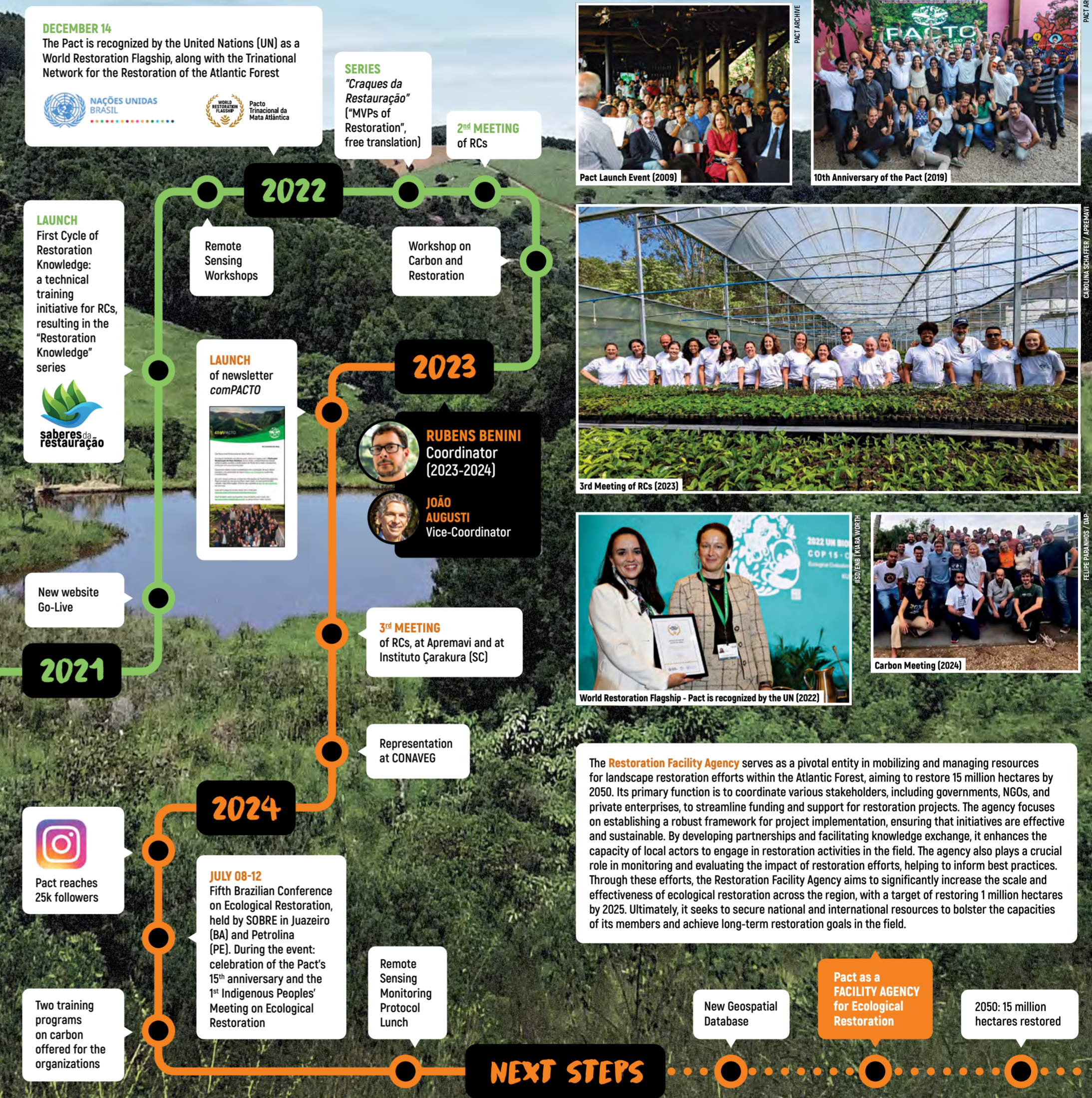
SEVERINO RIBEIRO
Coordinator (2015-2018)

Thanks to the RCs, the Pact moved away from an academically centered and regionally limited approach to allow for more effective member participation. This enabled us to concentrate on consolidating and promoting the theoretical framework."

LUDMILA PUGLIESE
Coordinator (2019-2022)

As a facility agency, the Pact will be able to secure significant national and foreign funds to strengthen each of our members."

RUBENS BENINI
Coordinator (2023-2024)



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