



BRAZIL

2023

WWF-BRAZIL ANNUAL REPORT

**WE WORK FOR A FAIRER AND
HEALTHIER WORLD FOR PEOPLE
AND ALL BIODIVERSITY**

REBUILDING AND CHARTING NEW PATHS

THE PLANET'S ALARM FOR THE CLIMATE EMERGENCY SOUNDED LOUDER IN 2023. ALL TEMPERATURE RECORDS WERE BROKEN, MAKING THIS THE HOTTEST IN 100,000 YEARS.

We are dangerously close to the 1.5° C warming limit set by the Paris Agreement, what makes action to change this catastrophic trajectory unavoidable. In this scenario, WWF-Brazil has reinforced its commitment to the social and environmental agenda and in the defense that the solution to the climate crisis lies in conserving biomes and in the fundamental role of Indigenous peoples and traditional communities in decision-making. In the Amazon, we stand alongside these guardians, who have helped preserve 13.4 million hectares of forest this year through our projects alone. In the Cerrado, we support Indigenous peoples, quilombolas and traditional communities, ensuring the conservation of 1.5 million hectares. In 2023, our projects to develop and strengthen socio-biodiversity chains contributed to the production and sale, at fair prices, of 130 tons of native rubber

from the Amazon, as well as thousands of tons of fruit, seeds and other products from the Cerrado, such as baru nuts, pequi, babassu and golden grass. This market has benefited thousands of families who protect these biomes. We also support the enhancement of protected areas and the promotion of income for the surrounding populations, developing actions to increase their visitation and use and, in doing so, raise public awareness of the socio-environmental cause. Faced with the ongoing devastation of the Amazon, which has never been so close to reaching the tipping point – a situation that would be catastrophic for Brazil and the world – we have invested in producing scientific data on the scale and consequences of illegal mining. In the Cerrado, which is facing increasing deforestation, we are advocating for the goal of zero conversion, acting both nationally and internationally to highlight



Mulheres Mebêngôkre,
Povo Kayapó, no
Acampamento Terra
Livre, Brasília (DF)

© Edgar Kanayê / WWF-Brazil

the tragedy of the destruction caused by commodity production and supported by regulations that do not consistently protect the biome. Together with our partners, we promote the restoration of native vegetation in this and other biomes. Our projects have been directly responsible for the restoration of 319 hectares of the Cerrado and Atlantic Forest, and actions carried out with our support have ensured the recovery of nearly 30,000 hectares in the Cerrado, Atlantic Forest and Pantanal. In response to the climate emergency, we have expanded our work on energy transition strategies, conducting studies and engaging in political advocacy to indicate pathways

beyond oil and gas exploration in the country. Additionally, we have strengthened our strategy of engaging companies and governments in initiatives that promote solutions at the necessary scale and agility. Much has been accomplished this year, but there is still much to do. We continue to advance with courage, integrity, respect and collaboration to achieve our mission.

SUMMARY



INTRODUCTION

LETTER FROM THE BOARD	06
LETTER FROM THE EXECUTIVE DIRECTOR	08
WHO WE ARE	10
HIGHLIGHTS 2023	12

OUR WORK

AMAZON	16
CERRADO	24
PANTANAL	32
ATLANTIC FOREST	36
OCEANS	42
POLITICAL IMPACT	44
SCIENCES	50

TOGETHER IT'S POSSIBLE

ARTICULATION AND ENGAGEMENT	56
REPERCUSSIONS IN THE MEDIA	66
KNOWLEDGE PRODUCTION	68
CORPORATE ENGAGEMENT	70
PARTNER COMPANIES	72

TRANSPARENCY

FINANCIAL STATEMENT	76
LETTER FROM THE AUDITOR	86
GOVERNANCE	88
SOCIAL BALANCE SHEET	90
EXPEDIENT	99

ALWAYS ACTING FOR SOCIO-BIODIVERSITY

LETTER FROM THE BOARD

This has been a year of readjustment. The previous years were marked by hard work to prevent setbacks in the socio-environmental field, such as joint efforts to conserve biodiversity and respect the rights of indigenous peoples and traditional communities. In 2023, we were presented with the opportunity to restore alliances and partnerships between civil society and government institutions, with the aim of cooperating on issues that are relevant to our moment in civilization: the start of a reconstruction. Despite significant issues of articulation between different actors, who sometimes struggle to focus on common goals, major improvements have been made. We also have significant challenges on the socio-environmental agenda in the National Congress, which increasingly motivates us to pursue dialogue and unity, with science as our cornerstone. In this scenario, we have had to work harder and better to support the advances made and continue to resist setbacks, always maintaining the coherence of our mission. Against this backdrop, I would like to thank our partners and collaborators for their daily efforts toward a fairer and healthier world, helping Brazilian society take better care of people, the planet and life. I would like to

express my gratitude to Mauricio Voivodic, our executive director, a professional of unquestionable competence and a person of the utmost integrity, for his more than four years as president of the WWF-Brazil Board of Directors. My thanks extend to the leaders of the Executive team, whom I have had the pleasure of meeting and working with, and to all of WWF employees. Additionally, I thank my colleagues on the Deliberative and Advisory Boards for their constant engagement and collaboration. During this time, the organization has matured and strengthened, learning to work under adverse conditions and advancing important points on our agenda. I especially thank my fellow board member Junia Nogueira de Sa, who accepted the position of Chair of the Board of Directors in April 2024. A member since 2020, she brings extensive experience in leadership, communication and engagement, which will enable WWF-Brazil to further mobilize all sectors of society in the fight against the climate crisis. I have every confidence that Junia will be very successful on this journey with the support of the Board, Mauricio and the entire WWF team. I wish her luck and am sure that we will continue the fight for a better tomorrow.

Roberto Pedote

Chairman of the Board of Directors (Dec/2019 – Apr/2024)

IT'S TIME TO TRANSLATE GOOD COMMITMENTS INTO ACTION AND RESULTS

LETTER FROM THE EXECUTIVE DIRECTOR

This has been a year of significant victories for the socio-environmental agenda in Brazil. With the return of inspections, deforestation in the Amazon has declined. The Federal Executive has committed to achieving zero deforestation in all biomes by 2030. There was also progress in the fight against illegal mining, including the suspension of the presumption of good faith in the purchase of gold. Not without threats and setbacks, including strong opposition in Congress, Brazil has returned to the conservation path that brought it to the forefront of international debate. However, merely maintaining targets is no longer enough. In the last decade, the planet has degraded and the current global warming scenario is more dire than predicted. Faced with this, it's not enough simply to make commitments. We need ambitious decisions, effective actions, and results achieved on the scale and at the speed required. The UN climate summit (COP 28) reiterated warnings, highlighting the tragedies of biodiversity loss, environmental degradation and the urgent need to replace fossil fuels. We must not open up new frontiers of oil and gas exploration in the country.

Instead, we must halt the destruction of our natural landscapes. Another paradigm shift, essential to maintaining the 1.5°C warming target, is to halt the deforestation and conversion driven by commodities. The problem is especially serious in the soy and meat chains in the Cerrado, where much of the devastation is currently permitted by the Forest Code. These are urgent advances demanding commitment and leadership from the government and private sector representatives, if Brazil is to lead by example at the COP in Belém in 2025. We at WWF-Brazil have contributed by working on 74 projects focused on four pillars for 2023: Conservation and Restoration; Green Economy; Socio-environmental Justice; and Engaged Society. We do not work alone! We collaborate with 62 partners across various territories in the Amazon, Pantanal, Cerrado, Atlantic Forest, Caatinga and coastal zone. I would also like to highlight advances within our organization. We have established an area dedicated to Diversity, Equity and Inclusion and improved our parenting policy, among other actions aimed at promoting the changes we are fighting to see throughout society.

Mauricio Voivodic | *Executive Director*



Delci da Silva and Regionan Alves,
members of the Restoration team at the
Guapiaçu Ecological Reserve (RJ)

© Adriano Gambarini / WWF-US



WHO WE ARE

Created in 1996, WWF-Brazil is a Brazilian non-governmental, non-profit civil society organization. We are part of the WWF Network, one of the largest nature conservation organizations, which is present in over 100 countries and supported by 5 million people. We work on four pillars: Green Economy; Socio-environmental Justice; Conservation and Restoration; and Engaged Society. We have 159 employees, who work and collaborate on 74 projects, and 1,254 active affiliates.

We follow strict internal and external control standards, undergoing an annual independent audit of our accounts. Our governance is guided by our Bylaws and Internal Regulations, in order to ensure our commitments and relationship with the WWF Network, and alignment with the organization's policies, principles and objectives. This framework enables us to fulfill our Institutional Mission.

MISSION

To help Brazilian society conserve 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

To change the current path of environmental degradation and promote a future in which society and nature live in harmony.

HIGHLIGHTS 2023

113.4 million hectares of Indigenous lands and traditional communities supported in the Amazon by Socio-biodiversity and Peoples' Rights projects

1.5 million hectares of Indigenous lands, quilombolas and traditional communities in the Cerrado covered by Socio-biodiversity projects

7 million hectares of Protected Areas supported in the Amazon, 1.5 million hectares in the Cerrado and 274,000 hectares in the Atlantic Forest

28,420 hectares restored by partners with indirect support from WWF-Brazil: 28,153 in the Atlantic Forest, 247 in the Cerrado and 20 in the Pantanal

Work in 50 protected areas spread across four biomes

319 hectares directly restored: 255 in the Atlantic Forest and 64 in the Cerrado

66 organizations and associations supported and strengthened in the Cerrado, 51 in the Amazon and 10 in the Atlantic Forest

60 tons of food delivered in the Amazon to 3,900 families suffering from extreme drought in three regions: southern Amazonas, Rondônia and Tapajós

15,000 tons of fruit and seeds produced in the Cerrado with partners

Emergency action to diagnose and map coral bleaching and supply fuel, PPE and veterinary supplies for the River Dolphins Emergency operation in Amazonas



Brazilian Cerrado – Maria Souza dos Santos posing for a photo near the water channel in front of her house in the community of Ponte Mateus, municipality of São Desidério (BA)



2023 OUR WORK

HOW WWF-BRAZIL WORKS

2023 marked a year of restructuring rules and actions in conservation and socio-environmental management, at the same time as Brazil was suffering the consequences of climate change exacerbated by El Niño: heavy rains in the south and extreme droughts in the north.

The Amazon's worst drought highlighted the urgent need to halt deforestation and restore biomes. WWF-Brazil responded by addressing immediate emergencies and building resilience and transition projects to help Brazil adapt to the climate crisis.

In collaboration with partners, traditional communities and Indigenous peoples across the Amazon, the Cerrado, the Atlantic Forest, the Pantanal and the coastal region, WWF-Brazil has shown that nature conservation can and must go hand in hand with income generation and respect for local cultures.

At the Amazon Summit and COP-28, we committed to ending deforestation and to achieving an energy transition.

However, progress has not reduced the challenges, such as combating the expansion of the oil frontier at the mouth of the Amazon, illegal mining and the destruction of biomes. Challenges we have always faced alongside our partners, because if we work together it is possible!

AMAZON

Illuminado Beach, Iranduba (AM), during the extreme drought that affected the Amazon

AFTER CONSECUTIVE HIGHS IN DEFORESTATION IN THE LEGAL AMAZON, 2023 BRINGS HOPE.

According to Inpe (National Institute for Space Research), [the annual destruction rate decreased by 22,3%](#) compared to the previous period. This decline coincided with an increase in Ibama (Brazilian Institute of Environment and Renewable Natural Resources) inspection operations, along with other surveillance and control measures adopted by the federal government.

Despite this, the figures remain concerning. Between August 2022 and July 2023, 9,001 km² of forest were cut down, twice the area deforested in 2012. Science evidence indicates that, at this rate, within less than a decade, some portions of the Amazon could reach a critical tipping point, [a process of irreversible degradation, with serious economic and social](#) repercussions for the region and the world.

The biome plays an essential role in regulating the rainfall cycle and capture carbon from the atmosphere. In 2023, the region suffered severely from the consequences of environmental degradation: a historic drought, exacerbated by rising temperatures, triggered widespread wildfires and even the disappearance of stretches of river, leaving communities short of water and isolating thousands of people.

HISTORIC DROUGHT


The main reason for this extreme and long-lasting drought was the combination of climate change and the El Niño phenomenon, characterized by elevated temperatures in the Equatorial Pacific Ocean.


Communities were deprived of essential services, clean water and food supplies. Below-average rainfall caused a significant number of fires. By October, Amazonian municipalities, including Manaus, were engulfed in thick smoke due to [a record number of fires](#).


With temperature peaking above 40° C, the waters of rivers and lakes also warmed up. In Tefé and Coari, in Amazonas, at least [330 deaths](#) of Amazon River dolphins and tucuxis, endangered species, were reported.


Due to the drop in the region's water tables and the drastic reduction in the volume of water in the rivers, the 2023 drought will have [lasting effects in the biome, likely perpetuating water stress in the years to come](#).


HOW WWF-BRAZIL REACTED TO THE EMERGENCY

 **60** tons of food distributed

 **3,900** families assisted

 **Support** for community fire brigades

 **Donation** of over **500 items** to equip the brigades

 Supply of fuel, PPE and veterinary supplies for the River Dolphins Emergency operation in Amazonas

MINING AND ITS IMPACT ON INDIGENOUS PEOPLE

Mining continues to be one of the main vectors of destruction in the Amazon, fueling violence against local populations. The biome has more than 4,100 illegal mining sites, according to [a survey conducted by WWF-Brazil in 2023 at the request of OTCA \(Amazon Cooperation Treaty Organization\)](#). These miners are present in natural conservation areas and have increasingly invaded and deforested Indigenous territories. The lands of the Kayapós, Mundurukus and Yanomamis are the worst affected.

It is estimated that 150 tons of mercury are dumped into the rivers of the Brazilian Amazon each year by gold miners. The use of mercury to separate gold from sediment contaminates the rivers and thus affects the indigenous people's food security, as fish form the basis of their diet.

The precarious situation of the mines, accentuated by restricted access for health teams due to armed violence, increases the proliferation of diseases such as malaria, leishmaniasis, syphilis and tuberculosis. All this, added to the lack of health care, has led the Yanomami people, around 30,000 Indigenous individuals, to a health crisis marked by severe malnutrition and deaths.

Among the Mundurukus in the Tapajós region, there are villages where 9 out of 10 Indigenous people have mercury levels in their blood above what is considered safe by the WHO (World Health Organization). Mercury contamination can damage the nervous, digestive and immune systems, as well as cause problems with the heart, lungs and kidneys. Fiocruz, with support from WWF-Brazil, has started a longitudinal

study on the effects of mercury exposure on pregnant women and newborns in the region. The hypothesis is that the heavy metal affects children's neurodevelopment.

Indigenous peoples are among the most important guardians of the forests. The situation of the Yanomamis and Mundurukus lays bare the atrocious threats to Indigenous peoples, to biodiversity conservation and, ultimately, the fight against the climate crisis.

HOW WWF-BRAZIL SUPPORTS INDIGENOUS PEOPLES

- Partnership with Fiocruz and other organizations to study the presence of mercury in Indigenous and traditional communities and its harmful effects on health.
- [Support for socio-cultural, economic and environmental mapping of the Tapajós](#) to increase the participation of Indigenous peoples in the region's economic development.
- Assistance for the structuring of monitoring systems, in partnership with organizations such as Kanindé and CPI-Acre, to enable Indigenous peoples to be more effective in conserving their lands.
- Installation of drinking water systems and construction of toilets, in partnership with the Health & Happiness Project (PSA), benefiting 700 Mundurukus families affected by mining contamination in the Tapajós.
- Support for the structuring of socio-biodiversity product chains, strengthening sustainable economic alternatives, for example in the Munduruku Indigenous Land, in partnership with the PSA.

HOW DOES WWF-BRAZIL FIGHT ILLEGAL MINING?



Conducting studies on the traceability of gold sold in Brazil



Advocacy for Central Bank regulations making it more difficult to buy illegal gold



Campaigning for stricter regulation of the gold trade



Participation as *Amicus curiae* in the Supreme Court advocating for the unconstitutionality of the law establishing the presumption of legality of gold



Gold mining in the Amazon rainforest, near Betel village, in the Sete de Setembro Indigenous Land, Rondônia

At least 500 extractivist families are involved in a WWF-Brazil initiative, in partnership with the Michelin Foundation and several other organizations, to revitalize the rubber production chain in Amazonas

THE RICHES OF THE FOREST

Traditional communities and indigenous peoples hold the key to conserving the Amazon and its biodiversity through their ancestral knowledge. The sustainable use of the forest depends on valuing its riches, such as the rubber tree and the Brazil nut tree, with the development and strengthening of bioeconomy production chains.

The rubber tree is native to the region and, within the forest, not only serves as a source of latex but also provides environmental services such as climate regulation, water production and biological diversity. WWF-Brazil works with partners to strengthen the links in the native rubber extraction chain, supporting and bridging the gap between local producers' associations and the large companies that buy this raw material, guaranteeing fair remuneration and contracts.

In 2023, the partnership with Michelin, one of the world's leading rubber producers, led to the sale of over 130 tons of native rubber extracted by rubber tappers from 16 associations in six municipalities in Amazonas. This generated R\$1.8 million in income for 500 families. As well as strengthening local communities, the initiative has contributed directly to the conservation of more than 145,000 hectares in the Amazon and indirectly to a positive environmental impact on over 1.3 million hectares.

The successful model should be expanded, as WWF-Brazil and the Kanindé Ethno-Environmental Defense Association have begun negotiations to sign a sector pact and a charter of principles for the purchase of native rubber with other large companies.

Fair and sustainable extractivism is an extremely important way of guaranteeing the economic strengthening of native peoples and traditional communities in the face of threats from gold miners, land grabbers, and loggers.

In the Tapajós Basin, the Mundurukus, with the support of WWF-Brazil and the PSA, collected and sold 36 tons of Brazil nuts in 2023. The project is led by the Mundukuru Poy Collective, a group that brings together Indigenous people from different villages who work with socio-biodiversity product chains in the Indigenous Land.

In Rondônia, we facilitated the entry of associations from the Tupi-Guaporé territory, which includes 13 Indigenous Lands and eight Protected Areas, into the Origens Brasil sustainable business network. In 2023, seven organizations from the region began selling Brazil nuts and rubber through the platform.

Outside protected areas, recognizing the forest and traditional knowledge as sources of wealth is also the driving force behind the partnership with Apuí agroforestry coffee, produced using the family farming model in the south of Amazonas.

The project, which involves 115 families and 234 hectares of agroforestry, increased its production this year to 406 sacks of coffee, over a third of which is organic. In this way, Café Apuí's production guarantees the conservation of 7,000 hectares of Amazon rainforest.

Aerial view of
Alter do Chão (PA)

© João Albuquerque / WWF-Brazil

A MODEL THAT WORKS

To develop an economy that protects the forest and its peoples, it is essential to maintain and expand conservation policies that have already proven effective, such as ARPA (Amazon Protected Areas Program), considered the largest tropical forest conservation initiative in the world.

Created in 2002, Arpa provides financial resources for the management and maintenance of 120 Protected Areas (PAs), covering 62 million hectares in the Amazon. Between 2008 and 2020, the areas protected by the program prevented the deforestation of 264,000 hectares. This conserved portion prevented the emission of 104 million tons of CO₂, according to a study carried out by researchers from UFMG (Federal University of Minas Gerais), WWF-Brazil, Funbio (Brazilian Biodiversity Fund) and the University of Bonn, published in 2023.

The research also found that conservation is more successful in ARPA-supported areas than in those not supported by the program. In Sustainable Use Units, the presence of ARPA led to an additional 39% reduction in deforestation compared to areas without the support of the program coordinated by the Ministry of the Environment and Climate Change (MMA).

These figures highlight the importance not only of creating protected areas, but also of continuous investment and actions that promote good conservation management of these units, with staff training, exchange of experiences between units and the adoption of monitoring and decision-making protocols.

In this context, in 2023 WWF-Brazil completed training 150 people in the use of protected area monitoring and management technologies, such as Smart, an open-source software that helps collect, store, communicate and analyze data on biodiversity, territory invasions and patrol routes. Monitoring protocols based on the use of this technology have also been implemented in conservation units covering 1.1 million hectares in Amazonas.



VIOLENCE FROM LAND GRABBING

The constant threat of land grabbing against traditional communities is documented in "Exiled", a film produced by the Kanindé Ethno-Environmental Defense Association and the Rondônia Rubber Tappers' Organization with the support of WWF-Brazil.



AMAZONIAN DEVELOPMENT

FGV's Center for Sustainability Studies, in partnership with WWF-Brazil, has developed a proposal for criteria to evaluate whether an infrastructure project is suitable for the Amazon's socio-development model.



PARTNERSHIP WITH DPU

The Federal Public Defender's Office and WWF-Brazil have formalized a cooperation agreement to develop joint actions to protect and promote the human rights of communities affected by environmental degradation.



CERRADO

THE PRESSURE ON THE WORLD'S MOST BIODIVERSE SAVANNAH IS INTENSIFYING.

Between August 2022 and July 2023, according to Inpe (National Institute for Space Research), [the Brazilian Cerrado lost 11,012 km² of native vegetation](#). This was the largest deforested area in the biome since 2016.

Degradation was once again concentrated mainly in the region known as Matopiba, which is home to the most conserved portion of the biome and is considered the country's main agricultural expansion frontier. This year, 2,927 km² of native vegetation was lost in Maranhão, 2,235 km² in Tocantins, 1,972 km² in Bahia and 1,128 km² in Piauí.

These alarming deforestation rates demonstrate the direct link between the advance of commodity production and environmental destruction. The situation worsened after the approval of the European anti-deforestation law, which does not penalize products from the degradation of non-forest areas, such as those in the Cerrado.

The negative impacts, however, are not limited to the loss of biodiversity and the increase in greenhouse gas (GHG) emissions. On the contrary, they are felt even by the agricultural sector, which incurred nearly R\$300 billion in losses from 2013 to 2022 due to droughts and excessive rainfall in the region.

Compounding the issue is the leniency of the Forest Code, which permits the conversion of up to 80% of native vegetation on rural properties. Even so, data from the Ministry of the Environment and Climate Change (MMA) shows that only 47% of cases are authorized by environmental agencies. Studies on the Cerrado show that 87% of 80 river basins

analyzed experienced a 15% reduction in water flow between 1985 and 2018.

This desolate scenario can and must change. The solution lies in a multifaceted approach: halting deforestation, restoring deforested or degraded areas using native species, valuing the products and knowledge of local peoples and protecting the territories of traditional communities.

KNOWLEDGE AND PRODUCTS OF THE LAND

With its nearly 2 million km², the Cerrado is home to quilombola communities, geraizeiros, vazanteiros, babassu coconut breakers, river dwellers, artisanal fishermen and fundo and fechos de pasto, as well as 20 other different traditional communities and more than 80 Indigenous peoples. These are the groups most intimately familiar with the riches of the biome and have long lived of and ensured the conservation of species such as pequi, baru, babassu, buriti and golden grass.

Valuing socio-biodiversity, a concept that encapsulates the intersection between the knowledge and ways of life of Indigenous peoples and traditional communities with the sustainable use of biodiversity, is central to conserving the biome and its springs amidst pressure from commodities. For this reason, WWF-Brazil supports a comprehensive network of cooperatives and organizations dedicated to strengthening the socio-biodiversity products chain in six Brazilian states. Through these efforts, projects have resulted in the collection and processing of more than 15,000 tons of fruit and plant fibers, benefiting 4,500 families by 2023.

Controlled burning in an area of native vegetation surrounded by monoculture farms near highway BR-459, known as the "Soy Ring", between the municipalities of Barreiras and Luís Eduardo Magalhães (BA)

In Tocantins, where soy cultivation is gaining ground over the Cerrado, [the harvesting and handicrafts made from golden grass provide income for traditional communities, especially quilombolas](#). In the hands of Jalapo artisans, the golden stalks, harvested and dried at the right time, are transformed into hats, baskets, fruit bowls, vases, mandalas, trays, bio-jewelry, bags, lamps and even sculptures.

WWF-Brazil collaborates with partners like Central do Cerrado and Instituto A Gente Transforma to train these communities in business modeling, pricing strategies, and access to credit. They also work expand and enhance the market for these handicrafts at a fair price.

In 2023, in addition to these efforts, [three catalogs of golden grass and buriti products were produced and exhibitions of pieces made by the jalapoeiras](#) were organized at architecture and design events.

The partnership with Central do Cerrado has also opened new doors for the production of Maranhão's babassu coconut breakers into new breakers. This year, they began selling babassu coconut oil in 17 stores of a large retail chain in São Paulo, in addition to over 40 stores in Brasília where it was already available. Thus, increasing their consumer market and the sales value of the agro-ecological production of small farmers.

In Mato Grosso do Sul, the baru nut production chain stands out as one of the most well-structured in the biome. The nut, which used to be lost in the backyards of local communities, now contributes to income generation, supporting the conservation of the native species. The project, in partnership with Ceppec, produced 4 tons of baru nuts, most of which were exported to the United States, benefiting 140 families.

In northern Minas Gerais, a partnership with the Grande Sertão Agroextractivist Cooperative and the Pequi and Other Fruits of the Cerrado Value Chain Management Center has benefited over 2,500 families involved extracting pequi, buriti, coquinho azedo, fava d'anta, macaúba, juazeiro, umbu, among others.

These and similar experiences were presented in Brasília during the Meeting of the Peoples of the Cerrado in September, which brought together more than 8,000 people, including representatives from traditional populations and communities across nine states. One of the workshops, supported by WWF-Brazil, engaged over 100 extractivists who were able to contribute to the drafting of proposals for the National Sociobioeconomy Plan, set to be launched in 2024 by the MOE.

COLLECTING THE FUTURE

Traditional communities and family farmers are [also the foundation of the Cerrado restoration front](#). Restoring this biome, which has lost more than half of its original area, depends on the protection of native species and the collection of seeds, task carried out by these communities, who earn extra income and gain recognition for their knowledge and conservation efforts.

With technical assistance, coordination and support provided by WWF-Brazil, these communities have already produced more than 36 tons of seeds used in restoration projects across the biome.

In the Cerrado, an effective technique for restoring degraded areas [is planting native seeds of different species mixed together, in a process called Muvuca](#), which respects natural ecosystem processes.

In 2023 alone, WWF-Brazil and its partners contributed to the restoration of 247 hectares of the biome with more than a hundred different species of flora, including trees, shrubs and native grasses.

All the work carried out in these diverse projects is monitored by the [Araticum platform](#), which aims to provide transparent information about the Cerrado's vital role in helping Brazil achieve its target of 12 million hectares of restored vegetation by 2030. This platform also serves as a decision-making tool for planning public policies and private restoration programs.



Golden grass generates income for traditional communities, especially quilombolas

Restoring degraded areas is one of the main solutions against new deforestation

© Silas Ismael / WWF-Brazil



REHABILITATE TO AVOID CONVERSION

As well as being used for restoration, the muvuca technique has also been applied to rehabilitate degraded pastures in the Cerrado, an effective solution for recovering and restoring productivity.

By integrating crops, pastures and native species, this approach revitalizes biome productivity and increase producers' incomes, while curbing the deforestation of new areas.

In Mato Grosso do Sul, [a pioneering experiment is being carried out with the cultivation of baru alongside pastures for dairy cattle](#). With WWF-Brazil's support, 500 seedlings were interspersed with small muvucas of food species seeds and planted in a settlement. These trees have ensured the well-being of the animals, as well as extra income for the producers from the sale of fruits and baru nuts. The farmers, in turn, also gain from the productivity of their livestock.

The initiative aims to establish a demonstration unit to carry out evaluations and long-term monitoring of the technique's efficacy, enabling its replication elsewhere.

If rehabilitated, these areas can expand agricultural production without the necessity of clearing new native vegetation.

VIGILANCE AGAINST CRIME

The advance of deforestation in the Cerrado is often intricately linked to land grabbing and the violation of traditional communities' rights. The Tamo de Olho initiative, a project carried out by Cerrado protection institutions, local associations, scientific partners, and WWF-Brazil, compiles data on conflict situations using satellites imagery, public geospatial databases and the territory to support the development of strategies to defend the territories of traditional communities and combat deforestation.

With seeds from species such as ipê, buriti, baru and olho de boi, collected by families from local communities, the group uses the muvuca technique, direct sowing with a mixture of seeds

In 2023, [the initiative launched a monitoring platform](#) that provides public access to mapped information on deforestation. This platform allows for cross-referencing with public data such as the Rural Environmental Registry, embargoed areas, and priority conservation areas for biodiversity and water resources.

The alerts generated by this system help prioritize cases for legal and political action and are a gateway to action by public bodies that have a duty to defend the environmental and human rights of communities, such as the Public Prosecutor's Office and Ibama.

The information gathered strategically supports ongoing litigation actions in the territory, bolstering the struggle of traditional communities, often against powerful economic forces that devastate the biome to expand agricultural frontier.

In western Bahia, the initiative is involved in an emblematic case revealing that an area equivalent to 51,000 soccer fields was deforested with state authorization between 2015 and 2021. In addition to the huge area of Cerrado lost, numerous instances of non-compliance and disregard for environmental standards were found.

The case of Estrondo Farm, documented in a report produced by INCRA (National Institute for Colonization and Agrarian Reform) in 1999, remains unresolved. But in 2023, the courts blocked deforestation on 19 farms in the mega-complex due to strong evidence of land grabbing.



WEB OF CONNECTIONS

Over 8,000 people, including representatives of traditional communities across nine Brazilian states, gathered in Brasilia for the X Meeting of the Peoples of the Cerrado – Connecting Peoples, Cultures and Biomes. The meeting served as a platform to exchange knowledge about the Cerrado's socio-biodiversity and to debate conservation and restoration policies.



HANDS-ON

In collaboration with partners, WWF-Brazil facilitated the restoration of 2 hectares of the Córrego dos Ingleses spring, in the Chapada dos Veadeiros National Park, by a joint effort of more than 100 volunteers.



COMMUNITIES AGAINST FIRES

Since 2019, over 12 community brigades have been strengthened and equipped in the Cerrado in an immediate firefighting and damage mitigation strategy supported by WWF-Brazil.

PANTANAL

THREE YEARS AFTER THE WORST FIRES EVER RECORDED IN THE HISTORY OF THE BIOME, WHICH DESTROYED ALMOST 30% OF ITS VEGETATION COVER AND KILLED AROUND 17 MILLION ANIMALS, THE PLANET'S LARGEST WETLAND HAS ONCE AGAIN SEEN AN ALARMING NUMBER OF FOREST FIRES.

There were 6,580 fires in the Pantanal in 2023, according to Inpe (National Institute for Space Research). Fire was responsible for the loss of 1.3 million hectares this year, with the majority [of these incidents occurring in November](#), when 730,000 hectares were devastated by flames.

The threats to the biome are many: in addition to fires getting out of control, there are land use transitions, such as deforestation, conversion of native landscape and erosion, causing sedimentation that harms springs, diminishes or alters the riverbed, impacting water quality and quantity.

For this reason, WWF-Brazil has invested with its partners in restoring the springs, rivers and footpaths that sustain the biome. The landscape known as the Pantanal Headwaters, in the Upper Paraguay river basin, supplies 80% of the water to the Pantanal plain and has been the focus of the work.

In this area, covering part of the states of Mato Grosso and Mato Grosso do Sul, [we have worked hard on restoration during 2023](#). Our efforts included: articulating and connecting actors in the territory to structure this entire chain of activities; conducting studies to inform decisions on priority areas to conserve the soil and restore landscape functionality; exchanging knowledge with local communities and institutions; supporting the establishment of a native

seed network; as well as recovering degraded riverbanks and springs.

This year, [we published studies identifying the need to intervene in 11% of the Pantanal Headwaters landscape](#), around 2 million hectares, in order to boost erosion control and water regulation, achieving optimal cost-benefit ratios for restoration implementation.

Modeling indicates that it is possible to see an improvement in water quality where at least 2.5% of the natural landscape has been restored. However, at least 20% of the natural landscape needs to be restored in order to see an increase in water volume.

This knowledge guided the development of the [Restoration Plan for the Pantanal Headwaters](#), a document developed during participatory workshops to align efforts with local organizations, map bottlenecks and opportunities for investments in the landscape and actions in partnership with the public sector.

Advocacy activities and the strengthening of local partners have contributed to restoring over 50 hectares and rehabilitating 16,000 hectares of pastureland in Mato Grosso do Sul, in the Guariroba River APA and in Bonito. We also supported the implementation of the Payments for Environmental Services (PES) program in Bonito, involving more than 100 rural landowners.

Restoration of the Pantanal Headwaters in the Jauru sub-basin and Poconé micro-basin, Jauru (MT)

© Silas Ismael / WWF-Brazil

In addition to environmental services, the activity has generated work and income for local communities, as well as helping to maintain their culture. Over the last two years, at least 300 families have been directly impacted by this project's restoration actions.

FIRE BRIGADES

In addition to focusing on strengthening the biome's resilience, WWF-Brazil has been working on an emergency front since 2020, supporting community brigades aimed at preventing and initially fighting fires in the Pantanal.

Twenty brigades have been equipped and trained in different parts of the biome, in partnership with Ibama's PrevFogo. These groups supported the fight against this year's severe fires.



COEXIST

Project reinforces workshops to reduce conflicts between humans and jaguars in the Pantanal. The actions, carried out with producers, community leaders and public agents, promote techniques for **coexisting with the big cat** and raise awareness of the need to conserve the species. This year, WWF-Brazil also published a **booklet with strategies for resolving conflicts with the animal.**



To restore springs and preserve the soil, we use techniques such as **"muvuca"**, which makes restoration cheaper and quicker, brings diversity of species and income to the communities

WITH ONLY 12.4% OF ITS MATURE FOREST AREA CONSERVED IN BRAZIL, THE ATLANTIC FOREST CONTINUES TO SUFFER FROM DEFORESTATION AND DEGRADATION. THE BIOME, WHICH IS ALSO FOUND IN PARAGUAY AND ARGENTINA, STRETCHES ACROSS 17 STATES AND LOSES AROUND 20,000 HECTARES OF VEGETATION EVERY YEAR IN THE COUNTRY, ACCORDING TO DATA FROM INPE/SOS ATLANTIC FOREST.

Native to an area where 72% of Brazilians live and 70% of the national GDP is concentrated, this tropical forest is constantly threatened by agricultural, urban, and industrial expansion. The [creation of allotments, residential condominiums, and highway construction](#) puts at risk a biome rich in biodiversity, with more than 18,000 species of plants, 2,600 species of amphibians, reptiles, birds, and mammals, among other animals.

What remains of the trinational Atlantic Forest today are fragments, mostly (97%) areas of less than 50 hectares, making it urgent to protect and connect them. Large portions of remaining vegetation, essential for the survival of flora and fauna, are few and far between, and part of them are inside Protected Areas (PAs), mainly in the large forest corridors in the Serra do Mar, between Rio Grande do Sul and Rio de Janeiro, the Central Atlantic Forest Corridor, between Espírito Santo and Bahia, and in the Alto Paraná region, in the jaguar corridors on the border between Brazil, Argentina and Paraguay.

VALUING TO CONSERVE

PAs are essential for conserving the remaining parts of the biome and their environmental services. In order to highlight these spaces as biodiversity preservation areas and also as drivers of the sustainable economy, WWF-Brazil has established a partnership with ICMBio (Chico Mendes Institute for Biodiversity Conservation) to develop an integrated ecotourism itinerary in the Abrolhos Terra e Mar territory, located in the south of Bahia.

This route connects eight PAs, totaling 1.3 million hectares, offering diverse proposals of tourist activities such as guided tours by Indigenous Pataxó people, bike trails in a brazilwood nursery, and boat trips around the region led by riverside communities.

The project, developed in collaboration with the managers of the protected areas, Indigenous peoples, local communities and other partners, has increased visitor numbers to these areas by around 50%. Notably, Pau Brasil National Park began receiving visitors for the first time since its creation after hiring and training environmental guides.

The success of this project shows the transformative potential of protected areas as assets for sustainable development, promoting ethno-tourism and fostering entrepreneurial initiatives by local communities allied to conservation. The model is now ready to be replicated by ICMBio in other protected areas in the country, especially those with Indigenous peoples and traditional communities

ATLANTIC FOREST

Section of Atlantic Forest in the
Guapiaçu Ecological Reserve (RJ)

RESTORATION IS NECESSARY

Valuing and conserving is just one aspect of our work. After centuries of devastation, the lost forest cover must be restored. In this mission, WWF-Brazil partners with the Atlantic Forest Restoration Pact and the Trinational Atlantic Forest Restoration Network, collectives that unite public and private institutions, governments, companies and the scientific community to recover native vegetation.

With its technical expertise and alliances among companies, landowners, local populations and associations, WWF-Brazil supports projects that establish multifunctional forests to provide ecosystem services and generate income in priority areas.

In 2023, we restored a total of 815 hectares directly with local partnerships, including 256 hectares this year alone. These recovered areas are concentrated in priority landscapes: the Upper Paraná, the Serra do Mar Ecoregion, Espírito Santo, the Serra do Urubu-Murici (or Northeastern Atlantic Forest) and the Doce River Basin.

We also collaborate with large-scale restoration initiatives in the Atlantic Forest.

In the Doce River Basin, for example, one of the programs supported by WWF-Brazil managed to get around a thousand owners of permanent preservation areas over five years to restore 40,000 hectares of native vegetation and 5,000 springs.

In Espírito Santo, WWF-Brazil signed an agreement with the state government in 2023 to improve the services of the Reforestar program platform for payment for environmental services, i.e., remuneration for recovered and conserved areas. The aim of the agreement is to improve the program's management system, which has already guaranteed the preservation and restoration of 21,300 hectares of Atlantic Forest, allowing more farmers to be served and improving the quality of vegetation restoration and agroforestry systems.

On another front, in the interior of São Paulo, in partnership with Save Brasil, we worked on re-establishing green corridors with endangered species of native flora, boosting the reintroduction of the jacutinga in São Francisco Xavier this year. The bird, which was locally extinct, is a symbol of the trinationality and importance of the Atlantic Forest, as it exists only within this biome and is known for dispersing seeds, thereby helping to conserve and restore the forest.

AN EXAMPLE TO THE WORLD



The restoration work in the Atlantic Forest has been chosen by the UN (United Nations Organization) as a global benchmark. The organization released a mini-documentary highlighting the restoration project carried out in the Serra da Mantiqueira.



Lúcia Martins is one of the women who make restoration a source of income. She lives in the Ulisses Oliveira settlement in Governador Valadares (MG)



Environmentalist Alessandra Pereira grows more than 20,000 tree seedlings in the municipality of Caratinga, on the left bank of the Manhuaçu River, in the Doce River Basin (MG)



As a top-of-the-chain animal, the presence of the jaguar shows how healthy and ecologically balanced the environment is

PROTECTING BIG CATS

After being threatened with extinction locally, the jaguar population on the border between Argentina and Brazil has been recovering steadily. The most recent census of big cats in the Green Corridor, in the Alto Paraná ecoregion, the largest remaining nucleus of the animal in the Atlantic Forest, [showed that there is an average estimate of 93 specimens of the species in the region, 25 of which](#) are within the Iguazu National Park.

The result shows stability in the number of animals since 2016, indicating the success of the work to reduce the hunting and killing of jaguars, to promote coexistence measures and to preserve the species.

In addition to the biannual count in the territory, the Iguassu Jaguars Project, supported by WWF-Brazil, maintains continuous monitoring of individuals. It also works to raise awareness among people who live in the vicinity of areas where the cat is found. The work includes identifying the main causes of conflicts between humans and jaguars and building solutions together with the communities, such as installing suitable fences or screens in places where animals are kept. Furthermore, the protection of this great cat has been reconciled with actions to restore the Green Corridor, integrating binational work. In the Brazilian portion, real forest bridges are being recovered to reconnect areas that were once isolated. There are already two major efforts to create strategic jaguar corridors with the Onças do Iguaçu Project and Mater Natura and the Onças do Yucumã Project – Curicaca Institute, with records of fauna such as pumas, agoutis and peccaries using these spaces.

The successful [coexistence actions with jaguars](#) developed in the Green Corridor region served as a model for workshops replicated in the Pantanal and the Amazon, other biomes where the largest feline in the Americas is threatened.

The ocean plays an essential role in resilience and adaptation to climate change. As well as being the largest heat sink on the planet, it is also one of the main carbon sinks, absorbing 30% of the CO₂ emitted by human activities between 1994 and 2007. Partly through its icy waters, in a physical process, and partly through phytoplankton, mangroves and other species of marine flora that carry out photosynthesis, the ocean captures around 15 gigatonnes of carbon every year. However, the advance of climate change and the loss of biodiversity are putting the health of this system at risk. Rising temperatures and the acidification of ocean waters, coupled with human actions to exploit marine territory, have caused continuous negative impacts.

One of the damaging effects is the mass bleaching of coral reefs, essential environments for the life of 25% of ocean species. The IPCC (Intergovernmental Panel on Climate Change) estimates that, by 2050, rising temperatures will lead to the death of between 70% and 90% of the corals on the planet.

With 9,000 km of coastline and 5.7 million km² of marine territory, the conservation of the ocean and coastal zones and their biodiversity is a highly relevant issue for Brazil. The ocean is our Blue Amazon, home to 10,000 identified species of fauna, the only reef formation in the South Atlantic, and the largest continuous mangrove swamp in the world.

Since 2019, WWF-Brazil has supported coral restoration and rehabilitation in partnership with the Neoenegia Institute, UFPE (Federal University of Pernambuco) and local organizations. The Coralizar project, carried out on the Coral Coast, has supported the mapping of deep-water corals in the Fernando de Noronha region and the Coral Biofactory in developing an [innovative coral restoration methodology](#).

Restoration efforts in [Porto de Galinhas and Tamandaré, Pernambuco, helped recover 2,500 fragments of fire coral \(*Millepora alcicornis*\)](#) and cauliflower coral

(*Mussismilia harttii*), both of which are threatened with extinction.

In 2023, this phase of the project was successfully completed. WWF-Brazil, in collaboration with the Airbnb Community Fund, drew up a more comprehensive work plan with a systemic vision for coral conservation, ensuring the sustainability of actions in this direction.

The plan includes coral monitoring and resilience studies, the creation of a coral reef conservation coalition, political advocacy and support for the development of sustainable tourism to ensure the financial viability of coral conservation projects and enhance protected areas.

CLIMATE AND BIODIVERSITY

Based on the understanding that the climate crisis and the nature crisis must be addressed together, WWF-Brazil has been a strong advocate for the creation of new conservation areas, aiming to protect 30% of the country's terrestrial, continental, coastal and marine areas by 2030, in alignment with target 3 of the Global Biodiversity Framework (GBF).

In support of this objective, we have worked with the federal government, alongside other NGOs, on the implementation of the GBF, as agreed upon at COP15 in Montreal, Canada. In 2023, the main focus was on updating the National Biodiversity Strategies and Action Plans (NBSAP), a tool that should be presented in 2024 during COP16 in Colombia.

To this end, WWF-Brazil organized workshops throughout the year, bringing together members of the federal and state governments, academia, and civil society to discuss the actions needed for conserving marine and coastal biodiversity.

OCEANS

The Coralizar project, carried out on the Coral Coast, enabled the development of an innovative methodology for recovering reef environments

© Igor Silva / WWF-Brazil

Ibama's decision avoids irreversible impacts on an area of rich biodiversity, such as the Great Reef System of the mouth of the Amazon

POLITICAL IMPACT

IN 2023, WWF-BRAZIL'S DIALOGUE WITH THE FEDERAL GOVERNMENT ON DIFFERENT FRONTS OF BIODIVERSITY CONSERVATION, THE FIGHT AGAINST CLIMATE CHANGE AND THE PROTECTION OF SOCIO-ENVIRONMENTAL RIGHTS INTENSIFIED.

This rapprochement has enabled important exchanges with the ministries of the Environment and Climate Change (MOE), Indigenous Peoples, Finance, and Foreign Affairs, especially in the construction of policies, tools, and targets for reducing deforestation in all biomes, combating illegal mining, developing sustainable socio-environmental chains, and in discussions on ways forward for the country's energy transition.

After four years in which the doors of the Palácio do Planalto were closed to civil society, Conama (the National Environment Council) has regained its importance with a [board made up of 114 representatives from the federal, state and municipal governments and civil society](#), including WWF-Brazil.

The reopening of dialogue, however, has not diminished the socio-environmental challenges in some sectors. Despite presenting itself internationally as a leader in discussions on the climate emergency, Brazil followed through on plans to

expand oil production in 2023, [opening auctions for new blocks, including in socio-environmentally sensitive areas](#).

Together with partners, WWF-Brazil worked to provide information about the environmental risks of operating in these blocks and to raise awareness among the market and the population about the threats posed by opening up new exploration frontiers.

MOUTH OF THE AMAZON

On the coast of Amapá, where Petrobras is seeking authorization for offshore oil exploration in the Amazon Estuary, an area with a complex reef system, WWF-Brazil, alongside a network of partner and local organizations, raised concerns about deficiencies in the environmental licensing process to the Federal Public Prosecutor's Office. These included inadequacies in modeling oil dispersion in the event of spills and insufficient access to information and consultation with the peoples and communities of the territory. [Recognizing these flaws, Ibama rejected the license to start drilling](#). The state-owned company, however, appealed this decision and seeks to proceed with the process which, on Ibama's initiative, now requires a position from FUNAI on the impact on Indigenous peoples.

This environmental agency decision has raised the requirement for studies for new projects in this new exploratory area, which still lacks robust geological and oceanographic data and is highly sensitive in socio-environmental terms.

In December, during the ANP's (National Agency for Petroleum, Natural Gas and Biofuels) auction for the exploration of 602 blocks spread across nine sedimentary basins, no bids were made for areas belonging to the Fernando de Noronha Undersea Chain, which is highly sensitive. However, 194 blocks were awarded.

PRESSURE ON CONGRESS

Another important front on which WWF-Brazil worked this year was its active engagement in the National Congress, where it stood out as a prominent force in the current legislature. The organization confronted an increasingly radical agenda opposed to socio-environmental issues, often led by the ruralist group.

This challenging scenario required focused advocacy and communication work to stop and mitigate setbacks. In collaboration partners, political advocacy has been key in halting the agenda of environmental destruction. This included opposing projects aiming to allow mining in protected areas, legalize cattle ranching in extractive reserves, and impose barriers to the establishment of protected areas, such as mandating a five-year deadline for compensating landowners.

In a coordinated action, the [Chamber of Deputies approved Provisional Measure 1150/2022 in March, including amendments that reduced protection for the Atlantic Forest](#) and modified the Forest Code to facilitate urban expansion on river banks. However, it was possible to modify the text in the Senate and remove the points threatening the biome from the law.

Another critical issue that demanded special attention throughout the year was the Senate's vote on [bill \(PL\) 2903/2023, which sought to reintroduce the Temporal Framework as a criterion for demarcating indigenous lands](#). The bill was approved in October, with presidential vetoes that overturned, among other things, the Milestone thesis, previously deemed unconstitutional by the Supreme Court.

AVOIDING LOSSES

In 2023, with the new Global Biodiversity Framework in effect, WWF-Brazil actively in revising the National Biodiversity Strategy and Action Plan (NBSAP). As a result, there was a National Public Consultation and a Subnational Sectorial Consultation, involving participation from all 27 state Environment Secretariats. The states' contributions received technical support from WWF-Brazil



Indigenous activists protest against Milestone Thesis (in Portuguese, Marco Temporal) in Brasília

Self-declaration of origin and the principle of good faith encouraged the proliferation of illegal gold mining activities

© Diego Padgurschi / WWF-Brazil

and were submitted to the MOE.

We also continued to monitor legislative processes in Congress and in the state assemblies to reduce, re-categorize, or extinguish PAs, and engaged in advocacy and communication efforts against these projects.

In the Amazon, we closely monitored four bills that threatened 2.3 million hectares in the Chico Mendes and Jaci-Paraná Reserves, the Serra do Divisor National Park and the Serra de Ricardo Franco State Park. In the Cerrado region, two bills endangered 241,000 hectares, part of which was in the Chapada dos Veadeiros National Park.

IMPROVING THE ENVIRONMENT

In Brasília, WWF-Brazil has been actively working to strengthen national legislation on gold mining and establish a traceable chain to combat illegal mining, which

devastates biomes and violates human rights.

This year, we acted as amicus curiae in the case before the Supreme Court challenging the presumption of "good faith" in the gold trade. We presented data on illegal production, especially in the Tapajós basin, and shared WWF-Brazil's research on the health impacts of mercury on communities affected by mining.

As a result of our intervention, the Court suspended the practice of gold buyers assuming the presumption of legality based solely on the seller's self-declaration of the mineral's origin. This decision also forced the federal government to adopt a new regulatory framework for overseeing the market.

We have also been following the progress of Bill 836/2021, currently under consideration in the Senate, which aims to establish rules for improving the traceability of gold mined in the country.

BRAZIL'S LARGEST REPRESENTATION AT COP28

Brazil took its largest civil society delegation to the COP (Conference of the Parties to the United Nations Framework Convention on Climate Change) in Dubai in 2023. WWF-Brazil joined several organizations from the Cerrado, the Amazon, and other regions of the country to enhance the participation of traditional communities, Indigenous peoples, young leaders, and women at the event.

The country, which is preparing to host the climate conference in 2025, thus saw new voices emerge to include the views of local communities in the international debate on issues such as the protection of the Amazon, the need for a zero-conversion

target for all biomes, and the rights of Indigenous peoples.

WWF-Brazil also organized discussions at the Panda Hub and the Brazilian Hub. These debates focused on essential topics to fight against the climate crisis, such as: the risks posed to investors of continuing oil and gas exploration, the traceability of commodity production chains, the importance of protected areas, and marine spatial planning as a tool for decarbonization. During this last event, the federal government committed to implementing Marine Spatial Planning (MSP) in the country by 2030.



© Trícia Oliveira / WWF-Brazil

THE GENERATION OF KNOWLEDGE AND SCIENTIFIC PRODUCTION ARE TOOLS FOR RAISING AWARENESS AND FIGHTING, WHICH IS WHY WWF-BRAZIL INVESTS IN RESEARCH ON THE MOST RELEVANT ISSUES OF SOCIO-ENVIRONMENTAL AGENDA IN THE COUNTRY.

SILENT THREAT

Faced with the advancing threat of illegal mining in the Amazon, we supported a [study carried out in the main urban centers of six states in the biome to assess the presence of mercury in fish consumed in the region](#), one of the impacts of metal extraction.

The results showed that the fish sold in fairs and markets across all states were contaminated with mercury levels exceeding those considered safe by the WHO (World Health Organization), putting the well-being of local residents at risk, as well as those living far from the mining operations.

The research, conducted in collaboration with Fiocruz and UFOPA (Federal University of Western Pará), indicates that the highest levels were found in fish sold in Roraima and Acre. In the most critical case, in Rio Branco, women of childbearing age – who are especially vulnerable to mercury’s effects – were ingesting up to nine times the recommended limit dose, while children aged 2 to 4 were consuming up to 31 times more than the WHO’s acceptable levels.

This study broadens our understanding of the catastrophic consequences of mining. The Brazilian Amazon, home to 38 million people, has [4,114 illegal mining sites](#), as reported in a survey carried out this year by the [Mercury Observatory](#), a science and data transparency initiative that strengthens local partners.

Mercury discharged into rivers joins deforestation and fires among the most serious threats to the Amazon's flora and fauna.

ANIMALS IN FOCUS

The destruction of the biome also puts the largest cat in the Americas, the jaguar, at risk. The Amazon, today the species' main refuge, has become a hostile environment for these individuals, affected not only by the reduction of the forest and their prey, but also by widespread hunting and retaliatory killings, especially in areas cleared for cattle ranching.

In response, WWF, Cenap/ICMBio and partners conducted a [study to identify priority areas for jaguar conservation](#) in 447 protected areas in the Brazilian Amazon, considering the threats and the size of the jaguar population. Of this total, 10 protected areas were highlighted as requiring immediate conservation measures and another 74 needing short-term action plans.

These most important areas are often located on the frontiers of deforestation or among the regions most pressured by fires and other threats.

SCIENCES

Illegal mining and deforestation
hotspots in the Brazilian Amazon (AM)

© Alaquém Alcântara / WWF-Brazil



SIGNS OF HOPE

Expeditions into Brazil's biomes uncover risks and expand our knowledge of the rich fauna and flora, enabling the development of important protection strategies.

This year, during a scientific incursion on the Jacundá and Mãe Maria rivers, in the Mãe Maria Indigenous Land, in Pará, six individuals of one [of the most endangered birds on the planet were recorded: the mutum-pinima \(*Crax fasciolata pinima*\)](#).

Data collected from recorders and camera traps installed in the territory will inform conservation planning for this bird as part of the Northern Territorial Action Plan (TAP) of Pro-Species: Everyone against extinction, which is an initiative of the Ministry of the Environment and Climate Change (MOE) financed by the Global Environment Facility Trust Fund (GEF) and implemented by the Brazilian Biodiversity Fund (Funbio), with WWF-Brazil as the executing agency.

In the Espinhaço Mineiro territory, a discovery by a team from USP (University of São Paulo), and [published in a scientific botanical journal](#), revealed an endemic plant, *Mollinedia fatimae*. This critically endangered species of shrub is threatened by fires in the Iron Quadrangle region.

In the Capixaba-Gerais territory, which covers Minas Gerais and Espírito Santo, [a new bromeliad was first documented from images taken by a resident](#). The species, distributed only in part of the Doce river valley, is already at high risk of extinction.

These findings highlight the importance of conserving natural ecosystems, as biodiversity conservation is the foundation of the planetary health and directly impacts our lives.

GREEN HYDROGEN

When facing an uncertain future due to climate change, science illuminates the way forward. In relation to the urgent need for energy transition and reducing dependence on fossil fuels, [a technical note prepared by WWF-Brazil](#) highlights that Brazil

is well-positioned to enter the hydrogen market from renewable energies offering competitive advantages.

Hydrogen is a promising alternative clean energy matrix for the world, with great versatility, and can be used from energy generation to food production.

From an economic point of view, the evaluation indicates that the most cost-effective hydrogen is produced through wind energy electrolysis (5.93 US\$/kgH₂), followed by that obtained from ethanol reforming (7.39 US\$/kgH₂) and solar energy electrolysis (9.52 US\$/kgH₂).

The study also analyzed the carbon footprint of each production method and issued recommendations for the country to foster sustainable production of hydrogen. This information was presented to the Ministry of Development, Industry and Trade and Services, as well as to congressmen, in order to contribute to the establishment of a regulatory framework for green hydrogen development that considers socio-environmental concerns.



POISONOUS EXPORT

In her new book, *Agrotoxics and Chemical Colonialism*, researcher Larissa Bombardi shows how the countries of the European Union have maintained the production and export products banned on European territory due to their detrimental effects on the environment and the health of the population. In 2021 alone, over 6,800 tons of pesticides prohibited in the EU were sold to Mercosur countries, especially Brazil and its commodity producers.

The discovery of *Krenakanthus ribeiranus* took place in the municipality of Alvarenga (MG)

© Julio César Ribeiro

An expedition carried out by TAP Meio Norte identified the presence of the mutum-pinima in the state of Pará



TOGETHER

IT'S POSSIBLE

WITH OUR PARTNERS AND SUPPORTERS

At WWF-Brazil, we want a world where people and nature thrive – but we'll only get there if we work together. And together, everything is possible.

RioParaíbaVive school group, the grand champions of the Restaura Natureza 2023 Olympics. The students from Volta Redonda (RJ) were awarded a trip to the Federal District to see the Cerrado biome and a restoration project

SOCIETY IN ACTION

IN BRASILIA, THOUSANDS OF INDIGENOUS PEOPLE
DEMAND RESUMPTION OF LAND DEMARCATIONS

ARTICULATION AND ENGAGEMENT

After five years without any indigenous land being demarcated, the Free Land Camp (ATL, *Acampamento Terra Livre*) brought the demand for the Lula government to resume demarcations to Brasilia.

With the theme "The Indigenous future is today. Without demarcation, there is no democracy!", the event gathered around 6,000 representatives of approximately 180 Indigenous peoples, fighting for an issue central to the socio-environmental agenda and the fight against the climate crisis.

During the Free Land Camp, the federal government announced the approval of six indigenous lands and the resumption of the National Council for Indigenous Policy, a collegiate body involving the Indigenous movement, and the National Policy Management Committee for Territorial and Environmental Management.

The Free Land Camp 19th edition, coordinated by Articulation of Indigenous Peoples of Brazil (APIB, *Articulação dos Povos Indígenas do Brasil*), highlighted the voices of new communicators. Young people, linked primarily to indigenous communication collectives or traditional communities, prepared and, through social networks, shared their own narratives about the event. They also used the meeting to exchange experiences and strengthen activist networks.

Supported by WWF-Brazil, through the Voices for Fair Climate Action project, some of these communicators [were received at the Ministry of the Environment and Climate](#) by the National Secretary for Traditional Peoples and Communities and Sustainable Rural Development.

[LEARN MORE](#)

Indigenous Peoples occupy the ramp of the three branches of government – Solemn session in the National Congress in honor of the 19th Free Land Encampment

Cultural presentation during the
Cerrado Peoples' Meeting

© Tatiana Reis / WWF-Brazil

CERRADO PEOPLES' MEETING BRINGS TOGETHER 8,000 PEOPLE

In September, Brasília hosted a four-day meeting focused on the Cerrado, which brought together over 8,000 people, including representatives of traditional populations and communities from nine states.

The program focused on the importance of socio-biodiversity and the recognition of traditional cultures in conserving and restoring the most biodiverse savannah on the planet. Discussions included tools for strengthening and restoring the biome.

Seed collectors exchanged experiences during the event, showing that restoring landscapes generates income, improves food security and productivity. The event featured also an exhibition of native seeds and talks with government and civil society representatives.

Another central theme was the fight against deforestation, one of the Cerrado's biggest problems. The Minister for Indigenous Peoples, Sônia Guajajara, the Minister for the Environment and Climate Change, Marina Silva, and the Minister for Agrarian Development and Family Farming, Paulo Teixeira, participated in the debates.

[LEARN MORE](#)

ALLIANCE OF THE AMAZONS LAUNCHES HISTORIC CAMPAIGN

The Alliance of the Amazons, inspired by the Alliance of the Peoples of the Forest led by rubber tapper Chico Mendes in the 1980s, has renewed its commitment to 2023. The movement, which brings together indigenous, quilombola, extractivist and peripheral communities, has launched a campaign of mobilization and resistance to defend life and territories. Under the slogan "Interweaving Roots, Building Now", the initiative sought to join forces to confront the environmental and social challenges that plague the region.

With the involvement of around 20 grassroots organizations from Acre, Rondônia and the Tapajós region in Pará, the movement emerged from the need to defend the territories, but also the traditions, way of life and well-being of the communities that inhabit the Amazon.

This action is supported by the Protection of Indigenous and Traditional Peoples in Brazil project, funded by the German Federal Ministry for Economic Cooperation and Development, through the WWF Network.

[LEARN MORE](#)

VOICES MAGAZINE ECHOES THE FIGHT FOR CLIMATE JUSTICE

The issues feature articles, essays, interviews, infographics and reports produced by those who live the realities of the Amazon.



© Disclosure

STUDENTS FROM VOLTA REDONDA (RJ) WIN THE RESTAURA NATUREZA OLYMPIAD

In its second edition, [Restaura Natureza](#) – the Brazilian Ecosystem Restoration Olympics mobilized elementary and high school students from 275 schools located in all Brazilian states.

The competition, organized by the Quero na Escola association, attracted participation from 10,000 students. The competition was held in two stages: an individual online stage, where students were tested on ten formative themes; and a group stage coordinated by a teacher, in which the students had to implement an action that promoted the restoration of ecosystems.

The RioParaíbaVive – Tampet/SF salva! team, from Volta Redonda (RJ), was the big winner of this edition. The group planted over 800 seedlings of native Atlantic Forest species in a 4,900 m² area in the Médio Paraíba Wildlife Refuge, located in the south of Rio de Janeiro state.

As part of their prize, the group from Rio de Janeiro won a trip to the Chapada dos Veadeiros National Park (GO) to explore the Cerrado and experience an important initiative at restoring this biome.

[LEARN MORE](#)

ECOLOGICAL FOOTPRINT CALCULATOR GETS UPDATED VERSION

WWF's tool for measuring the impact of our consumption habits has been updated with a new, easier and more intuitive version. [The new Ecological Footprint Calculator page](#) includes questions about food, housing, energy consumption and transportation

BRAZIL AT THE BIGGEST EARTH HOUR

In March, millions of people joined the WWF Network's global action to organize the Biggest Earth Hour, showing their concern about the climate crisis. In all, 410,000 hours of activities took place across more than 190 countries.

In Brazil, in addition to the traditional switching off of the lights at the Christ the Redeemer monument in Rio de Janeiro, companies, schools and communities, such as Scout Groups organized around 900 activities nationwide.

Among the initiatives, there was a joint effort to collect recyclables, actions to raise awareness about consumption and assess the ecological footprint, as well as hundreds of activities involving families in environmental education.

The mobilization is an important message to the world's governments about society's strong interest in and demand for socio-environmental issues.

[LEARN MORE](#)

use to analyze our impact on the planet. The ecological footprint is a methodology that evaluates the pressure of consumption on natural resources, quantifying in hectares what a person or company "spends" on average to sustain itself.

RioParaíbaVive school group, the grand champions of the Restore Nature Olympiad 2023, during a trip to Chapada dos Veadeiros National Park (GO)

© Katarina Silva / WWF-Brazil



#GeraçãoRestauração

Como participar deste movimento?



© MSP - BRASIL MAURÍCIO

MAURÍCIO DE SOUSA PRODUCTIONS RENEWS COMMITMENT TO ENVIRONMENTAL EDUCATION

Maurício de Sousa Productions has renewed its long-standing partnership with WWF-Brazil to collaborate on environmental education and awareness for another five years.

Over the past decade, Chico Bento has become an ambassador for the environmental cause and an active voice for WWF-Brazil, whether through his comic books, on Turma da Mônica's social networks or at joint events.

Between 2020 and 2023, the partnership resulted in 30 pages of informative content for Chico Bento's monthly magazines and other characters from the group, around 100 social media posts, as well as booklets on ecosystem restoration and waste disposal.

Priority campaigns such as Earth Hour were highlighted in the comic books, including the story "Chico Bento at Earth Hour". In 2023, Brazil's best-known country boy took part in the event to announce the winners of the Restaura Natureza Olympiad.

[LEARN MORE](#)

ECOFALANTE TAKES ACCUSATIONS OF ENVIRONMENTAL CRIME TO THE MOVIES

In São Paulo, the 12th edition of Mostra Ecofalante de Cinema, the most important South American event dedicated to socio-environmental films, featured productions that highlighted environmental crimes committed in the country.

The documentary "Cinzas da Floresta" (Ashes of the Forest), supported by WWF-Brazil, made its world premiere at the event in May. The film follows art activist Mundano on a three-week trip to collect ashes from forest fires in four biomes: Amazon, Cerrado, Pantanal and Atlantic Forest.

These charred remains of flora and fauna were used to produce the paints for creating a 1,000 m² panel in the center of São Paulo denouncing environmental crimes, while at the same time celebrating the role of volunteer firefighters.

The program featured screenings of more than 140 films, including award-winning works from national and international festivals, as well as debates on current socio-environmental issues, including indigenous issues and racism. "The Invention of the Other" won both the Jury Prize and the Audience Prize. Directed by Bruno Jorge, the film portrays an expedition into the Amazon to make first contact with a group of isolated Indigenous Korubo people.

Additionally, this year's university short film competition brought together productions from nine Brazilian states and its winner was the film "As Lavadeiras do Rio Acaraú Transformam a Embarcação em Nave de Condução" (The Washerwomen of the Acaraú River Transform the Boat into a Driving Ship), by Kulumym-Açu, from Fortaleza (CE).

[LEARN MORE](#)

120,000 PEOPLE TAKE PART IN THE A DAY IN THE PARK CAMPAIGN

Four hundred Protected Areas (PAs) spread across all of Brazil's biomes participate in this year's Um Dia no Parque (A Day in the Park), an initiative supported by WWF-Brazil. The campaign encourages the public to visit nearby protected areas and thus awaken them to the importance of preserving nature.

The event achieved a record attendance: more than 120,000 people visited the protected areas on Sunday 23 July and enjoyed special activities organized for the campaign, such as hiking, cycling, meditation, bird watching and cultural and environmental workshops.

The theme of this year's campaign was "It's time to take care of our home", with an important focus on actions to raise children's awareness of socio-environmental issues.

In 2023, A Day in the Park was supported by the federal government. Minister for the Environment and Climate Change, Marina Silva, published a video on her social media channels endorsing the campaign and reiterating the importance of engagement actions like this for nature conservation.

[LEARN MORE](#)

WWF-BRAZIL AMBASSADORS
GROUP GROWS TO 11 VOICES

Many different voices are needed to spread the message about the importance of protecting and restoring the environment, and to inspire and engage society in this fight. This is the mission of the WWF-Brazil ambassadors: to be active voices in the socio-environmental struggle with courage, integrity, respect, and collaboration.

The team, which already included indigenous communicator and activist Alice Pataxó, the character Chico Bento, musician and actor Gabriel Sater, content creator Kaique Brito and historian and educator Keila Vila Flor, was reinforced in 2023.

Six new ambassadors have joined the group to expand the diversity and reach of the message. They are:

KARINA OLIANI



A doctor specializing in adventure medicine and the first Brazilian to climb K2, the most difficult mountain in the world, Karina is also a

TV presenter.

MAYSA SANTORO



A biologist, environmentalist and educator, Maysa travels the world to showcase ecosystems, using art to raise awareness of the importance of nature conservation.

MICHELE CORDEIRO



Vegan and committed to socio-environmental causes, Michele is a musician with her own solo production and is one of the most sought-

after guitarists in the country, working with Emicida, Gaby Amarantos and Paulo Miklos.

PH CÔRTEZ



A content creator focusing on black protagonism, PH shares his experiences on the poor outskirts of São Paulo. He has recently become involved in socio-

environmental issues as part of the fight for human rights.

SAMELA SATERÉ MAWÉ



An indigenous member of the Sateré Mawé people, Samela is a socio-environmental activist and young communicator with Apib (Articulation of

Indigenous Peoples of Brazil) and Anmiga (National Articulation of Indigenous Women Warriors of Ancestry).

TUKUMÃ PATAXÓ



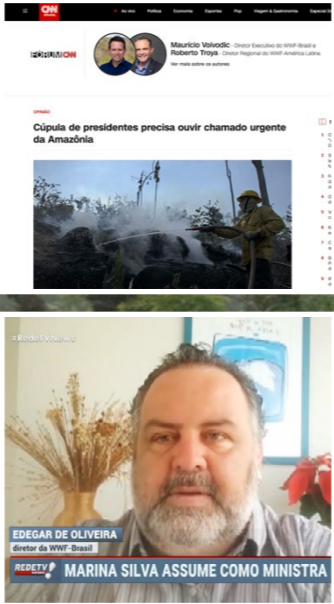
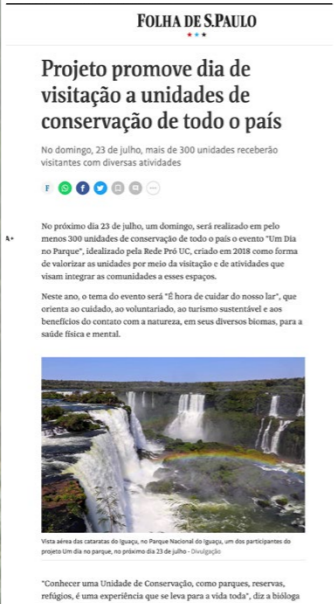
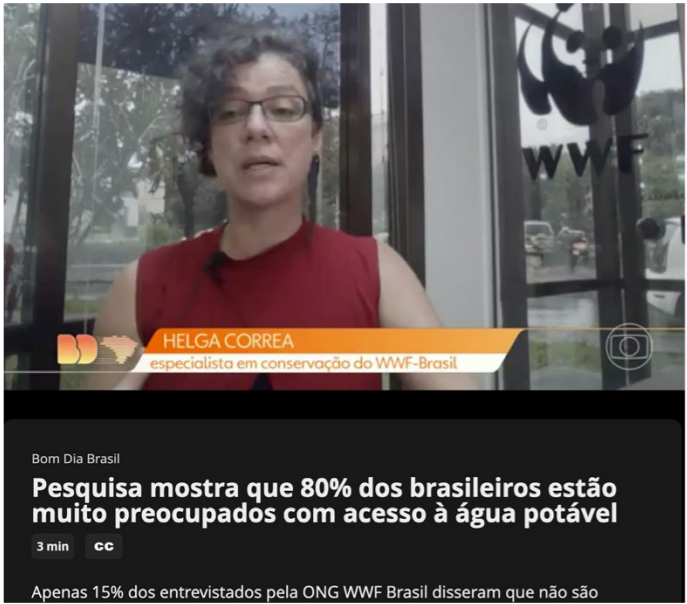
Host of the "Papo de Parente" podcast, Tukumã is from the Pataxó village of Coroa Vermelha, in Bahia. The influencer is part of Mídia Indígena's

team of communicators.

LEARN MORE



REPERCUSSIONS IN THE MEDIA



TRADITIONAL MEDIA



405

Press interviews

11,651

Insertions in national and international media*

Presence in **2,230** media outlets

8,325,891,539

Views

26

spokespeople on different topics

*print and digital, in 2023

DIGITAL CHANNELS



Referring to the platforms: Instagram, Facebook, X, LinkedIn, YouTube and TikTok. And referring to the WWF-Brazil website

Followers

1,266,864



Impressions

40,141,800



Posts published

2,590



Clicks on links

749,616



Engagement

1,373,410



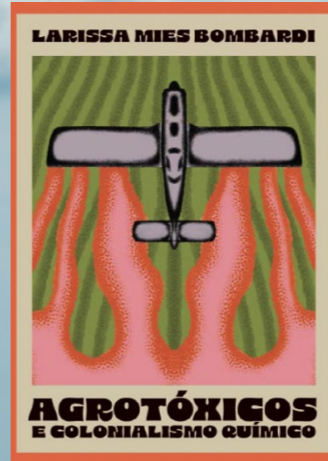
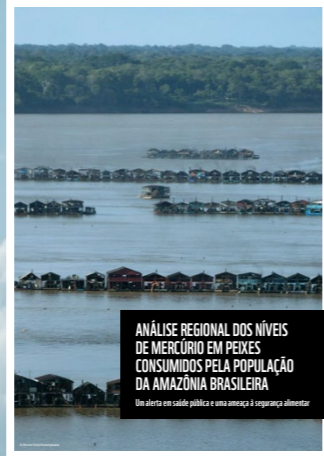
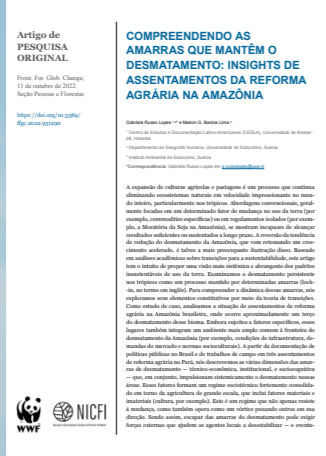
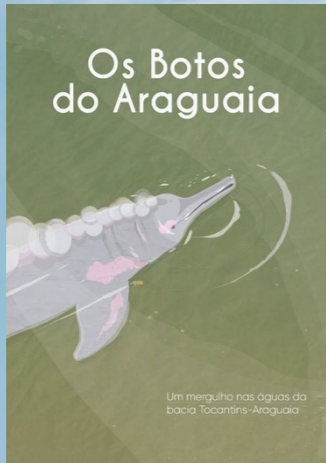
2.3 million

unique visitors to the WWF-Brazil website in 2023

Percentages compared to 2022

PRODUCING KNOWLEDGE

WWF-Brazil's publications enrich the socio-environmental debate, reinforcing the imperative to conserve ecosystems and human life. In 2023, we launched 20 studies, scientific articles, technical notes, guides and books containing qualified information – fundamental for advancing progress and combating setbacks in the socio-environmental field.





ENGAGE TO MOVE FORWARD

CORPORATE ENGAGEMENT

In 2023, WWF-Brazil forged partnerships to ensure that companies' sustainability and ESG strategies drive true transformation. We believe that only with a private sector committed to initiatives with positive socio-environmental impacts can we foster solutions at the scale and agility required by our planet.

Together with Aegea, we successfully concluded the first year of a partnership for biodiversity conservation and restoration actions in the Cabeceiras do Pantanal landscape, an area that covers 85 municipalities in Mato Grosso and Mato Grosso do Sul.

For strengthening links between socio-biodiversity and the market, we continued our efforts to revive the native rubber chain with support from the Michelin Corporate Foundation. This project has indirectly contributed to the conservation of more than 145,000 hectares of the Amazon through management for rubber production. A significant recent achievement includes initiating payment for environmental services to extractivists.

Partnering with Ambev, we contribute to the Basins & Forests project, an initiative to protect, restore and preserve rivers near the company's factories, particularly in Minas Gerais.

Additionally, we have established partnerships with brands and products that promote a new way of consuming, one that prioritizes people and the planet. These include brands offering reusable products made without generating plastic waste in nature, from certified raw materials, with reduced water use and a focus on social responsibility, such as B.O.B's hygiene and beauty products, Korui's reusable sanitary pads and menstrual cups, or Malwee's clothing collection featuring maned wolves, jaguars and giant pandas.

We also teamed up with companies that could raise environmental awareness, such as the educational toy company Araquarela, that launched dominoes with species from the Amazon, the Pantanal, the Oceans and fruits from Brazil. We also continued our collaboration with Papelaria Fauna for a new collection of calendars, diaries and notebooks depicting Brazilian biodiversity.

Part of the proceeds from the sale of all the products associated with WWF-Brazil was donated to our initiatives.

PARTNER COMPANIES

WWF-Brazil collaborates closely with companies across different sectors and production chains, aiming to catalyze the major transformations we need for Brazil and the world. We work with our private sector partners to implement concrete and innovative solutions. Our aim is to reshape business practices and amplify their positive impact on both people and nature.

We seek to forge innovative and lasting partnerships that are aligned with the United Nations Sustainable Development Goals (SDGs). Without ever losing sight of our critical role as guardians of society's interests in protecting natural resources and traditional and indigenous communities, we work with our partners in the private sector so that they provide benefits for the environment and society by including socio-biodiversity products in their chain.

© Sílvia Ismael / WWF-Brazil

Restoration action in the
Guariroba Basin (MS)

NATURE CONSERVATION PARTNERSHIPS



Sylvamo

INDITEX

reckitt



KUNUMI



ambev

cegea



Neoenergia
Instituto

SOCIAL ENGAGEMENT PARTNERSHIPS

FTD



inter

GIRASSOL



INSTITUTIONAL SUPPORT

ARA
QUARELA

B.O.B
BARS OVER BOTTLES

CESCON
BARRIEU
ADVOGADOS



FAUNA
PAPELARIA

Lefosse
MALWEE

MELIÃ
HOTELS
INTERNATIONAL

korui
ciclos de vida

TRANSPARENCY

**OUR
COMMITMENT
INVOLVES
ACCOUNTABILITY**

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

FINANCIAL STATEMENT

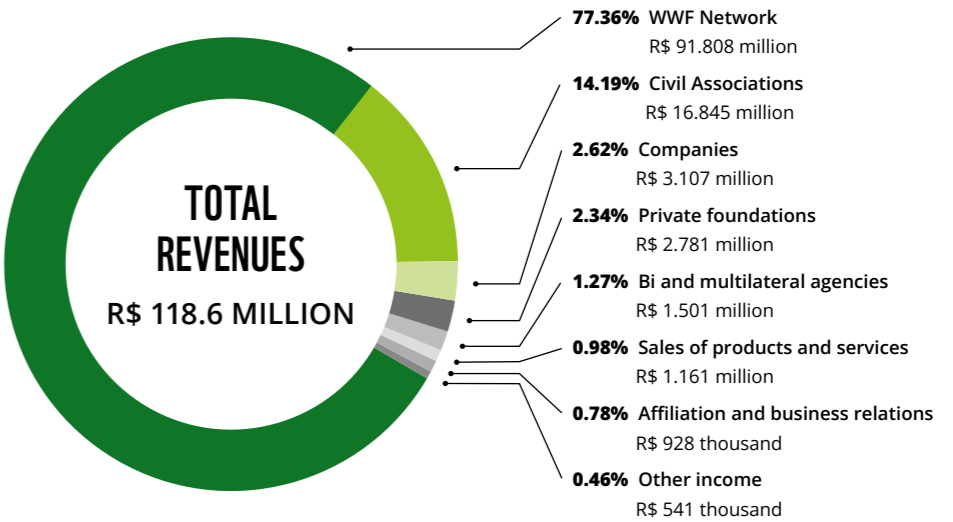
WWF-BRAZIL'S ACCOUNTS

Our financial statements are audited annually by independent auditors.

Once again, the financial statements for 2023 were approved without reservations, in accordance with the national and international standards followed by ERNST & YOUNG Auditores Independentes S/S Ltda.

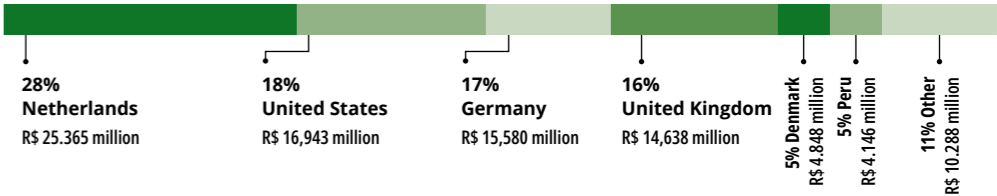
WHERE DOES THE MONEY COME FROM?

Our revenues totaled **R\$ 118.6 million in 2023**, with the majority of the funds sourced from the WWF Network.



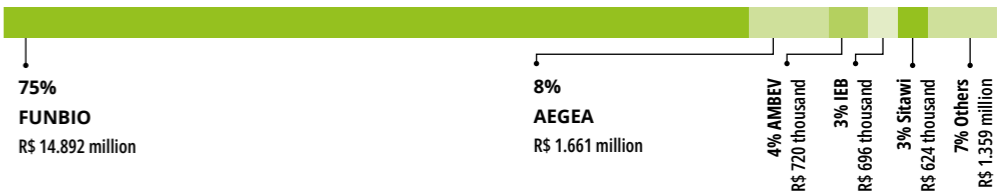
WWF NETWORK

Eighteen organizations from the Network directed funds to WWF-Brazil, with contributions from the Netherlands, the United States, Germany and the United Kingdom accounting for 79% of the total amount.



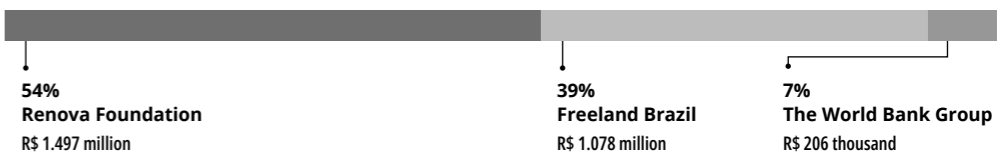
COMPANIES AND CIVIL ASSOCIATIONS

Funbio and AEGEA accounted for 83% of the amount we received from companies and civil associations.



PRIVATE FOUNDATIONS

Private foundations allocated R\$ 2.781 million to WWF-Brazil in 2023.



ECONOMIC INDICATORS

IBASE MODEL

SOURCE OF FUNDS

	2019		2020		2021		2022		2023		VALUE CHANGE
	Amount (thousand Reais)	Rep. % of Total Revenue	Amount (thousand Reais)	Rep. % of Total Revenue	Amount (thousand Reais)	Rep. % of Total Revenue	Amount (thousand Reais)	Rep. % of Total Revenue	Amount (thousand Reais)	Rep. % of Total Revenue	2022/2023
TOTAL REVENUE	63.008	100%	64.413	100%	83.884	100,00%	99.865	100,00%	118.672	100,00%	15,85%
WWF Network	43.773	69,47%	49.410	76,71%	65.963	78,64%	81.068	81,18%	91.808	77,36%	11,70%
Companies	4.120	6,54%	1.315	2,04%	2.840	3,39%	1.134	1,14%	3.107	2,62%	63,49%
Civil associations	5.007	7,95%	8.055	12,50%	8.798	10,49%	11.582	11,60%	16.845	14,19%	31,24%
Public foundations	1.157	1,84%	-	0,00%	-	0,00%	-	0,00%	-	0,00%	-
Private foundations	1.938	3,08%	1.881	2,92%	2.589	3,09%	1.803	1,81%	2.781	2,34%	35,15%
Government agencies	-	0,00%	445	0,69%	231	0,28%	-	0,00%	-	0,00%	-
Bi- and multilateral agencies	4.281	6,79%	1.345	2,09%	1.402	1,67%	2.022	2,02%	1.501	1,27%	-34,69%
Affiliation and business relations	810	1,29%	797	1,24%	908	1,08%	957	0,96%	928	0,78%	-3,09%
Sales of products and services	1.568	2,49%	764	1,19%	542	0,65%	815	0,82%	1.161	0,98%	29,82%
Other income	354	0,55%	401	0,62%	610	0,73%	483	0,48%	541	0,46%	10,70%

OPERATING REVENUES

	2022	2023	VALUE CHANGE
	Value (thousands of Reais)	Value (thousands of Reais)	2022/2023
Project-related revenue	97.610	116.042	15,88%
Institutional revenue	957	928	-3,09%
Net revenue from the sale of products and services	815	1.161	29,82%
Other income	483	541	10,70%
Total revenue	99.865	118.672	15,85%

OPERATING EXPENSES

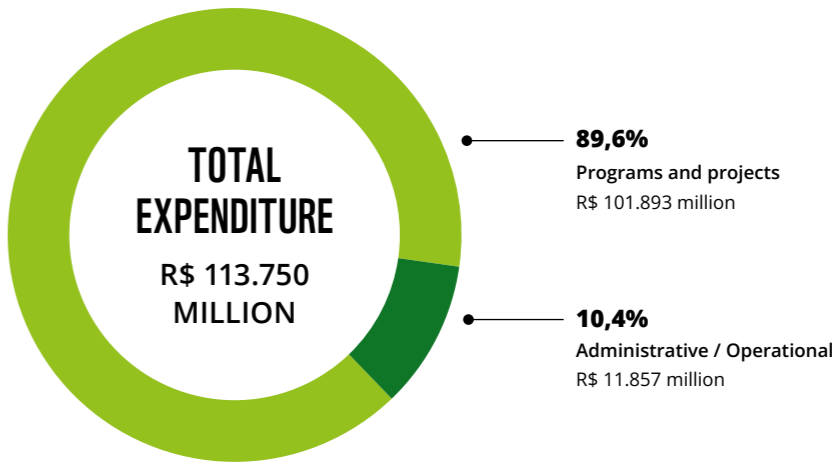
	2022	2023	VALUE CHANGE
	Value (thousands of Reais)	Value (thousands of Reais)	2022/2023
Personnel costs	-39.094	-43.892	10,93%
Cost of programs and projects	-53.411	-64.479	17,17%
General and administrative expenses	-5.388	-5.379	-0,17%
Other expenses	-846	-2.712	68,81%
Tax expenses	-174	-46	-280,67%
Net financial result	2.357	2.572	8,35%
Total expenses	-96.555	-113.936	15,25%

Surplus (deficit) for the year	3.309	4.736	30,13%
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Training on "muvuca" or direct sowing, a reforestation technique for restoring degraded areas in the Guariroba stream Environmental Protection Area (APA), located in Mato Grosso do Sul, conducted in partnership with the Tapestry Foundation and VerdeNovo Native Seeds

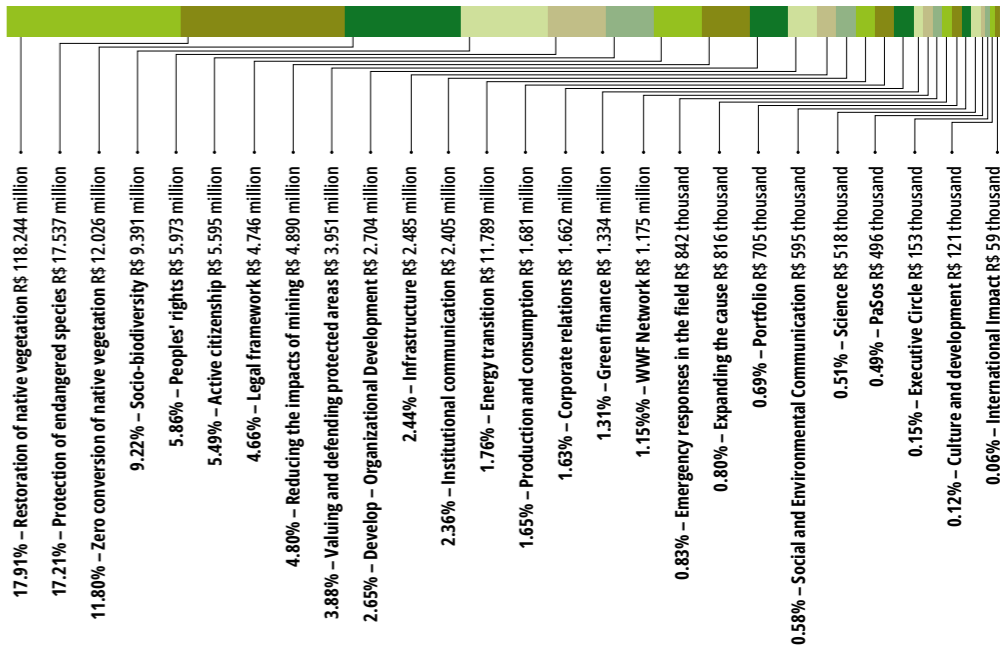
HOW DO WE USE OUR RESOURCES?

Over 89% were used for social and environmental programs and projects in 2023.



PROGRAMS AND PROJECTS

Restoration of native vegetation, Protection of endangered species and Zero conversion of native vegetation accounted for 47% of the funds invested in the year. Socio-biodiversity accounted for 9% of total investments.



ADMINISTRATIVE / OPERATIONAL

The costs allocated to projects are divided into three strands.



FINANCIAL INDICATORS

ETHOS MODEL

APPLICATION OF RESOURCES

	2019		2020		2021		2022		2023		VALUE CHANGE
	Amount (thousand Reais)	Rep. % of Total Revenue	Amount (thousand Reais)	Rep. % of Total Revenue	Amount (thousand Reais)	Rep. % of Total Revenue	Amount (thousand Reais)	Rep. % of Total Revenue	Amount (thousand Reais)	Rep. % of Total Revenue	2022/2023
TOTAL EXPENSES	63.082	100%	64.781	100%	80.711	100,00%	98.913	100,00%	116.508	100,00%	15,10%
Payroll	16.457	26,09%	16.937	26,15%	17.860	22,08%	21.054	21,28%	23.930	20,54%	12,02%
Companies	9.367	14,85%	9.620	14,85%	10.893	13,47%	12.979	13,12%	14.305	12,28%	9,27%
Benefits and others	3.237	5,13%	3.319	5,12%	3.974	4,91%	5.062	5,12%	5.657	4,86%	10,53%
Contractors – technical partnerships	8.711	13,81%	16.326	25,20%	20.570	25,43%	26.532	26,82%	27.191	23,34%	2,42%
Airfare and accommodation	4.553	7,22%	675	1,04%	434	0,54%	3.826	3,87%	6.032	5,18%	36,57%
Consulting services and others	15.844	25,12%	12.751	19,68%	22.374	27,66%	23.052	23,30%	31.256	26,83%	26,25%
Expenses (administrative and general	3.264	5,17%	2.819	4,35%	3.430	4,24%	5.388	5,45%	5.379	4,62%	-0,17%
Tax expenses	908	1,44%	475	0,73%	163	0,42%	174	0,18%	46	0,04%	-280,67%
Non-operational	741	1,17%	1.859	2,88%	1.014	1,25%	846	0,86%	2.712	2,33%	68,81%

EQUITY

	2022	2023	VALUE CHANGE
	Value (thousands of Reais)	Value (thousands of Reais)	2022/2023
Shareholders' equity	10.418	13.727	24,11%
Surplus (deficit) for the year	3.309	4.736	30,14%
TOTAL	13.727	18.463	25,65%
Total liabilities and shareholders' equity	44.118	51.600	14,50%

Área de Proteção Ambiental (APA) do córrego Guariroba (MS)

ASSETS

	2022	2023	VALUE CHANGE
CURRENT	Value (thousands of Reais)	Value (thousands of Reais)	2022/2023
Cash and cash equivalents	35.443	39.652	10,61%
Receivables from executed projects	5.781	8.915	35,15%
Other receivables	1.162	1.278	9,11%
Inventories	144	43	-230,98%
TOTAL	42.530	49.888	14,75%
NON-CURRENT	Value (thousands of Reais)	Value (thousands of Reais)	2022/2023
Fixed Assets	1.587	1.712	7,31%
Intangible assets	1	0	-474,82%
TOTAL	1.588	1.712	7,19%
TOTAL ASSETS	44.118	51.600	14,50%

LIABILITIES

	2022	2023	VALUE CHANGE
CURRENT	Value (thousands of Reais)	Value (thousands of Reais)	2022/2023
Commitments to third parties to be fulfilled (suppliers)	1.262	572	-120,63%
Advances for projects to be carried out	20.233	22.635	10,61%
Labor obligations	4.784	5.209	8,18%
Obligation to the WWF Network – Network Service	292	362	19,42%
Other accounts payable	624	1.625	61,58%
Loan – GMI	2.627	2.525	-4,06%
TOTAL	29.822	32.928	9,43%
NON-CURRENT	Value (thousands of Reais)	Value (thousands of Reais)	2022/2023
Obligation to WWF head-quarters – Network Service	343	209	-64,01%
Provision for civil and labor risks	226	0	0,00%
TOTAL	569	209	-172,22%

CASH FLOW STATEMENT

CASH FLOWS FROM OPERATING ACTIVITIES

	2022	2023	VALUE CHANGE
	Value (thousand Reais)	Value (thousand Reais)	2022/2023
Surplus / (deficit) for the year	3.309	4.736	30,13%
Provision (reversal) for legal claims	-6	-226	97,35%
Write-offs and losses on receivables	-10	34	129,19%
Gains on anticipated project revenue	-36	0	-
Inventory write-offs and losses	17	3	-456,31%
Write-off of fixed and intangible assets	299	1057	71,72%
Provision for losses on fixed and intangible assets	0	0	-
Gains on liabilities	3	-3	186,84%
Exchange variation assets and liabilities	-355	-102	-249,05%
Amortization	2	1	-96,52%
Depreciation	678	791	14,29%
TOTAL	592	1.555	61,94%

CHANGES IN ASSETS AND LIABILITIES

	2022	2023	VALUE CHANGE
(Increase) Decrease in assets	Value (thousand Reais)	Value (thousand Reais)	2022/2023
Funds linked to projects	3.855	-2402	260,52%
Credits receivable from projects	-4.286	-3134	-36,77%
Other receivables	7	-151	104,64%
Inventories	-77	98	178,91%
TOTAL	-501	-5588	91,04%
(Increase) Decrease in liabilities	Value (thousand Reais)	Value (thousand Reais)	2022/2023
Advances for projects to be carried out	-3.819	2402	259,02%
Labor obligations	831	426	-95,13%
Liabilities to suppliers	297	-690	143,02%
Other liabilities	22	941	97,66%
TOTAL	-2.669	3.078	186,72%
Net cash from operating activities	731	3.781	80,67%


CHANGES IN INVESTING ACTIVITIES

	2022	2023	VALUE CHANGE
Cash flows from investing activities	Value (thousand Reais)	Value (thousand Reais)	2022/2023
Acquisition of fixed assets	-919	-1974	53,44%
Acquisition of intangible assets	0	0	-
Net cash used in investing activities	-919	-1.974	53,44%
Increase (decrease) in cash and cash equivalents	-188	1.807	110,42%
Cash and cash equivalents at the beginning of the year	15.398	15.210	-1,24%
Cash and cash equivalents at the end of the year	15.210	17.017	10,62%
Increase (decrease) in cash and cash equivalents	-188	1.807	110,40%

LETTER FROM THE AUDITOR

At WWF-Brazil's initiative, all of the organization's accounts are submitted for external and independent analysis and approval.





Building a better working world

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Conjunto A - Bloco A
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70316-900 - Brasília - DF - Brasil
Tel: +55 61 2104-0100
ey.com.br

A free translation from Portuguese into English of the independent auditor's report on financial statements prepared in Brazilian currency, in accordance with the accounting practices adopted in Brazil applicable to small and medium-sized entities (NBC TG 1000 (R1)).

Independent auditor's report on financial statements

To the Board of Directors and Officers of
WWF-Brazil – World Wide Fund For Nature
Brasília - DF

Opinion

We have audited the financial statements of WWF-Brazil – World Wide Fund For Nature ("Entity"), which comprise the statement of financial position as at December 31, 2023, and the statements of profit or loss, of comprehensive income, of changes in equity, and of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of WWF-Brazil – World Wide Fund For Nature as at December 31, 2023, its financial performance and its cash flows for the year then ended, in accordance with the accounting practices adopted in Brazil applicable to small and medium-sized enterprises (NBC TG 1000 (R1)).

Basis for opinion


We conducted our audit in accordance with the Brazilian and International Standards on Auditing. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Entity in accordance with the relevant ethical principles set forth in the Code of Professional Ethics for Accountants, the professional standards issued by Brazil's National Association of State Boards of Accountancy (CFC) and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other matters

Audit of corresponding figures

The Entity's financial statements for the year ended December 31, 2022 were audited by other independent auditor, who issued an unmodified report dated April 27, 2023.

1



Building a better working world

Responsibilities of the executive board for the financial statements

The executive board is responsible for the preparation and fair presentation of the financial statements in accordance with the accounting practices adopted in Brazil applicable to small and medium-sized enterprises (NBC TG 1000 (R1)), and for such internal control as the executive board determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the executive board is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.


Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurances about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Brazilian and International Standards on Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Brazilian and International Standards on Auditing, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identified and assessed the risks of material misstatements of the financial statements, whether due to fraud or error, designed and performed audit procedures responsive to those risks, and obtained audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtained an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control;
- Evaluated the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Entity's executive board.

2



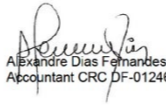
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- Concluded on the appropriateness of the executive board's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast substantial doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluated the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identified during our audit.

Brasília, April 29, 2024.

ERNST & YOUNG
Auditores Independentes S/S Ltda.
CRC SP-015199/O


Alexandre Dias Fernandes
Accountant CRC DF-012460/O

3

GOVERNANCE

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

GENERAL ASSEMBLY

This is WWF-Brazil's highest body, attended by associates and members of the Deliberative and Consultative Councils. It meets annually to deliberate on the financial statements for the previous year and to approve the budget and endorse activity plans for the current year.

DELIBERATIVE COUNCIL

Leads WWF-Brazil's governance and management process, and it is responsible for approving policies and strategies; ensuring compliance with the organization's mission, values and social objectives; enforcing General Assembly decisions; supervising the Executive Board management; and ensuring that decision-making processes, management systems and executive and operational staff are appropriate and enable the institutional objectives to be achieved. It meets ordinarily every four months and also has thematic committees.

ADVISORY BOARD

This body serves as a consultant and advisor to the Board of Directors and the organization, providing a forum for debate, contributing suggestions, criticisms and opinions on any topic related to WWF-Brazil's Mission and Goals. It is composed

of individuals with notable knowledge, specialists in our work themes and also associates and former board members who have previously served in other governance and management body of WWF-Brazil.

FISCAL COUNCIL

Its mission is to oversee financial, accounting, asset and budget management and examine WWF-Brazil's internal procedures and controls, ensuring transparency. Responsible for hiring the auditors, it consists of independent external members who have a background in finance, as they provide the Finance and Risks Committee and the Board of Directors with reports based on the annual audits, highlighting potential weaknesses and recommended actions to mitigate risks.

EXECUTIVE BOARD

This is WWF-Brazil's professional management body and is responsible for the organization's administration, compliance with institutional policies, formulation of strategy and, execution following approval by the Board of Directors. It performs administrative acts and formally represents the institution, reporting directly to the Board of Directors. The board is comprised entirely of professionals hired by WWF-Brazil, with exclusive dedication.

DELIBERATIVE COUNCIL

Chairman

Roberto Pedote

Ângela Maria Feitosa Mendes

Carlos Afonso Nobre

Fábio Alperowitch

Flávia Regina de Souza Oliveira

Junia Ruiz Nogueira de Sa

Lucely Moraes Pio (until August 2023)

Luiz Carlos de Lima

Sergio Besserman Vianna (until September 2023)

Thaís Silva Santos

Walelasoetxeige Paiter Bandeira Suruí

ADVISORY BOARD

Álvaro Antonio Cardoso de Souza

Antonio Martins Fadiga

Daniel Bleecker Parke

Haakon Lorentzen

Heloisa Helena Rios de Carvalho Nigro

José Augusto Raposo Alentejano

José Eli da Veiga

Luís Antonio Semeghini de Souza

Philippe Prufer

Rachel Biderman Furriela

Rita Pinho de Carvalho

Roberto Silva Waack

SUPERVISORY BOARD

Full Members

Luiz Fernando Correia Parente
(until August 2023)

Marcos da Cunha Carneiro

Natan Szuster

Alternates

Brunno Cruz da Silva

Ricardo Lopes Cardoso

EXECUTIVE BOARD

Mauricio Voivodic

EXECUTIVE TEAM

Alessandra Utiyama

Cristiano Cegana

Cynthia Coutinho

Daniela Teston

Edegar Rosa

Fernando Caminati

Gabriela Yamaguchi

Karina Yamamoto

Lana Marx

Mariana Napolitano

Mauricio Voivodic

SOCIAL BALANCE SHEET

WWF-Brazil believes in the responsibility that all sectors – social and private organizations, the public sector and civil society – have in building a country with more diversity, equity and inclusion.

That's why, in 2023, we established a diversity, equity and inclusion circle, developed monitoring indicators, and revised our parental leave policy to better support birth mothers, adopters and their companions.

Additionally, three affinity groups were set up to regularly address the organization's needs for progress and adaptation. We have also implemented a tool to support our employees' mental health, focused on enhancing relationships within the circles and improved our hiring system. Check out WWF-Brazil's Social Report below.

Meeting of the Bengo project, to strengthen Indigenous peoples and traditional communities, at the Pro-Indian Commission of Acre (CPI-Acre)

Paineira do Cerrado, seed used to reforest the Cerrado with native plants, Planaltina (DF)

INTERNAL SOCIAL INDICATORS

IBASE MODEL

ACTIONS AND BENEFITS FOR EMPLOYEES

	2019		2020		2021		2022		2023	
Actions and benefits*	Value (thousand Reais)	Rep. % of Total Revenue	Value (thousand Reais)	Rep. % of Total Revenue	Value (thousand Reais)	Rep. % of Total Revenue	Value (thousand Reais)	Rep. % of Total Revenue	Value (thousand Reais)	Rep. % of Total Revenue
TOTAL	3.427	5%	2.879	6%	3.850	5%	4.502	5%	5.011	4%
Childcare	1.461	2,32%	1.538	2,39%	1.702	2,03%	1.956	1,96%	2.132	1,80%
Daycare/daycare allowance (for employees' children up to 6 years old)	126	0,20%	119	0,19%	105	0,12%	102	0,10%	124	0,10%
Health	1.521	2,41%	1.622	2,52%	1.668	1,99%	1.842	1,84%	2.133	1,80%
Transport vouchers	-	0,00%	-	0,00%	-	0,00%	4	0,00%	4	0,00%
Internship grant	277	0,44%	267	0,42%	329	0,39%	551	0,55%	569	0,48%
Life insurance	41	0,07%	46	0,07%	46	0,06%	49	0,05%	49	0,04%

*Data from previous years has been updated, with new criteria used to compile the figures.

CONSUMPTION INDICATORS

	2019		2020		2021		2022		2023	
Indicators	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)	Unit	Value (Reais)
Paper consumption for office use	75,000 sheets	1,781.25	25,000 sheets	875.00	6,000 sheets	395.76	6,951 sheets	382.30	7,833 sheets	586.53
Electricity consumption	83.040 kW/h	41,604.59	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
Water consumption	642 m³	10,016.64	534 m³	7,862.70	407,9 m³	8,191.82	398 m³	9,069.90	409 m³	10,499.42

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Meeting of the Bengo project, to strengthen Indigenous peoples and traditional communities, at the Pro-Indian Commission of Acre (CPI-Acre)

INDICATORS STAFF

IBASE MODEL

	2019	2020	2021	2022	2023
Staff indicators	N°/%	N°/%	N°/%	N°/%	N°/%
Total number of employees at the end of the period	142	130	154	153	159
Number of hires during the period	26	10	37	19	28
Terminations	22	22	12	20	20
Utilization of internal staff (promotions, job moves)	24	9	18	34	14
% of employees up to 45 years old	83%	82%	83%	79%	78%
% of employees over 45	16%	18%	17%	19%	21%
% of employees over 60	1%	1%	1%	1%	1%
Number of women working at the institution	76	74	85	95	107
% of management positions held by women	52%	57%	57%	48%	63%
Average age of women in management positions	43	37	42	44	43
Average salary of women in the institution	R\$ 7.830,00	R\$ 8.972,81	R\$ 9.375,41	R\$ 10.863,72	R\$ 11.688,62
Number of men working at the institution	66	56	61	58	52
% of management positions held by men	48%	43%	43%	52%	38%
Average age of men in management positions	45	39	39	43	44
Average salary of men in the institution	R\$ 10.819,00	R\$ 11.410,97	R\$ 12.047,42	R\$ 14.188,03	R\$ 16.244,83
Black, brown and Indigenous people working in the institution	50	38	40	47	45
% of management positions held by black, brown and Indigenous people	28%	29%	23%	23%	30%
Average age of black, brown and Indigenous people in management positions	43	45	44	42	40
Average salary of black, brown and Indigenous people	R\$ 15.152,05	R\$ 7.883,61	R\$ 8.635,50	R\$ 10.155,97	R\$ 11.551,10
Whites and yellows working in the institution	90	92	106	106	114
Average salary of whites and yellows	R\$ 18.678,38	R\$ 10.906,79	R\$ 10.954,92	R\$ 13.023,55	R\$ 13.821,17
% of management positions held by whites and yellows	72%	71%	77%	77%	70%
Trainees during the period	12	13	17	23	23
People with special needs	3	3	3	3	4
Employees under 18 (apprentices)	2	2	2	2	2

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Restoration work on 20 hectares carried out in partnership with the organization Cerrado de Pé in the Chapada dos Veadeiros National Park, (GO)

INDICATORS STAFF

IBASE MODEL

	2019	2020	2021	2022	2023
Staff indicators	Nº	Nº	Nº	Nº	Nº
Total number of employees at the end of the period	140	130	154	153	159
Graduates	50	47	55	49	44
Postgraduates (specialists, MScs and PhDs)	78	72	87	97	113
Undergraduates	10	9	10	5	2
Primary education	0	0	0	0	0
High school	2	2	2	2	0
Non-literate	0	0	0	0	0

	2019	2020	2021	2022	2023
Ethics, transparency and social responsibility	Nº	Nº	Nº	Nº	Nº
Ratio between highest and lowest salary (without benefits)	18.8 times	20.8 times	21 times	16.8 times	16.7 times
Ratio between highest and lowest salary (salary + benefits)	9.17 times	9.7 times	9.8 times	8.05 times	10.87 times
The participation of employees in the planning of the institution	[] does not occur [] occurs at management level [X] occurs at all levels	[] does not occur [] occurs at management level [X] occurs at all levels	[] does not occur [] occurs at management level [X] occurs at all levels	[] does not occur [] occurs at management level [X] occurs at all levels	[] does not occur [] occurs at management level [X] occurs at all levels
The institution has an Ethics Committee/Council to monitor:	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] does not have	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] does not have	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] does not have	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] does not have	[X] all actions/activities [] teaching and research [] animal experimentation/ vivisection [] does not have
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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WWF

COVER PHOTO

Irene Carvalho da Silva, rural producer posing for a photo with a bundle of Marcelinha (*Achyrocline satureioides*), Planaltina (DF)

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