



WWF

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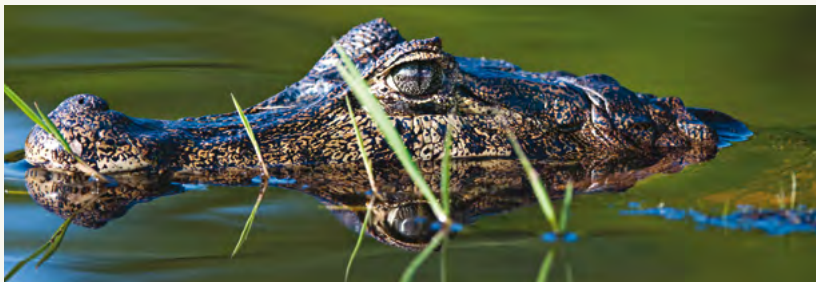
2016



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## THE WWF-BRAZIL

WWF-Brazil is an environmental organization that works to conserve various Brazilian ecosystems, including two of South America's most important regions: the Cerrado and the Pantanal. The Cerrado, Pantanal and Upper Paraguay River Basin are included in WWF's 35 global priority places. This vast area is the focus of our conservation work undertaken through the Cerrado Pantanal Program.



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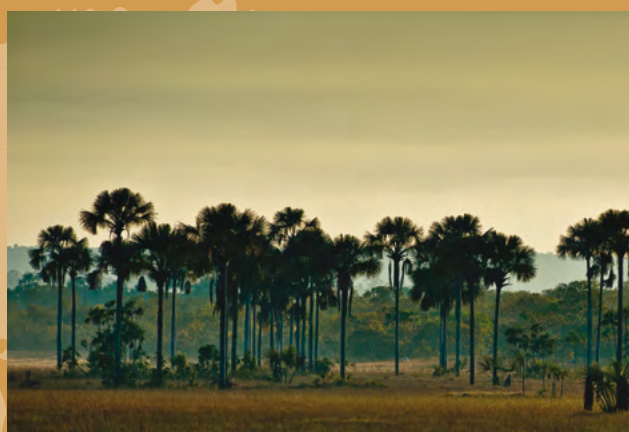




# CERRADO

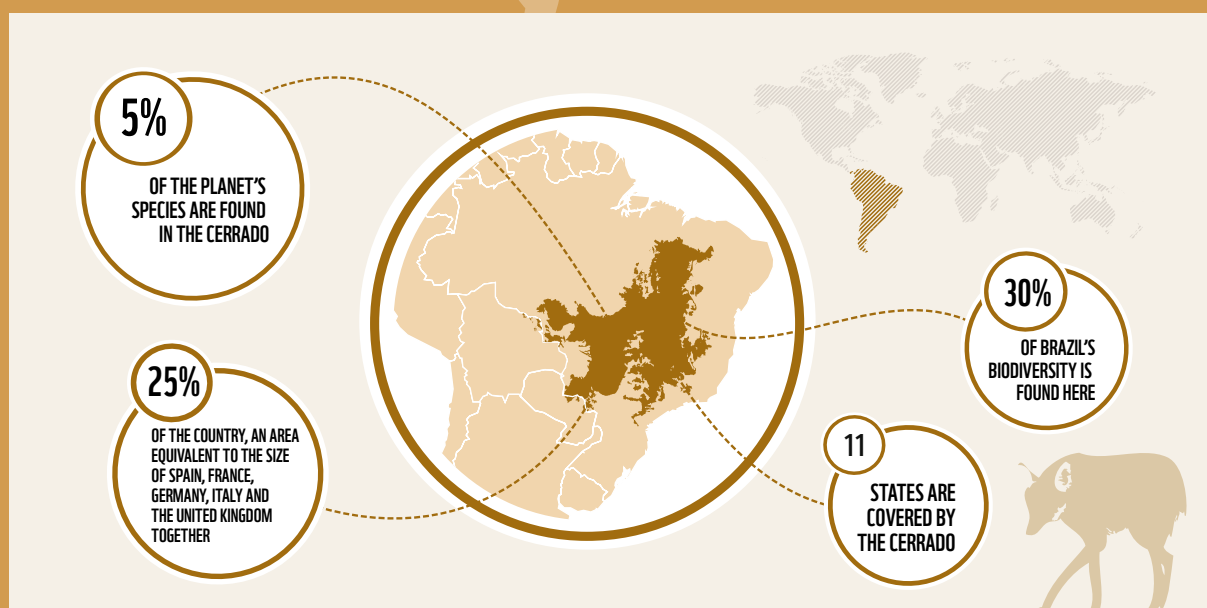
Stretching across 11 states and the Federal District, the Cerrado is South America's second largest phytogeographic domain. It can also be found in the states of Roraima, Amapá, Amazonas and Pará and partially covers Bolivia and Paraguay. The Cerrado covers roughly 25% of the country and is one of the biologically richest savannas on the planet.

The Cerrado is connected to four of Brazil's five biomes – the Amazon, Caatinga, Atlantic Forest, and Pantanal. It is regarded as the “cradle” of Brazil's water resources, since it feeds not only Brazil's major aquifers, but also six of the country's eight river basins and the Pantanal.



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Area	Over 2 million sq km
Conservation	Less than 10% of the Cerrado is covered by protected areas
Biodiversity	The Cerrado is South America's largest and most biodiverse savanna
Water	The Cerrado feeds six of the country's eight major river basins and the Pantanal and is known as the “cradle” of Brazil's water resources





# PANTANAL

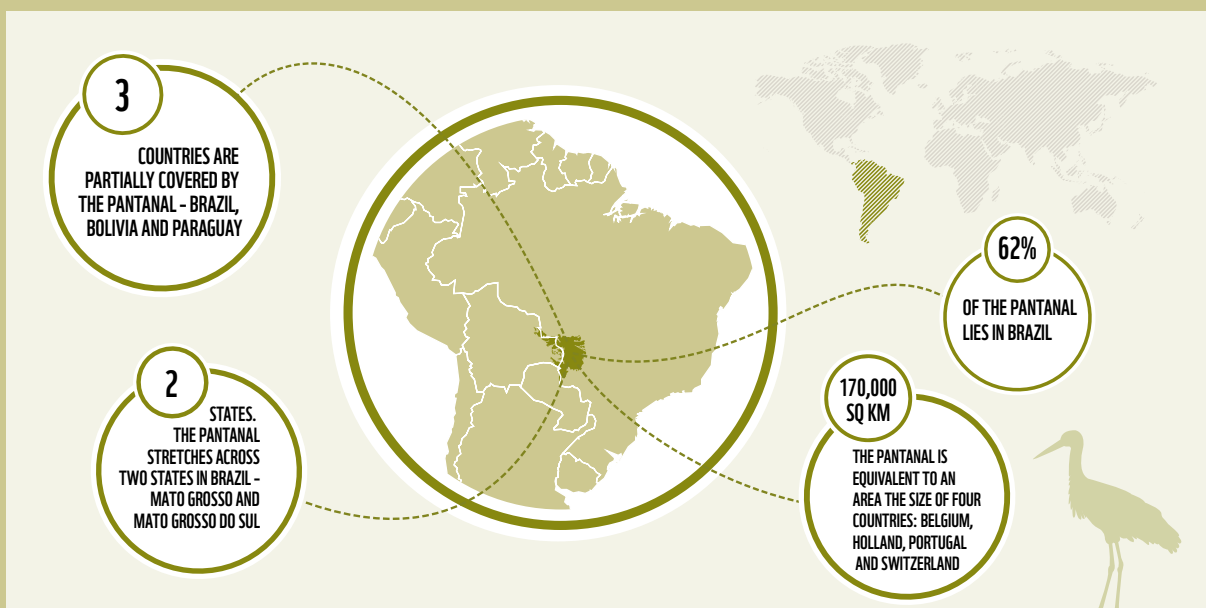
The Pantanal is known as the “kingdom of the waters”. It is part of the Upper Paraguay River Basin, a region located in the heart of South America that covers an area of 624,320 sq km. The Pantanal itself encompasses 170,000 sq km – 62% of which lies in Brazil, 20% in Bolivia and 18% in Paraguay.

The Pantanal harbours a rich variety of species and provides important ecosystem services, such as controlling the flood cycle (with waters that come from the Cerrado), the protection and conservation of soil resources and regional climate regulation.



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Area	Over 170,000 sq km
Conservation	Declared part of Brazil's National Heritage by the Brazilian Constitution of 1988 and nominated as a World Heritage Site and Biosphere Reserve by the United Nations
Biodiversity	4,700 species of plants and animals are found in the Pantanal
Water	The Pantanal is the world's largest freshwater wetland and is known as the “kingdom of the waters”





## A SHARED REGIONAL VISION

WWF-Brazil has developed a shared conservation strategy for the conservation of the Cerrado and Pantanal with WWF-Bolivia and WWF-Paraguay. The joint efforts of these organisations have resulted in more effective conservation models for these two biomes. Initiatives encompass the conservation and protection of aquatic and terrestrial ecosystems, the development of sustainable production chains, improvements in the management and protection of protected areas, systematic land use planning and the promotion of responsible consumption habits.

## THREATS

Deforestation is one of the main threats faced by the Cerrado. Over half of its area has been converted to soy, cotton, maize, eucalyptus and sugarcane plantations, extensive cattle ranching and towns and cities. A mere 8% of its area is officially protected and less than 3% of the conservation units in the biome are strictly protected areas.

Approximately 58% of the vegetation of the Cerrado that protects the springs in the headwaters of the Upper Paraguay River Basin has already been cleared, which



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is particularly worrisome since it is precisely here that the majority of the water sources that feed the Pantanal are located. Major threats to the Pantanal include deforestation, erosion and sedimentation caused by the mismanagement of land used for cattle raising, urban expansion and population growth, as well as large-scale infrastructure projects such as roads, dams, ports, waterways and hydroelectric power plants, which can alter the Pantanal's natural water regime.

## OUR WORK

In the 1990s, WWF-Brazil developed a project in the Chapada dos Veadeiros in the State of Goiás. Created in 2010, the Cerrado Pantanal Program continues to develop conservation and sustainable development actions in the Sertão Veredas Peruaçu Protected Area Mosaic, a region covering approximately five million acres in the north of the state of Minas Gerais and southeast of the state of Bahia.

The mosaic, which harbours 80% of the natural vegetation of the Cerrado, is characterised by stunning landscapes and natural beauty, such as the vast expanses of natural buriti groves in the Grande Sertão Veredas National Park, the impressive caves of the Cavernas do Peruaçu National Park and numerous waterfalls in the Pandeiros Wildlife Refuge. According to studies conducted by the Brazilian Ministry of the Environment, the mosaic is a priority conservation area.

WWF-Brazil began its conservation work in the Pantanal with the "Pantanal Forever" Program in 2002. Currently,

actions are developed across the whole Upper Paraguay River Basin through the Cerrado Pantanal Program in Brazil (in the states of Mato Grosso and Mato Grosso do Sul) and joint efforts with WWF-Bolivia (in the state of Santa Cruz) and WWF-Paraguay (in the states of Alto Paraguai, Boqueron, and Presidente Hayes).

Through working to promote the creation of private reserves and helping the government manage its protected areas throughout the Pantanal, WWF-Brazil has contributed towards protecting over 26,066 sq km of the Pantanal in Brazil, Bolivia and Paraguay, which is equivalent to 15.35% of the biome's total area. We have begun to amplify our conservation efforts in the Cerrado by supporting the National Private Natural Heritage Reserve Confederation and its local actions. Species protection, supporting initiatives that promote the sustainable use of natural resources, and environmental education are among our other conservation efforts.



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## CONSERVATION STRATEGIES

Ecological risk assessment, mitigation of extreme weather events, economic valuation of ecosystem services and land planning.

**☞ Restoration and protection of gallery forests, headwaters and springs:** For WWF-Brazil, in order to restore priority areas and secure the conservation of water basins, it is crucial to reconcile social and economic development with the effective management of aquatic ecosystems. Our work in the Cerrado involves the following river basins: the Peruaçu River Basin in the state of Mato Grosso a region that suffers from water scarcity where we are implementing social technologies to promote water harvesting and increase water use efficiency in food production production, human consumption and supply processes; the Guariroba River Basin in the state of Mato Grosso do Sul, where we are working with soil and water conservation linked with payment for environmental services; and the Pipiripau River Basin in the Federal District, where we are developing initiatives aimed to promote organic agriculture and payment for environmental services.

In the Pantanal, through the Pantanal Headwaters Defence Pact an alliance between the public sector, private sector and civil society we are seeking to conserve and restore the Pantanal headwaters region that harbours the network of rivers and springs that the Pantanal floodplain depends on. This work aims to restore at least 50 springs and conserve over 700 kilometres of rivers in 25 municipalities in the state of Mato Grosso.

## DEVELOPING SUSTAINABLE PRODUCTION AND SUSTAINABLE MARKETS

The actions developed through the Cerrado Pantanal Program are aimed at promoting responsible production, reducing the environmental pressures caused by agricultural commodities and supporting the sustainable extraction of fruits from the Cerrado by traditional and agroextractivist communities.

**☞ Sustainable Beef Production:** this pioneering initiative began in the Pantanal in 2004 and is currently being expanded to the Cerrado, the Amazon and across borders to Bolivia and Paraguay. The main activities include: strengthening the certification of sustainable and organic beef production, promoting markets for sustainable beef produced in the Pantanal, supporting research into and the adoption of best practices for sustainable beef production and influencing discussions about environmental sustainability criteria for the beef value chain.

**☞ Extractivism in the Cerrado:** our actions directed at strengthening supply chains have already directly benefitted over 2,200 families in over 200 communities in the Sertão Veredas Peruaçu Protected Area Mosaic. These communities extract various native fruits that are sold in the region, nationally, and even abroad. WWF-Brazil works together with three agroextractivist cooperatives that together with other community associations sustainably produce around 500 tonnes of fruit annually.

**☞ Sustainable Charcoal:** by working with the supply chain, WWF-Brazil is developing actions that address social and environmental issues related to the production of pig iron and charcoal. One of the aims is to promote a sustainable steel supply chain in Brazil through the Sustainable Charcoal Working Group.

## SUPPORTING FOR LAND PLANNING

WWF-Brazil is working to promote systematic conservation planning and mapping to identify critical conservation areas and disseminate land use information to decision makers.

**☞ Support for regional environmental regularisation:** WWF-Brazil is providing training and building capacities among local technicians and helping small land owners with regard to the implementation of the Rural Environment Registry in the Sertão Veredas Peruaçu Protected Area Mosaic.

**☞ Mapping of the Upper Paraguay River Basin:** with the support of partners, WWF-Brazil has been monitoring changes in vegetation cover and land use in this river basin since 2002. The findings of this study to date have been used by research institutions, universities, governments and nongovernmental organisations.

**☞ The Forest Dialogue:** this national initiative seeks to create a common agenda between timber companies and conservation organisations aimed at the effective implementation of actions that generate tangible benefits while at the same time maintaining ecological balance. WWF-Brazil has been participating in this process in the state of Mato Grosso Sul since 2011 through its Cerrado Pantanal Program. Our involvement in this process began due to the rapid growth of the forest sector in this state and as a result of discussions with representatives from environmental organisations, private companies and the National Forest Dialogue.







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## SUPPORTING PROTECTED AREAS AND SPECIES CONSERVATION

Initiatives aimed at improving the management and valorisation of protected areas and the protection of species in the Cerrado and Pantanal.

**Fauna monitoring:** partnerships with research institutions aimed at monitoring endangered species such as the giant armadillo, maned wolf, ornate hawk-eagle and giant anteater.

**Improving management:** WWF-Brazil has assessed the effectiveness of over 100 protected areas in the states of Mato Grosso do Sul, Goiás and Minas Gerais using the Rapid Assessment and Prioritization of Protected Area Management methodology.

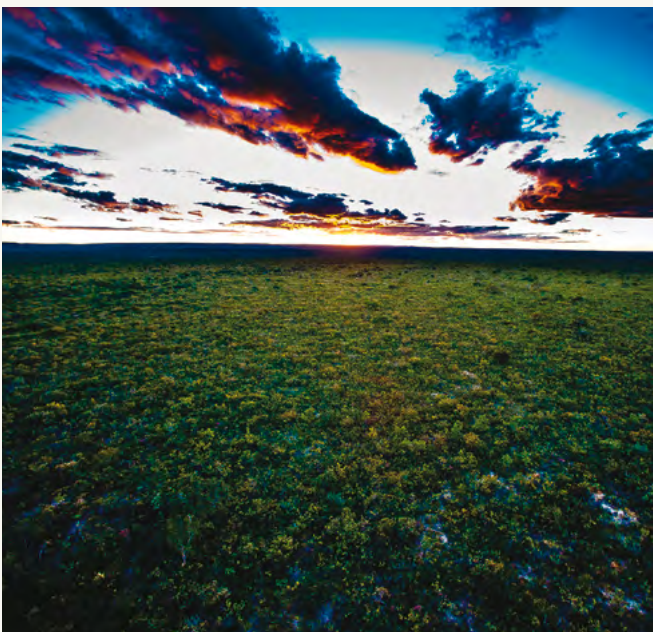
## PROMOTION OF SUSTAINABLE SOCIETIES

Our work on this theme involves the dissemination of educational materials, the development of a mitigation plan to reduce ecological footprints, calculating ecological footprints in the country's capitals, sharing experiences with environmental educators and incorporating the ecological footprint concept into national planning.

**The ecological footprint:** our work in this area focuses on the following lines of action: calculating ecological footprints, mobilisation and mitigation. WWF-Brazil has provided training on this theme to educators and supported the implementation of sustainable schools in the states of Mato Grosso do Sul and Mato Grosso and in the Sertão Veredas Peruaçu Protected Area Mosaic. Furthermore, we have calculated ecological footprints in the cities of Campo Grande, São Paulo, Acre and Natal.



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### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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