



BRAZIL

2024

WWF-BRAZIL ANNUAL REPORT

**IN THE YEAR IN WHICH THE PLANET
EXCEEDED THE WARMING LIMIT OF 1.5°C, WE
INTENSIFIED OUR ACTIONS IN DEFENSE OF LIFE**

NEW SCENARIO REQUIRES ROBUST STRATEGIES AND INVESTMENTS IN RESEARCH

In 2024, the planet exceeded the warming limit of 1.5°C compared to pre-industrial levels, established in 2015 by the Paris Agreement. It was a year of breaking climate records around the world. In Brazil, the effect of this scenario was the worst drought ever seen since records began in 1950, and a consequent explosion of fires.

The Amazon, for the second consecutive year, was punished by an extreme drought that reduced river levels even more than in 2023. The biome totaled 140 thousand fire outbreaks, an increase of 42% compared to the previous 12 months. The Cerrado, with 81 thousand fires, and the Atlantic Forest, with 21 thousand, had increases of 60% and 82%, respectively. The Pantanal — which also had negative levels in the rivers — accounted for 14 thousand fires, an alarming jump of 120%.

This advance, however, was accompanied by a reduction in deforestation rates in the two largest biomes in the country. Devastation in the Amazon fell by 31% — the highest in 15 years — which finally returned deforestation rates to pre-2016 levels. In the Cerrado, the drop was 26%.

These positive results in deforestation show the effectiveness of the federal government's actions and plans. But the simultaneous growth of fires raises the alert that the fire may be being used to open new areas. This phenomenon, whose consequences are aggravated by the climate crisis, results in a worrying scenario. The good news, however, is that the game can still be reversed.

This new scenario calls for new strategies, such as increasing investment in research and studies that anticipate problems, and reinforces the importance of the mission that WWF-Brazil has been fulfilling for almost 30 years: conservation of biomes through partnerships with local organizations, it fights for increasingly efficient public policies and reinforces the role of those who live in the territories, such as indigenous peoples and local communities.

In addition to vigilance in relation to possible setbacks, and an active incidence in major national and international events on climate, this year WWF-Brazil solidified ongoing projects and advanced on new fronts.

In 2024, we continued courses with techniques for the recovery of degraded areas, training for rural teachers and young agronomists, training of indigenous and riverine leaders, encouragement for the creation of ecological corridors, support for sociobiodiversity producers, pressure for effective public policies, among many other fronts.

There is still much to be done — and urgently. Therefore, we continue to work on our mission with our partners. And what keeps us going is knowing that there are so many defenders of the planet walking by our side.

Rubber tapper women in the Madeira River region, in the municipality of Manicoré (AM)

A butterfly (Hamadryas) perches on a liana (a long-stemmed woody vine) on the Piquiá trail, in the Jamaraquá Community – Tapajós National Forest, in Belterra (PA)

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A SPECIAL INVITATION TO THE PRIVATE SECTOR

It is not new that the alarms of global warming have been sounding. Warnings for the urgency of robust actions against the climate crisis date back to 1972, when the Declaration of the United Nations Conference on the Human Environment was drafted, and were strengthened in 1992, at Rio 92, with the creation of the UN Climate Convention. Much has been advanced since then and civil society organizations, such as WWF-Brazil, have played a fundamental role in reinforcing the obvious: inaction is no longer an option.

Nowadays, at major events such as COPs — the Climate Conferences organized by the UN — countries discuss solutions and establish goals and commitments to face the climate crisis. In 2015, this negotiation process allowed a crucial breakthrough with the Paris Agreement, currently the only mechanism with a global reach for this purpose.

These achievements show that, in addition to the action of organized society, the role of governments is indispensable so that the planet does not reach the point of no return. However, reversing the current situation depends on a broad and collective pact. And, in this sense, the participation of the private sector is urgent.

The 2024 Climate Conference in Azerbaijan highlighted this responsibility. In the final text, the private sector appears as essential to make the fight against climate change financially viable. With agility and capacity for innovation that characterize it, it is essential to think about a future for all species.

We already understand that no one is immune to the climate crisis. In 2024, extreme events — such as heat waves, floods and droughts

— gave a glimpse of what a planet 1.5°C warmer means, with economic losses estimated at US\$ 2 trillion between 2014 and 2023, according to the International Chamber of Commerce. The insurance area, which has already had losses of more than US\$ 100 billion, may have been the first to understand the environmental impacts on the economy.

Aware of the central role of the corporate sector in this dynamic — and, therefore, in the solutions that the planet needs — WWF-Brazil has been acting, more recently, in partnership with several companies in actions ranging from the rehabilitation of ecosystems with native species to the conservation of the oceans, from the rehabilitation of pastures to water resilience and the promotion of the sustainable chain of rubber and other sociobiodiversity products.

There are several ways in which companies and industries can contribute. Rethinking production models, prioritizing responsible financing, investing in more transparent and sustainable production chains, and promoting new consumption patterns, are some of them. Decarbonizing the economy will only be possible if everyone — really — does their part.

All eyes in the world are on COP30, which will be held in Belém in November 2025. For the first time, climate negotiators will not work on building an agreement, but on its implementation. It is the chance for the private sector to take a historic role and be part of the change.

Junia Nogueira de Sá

Chairman of the Deliberative Council of WWF-Brazil

BRAZIL BACK IN THE GAME

The year 2024 was marked by extreme weather events and great challenges - but also by important achievements. We have been on several fronts: from partnering with Amazonian riverside dwellers to mobilizing against laws that threaten our biomes, always with local organizations in the Amazon, Cerrado, Atlantic Forest, Pantanal and oceans.

We celebrate the resumption of Brazil's leading role in the international environmental agenda, with emphasis on the Climate and Biodiversity COPs. At the G20, the government highlighted the role of forests and indigenous and traditional peoples in tackling the climate crisis and advocated for new financing mechanisms. One of them, the Tropical Forests Forever Fund, was mentioned in the final declaration after articulation by WWF-Brazil together with civil society.

We also worked for the approval of key themes at COP16, such as the integration between biodiversity and climate. This intense presence in socio-environmental events prepares the ground for COP30, in November 2025, in the capital of Pará.

In Brasília, we reinforced political advocacy, working in Congress and the Supreme Court against setbacks such as the end of the Soy Moratorium — one of the most effective initiatives against deforestation — and the Time Frame thesis, which restricts the right to land to the indigenous peoples who occupied or disputed it in 1988, year of the promulgation of the Constitution.

Our work in the biomes, in partnership with local actors, has intensified. In the Cerrado, WWF-Brazil strengthened 64 organizations and offered technical support to the production of more than 13 thousand tons of sociobiodiversity

products by 4,472 families, contributing to the conservation of more than 1.6 million hectares in Protected Areas (PA), Indigenous Lands (IL), Quilombos and Settlements. We have also taken the lead in governance and articulation in rehabilitation actions.

In the Amazon, also alongside organizations in the territory, we offer technical support to the production of more than 36.5 tons of native rubber and andiroba by 171 families, contributing to the conservation of 19,917,927 hectares in PAs and ILs in Rondônia, Amazonas and in the Tapajós Watershed. We also created a platform to monitor the temperature of 23 lakes, helping to avoid tragedies like the mass death of aquatic animals, such as river dolphins.

Strategic partnerships with the Pact for the Rehabilitation of the Atlantic Forest, the Trinational Atlantic Forest Network, the Renova Foundation and the Reforestation Program enabled the indirect rehabilitation of 28,844 hectares in what is the most fragmented biome in the country.

In the Pantanal, in July, an unprecedented study carried out at the request of WWF-Brazil revealed that the biome would experience a historic water crisis in 2024. Surveys like this are important to help predict problems and anticipate solutions in the territories - which, in a world with more frequent extreme weather events, will be increasingly decisive.

Next year, with the return of Brazil's leading role in the environmental agenda, we will continue, together with our partners, this work to build a healthier society and a more sustainable economy, capable of favoring the conservation of biodiversity and reducing the impacts of the climate crisis.

Maurício Voivodic

Executive Director

A man plants annatto seedlings in the greenhouse of the Lago Grande Agroextractivist Settlement Project (PAE), in the São Francisco community, Santarém (PA)

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WHO WE ARE

Created in 1996, WWF-Brazil is a Brazilian non-governmental and non-profit civil society organization. We are part of the WWF Network, one of the largest nature conservation institutions and which, present in more than a hundred countries, has the support of 5 million people.

We work on four pillars: Green Economy; Socio-Environmental Justice; Conservation and Rehabilitation of Ecosystems; and Engaged Society. We have 165 employees, who work and collaborate on 56 projects, and 1,566 active affiliates.

We follow strict internal and external control standards, with annual and independent audits of our accounts. Our governance is guided by the Bylaws and Internal Regulations, with the objective of ensuring the commitments assumed and the relationship with the WWF Network, as well as ensuring compliance with the policies, principles and objectives of the organization. This allows us to consistently ensure the fulfillment of our Institutional Mission.

MISSION

To contribute to the Brazilian society conserving nature, harmonizing human activity with the preservation of biodiversity and the rational use of natural resources, for the benefit of current and future generations.

PURPOSE

Change the current trajectory of environmental degradation and promote a future in which society and nature live in harmony.

DESPITE THE CHALLENGING CONTEXT, WE HAVE ACHIEVED SIGNIFICANT IMPACTS IN THE LAST 5 YEARS

+ 35k families benefited by rehabilitation; sociobiodiversity; public use; and emergency activities actions

193 threatened species that now have conservation strategies

194 emergency actions supported, such as the formation of brigades, construction of cisterns and humanitarian aid

14 million hectares of Indigenous Territories and lands of local communities, covering 49 areas, supported with actions of territorial protection, sustainable use and monitoring of biodiversity

87 companies implementing the DCF Toolkit with support from WWF-Brazil. It is a set of tools that help meet zero deforestation and conversion commitments

+ 520 local organizations strengthened

+ 42.5k hectares under restoration with support from WWF-Brazil

10 million hectares of Protected Areas supported by sustainable use initiatives; technology-driven management; integrated firefighting strategies; and public engagement

+ 2500 participations training offered by WWF-Brazil

BRL 84 million resources accessed to strengthen local enterprises, optimize value chains, restore financial mechanisms, develop profitable projects and consolidate Protected Areas

34,500 ttons produced through the management regime or systems, by product/production chain

Maryhellen de Oliveira Matos, coordinator of the Meliponário Collective, shows andiroba seeds collected in the São Francisco community, in Santarém (PA)

© Tatiana Cardal / WWF



2024 OUR WORK

Brazil has a crucial role in reversing the trajectory of global curves of biodiversity loss and increase in greenhouse gas emissions. Containing the extinction of species, the disappearance of ecosystems and mitigating the main causes of climate change is urgent so that we can have a fairer and healthier future for all, in which society and nature live in harmony.

Thinking about what needs to change in the country for these goals to be achieved, we have defined four pillars for our performance: with an Engaged Society, we defend the Conservation and Rehabilitation of Ecosystems with Socio-Environmental Justice, made possible by a Green Economy.

Thus, we work to build a new vision of development, in which economic prosperity happens through a just transition to a low-impact economy, and that adds efficiency, knowledge and technology to the use of natural resources while promoting inclusion, greater transparency and social participation.

*Visit of WWF-Brazil to the
Babaçu Consortium (MA).
Babassu is an extremely
versatile species, with multiple
uses and possibilities, both for
industry and for consumption*



AMAZON

The effects of the climate crisis have intensified in the Amazon. In 2024, [when the planet became 1.5°C warmer](#), the biome suffered from the second consecutive year of extreme drought, which put local populations at risk again. River levels dropped even further, and as a result, their [lakes had above-average temperatures](#). Communities were isolated, without access to water and food. Cities were choked by smoke.

Along with the drought, came fires that hit the Amazon in a devastating way. In total, [140 thousand fires were recorded](#), an increase of 42% compared to 2023, [despite the 30% reduction in deforestation](#). In this scenario, the "flying rivers", which carry moisture from the forest to other regions of the continent, were transformed into an [immense corridor of smoke that could be seen even from space](#).

If deforestation falls while fires increase, an alert is raised: the fire may have been used as an instrument for the illegal opening of new areas for economic activities. The combination of an extreme drought caused by climatic factors and environmental degradation created, then, a [favorable scenario for the criminal use of fire to convert the forest](#).

Therefore, throughout 2024, WWF-Brazil focused on strategies so that indigenous peoples and traditional populations, who occupy the front line in the conservation of the biome, were increasingly strengthened in the defense of their territories. At the same time, the organization reinforced actions to fight fires and help local communities in the Amazon.

FOREST PRODUCTS

Investing in sociobiodiversity products, which do not devastate the forest, generate income for its peoples and value local culture and knowledge, is one of the most promising ways to keep the Amazon standing. An important achievement on this front was the official inauguration of the [Ecocenter in Tapajós](#), an initiative led by the Health and Joy Project (PSA), with support from WWF-Brazil, where native bee honey, andiroba oil, copaiba and cupuaçu butter are processed, stored and sold, for example. It was so successful that the promotion and commercialization of canudo and jandaíra bee honey took place at national fairs such as [Naturaltech](#), the [Congress of Functional Nutrition](#) and the [Rota do Cambuci Fair](#), in São Paulo.

THE STRENGTH OF THE RUBBER TAPPERS

The rubber tree is a tree native to the biome. In addition to being a source of latex, it provides environmental services for climate regulation, such as water production and maintenance of biological diversity. WWF-Brazil has been working year after year to strengthen the native rubber extraction chain, supporting and bridging the gap between producer associations and large companies that buy this raw material, ensuring fair remuneration and contracts for forest workers.

Throughout 2024, the Rubber Fund — supported by WWF-Brazil and executed by the Conexsus institute and the Chico Mendes Memorial — offered BRL 2 million in interest-

Drought in Lake Tefé, Middle Solimões region (AM)

free credit to 11 rubber tapper associations, benefiting 440 families.

Meanwhile, we continue to work with our partners on the [Together for Rubber Extractivism in the Amazon project](#), which has already helped [conserve more than 145,000 hectares of forests](#) and generated a positive environmental impact on more than 1.3 million hectares in the four protected areas and five municipalities in Amazonas where the activities are carried out.

The project also launched a [booklet on good practices in the rubber production chain](#), in order to prepare young people for sustainable production. The material was initially distributed to the 13 associations in Amazonas that are part of the initiative. In February, we held with our partners the 2nd edition of the [Great State Meeting of Rubber Extractivism](#), aiming to strengthen sustainable production, also starting the creation of a traceability system for the chain.

With the resumption of this chain, [the 2024 harvest yielded BRL 2.2 million for rubber tapper associations](#) in the municipalities of Canutama, Itacoatiara, Pauini, Manicoré, Novo Airão and Eirunepé, with a production of approximately 160 tons of native rubber.

SPECIES PROTECTION

To reduce conflicts between people and species typical of the biome, such as jaguars and river dolphins, WWF-Brazil promoted several [actions](#) in communities in the Amazon. Training and workshops were held in four regions — Tapajós (Pará), Roraima, Southern

Amazon and Amapá with a focus on practices that promote harmonious coexistence between humans and animals, providing information on the best approaches.

One of the highlights was in relation to the river dolphins, in a project with the use of "pingers", a device placed in the fishermen's nets that emits an uncomfortable sound to these animals, preventing them from piercing the nets and "stealing" the fish. [The trials, carried out in the Tapajós National Forest \(FLONA\)](#), reduced the bycatch of river dolphins and direct damage to gillnets by 40% — and increased fishing productivity by three times.



30 fishers (women and men) were supported by the project, with a potential positive impact for **60 families** in the Tapajós Forest.

SPECIES MONITORING

Among the actions involving the conservation of species, the [monitoring of jaguars stood out](#), with the installation of cameras in the forest, to help understand how Protected Areas serve as a refuge for this important feline.

In the Aripuanã National Forest in southern Amazonas alone, where 72 cameras were installed between June and August 2024, there were records of 57 different species, including six jaguars. In Amapá, cameras were also installed in the National Forest and in the Cabo Orange National Park.

In addition, we supported the mapping of priority areas for biodiversity corridors in the southern region of Amazonas, using an innovative methodology for predicting deforestation and biodiversity monitoring data, and we held a seminar for 230 people, which promoted the evaluation of the ten years of implementation of the [Monitors Program](#), the largest biodiversity monitoring initiative in the world run by the Chico Mendes Institute for Biodiversity Conservation (ICMBio).



“All residents are looking forward to this project working, because we want to fish without hurting the river dolphins”

Juliana Sousa, fisherwoman from the Prainha community, one of the places in FLONA Tapajós where the pinger was tested



Ermínio Nascimento de Oliveira and his daughter Milene Alves de Oliveira Lima, seed collectors in the city of Nova Xavantina (MT), hugging a Jatobá tree (*Hymenaea courbaril*)



HUMANITARIAN AID

Several task forces were carried out to support communities affected by the climate crisis. Throughout the year, WWF-Brazil [donated about 60 tons of food to more than 3,900 families](#) who lost their production or were unable to fish because of the high mortality of fish in the states of Pará, Amazonas and Rondônia. In the Tapajós region, we worked with our partners to distribute two thousand basic food baskets. In Rondônia, together with local organizations, we took 500 food baskets to families in 10 communities in the Madeira River area and the Extractive Reserve of

Lake Cuniã. Another 1,400 food baskets were donated in the south of Amazonas.

On the other hand, we also supported the training of [63 firefighters from six indigenous territories in Roraima](#), strengthening local groups with equipment and training for initial fire prevention and firefighting actions. We also contributed with training, donation of drones and equipment to more than 30 brigades that have been formed in the Amazon since 2019, in strategic areas of Rondônia and Pará. [These brigades played a key role in the biome in 2024.](#)



“We had help from WWF-Brazil that was very important for families who lost their production or were not even able to produce. The difficulties were immense for the residents, especially for the farmers. Those who managed to produce ended up losing everything because they did not have access to transportation to transport their production. It was very difficult. I was born and raised in this community and I have never seen drought like last year. It was the worst year I've ever seen.”

Maria Zulma Lopes Monteiro, resident of the community of Boca de Cima do Aritapera, a floodplain region in the municipality of Santarém

Contamination in the river caused by the action of mining in the region. Cabitutu or Kabitutu River, in the Upper Tapajós (PA)

ILLEGAL MINING

The search for gold continues to have devastating consequences for Amazonian life. The use of mercury in mining, to separate the metal from the sediments, contaminates the rivers and affects the food security of indigenous, traditional and urban communities, which have fish as the basis of their diet. In addition, mining generates deforestation in the forest, increases violence and the proliferation of diseases in indigenous territories.

To help combat this problem, in 2024, WWF-Brazil developed the [Plan for Mitigating the Impacts of Mercury on the Amazon](#) environment and its populations. From a seminar held with specialists, a list of 30 actions was established. In April, at the Terra Livre Encampment in Brasília, these measures were presented to the indigenous leaders present, whose contributions were incorporated into the document. The plan indicates effective measures to minimize mercury contamination and suggests the creation of national and regional programs to analyze the levels of contamination of fish consumed in the Amazon.

WWF-Brazil also continued to act, in partnership with Fiocruz and other institutions, to expand the [Mercury Observatory](#), a georeferenced platform that brings together studies on the contaminant and information regarding mining in the Amazon. A study based on this data and [published in the scientific journal Toxics](#) revealed an [extremely high risk of contamination in more than 50% of the sub-basins](#) of the Tapajós, Xingu, Muçajá and Uraricoera rivers, which are home to indigenous territories under threat from illegal mining. We also supported, in May 2024, the launch of the [Amazon Mercury Institute](#), whose objective is to establish at least one contamination testing center in each Amazonian state.

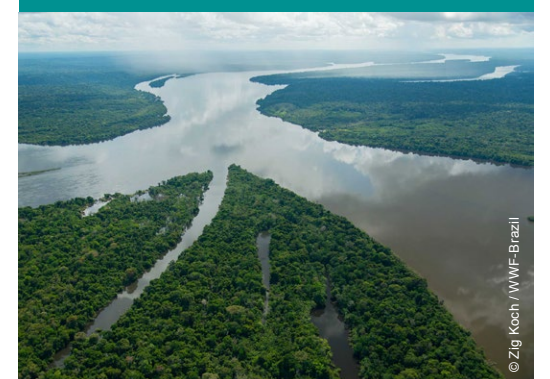


There are more than **4,100 illegal mining sites** in the Amazon

(Source: study conducted by WWF-Brazil in 2023, at the request of the Amazon Cooperation Treaty Organization)

SOLAR ENERGY FOR COMMUNITIES

The logic applied to the supply of electricity in other regions of Brazil is inadequate for the Amazon, where there are many communities excluded from the distribution networks due to economic or geographical difficulties. To discuss this issue, WWF-Brazil supported the holding of a seminar on the **role of municipalities in Amazonas** in promoting a just energy transition. The event took place in partnership with the Amazonas State Development Company, the Amazonian Association of Municipalities, the Institute of Energy and Environment (IEMA) and the E+ Energy Transition Institute.



CERRADO

The heart of the waters, from where most of the country's watersheds spring, the [Cerrado](#) has been the fastest Brazilian biome destroyed in recent years. Between 2023 and 2024, for example, almost 20 thousand km² were deforested. And to make matters worse, the climate crisis is contributing to making the region increasingly hot and drier - a scenario conducive to fires, largely caused by human activity, reaching unprecedented proportions. To give you an idea, in 2024 alone, 81.4 thousand fires were registered in the Cerrado, according to Inpe (National Institute for Space Research).

The second largest biome in South America, present in 11 states of Brazil and the Federal District, the Cerrado is home to about 12% of the Brazilian population. It is also considered the oldest and most biodiverse savanna on the planet, with more than 12 thousand species of plants and at least 2,373 species of vertebrates, two out of ten of which are endemic, that is, exclusive to the region.

The magic of this habitat also happens where no one sees. With an "inverted forest", trees with deep roots that store rainwater, the Cerrado has the capacity to store water for the entire year, including in drought. The problem occurs when its vegetation is deforested and soil compaction and erosion occurs, which makes it difficult to retain water, harming the rivers in the biome. And the rivers are precisely the secret of the enormous biodiversity of the Cerrado, which is also known as the "cradle of waters", as it is home to the [springs of eight of the country's 12 river basins](#).

Currently, the expansion of agriculture is the main driver of deforestation in the Cerrado, a biome that is responsible for 60% of all production in the sector in Brazil: 14% of the soy and 16% of the meat consumed on the planet come from there.

Conserving the Cerrado, therefore, is to guarantee not only the lives of 25 million people who live in the region — including 80 indigenous peoples, a portion of quilombola communities and other traditional populations — but also the survival of agribusiness itself.

In 2024, WWF-Brazil acted on several fronts to combat deforestation and fires in the biome, while working with local communities to strengthen their presence in the territories and against possible human rights violations, almost always correlated to the destruction of native vegetation.

PROTECT AND RESTORE

Together with the Government of the State of Tocantins, WWF-Brazil strengthened actions and guidelines for the implementation of [Integrated Fire Management \(IFM\)](#) in protected areas of Jalapão. IFM is a way of using controlled fire to prevent large fires.

In the first semester, a [seminar](#) was held with 180 participants, including managers of Protected Areas, in order to form a working group that will develop the state legislation on integrated fire management. During the event, the [IFM Booklet](#) was launched, to be distributed in the municipalities and protected areas of the region.

In parallel, quilombola communities in Jalapão were equipped and trained [according to the IFM strategy — and a volunteer brigade with 16 members was structured to act in the prevention and initial fighting of fires](#).

With the Articulation for the Rehabilitation of the Cerrado (ARATICUM), WWF-Brazil played a role in the strategic role within the network, also supporting the organization in a technical and financial way. It was a work that [strengthened the engagement and qualified participation of 140 partners, resulting in](#)

[the monitoring of 15 thousand hectares in restoration.](#)

In addition, two local institutions that belong to ARATICUM were winners of the [Floresta Viva](#) public notice, which guaranteed the implementation of more than 300 hectares of restoration in Mato Grosso and Mato Grosso do Sul. ARATICUM also mapped and gave transparency to 15 thousand hectares in the rehabilitation process, inserted in the Cerrado Rehabilitation Monitoring Platform.

WWF-Brazil also held the [Meeting on Cerrado Rehabilitation Techniques](#), in partnership with the Federal University of Mato Grosso do Sul (UFMS) and VerdeNovo Consultoria. The event strengthened all links in the chain, focusing on the implementers, who are responsible for putting rehabilitation techniques into practice.

Since 2020, initiatives to recover degraded pastures in the Pantanal Headwaters have totaled **26,452 hectares of the goal of 50,000 hectares by 2026**. In addition, 108 new high-quality hectares were restored directly through six local partners in two priority areas in the Cerrado — Chapada dos Veadeiros National Park and Nascentes do Pantanal — generating **26 direct jobs and impacting 488 people**. In 4 years, we have added 231 hectares in high-quality rehabilitation.

SOCIOBIODIVERSITY

Supporting the production of native peoples and local communities is one of the most effective ways to keep the Cerrado standing and resilient. For five years, WWF-Brazil has been supporting Central do Cerrado, a cooperative that brings together about 30 community organizations that develop production and marketing activities based on the sustainable use of biodiversity. Headquartered in Brasília, the Center trains, promotes, disseminates and inserts more than 300 community products in regional, national and international markets.

In 2024, the “[Sociobio Central](#)” project was created, in which the number of products sold on the platform was expanded and criteria for sale were established, ensuring that the community



Serra do Roncador, in the state of Mato Grosso, between the Xingu and Araguaia rivers, from the city of Barra do Garças on the border with the state of Goiás to the hills of Serra do Cachimbo, in the state of Pará. The table mountains form a steep and rugged relief with the vegetation of the Cerrado biome as it transitions to the Amazon Rainforest, in the Midwest Region of Brazil

WWF-Brazil, in partnership with the Government of Mato Grosso do Sul, contributed to the launch of **[the 2nd public call for the Environmental Services Programs \(ESP\) Multiple Use Scenic Rivers](#)**, in which two more basins were added, in addition to the one that had already been incorporated into the 1st call. Currently, the ESP covers the

hydrographic basins of the Betone, Formoso, Prata and Salobra rivers, integrating properties in the municipalities of Bodoquena, Jardim, Bonito and Miranda MS.

The program remunerates landowners who promote ecosystem services for the conservation, restoration and rehabilitation of pastures.



business model is maintained. As a result, the annual revenue was BRL 3 million, higher than in 2023.

WWF-Brazil also provided technical and financial support to the Center for participation in Biofach, in Germany, and in [Naturaltech](#), in São Paulo, with the aim of expanding commercial contacts and raising consumer awareness about the importance of sociobiodiversity for environmental conservation and the socioeconomic development of traditional populations.

OTHER ACTIONS

- In partnership with local organizations, WWF-Brazil offered technical support for the production of approximately **13,250 tons of products from 4472 families, from 64 organizations**, contributing to the conservation of about **1,641,867 hectares** in Protected Areas, Indigenous Lands, Quilombos and Settlements in the states of Maranhão, Tocantins, Minas Gerais, Bahia, Goiás and Mato Grosso do Sul.
- Through the technical support of WWF-Brazil and WWF-Germany to the COOPALJ cooperative, in Maranhão, **14.4 tons of organic babassu oil were sold to AOT**. The German company already bought babassu oil from intermediary companies; This action marks the first experience in putting producer and buyer in direct contact. The idea is to replicate it to other production chains.
- The [Jalapoeira Apurada](#) collection, **41 sculptures made in golden** grass by artisans of Jalapão, won the world: after participating in design and decoration fairs, such as the Iberoamerican Design Biennial 2024, in Madrid, and in [Brasília Design Week](#), **12 pieces have already been sold**.
- In partnership with the CAP Cerrado Management program, seven Training Courses in Rural Technical Assistance were held for **92 teachers** from Agricultural Family Schools and Rural Family Homes (which operate within the alternation pedagogy system) on topics such as productive agroecological production and rehabilitation, management of community enterprises and value chains

Sociobiodiversity businesses are an alternative income for local communities, food diversity for consumers and conservation for nature

of sociobiodiversity products. The result is the dissemination of this knowledge in **61 Agricultural Family Schools and Rural Family Houses in 56 municipalities in 7 Brazilian states** (BA, GO, MA, MG, PA, PI and TO).

TECHNOLOGY AND SOCIAL STRUGGLE

Using technology to strengthen communities and their rights is one of the principles of the Tô no Mapa project. The mobile application was created for Brazilian peoples, local communities and family farmers to self-map their territories. By the end of 2024, more than 39,000 families had self-mapped their territories, strengthening the struggle for their rights.

In 2024, with the support of the Danish Ministry of Foreign Affairs and WWF-Brazil, residents of 31 communities in eight municipalities in southern Maranhão participated in [three Tô No Mapa workshops](#) to learn how to self-map. Mapping territories strengthens communities in the struggle for rights, including land rights, but also contributes to the management of natural resources and collective decision-making.

The initiative is the result of a partnership between the Amazon Environmental Research Institute (IPAM), the Society, Population and Nature Institute (ISPN), the Cerrado Network and the Cerrados Institute.



Guided tour inside the State University of Mato Grosso, in a portion of the Cerrado biome, with aspects of Cerradão (transition area with the Amazon biome)

PANTANAL

The Pantanal is the most conserved biome in the country, and the largest wetland in the world. When its flooded areas dry up and the fire advances, as has been happening in recent years, the balance of the territory is threatened. In 2024, the region suffered the most from fires: 2.6 million hectares devastated, almost three times more than the area burned in 2023. The instabilities caused by this scenario are reflected in greater pressure on biodiversity - and one of the main examples is the jaguar, an endangered species, which is considered an important indicator of environmental quality.

Protecting biodiversity, conserving water, and correctly managing fire are now essential tasks for the Pantanal to continue to be the most conserved biome in the country. Therefore, throughout 2024, WWF-Brazil carried out a series of actions aimed at increasing the resilience of this territory known as "the kingdom of waters", which covers the states of Mato Grosso and Mato Grosso do Sul, as well as parts of Paraguay and Bolivia, housing 3 million people, with more than 270 communities, including indigenous peoples, farmers and fishermen.

HUMAN-JAGUAR COEXISTENCE

One of the ways to preserve the jaguar, the most emblematic figure of an ecosystem that is home to 4,700 species, is to work to improve the coexistence between humans and animals. In addition, it is essential to implement biodiversity conservation corridors that connect the habitats of the Pantanal. To ensure that all this happens continuously and consistently, a Working Group was created, led by WWF-Brazil and the 5P Alliance Association, which brings together organizations active in the territory and that

fight for the preservation of the feline and the biome as a whole.

Continuing the National Human-Jaguar Coexistence agenda, in the Pantanal the [project was started in 2022](#), and, among the actions carried out, the articulation with the Pantanal society has been fundamental, with [courses](#) in five municipalities in Mato Grosso and Mato Grosso do Sul involving strategies for harmonious coexistence through the application of the anti-predation techniques by felines, especially in priority areas of greater connectivity. In this process, more than 80 people were trained in 2024.

To increase the capacity to analyze the information, a data platform is being built, with the objective of mapping more than 1 million hectares including priority corridors for the conservation of biodiversity in the Pantanal. WWF-Brazil leads the management of geospatial data that will be used by the members of the Technical Group to develop strategies for coexistence actions and monitoring of jaguars and their prey in complementary areas.

WATER SECURITY

WWF-Brazil has played a leading role in the governance and articulation of actions for the conservation of the Pantanal. With our partners, in 2024 we published a [technical note highlighting the urgency of specific and robust federal legislation](#) for the protection of the biome.

With technical and financial support, we strengthened the participation of 112 institutions in strategic spaces of articulation, such as the Pact for the Restoration of the Pantanal, the Flor do Cerrado Network and the

*River on the banks of
Estrada Parque, in
Corumbá (MS)*

© Silas Ismael / WWF-Brazil

Giant anteater (Myrmecophaga tridactyla) sighted in the municipality of Miranda, Pantanal (MS)

© Silas Ismael / WWF-Brazil

Global Compact for Water. In 2024, the Group of Work on Water Governance of the Upper Paraguay Watershed, created in 2023 with direct support from WWF-Brazil, consolidated its presence in strategic spaces, including the country's largest decision-making body on the subject, the National Water Resources Council (CNRH).

FIREFIGHTING

WWF-Brazil is part of the Fire Committee of Mato Grosso do Sul which, throughout the year, held seminars on preventing and fighting fires in the Pantanal. [At the first event of 2024, in February](#), the organization formalized the donation of two kits consisting of jet launchers, which, coupled to pick-ups, are essential to face the flames in hard-to-reach places. Since 2019, we have already supported the education, [training](#) and supply of equipment to more than 20 community brigades, involving more than 150 brigade members. In July, we launched the [Guide for the Management of Wild Animals Impacted by Fire in the Pantanal](#), in partnership with the Ampara Animal Institute.



An ambitious initiative to protect the Pantanal, the Eco Regional Strategic Plan (PantaNow) was launched at the LAC Network meeting in August by WWF offices in Bolivia, Brazil and Paraguay. PantaNow focuses on four pillars: promotion of free rivers, without dams; resilient wetlands; combating deforestation and zero conversion of soil into pasture and, finally, commitment to a sustainable Pantanal. The idea is to achieve these goals by 2030 and attract other WWF Network offices to the cause.

[Learn +](#)

Known for its giant trees, the Discovery National Park, in Prado, Bahia, is a biodiversity sanctuary with stunning view

ATLANTIC FOREST


With only 12.4% of its original area covered by mature and well-preserved forests in the country, the Atlantic Forest suffers from a high level of fragmentation, that is: a large part of what remains are small portions of vegetation that do not connect. And, to make matters worse, the vast majority of these fragments (97%) are smaller than 50 hectares. In addition to the reduction of the forest and, consequently, the loss of the benefits it brings, this lack of connection increases the threat to the biodiversity of the biome and makes it difficult for top-of-the-chain predators, such as jaguars, to be present.

Connecting these fragments is one of the most urgent actions to conserve the biome that has already been 76% completely devastated. Not only to ensure the survival of threatened species of fauna and flora, but also to maintain the ecosystem services provided by the forest, such as water supply and pollination, which are also fundamental for people and the economy — since more than 72% of the Brazilian population is concentrated in this biome, producing 70% of the country's GDP there.


To integrate the fragments, it is necessary to invest in the recovery of the biome. And join efforts. For this reason, in addition to providing technical and financial support to the Atlantic Forest rehabilitation movements, WWF-Brazil actively participates in them, through multisectoral platforms such as the [Pact for the Rehabilitation of the Atlantic Forest](#) and the Trinational Atlantic Forest Network. The latter is also in partnership with Argentina and Paraguay, where the biome is present. Through it, more than 390 members from the three countries unite for the same cause, including in national and international political actions.

In 2024, two rehabilitation scaling mechanisms were initiated, with significant impact on priority landscapes for WWF-Brazil: in Alto Paraná, a project aims to attract investments to expand rehabilitation in the region; and, in Espírito Santo, the organization is leading the creation of a mechanism based on carbon finance with the goal of restoring 30 thousand hectares in 15 years. In parallel, with the technical support and advocacy of the organization, the South Bahia Environmental Fund expanded to Espírito Santo in search of rehabilitation projects to direct contributions of BRL 8 million.

REHABILITATION NUMBERS

 **13,853 new hectares under rehabilitation in 2024**, totaling 43,416 hectares under rehabilitation directly and indirectly supported since 2020.

 **Partnerships with 15 local organizations** in six landscapes in the Atlantic Forest (Alto Paraná, Serra do Mar, Mantiqueira, Rio Doce Watershed, Espírito Santo and Serra do Urubu-Murici) contributed to direct support for **335 new hectares under rehabilitation in strategic regions** for water provision and biodiversity.

 A strategic partnership with the Government of Espírito Santo via the Reflorestar Program **enabled 2,195 new hectares in 2024** with the engagement of 245 rural landowners, totaling, over the last 14 years, 24.8 thousand hectares in rehabilitation and protection through payments for environmental services in the state.

 **2,179 rural landowners** involved in the **rehabilitation of 38,919 hectares** in the Rio Doce Basin, an area with a high water deficit, in partnership with the Renova Foundation.

JAGUARS FROM THE ATLANTIC FOREST

Through partnerships established and funded by WWF-Brazil, four ecological corridors around the Iguaçu National Park were monitored, which allowed the registration of 27 species of mammals repopulating areas that are being reconnected. The objective of this work is to prove the presence of specimens of wild fauna in these spaces and, thus, to highlight the impact of ecological corridors for the maintenance of species and for the reduction of fragmentation of the Atlantic Forest.

As part of the partnership with the Iguaçu Jaguars Project, 2,855 people were assisted in 117 visits to rural properties around the park in order to provide technical information for the coexistence between humans and animals, reducing conflicts between them.

In 2024, the Iguaçu Jaguars and Yaguareté projects conducted the largest binational census of jaguars in the Green Corridor, estimating the presence of 84 individuals. Despite the drop from the 93 recorded in 2022, the number indicates a stable population, within the natural variations of the species.

In [another jaguar monitoring action](#), the Serra do Mar Large Mammals Program, which has the support of WWF-Brazil and the Boticário Group Foundation, at least 11 jaguars are being monitored between the states of São Paulo and Paraná.

During a [workshop](#) promoted by WWF-Brazil for leaders of the Chico Mendes Institute for Biodiversity Conservation (ICMBio) and other partners, the execution of ancillary charges — resources from the concession of public use in Protected Areas, intended for environmental projects. As a result, the [allocation of BRL 12 million per year for initiatives in the National Park of Iguaçu](#) was unlocked, including actions

to monitor and preserve the jaguar. This species plays a vital role in the ecological balance, regulating populations of other species and contributing to the health of ecosystems.

SUSTAINABLE TOURISM

Within the [sustainable tourism agenda](#), and with the objective of valuing Protected Areas and reducing pressures and threats to Protected Areas, WWF-Brazil supported the structuring of community-based visitation and tourism in three national parks in southern Bahia. One of them was the [Pau Brasil National Park](#), an ecological sanctuary near Porto Seguro, created in 2000, during the celebrations of the 500th anniversary of the arrival of the Portuguese.

In addition to the structuring of [trails](#) and attractions in the parks, six ethnotourism plans were prepared in villages of the Discovery National Park with the participation of 120 people, as well as architectural projects for the entire area of public use in two of the parks, management plans for the parks that overlap two [Indigenous Lands](#) and local ethnotourism products were promoted at fairs and events of national and international prominence. The project used the SMART tool and served as a pilot, with the potential to be replicated in all federal Protected Areas.

The sustainable tourism project benefited 255 families, 15 local organizations, engaged 1,385 people, trained 73 people and created 45 jobs.

At the event "Companies for Water — Benefit of Nature-Based Solutions for Water Availability in the Atlantic Forest", in partnership with Ambev, WWF-Brazil presented a study with recommendations to expand the application of nature-based solutions (NbS) in water management. In the Atlantic Forest, such practices would bring benefits such as increased rainwater infiltration, reduction in sediment production and erosion, savings in water treatment costs and reduction in the use of chemicals for water treatment.



Kaluanã jaguar in the Iguaçu National Park — Paraná, a feline monitored by the Iguaçu Jaguars Project, in partnership with WWF-Brazil

© Emilio White / Projeto Onças do Iguaçu

OCEANS

More than half of the Brazilian population lives less than 150 kilometers from the sea. Our marine area covers 5.7 million square kilometers, which represents 40% of the Brazilian territory. In this region, where more than 10 thousand species of fauna have already been identified, is the only reef formation in the South Atlantic and the largest continuum of mangroves in the world. The oceans occupy 70% of the planet's area and, according to the UN (United Nations), provide food and living conditions for 3 billion people. In addition, they are a source of solutions to the climate and biodiversity crises.

Even so, oceans, coastal areas and the biodiversity of the sea are always relegated to the background when it comes to conservation. With this in mind, WWF-Brazil changed its strategy in 2024 in relation to the system, increasing actions related to it and addressing the topic more effectively with the government and at world events. Today, the institution's strategy for Oceans focuses on four fronts, aimed at addressing the impacts of climate change:

1. Protected areas
2. Protection of species
3. Energy transition
4. Advocacy on public policies

PROTECTED AREAS

Only 9% of the world's ocean area is protected. In Brazil, it is 26.5%, equivalent to 965,373 km². Today, there are 195 Marine Protected Areas (MPAs) in the national territory. According to UNESCO, more than 70% of threatened marine species seek some type of shelter in MPAs. For the country to reach the 30% of protected areas agreed in the Global Biodiversity Framework, it is necessary to work on the implementation of new areas, in the effectiveness of those that already exist and in the connectivity between them.

On the front of creating new areas, WWF-Brazil, in partnership with other organizations, contributed to ICMBio (Chico Mendes Institute for Biodiversity Conservation) giving priority to two territories of high relevance to biodiversity, which will also expand connectivity between existing Marine Protected Areas: the seamounts of the Fernando de Noronha Chain and the Northern Brazilian Chain and the Abrolhos region, the point of greatest biodiversity in the entire South Atlantic.

SPECIES PROTECTION

The more the climate warms, the more coral bleaching occurs. If nothing is done, by 2050 the increase in temperature could lead to the death of up to 90% of the corals on the entire planet. In Brazil, the problem is mainly concentrated in the Northeast.

At the beginning of the year, a group of scientists aboard the Oceanic Mountains of the Northern Brazilian Chain expedition, sponsored by WWF-Brazil, recorded for the first time the bleaching of corals in deep waters — which, in theory, would be more resilient to climate change. The incursion was carried out in the Chain of Submerged Mountains arranged parallel to the coast of Ceará, where a wide variety of reef habitats never recorded was revealed, with a high diversity of marine beings, including fish, sponges, corals and algae.

WWF-Brazil also works in coral conservation and rehabilitation actions in the coastal regions of Pernambuco and Atol das Rocas, in Rio Grande do Norte. The partners in these actions are the Federal University of Pernambuco (UFPE), CEPENE/ICMBio and the Recife Costeiros Institute.

ENERGY TRANSITION

WWF-Brazil believes that the country should reduce carbon emissions by investing in renewable sources and taking advantage of competitive advantages for the production of clean energy. It advocates for a just energy transition, avoiding **new exploratory oil and gas frontiers** and supports **Marine Spatial Planning**,

a management instrument that ensures the ordering of activities in the Brazilian marine and coastal zone, in order to maintain the health of the ocean and its ecosystem services.

ADVOCACY ON PUBLIC POLICIES

At the G20 Summit, the ocean agenda was prioritized in the Working Group on

Environmental Climate Sustainability and mentioned in the final declaration. The Oceans20 engagement group was also created, increasing the participation of civil society in the discussion of the topic. In addition, for the first time, ocean-based **actions were mentioned in the Brazilian NDC** (Nationally Determined Contribution), presented during COP29, in Azerbaijan. At the COP16 on Biodiversity, in Cali,

Colombia, **coral conservation was the theme of the only seminar held by the Brazilian government**. Finally, in 2024, WWF-Brazil was elected as a **civil society representative on the National Biodiversity Commission** (CONABIO), where it will monitor and support the implementation of the goals of the Global Biodiversity Framework in the country.

Only 9% of the world's ocean area is protected.



The year 2024 was marked by an intense movement by WWF-Brazil around the three levels of power — Legislative, Executive and Judiciary — especially with regard to the fight against the Time Frame for the demarcation of Indigenous Lands, the restructuring of the National Biodiversity Commission (CONABIO) and the Pantanal Agenda, an articulation around specific protection legislation for the biome. The organization was also present at the most important international events on nature conservation and socio-environmental policy: COP16, COP29, G20 and the INC-5 (Global Plastics Treaty).

TIME FRAME AND ACTIONS IN THE JUDICIARY

One of the priorities of the socio-environmental agenda in 2024 was the fight against the Time Frame, a legal thesis according to which indigenous peoples have the right to occupy only the lands where they were already present in 1988, the date of promulgation of the Constitution. Although it has already been considered unconstitutional by the Federal Supreme Court (STF), the Time Frame was instituted by [Law No. 14.701/2023](#).

Since the beginning of the year, with other civil society partners, [WWF-Brazil has acted as amicus curiae](#) (friends of the court) in the Direct Action of Unconstitutionality (ADI) 7582 and ADC 87, which challenge provisions of the legislation. The argument is that the Time Frame can result in [adverse impacts for Indigenous peoples](#), but also for environmental conservation, since Indigenous Lands play a crucial role in climate regulation and biodiversity conservation.

In the second half of the year, the STF

established a Conciliation Commission to debate the legislation.

In October, [acting as amicus curiae with the Alana Institute](#), WWF-Brazil supported the initiative of the [Articulation of Indigenous Peoples of Brazil](#) (APIB) to withdraw from the commission, considering it a "forced conciliation".

In addition to the pressure against the Time Frame, WWF-Brazil and partners instrumentalized the STF in the structuring process of ADPFs (Allegations of Non-Compliance with a Fundamental Precept) 743, 746 and 857, judged in March. The objective was to pressure the Federal Government and the States to adopt repressive and preventive actions to fight the fires in the Pantanal and the Amazon.

WWF-Brazil also actively participated in the articulation around ADI 7774, which called on the STF to analyze the unconstitutionality of legislation in Mato Grosso and Rondônia that seeks the end of the Soy Moratorium. More than 60 organizations, including WWF-Brazil, launched a [manifesto in defense of the moratorium](#). At the end of the year, an [injunction was granted that prevented the entry into force of the Mato Grosso State Law](#).

PROTECTION FOR THE PANTANAL AND ACTIONS IN THE LEGISLATURE

WWF-Brazil acted in advocacy in the National Congress and in the STF with a focus on Bill 5482/2020, which provides for the statute of the Pantanal. Through the construction of a [technical note with fundamental guidelines for legislation to protect the Pantanal](#), signed by more than 44 organizations, WWF-Brazil and its partners contributed to building legislation that meets the needs of the Pantanal biome. WWF-Brazil's performance has been



The Terra Livre Camp 2024, the largest indigenous mobilization in Brazil, with the theme "Our milestone is ancestral: we have always been here!"



© UN Climate Change

strategic to technically qualify the debate and put pressure for a more robust text, capable of facing the socio-environmental challenges that threaten the integrity of the biome. Brazil recently instituted the Brazilian Emissions Trading System, through Law No. 15,042/2024, which regulates the carbon market. We worked directly in the preparation of this legislation, through the indication of amendments for improvements, political articulation, conversations with advisors and parliamentarians, collaboration in technical notes and networking. This multifaceted performance reinforces WWF-Brazil's commitment to the construction of robust and effective public policies.

ADVOCACY IN THE EXECUTIVE

WWF-Brazil's political action with the Executive, especially the Ministry of the Environment and Climate Change (MMA), was decisive in placing biodiversity at the center of national discussions in 2024. Throughout the year, we worked to strengthen environmental governance, [supporting the restructuring of CONABIO](#), to which civil society was reintegrated. WWF-Brazil was elected to represent the coastal and marine zone on the commission.

With our partners, we also support the proposal to recompose and strengthen the National Council for the Environment (CONAMA). We also promoted a specialized seminar, within the scope of CONAMA, with civil society entities, governments and academia.

Through the Tamo de Olho initiative, which brings together organizations that work in the Cerrado, WWF-Brazil influenced the federal government in the discussion on the Action Plan for the Prevention and Control of Deforestation and Fires in the Cerrado Biome (PPCerrado), with a focus on improving the processes of the federative entities regarding the criteria of transparency and environmental regularity in the issuance of deforestation permits to rural landowners.

INTERNATIONAL ADVOCACY

At the international level, WWF-Brazil has worked on several agendas, such as the

Global Treaty Against Plastic Pollution. At the INC-5 meeting in December, Brazil changed its position to ban (phase-out) hazardous chemicals and joined the movements of countries with high ambition.

At the [UN Biodiversity Conference \(COP16\)](#), held in Colombia, the action, in conjunction with the WWF Network and Brazilian civil society, was important on several fronts, such as the synergy agenda between biodiversity and climate change; the creation of the Work Program for Coastal Biodiversity, Navy and Islands and the launch of the new [National Plan for the Recovery of Native Vegetation](#) (Planaveg).

WWF-Brazil's support for the Brazilian government in side events at COP16 resulted in greater assertiveness from the Executive in its positions related to the Ocean and Climate Change agenda, Rehabilitation and the TFFF (Tropical Forest Forever Fund).

At [COP29, the Climate Conference](#) that took place in Azerbaijan, WWF-Brazil followed the negotiations of Article 6 of the Paris Agreement — which provides for the purchase and sale of carbon credits — as well as debates on adaptation, mitigation and financing. During the Conference, the WWF Pavilion hosted seven events on topics such as fossil fuel phase-out, adaptation, food systems, civil society participation and climate disinformation. In addition, it [supported the event of the "Troika of Indigenous Peoples"](#), an initiative that seeks to strengthen the protagonism and leadership of ancestral communities in global actions against the climate crisis.

In articulation with Brazilian and international civil society, and acting in at least 3 engagement groups, WWF-Brazil made a direct impact on [the G20 Finance Track](#), including fundamental elements in the [final statement](#)



COP29 – Baku, Azerbaijan

of the meeting of the world's major economies, which took place in Rio de Janeiro in 2024. The following were included: mention of the TFFF, bioeconomy principles and integration of the ocean agenda into global climate and sustainability discussions.

GOLD CONTROL

In 2024, Brazil gained its [first gold mining compliance analysis tool: the Gold Transparency Portal](#) (PTO). Overlaying information from public official data and satellite images, the tool generates the most detailed X-ray of legal gold extraction in the country. The objective is for the PTO to be a complementary instrument to the work of intelligence, investigation and planning of actions to control the gold chain.

With the tool, 1,300 mining processes have already been analyzed, in an exploration area of 4.4 million hectares in five states. Based on the subsidies provided by the platform, the Federal Public Prosecutor's Office (MPF) is investigating 241 cases of mining titles that do not comply with the legal criteria of the activity. The reported cases represent 898 thousand hectares of irregular areas under investigation. Of this set of cases, 149 have impacts on Protected Areas and 59 affect Indigenous Lands.

From the PTO data, it was also possible to estimate that, among the mining processes analyzed, about BRL 5.1 million were moved as Financial Compensation for the Exploration of Mineral Resources (CFEM), but that the total financial movement in these areas reaches BRL 340 million.

The MPF's investigations are already yielding results and the agency has recommended to the National Mining Agency (ANM) that it suspend, dismiss or declare null and void several mining processes in Amazonas. The inquiry was opened after the [PTO identified apparent irregularities in 50 processes in the state](#), 21 of which still remain active, according to the MPF.



Launch of the Gold Transparency Portal, the first gold mining compliance analysis tool

SCIENCES

In a world where extreme weather events are increasingly common, being able to anticipate the intensity of the problems can avoid socio-environmental catastrophes. It was with this prediction capacity in mind that the WWF-Brazil Science team, in partnership with MapBiomass, created a platform that measures the temperature of 23 lakes in the Amazon (out of a total of more than 60). By crossing data from two satellites, the technology allows the measurement to be made in real time, covering a large area, and without having to use human labor to carry it out.

The agility of the tool can prevent tragedies like the one in 2023, [when 330 river dolphins died in the Tefé and Coari lakes](#), in Amazonas, surprising Brazil and the world. The biopsies that were done on the river dolphins showed that the high temperature of the waters was the cause of the high mortality.

In 2024, when [the platform detected that 12 of the 23 lakes measured were already warmer than the average of the last five years](#), the phenomenon of mortality was repeated, but with other species and in another region: in Santarém, tons of fish, manatees, alligators, turtles and other animals lost their lives as a result of the high temperature.

To create the platform, the organization listened to all the agents involved — from scientists to local communities — to cover all knowledge, including those who deal with the landscape on a daily basis, such as riverside communities and fishermen. After all, it is also for them that the information captured arrives more quickly, helping to organize the lives of those who

depend on the Amazon ecosystem. The team is working on a new version of the platform for 2025, in order to include other information such as air quality and water surface loss — which could help inform communities about navigability, isolation and production runoff conditions in the most isolated regions.

DAMS IN THE AMAZON

A [study](#) commissioned by WWF-Brazil contributed to the vast scientific literature that points to negative perspectives of impact on energy production by hydroelectric plants. The conclusion of the survey is that [Brazil will lose at least BRL 11.8 billion in social value if it decides to build the complex of hydroelectric plants in the Tapajós River Watershed](#), between the states of Amazonas and Pará.

The number, however, is a conservative estimate. When considering performance effects in the risk analysis, such as overcosts and delays typical of the sector and the effects of climate change on energy generation, the total loss to Brazilian society should exceed BRL 34 billion. In addition to pointing out that a mix of non-hydro renewable energy is the best option to meet Brazil's estimated energy demands — thus contributing to the discussion on a just energy transition — the study questioned the viability of these dams and contributed to discussions on the adoption of parameters that measure the socioeconomic impacts of large infrastructure projects during the decision-making process.

Unpublished data from a platform developed by WWF-Brazil and MapBiomass reveal that the waters of lakes connected to Amazonian rivers are reaching high temperatures, posing a serious risk to aquatic fauna, especially river dolphins. Tefé Lake, Middle Solimões region (AM)





With drier weather, fires can get out of control faster and more frequently, Baía Negra (MS)

PLASTIC IN THE OCEANS

In order to better understand the magnitude of plastic pollution in the ocean — the starting point for campaigns and actions to tackle this problem, WWF-Brazil, in partnership with Oceana, commissioned the study [Opportunities in the Transition to a Brazil Without Disposable Plastics](#).

The results pointed out that phasing out single-use plastic items can drastically reduce environmental pollution, while strengthening the country's economy. The study, developed by the consulting firm Systemiq, highlights the socioeconomic and environmental effects of the transition from single-use plastics to alternative materials or reuse models.

Plastic pollution is the second biggest environmental threat to the planet today, according to the United Nations (UN). Brazil, Latin America's largest producer and polluter, generates about 500 billion single-use plastic items annually, but waste management systems remain inadequate. As a consequence, we dump approximately 1.3 million tons of plastic into the oceans each year — which is about 8% of all plastic that reaches the seas globally.

According to the researchers, reducing single-use plastic in Brazil can generate BRL 6 billion.

Considering the period from 2025 to 2040, the transition from single-use plastic to more sustainable alternatives can result in a decrease of 8.2 million tons of waste, with a decrease of 18 million tons of CO₂ emissions.

DRIER PANTANAL

Another outstanding action of the Science team was a [technical note](#) on the water crisis in the Pantanal. [The unprecedented study was carried out at the request of WWF-Brazil](#) by the specialized company ArcPlan, with funding from WWF-Japan, showed in the middle of 2024 that the biome would have the worst drought since 1985.

The forecast, later confirmed over time, was possible because the study found that the Pantanal did not have its flood period in 2024: in the first four months of the year, when the peak of flooding should have occurred, the average area covered by water was lower than that of the 2023 dry season. It is considered that there is a drought when the level of the Paraguay River is below four meters. In 2024, this measure did not exceed one meter. Since 2019, the region has been facing the driest period in the last four decades.

In addition to the climatic events that aggravate the drought, the reduction in water levels is related to human actions that degrade the biome, such as the construction of dams and roads, deforestation and fires. And the drier it is, the more the fire spreads. In this scenario, threats to biodiversity, natural resources and the way of life of the Pantanal population increase. The study shows that early warning, made from the use of technologies such as satellites, is increasingly important for this threat to be mitigated.

TOGETHER IT IS POSSIBLE

WITH OUR PARTNERS AND SUPPORTERS

At WWF-Brazil, we want a world where people and nature thrive — but we will only get there if we work together. And together, anything is possible.

*Participants in the
Terra Livre Camp 2024,
the largest indigenous
mobilization in Brazil (DF)*

COMMUNICATION AND ENGAGEMENT

SHORT DOCUMENTARY ABOUT THE POINT OF NO RETURN OF THE AMAZON

In November, the Chamber of Deputies, in Brazilia, launched "Point of No Return of the Amazon", a short documentary that brings different voices from the biome: scientists, indigenous people, and seed collectors. WWF-Brazil ambassadors were present at the session. And two of the researchers interviewed in the short documentary became part of the Mixed Environmentalist Parliamentary Front of the Chamber of Deputies, which has 14 senators and 180 federal deputies from all ideological variants of Congress. In other words: the advocacy results from this work are immeasurable. In the press, the documentary short added more than 100 insertions. On YouTube, it has already surpassed the mark of 60 thousand views, positioning itself as the video with the most hits in the history of the WWF-Brazil channel. It has about 300 comments, mostly positive, and more than 3.3 thousand likes. Our second most accessed video organically has 3 thousand views.

"When a tree dies, we lose a real laboratory. We have lost thousands of years of evolution, possibilities for curing diseases, food, materials for construction; It's a lot of things lost. What I can't understand is how we allow these losses to occur so easily."

Scientist Beatriz Schwantes Marimon, permanent professor of the graduate programs in Ecology and Conservation (UNEMAT-NX), Environmental Sciences (UNEMAT-Cáceres) and Biodiversity and Biotechnology (Bionorte Network)



CLICK AND WATCH



Scientists are with open arms. "We are stopped here, on the IBGE line, which officially divides the Cerrado biomes, in front of me, and the Amazon, back here. What we see here is not the Amazon. We no longer have the Amazon, all the trees are gone. Unfortunately we got into this situation", laments teacher Beatriz.

Banners for the 3rd phase of the
#AHoraÉAgora Manifesto campaign



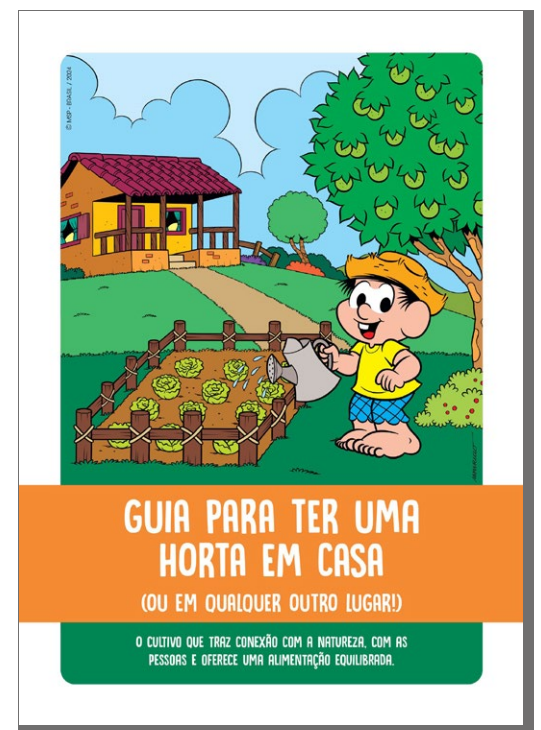
AMBASSADORS AND PARTNERS

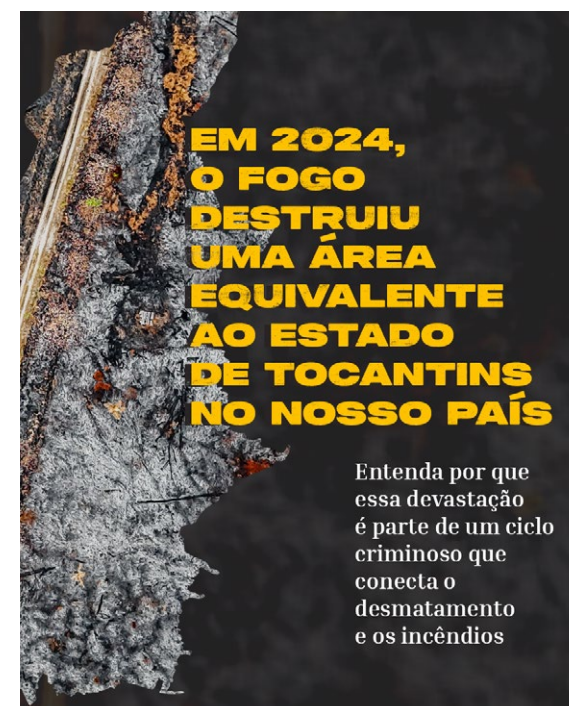
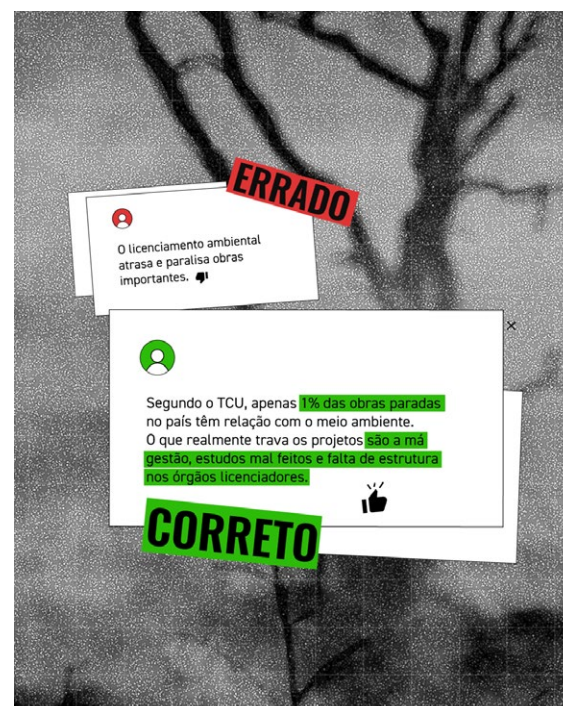
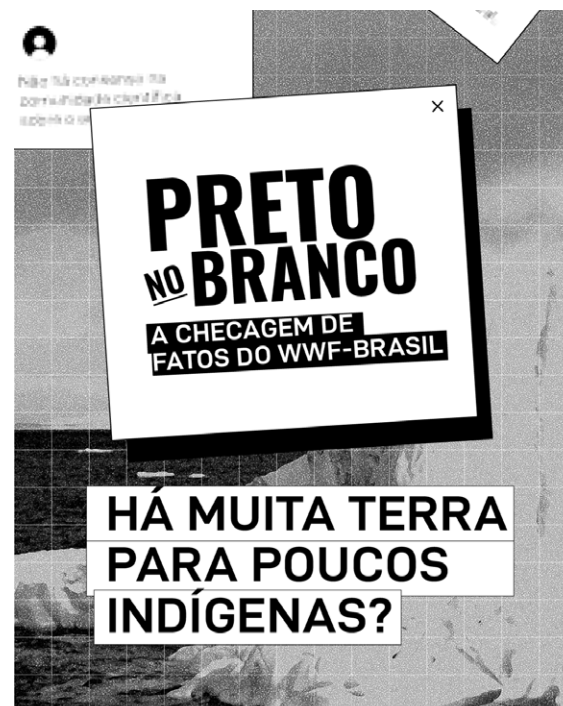
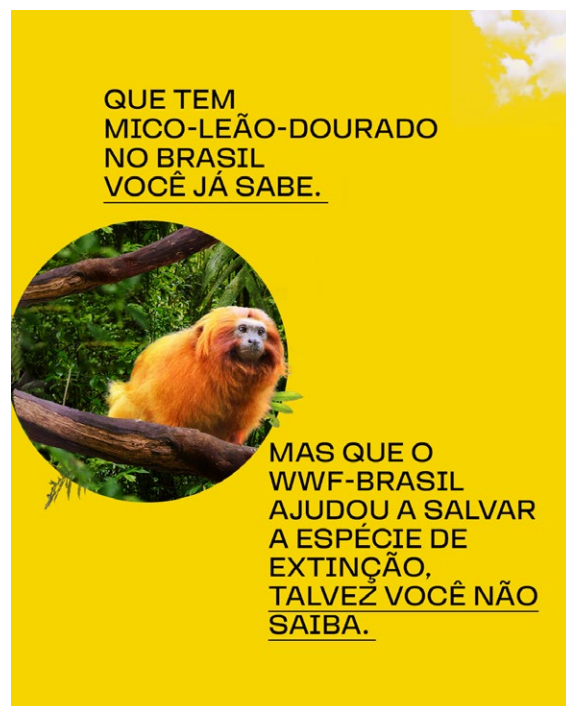
Part of the results achieved on social networks is the result of materials produced by ambassadors and artistic partners. This content gives visibility to the most diverse actions of WWF-Brazil and strengthens the brand, in addition to raising awareness, forging "environmentalists in the making" and activists, so that supporters join the organization in the fight against disinformation and strengthen mobilizations of political incidence. In the second half of the year alone, part of the 65 ambassadors and partners, who add up to a **total potential reach of 45.5 million people**, published 638 pieces of content on their profiles, with a cost balance of BRL 1,625,000.00. Here are some publications:

- Alice Pataxó produced [four reels](#) after a trip to the south of Bahia
- Keilla Villa Flor, who also visited the project on the coast of Bahia, published three posts about the experience, one of them [telling about Pau Brazil](#) and her trip to the south of Bahia
- Bella Rezende [shared her participation](#) in the launch of the short documentary Point of No Return of the Amazon
- Jessi Alves [told about her participation](#) in COP29
- In 2024, we launched **phase 3 of the #AHoraÉAgora Manifesto Campaign**, with thematic videos by the WWF-Brazil team of ambassadors, who recorded thematic videos on [protecting the lives of all species, restoring biomes and ecosystems, and promoting socio-environmental justice](#), in which they also warn: it is necessary to transform the concern we have with our present into hope and put plans into action.

CHICO BENTO, EMBAIXADOR DO WWF-BRAZIL

In addition to the pages specially produced for the magazines of Turma da Mônica, which reach an average of **483 thousand readers per month**, exclusive content for important dates (Family Farming Day, 28 years of WWF-Brazil, Amazon Day, Cerrado Day, Pantanal Day, Pampa Biome Day and early summer) were produced and published in collab on Instagram, totaling 1 million prints, 81 thousand interactions and 7.3% engagement rate. Taking advantage of the launch of the **live action of the "most beloved caipirinha in Brazil"** and with the aim of strengthening this union that works for education and awareness in defense of nature, **8 thousand booklets** were printed that encourage children, young people and adults to get in touch with nature, putting their "hands in the dirt" and creating their own vegetable garden at home, at school or in their community.





The **institutional brand reinforcement campaign** was present on WWF-Brazil's digital channels during 2024. With a reach of 65 thousand prints, the contents of this action sought to strengthen the public understanding of WWF-Brazil as a Brazilian organization, based on the projects of action and results achieved.

To portray the threats of the impact of illegal mining in Brazil, the campaign **What is the price of gold** was present on WWF-Brazil's digital channels with 51 thousand prints. Topics such as gold traceability, mercury contamination and social and environmental impacts were part of this initiative.

The **Black and White series** brought to social networks the misinformation that was part of the public debate on the main socio-environmental issues of the year: fires, mining, climate crisis and extreme events were some of the topics that went through WWF-Brazil's fact-checking.

As a response to the crisis that took place in Brazilian biomes that were devastated by fire, in August the **firefighting campaign was launched**, which sought to bring quantifiable data on the impact on ecosystems, their consequences for the country and the ways to prevent and fight fire.

UNITED FOR THE PLANET

On March 23 at 8:30 p.m., millions of people around the world gathered for the 18th year of Earth Hour. On that date, more than 1.4 million hours were donated to the planet by supporters in 180 countries and territories, making it the Greatest Hour for the Earth to date since this movement began in 2007 in Australia. More than the traditional turning off of the lights every year, in 2024 [people were invited to "donate an hour to the Earth"](#), doing something for life. On Instagram, the posts of WWF-Brazil ambassadors and partners in the artistic [sector reached an audience of 8.1 million people](#) on the day of the action alone.

CITIZENSHIP IN THE VEIN

In April, the Voices for Fair Climate Action (VAC) program launched, in partnership with the Socio-Environmental House Fund, the [Environmental Defenders call: Voices for Climate Action](#), to support 18 projects by defenders residing in the Legal Amazon with up to BRL 50 thousand for each of them. The objective was to promote projects that reinforce the voice and local and regional protagonism of organizations that work in the defense of human and environmental rights. Also in 2024, VAC [launched two more editions of Revista Vozes](#). VAC is a global alliance conceived by six civil society organizations and funded by the Dutch Ministry of Foreign Affairs. In Brazil, it is coordinated by Fundación Avina, Hivos, the International Institute of Education of Brazil (IEB) and WWF-Brazil.

INDIGENOUS MOBILIZATION

The Terra Livre Camp (ATL), held between April 22 and 26, in Brasília, celebrated twenty years in 2024. Coordinated by Apib (Articulation of Indigenous Peoples of Brazil) and with the theme "Our Landmark is Ancestral: We have always been here!", the event was attended by about eight thousand people from 200 peoples. The [focus was on the urgency of the demarcation of Indigenous Lands](#) (ILs). The five days of activities included marches on the Esplanade of the Ministries, debates and meetings of leaders with authorities, as well as celebrations of important achievements in two decades of mobilization. The indigenous movement also ratified its position against the attacks on their rights in the National Congress and demanded more action from the Federal Government. A [Letter from the Indigenous Peoples of Brazil](#) to the Three Powers was launched during the event.

RESTAURA NATUREZA

The 3rd Restaura Natureza, the Brazilian Ecosystem Rehabilitation Olympics of WWF-Brazil, was announced in October during a live stream - and registration opened in February 2025. The [third edition entered the climate of COP30](#), the 30th United Nations Conference on Climate Change, which will be held in Belém (PA). The Olympics offers participants the possibility of taking positive action for the benefit of life on the planet, in the face of an alarming context of climate emergencies. Students from the 7th to the 9th grade of Elementary School and the 1st year of High School from public and private schools across the country can participate free of charge in the collaborative competition. Restaura Natureza has as ambassadors the professor and historian Keilla Vila Flor and the charismatic character Chico Bento, through the institutional partnership with Mauricio de Sousa Produções.

EARTH OVERSHOOT DAY

Earth Overshoot Day, which marks the date when humanity exhausts all the natural resources that it would take the planet 12 months to regenerate, [fell on August 1](#) one day before 2023. In Brazil, it fell three days later, on August 4. In other words: if all the inhabitants of the planet had the same lifestyle as the Brazilian national average, the Earth's annual stock would end three days after the world mark. In 2024, the date coincided with the Paris Olympic Games. Earth Overshoot Day is a reminder of people's potential to transform the current scenario of a global double emergency (climate crisis and biodiversity loss) into a healthy and sustainable future in which society and nature live in harmony. The objective is to postpone the date of the overshoot, but, on the contrary, it has arrived earlier and earlier. This year's milestone is one of the earliest since 1971, when it was first recorded that the Earth depleted natural stocks before the year ended on December 25.



An event was held to engage school communities in the "Restaura Natureza" Olympics, in Campo Grande (MS). The initiative aims to promote the culture of ecosystem rehabilitation, with a special focus on the Pantanal and its surroundings

REPERCUSSION IN THE MEDIA

DIGITAL CHANNELS



Regarding the platforms: Instagram, Facebook, X, LinkedIn, YouTube and TikTok. It refers to the WWF-Brazil website.

2.5 million unique visitors to WWF-Brazil's website in 2024

Followers
1.288.500

Prints*
30.864.989

Engagement*
1.195.873

Published posts
1.185

Link clicks
113.995

The percentages are compared to 2023

*the profile on social network X was discontinued at the end of 2024 and therefore, the metrics of prints, interactions and engagement compared to the previous period show a drop

TRADITIONAL MEDIA



260
Interviews given to the press

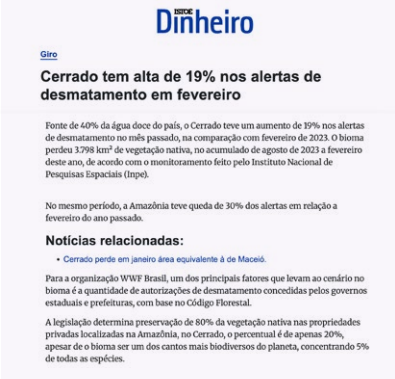
12.407
Inserts in national and international vehicles*

447.115.832
Audience

4.523.645.490
Views

67 spokespersons on different topics

*printed and digital, in 2024



O GOVERNADOR do Mato Grosso, Mauro Mendes (União Brasil), sancionou na quinta-feira (24) um projeto de lei que, na avaliação de ambientalistas, desmonta um dos principais instrumentos de preservação da Amazônia: a Moratória da Soja.

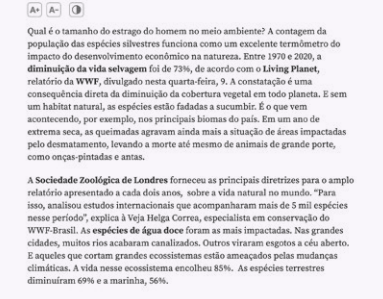
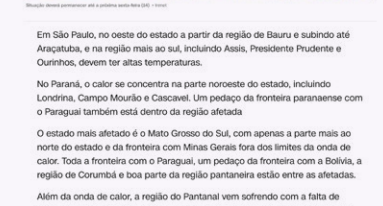
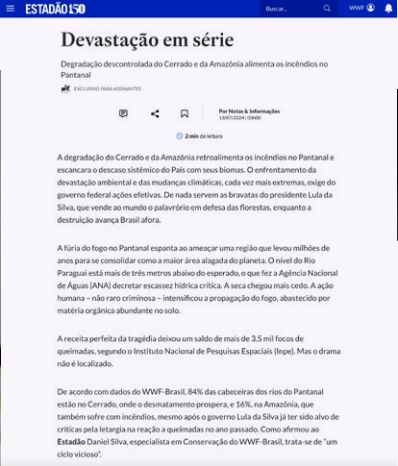
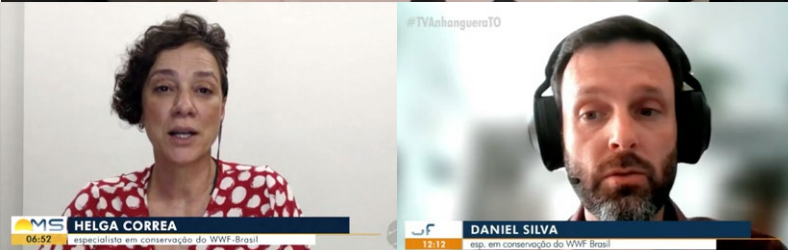
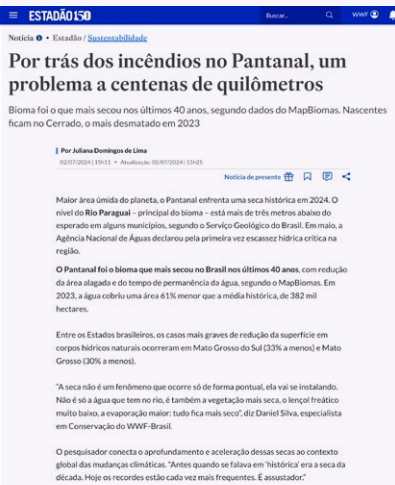
Por meio desse compromisso, as processadoras do grão deixaram de comprar a soja produzida em áreas desmatadas após julho de 2008 no bioma. Até 2022, a moratória contribuiu para uma redução de 69% na derrubada de mata nativa, de acordo com dados da Aibove (Associação Brasileira da Indústria de Oleo Vegetais).

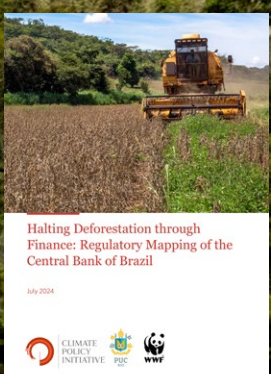
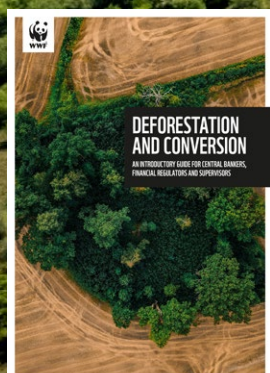
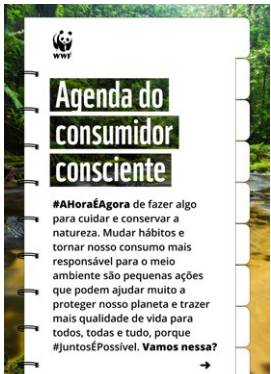
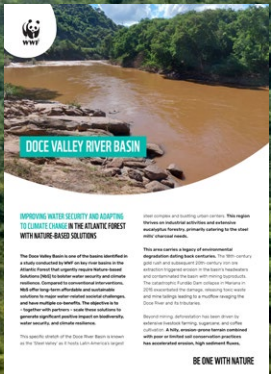
O acordo é considerado um dos mais bem-sucedidos exemplos de colaboração entre empresas, sociedade civil e governo.

No entanto, a nova legislação retira a concessão de incentivos fiscais a empresas que seguem os critérios da moratória. Entre as 24 signatárias da moratória, estão gigantes do setor, como Amaggi, Bunge, Cargill e Cofco.

De autoria do deputado estadual Gilberto Cattani (PL), a legislação aprovada atende aos anseios dos sojeiros, especialmente do norte do Mato Grosso, região de origem do parlamentar.

A lei vai prejudicar as empresas que evitam comprar de áreas devastadas e contribuir para o aumento das taxas de desmatamento no Mato Grosso, avalia o diretor-executivo da WWF no Brasil, Maurício Volvodic. "É um baita retrocesso, que vai na contramão de toda a discussão global", afirma. A organização ambientalista é uma das signatárias da moratória e representa a sociedade civil no acordo.





KNOWLEDGE PRODUCTION

WWF-Brazil's publications help to enrich the socio-environmental debate, and thus reinforce the need for conservation of ecosystems and human life. Throughout 2024, we launched 37 studies, scientific articles, technical notes, guides, and books with qualified information – essential to value advances and combat setbacks in the socio-environmental area.

CORPORATE ENGAGEMENT

The corporate sector drives a significant portion of the global economy and plays a key role in building solutions to today's socio-environmental challenges. Therefore, WWF-Brazil seeks to work together with companies, promoting transformational partnerships — those that generate a direct impact on the business model and, at the same time, positive results for people and nature. In 2024, within this approach, we highlight three important partnerships: with the Brazilian Aegea, the French Michelin, and the American Airbnb.

A [Aegea](#), a sanitation company present in 15 states of the country, was a pioneer in supporting our strategic landscape [Cabeceiras do Pantanal](#), whose first phase began in 2023. The [second stage](#), throughout this year, advanced in the consolidation of a systemic approach to rehabilitation based on science, productive integration and social engagement.

The joint work included rehabilitation actions, such as planting 8,000 seedlings of 18 native species in the Jauru basin (MT), and monitoring 35 hectares already restored in Guariroba (MS). On the production front, 9,300 hectares of pastures were rehabilitated in municipalities of Mato Grosso do Sul and Mato Grosso.

Four scientific studies were also prepared with unprecedented data on [the impacts of rehabilitation](#): generating territorial intelligence that guides actions focused on restoration and rehabilitation of pastures, attracting millions in investments to the landscape. It is an example of how the private sector can drive positive transformations by betting on nature- and science-based solutions.

The partnership with Aegea is directly linked to WWF-Brazil's participation in [the Brazilian Coalition for Water Resilience](#), within the scope of the Global Compact — Rede Brazil, whose objective is to attract other actors interested in the conservation and rehabilitation of the Pantanal headwaters and other basins in the territory national.

PROTECTION OF THE OCEANS

With [Airbnb](#), the largest vacation rental and travel experiences platform in the world, work in 2024 was focused on Oceans. As tourism activity is concentrated on the coast, the initiative seeks to impact the entire chain of hosts, promoting education and influencing guest behavior towards more sustainable practices.

The company supported the [Oceanic Mountains expedition of the Northern Brazilian Chain](#), which recorded for the first time the bleaching of corals in deep waters (read more about the expedition in the [Oceans chapter](#)).

RUBBER CHAIN

The "Together for the Amazon" initiative seeks to keep the forest standing and strengthen the native rubber chain, generating income for local communities in areas under pressure from deforestation, land grabbing and mining. The partnership with the Michelin Foundation and Michelin Brazil as an important player in the acquisition of rubber has boosted this model of sustainable development, which includes multisectoral engagement, financial mechanisms and articulation with public authorities.



Rehabilitation of the Pantanal headwaters in the Jauru sub-basin and Poconé micro-basin (MT). The landscape is home to about 80% of the waters that supply the Pantanal plain, thus enabling the conservation of biodiversity and the ecological and economic processes of the region

© Sílvia Immanuel / WWF-Brazil

Meeting that brought together about 70 participants to map the challenges and opportunities and expansion of the potential of the rubber extractive chain, in Brasília. About 30 extractivists from the Amazon were present

© Gabriela Pires / WWF-Brazil



In 2024, the project contributed to the conservation of more than 105 thousand hectares directly and 269 thousand hectares indirectly. The production of native rubber benefited about 600 families, generating income of more than BRL 2 million to the communities present there.

Among the highlights of the year, there was training for the use of the [Origens Brazil](#) platform, the [2nd Great State Meeting of Rubber Extractivism in Manaus](#), with 80 rubber tappers, and the [3rd Multisectoral Rubber Meeting](#), in Brasília, with about 70 participants.

THE MARK OF PANDINHA

Another way to operate in the corporate sector is through brand licensing in products. The partnership with Araquarea, which makes children's games, grew in 2024 with two more options: in addition to dominoes, the memory game and puzzles of Brazilian biomes were launched. Sales were expanded to more points, including the Masp store, in São Paulo, and Inhotim, in Minas Gerais.

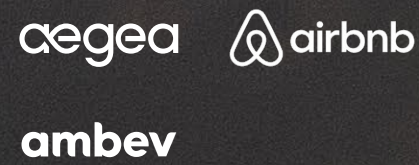


Addressing global
emergencies requires
business collaboration

PARTNER COMPANIES

Facing global crises requires joint action from all sectors of society, and companies have a strategic role for their ability to innovate and drive transformations at scale. In this context, WWF-Brazil works with organizations committed to sustainability, offering technical knowledge, scientific basis and articulation with various actors to expand its positive impact. The objective is to promote structural changes in business models and value chains. We also adopt strategies such as Cause-Related Marketing to mobilize resources and engage consumers, always guided by principles such as alignment with the SDGs, measurable results, transparency and long-term vision.

TRANSFORMATIONAL PARTNERSHIPS



PARTNERSHIPS IN SOCIETY ENGAGEMENT



INSTITUTIONAL SUPPORT



TRANSPARENCY

OUR COMMITMENT IS ACCOUNTABILITY

Nature shows us in many ways the importance of being in the open. Our commitment to society is transparency.

FINANCIAL STATEMENT

To check the [full report of the financial auditor](#), visit the WWF-Brazil website.

THE ACCOUNTS OF WWF-BRAZIL

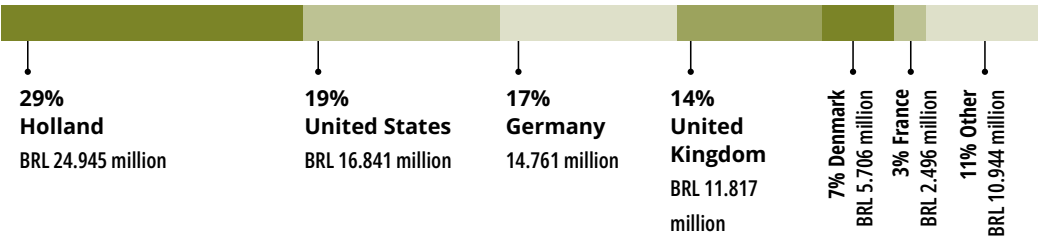
Our financial statement is audited annually by independent auditors. Once again, the financial statements for 2024 were approved without reservations, in accordance with national and international standards, followed by ERNST & YOUNG Auditores Independentes S/S Ltda.

WHAT IS THE ORIGIN OF THE MONEY?

Our revenues totaled **BRL 117.3 million** in 2024 and most of the resources came from the WWF Network.

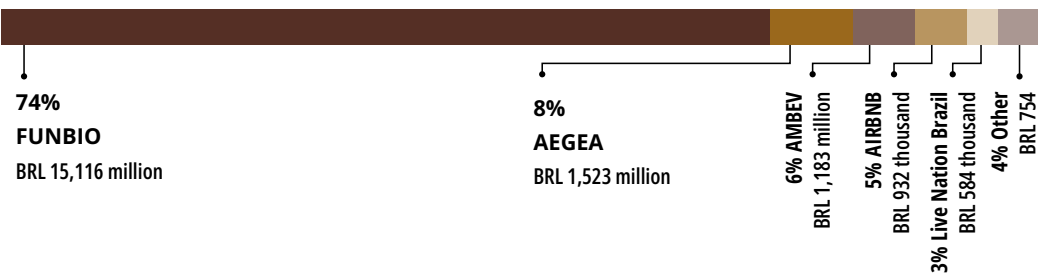
WWF NETWORK

Eighteen organizations of the Network directed resources to WWF-Brazil, with the Netherlands, the United States, Germany and the United Kingdom responsible for 79% of the amount.



COMPANIES AND CIVIL ASSOCIATIONS

Funbio and AEGEA accounted for 82% of the amount we received from companies and civil associations.



GOVERNMENT AGENCIES AND PRIVATE FOUNDATIONS

USAID and the Renova Foundation together allocated BRL 5,257 million to WWF-Brazil in 2024.



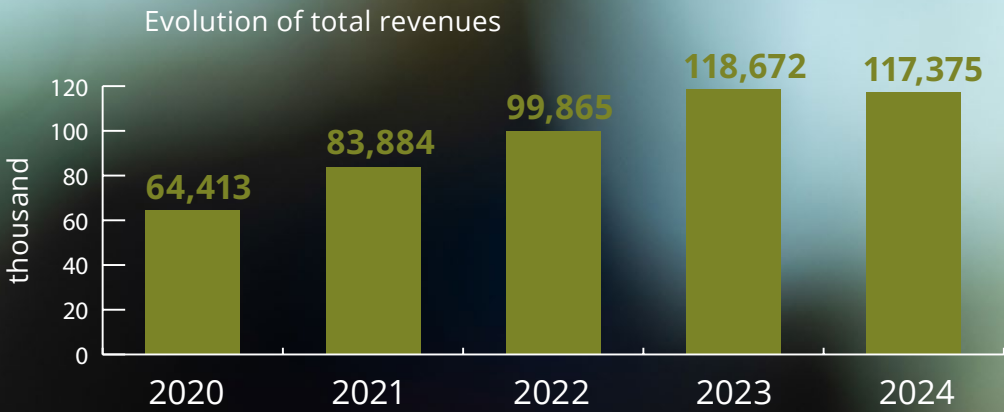
- 74.51%** WWF Network
BRL 87,455 million
- 13.48%** Civil Associations
BRL 15,824 million
- 3.64%** Companies
BRL 4,268 million
- 3.02%** Government agencies
BRL 3,550 million
- 1.45%** Private foundations
BRL 1,707 million
- 1.40%** Sales of products and services
BRL 1,638 million
- 1.19%** Bilateral and multilateral agencies
BRL 1,393 million
- 0.79%** Affiliation and business relationships
BRL 928 thousand
- 0.52%** Other revenues
BRL 613 thousand

STATEMENT OF FINANCIAL RESULT

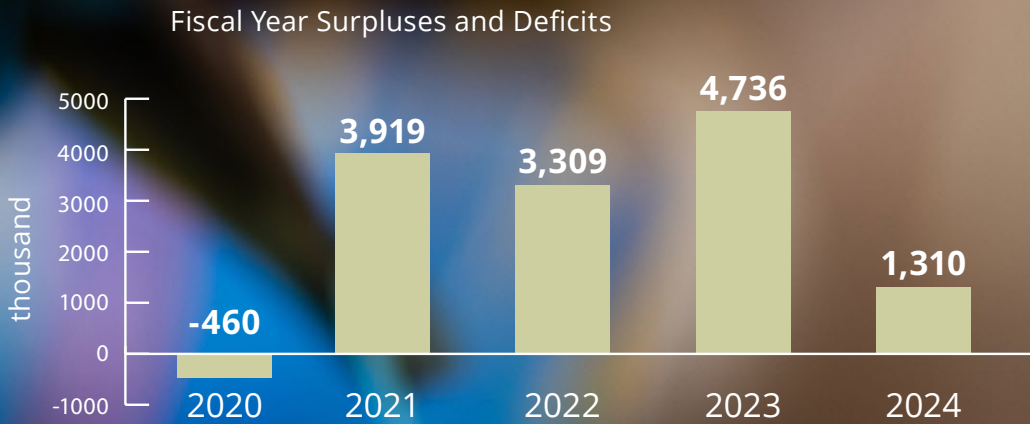
REVENUES	2023	2024	VALUE VARIATION
	Value (thousands of Reais)	Value (thousands of Reais)	2023/2024
Project-linked revenues	116,042	114,196	-1.62%
Institutional revenue	928	928	0.00%
Net revenue from the sale of products and services	1,161	1,638	29.13%
Other revenues	541	613	11.80%
Total revenue	118,672	117,375	-1.10%

EXPENSES	2023	2024	VALUE VARIATION
	Value (thousands of Reais)	Value (thousands of Reais)	2023/2024
Personnel expenses	-43,892	-47,800	8.17%
Cost of programs and projects	-64,479	-62,980	-2.38%
General and administrative expenses	-5,379	-5,554	3.15%
Other expenses	-2,712	-929	-191.95%
Tax expenses	-46	-247	81.51%
Net financial result	2,572	1,445	-77.98%
Total expenditure	-113,936	-116,065	1.83%
Total expenditure	4,736	1,310	-261.38%

IN 2024, THERE WAS AN INCREASE IN 182% OF REVENUE COMPARED TO 2020

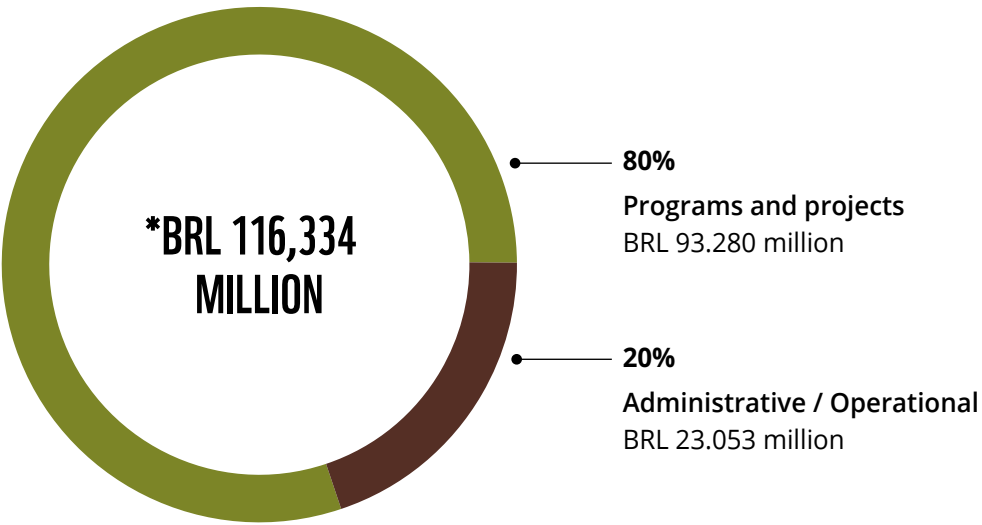


EVOLUTION OVER THE LAST 5 YEARS OF SURPLUS AND DEFICIT



HOW DO WE APPLY OUR RESOURCES?

More than 80% were used in socio-environmental programs and projects in 2024.



ADMINISTRATIVE / OPERATIONAL

Conservation and Rehabilitation and Green Economy concentrated 66% of the resources invested in the year. Socio-environmental Justice accounted for 9% of total investments.



- 50.73% – Conservation and Rehabilitation BRL 59.017 million
- 15.32% – Green Economy BRL 17.826 million
- 09.24% – Socio-environmental Justice BRL 10.750 million
- 05.89% – Engaged Society BRL 6.847 million
- 06.29% – Strategic Management BRL 7.314 million
- 01.00% – Organizational Development and Administrative Management BRL 1.173 million

* Total expenses are composed of: Personnel expenses, program and project costs, and general and administrative expenses.

APPLICATION OF RESOURCES	2023	2024	VALUE VARIATION
	Value (thousand Reais)	Value (thousand Reais)	2023/2024
Payroll, Charges and Benefits	43,892	47,800	8.90%
Contractors - technical partnerships	27,191	26,685	-1.86%
Air tickets and Accommodation	6,032	5,776	-4.25%
Consulting and other services	31,256	30,519	-2.36%
Expenses (administrative and general)	5,379	5,554	3.25%
Total use of resources	113,750	116,334	2.27%



Legal Amazon, transition between Cerrado and Amazon

© Jacqueline Leboa / WWF Brazil

GOVERNANCE

The bodies responsible for governance monitor the execution of activities and institutional commitments, ensure the relationship with the WWF Network, define the policies, principles and strategic objectives of WWF-Brazil and, in this way, ensure the fulfillment of the organization's mission.

GENERAL ASSEMBLY

It is the highest body of WWF-Brazil, in which associates and members of the Deliberative and Advisory Councils participate. It meets ordinarily once a year to deliberate on the financial statements of the previous year and to approve the budget and plans of activities for the current year.

DELIBERATIVE COUNCIL

Leads the governance and management process of WWF-Brazil, being responsible for approving policies and strategies; ensure the fulfillment of the organization's mission, values and social objectives; enforce the decisions of the General Assembly; supervise the management of the Executive Board; and ensuring that decision-making processes, management systems, and the executive and operational body are adequate and allow institutional objectives to be achieved. It meets ordinarily every four months, in addition to having thematic committees.

ADVISORY BOARD

It is a body of consultation and advice to the Deliberative Council and the organization. It offers a space for debate, contributing with suggestions, criticisms and opinions related to any topic related to the Mission and Objectives of WWF-Brazil. It is made up of people of notorious knowledge, experts in our

topics of work and also by members and former board members who have already been part of other governance and management bodies of WWF-Brazil.

FISCAL BOARD

Its mission is to supervise the financial, accounting, patrimonial and budgetary management and to examine the procedures and internal controls of WWF-Brazil, ensuring transparency. Responsible for hiring auditors, it is made up of independent external members who have training in the financial area, as they feed the Finance and Risk Committee and the Deliberative Council with reports based on annual audits, highlighting possible weaknesses and recommended actions to eliminate any risks.

EXECUTIVE BOARD

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

DELIBERATIVE COUNCIL

President

Junia Ruiz Nogueira de Sá

Ângela Maria Feitosa Mendes

Carlos Afonso Nobre

Fábio Alperowitch

Flávia Regina de Souza Oliveira

José Augusto Raposo Alentejano

Luiz Carlos de Lima

Marcelo Bicalho Behar

Thaís Silva Santos

Walelasoetxeige Paiter Bandeira Suruí
(Txai Suruí)

ADVISORY BOARD

Álvaro Antonio Cardoso de Souza

Daniel Bleecker Parke

Haakon Lorentzen

Heloisa Helena Rios de Carvalho Nigro

Philippe Prufer

Rachel Biderman Furriela

Rita Pinho de Carvalho

Roberto Pedote

Roberto Silva Waack

FISCAL BOARD

Holders

Marcos da Cunha Carneiro

Natan Szuster

Alternates

Brunno Cruz da Silva

Ricardo Lopes Cardoso

EXECUTIVE MANAGEMENT

Mauricio Voivodic

EXECUTIVE TEAM

Alessandra Utiyama

Cristiano Cegana

Cynthia Coutinho

Daniela Teston

Edegar Rosa

Fernando Caminati

Karina Yamamoto

Lana Marx

Mariana Napolitano

Mauricio Voivodic

*Cerrado biome in the
Chapada dos Veadeiros region,
near Alto Paraíso (GO)*

© Jacqueline Lisboa / WWF-Brazil

*Visit to the Tapajós National Forest
and the Piquiá Trail in the community
of Jamaráquá, in the lower Tapajós
region, in Santarém (PA)*

SOCIAL BALANCE

In 2024, we made significant progress in consolidating a more diverse, equitable, and inclusive culture at WWF-Brazil. One of the main milestones of the year was the creation of a committee that acts as a strategic guardian of diversity agendas. This forum ensures that all our actions are aligned, strengthening the organization's commitment to inclusion.

We also launched the Diversity Trail on the Educorp platform, a literacy tool to support the development of the entire team on topics essential to the promotion of safer and more welcoming environments.

Throughout the year, we carried out several awareness-raising and training actions, promoting important dialogues and expanding the repertoire on equity, belonging, respect and combating inequalities.

It is also worth noting that 83% of the hires made in 2024 included people with diversity markers. This data reflects the effort to make our selection processes fairer and to ensure that the composition of the team reflects the plurality of society.

We remain firm in our commitment to make WWF-Brazil a space where all people can be who they are, with safety, recognition and real opportunities for development.

INTERNAL SOCIAL INDICATORS

IBASE MODEL

ACTIONS AND BENEFITS FOR EMPLOYEES	2020		2021		2022		2023		2024	
Actions and benefits	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue	Value (thousand Reais)	Rep. % on Total Revenue
TOTAL	2,879	6%	3,850	5%	4,502	5%	5,011	4%	5,935	5%
Feeding	1,538	2.39%	1,702	2.03%	1,956	1.96%	2,132	1.80%	2,078	1.77%
Daycare/daycare assistance (for employees' children up to 6 years old)	119	0.19%	105	0.12%	102	0.10%	124	0.10%	156	0.13%
Health	1,622	2.52%	1,668	1.99%	1,842	1.84%	2,133	1.80%	3,065	2.61%
Transportation voucher	-	0.00%	-	0.00%	4	0.00%	4	0.00%	5	0.00%
Internship Scholarship	267	0.42%	329	0.39%	551	0.55%	569	0.48%	583	0.50%
Life insurance	46	0.07%	46	0.06%	49	0.05%	49	0.04%	49	0.04%

CONSUMPTION INDICATORS	2020		2021		2022		2023		2024	
Indicators	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)
Paper consumption for office use	25,000 sheets	875.00	6,000 sheets	395.76	6,951 sheets	382.30	7,833 sheets	586.53	167,560 sheets	15,021.50
Electricity consumption*	112,095 kW/h	64,125.35	37,797 KWH	30,993.30	9,920 KWh	10,362.82	26,720 KWh	25,003.76	46,580 KWh	50,620.94
Water consumption	534 m³	7,862.70	407.9 m³	8,191.82	398 m³	9,069.90	409 m³	10,499.42	384 m³	10,071.80

*Part of the energy consumed is generated at WWF-Brazil's own office, in Brasília, from solar panels.

WWF-Brazil participated in a meeting to take stock of the 2024 rubber harvest. The meeting was held within the scope of the "Together for the Amazon" project and was attended by partners. Municipality of Manicoré (AM)

FUNCTIONAL
BODY INDICATORS

IBASE MODEL

	2020	2021	2022	2023	2024
Functional body indicators	Nº/%	Nº/%	Nº/%	Nº/%	Nº/%
Total employees at the end of the period	130	154	153	159	165
Number of admissions during the period	10	37	19	28	25
Shutdowns	22	12	20	20	19
Use of the internal team (promotions, function moves)	9	18	34	14	6
% of employees up to 45 years old	82%	83%	79%	78%	73%
% of employees over 45 years old	18%	17%	19%	21%	27%
% of employees over 60 years old	1%	1%	1%	1%	1%
Number of women working at the institution	74	85	95	107	116
% of management positions held by women	57%	57%	48%	63%	53%
Average age of women in management positions	37	42	44	43	44
Average salary of women in the institution	BRL 8,972.81	BRL 9,375.41	BRL 10,863.72	BRL 11,688.62	BRL 12,499.06
Number of men working in the institution	56	61	58	52	49
% of management positions held by men	43%	43%	52%	38%	47%
Average age of men in management positions	39	39	43	44	45
Average salary of men in the institution	BRL 11,410.97	BRL 12,047.42	BRL 14,188.03	BRL 16,244.83	BRL 17,146.51
Black, brown and indigenous people who work at the institution	38	40	47	45	57
% of leadership positions held by blacks, browns and indigenous people	29%	23%	23%	30%	25%
Average age of black, brown and indigenous people in leadership positions	45	44	42	40	43
Average salary of blacks, browns and indigenous people	BRL 7,883.61	BRL 8,635.50	BRL 10,155.97	BRL 11,551.10	BRL 10,994.84
Whites and yellows who work at the institution	92	106	106	114	106
Average salary of whites and yellows	BRL 10,906.79	BRL 10,954.92	BRL 13,023.55	BRL 13,821.17	BRL 14,316.28
% of management positions held by whites and yellows	71%	77%	77%	70%	72%
Interns during the period	13	17	23	23	23
People with special needs	3	3	3	4	5
Employees under 18 years of age (apprentice minor)	2	2	2	2	2

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Aerial view of the Porto do Boi Reserve, located in the Xandó Village, of the Pataxó people, near Caraíva, in southern Bahia

FUNCTIONAL
BODY INDICATORS

IBASE MODEL

	2020	2021	2022	2023	2024
Functional body indicators	N°	N°	N°	N°	N°
Total employees at the end of the period	130	154	153	159	165
Graduates	47	55	49	44	77
Postgraduates (specialists, masters and doctors)	72	87	97	113	81
Undergraduates	9	10	5	2	5
Elementary school	0	0	0	0	0
Middle school	2	2	2	0	2
Illiterate	0	0	0	0	0

	2020	2021	2022	2023	2024
Ethics, transparency and social responsibility	N°	N°	N°	N°	N°
Ratio between highest and lowest salary (without benefits)	20.8 times	21 times	16.8 times	16.7 times	12.7 times
Ratio between the highest and lowest salary (salary + benefits)	9.7 times	9.8 times	8.05 times	10.87 times	7.67 times
The participation of employees in the planning of the institution	[] does not occur [] occurs at the management level [X] occurs at all levels	[] does not occur [] occurs at the management level [X] occurs at all levels	[] does not occur [] occurs at the management level [X] occurs at all levels	[] does not occur [] occurs at the management level [X] occurs at all levels	[] does not occur [] occurs at the management level [X] occurs at all levels
The institution has an Ethics Committee/Council for the monitoring of:	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] there is none	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] there is none	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] there is none	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] there is none	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] there is none
In the selection of partners and service providers, ethical criteria and social and environmental responsibility	[] are not considered [X] are suggested [] are required	[] are not considered [X] are suggested [] are required	[] are not considered [X] are suggested [] are required	[] are not considered [X] are suggested [] are required	[] are not considered [X] are suggested [] are required

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The Terra Livre Camp 2024, the largest indigenous mobilization in Brazil, with the theme "Our milestone is ancestral: we have always been here!"

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