CRITICAL ECOSYSTEM PARTNERSHIP FUND

Atlantic Forest Hotspot: Brazil
Briefing Book

Prepared for: Improving Linkages Between CEPF and World Bank Operations, Latin America Forum, Rio de Janeiro, Brazil—January 24 –25, 2005

ATLANTIC FOREST HOTSPOT: BRAZIL
BRIEFING BOOK

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CRITICAL ECOSYSTEM PARTNERSHIP FUND

Atlantic Forest, Brazil

Atlantic Forest Biodiversity Hotspot

CEPF INVESTMENT PLANNED IN REGION
$8 million

QUICK FACTS

What remains of the original Atlantic Forest occurs mostly in isolated remnants that are scattered throughout landscapes dominated by agriculture.

The Atlantic Forest contains an estimated 250 species of mammals, 340 amphibians, 1,023 birds and approximately 20,000 trees. Half of the tree species are unique to this hotspot.

The vast majority of the animals and plants threatened with extinction in Brazil are represented in the Atlantic Forest.

Twelve primate species occur in the Central Corridor within the hotspot and represent 60 percent of the primates unique to the Atlantic Forest.

The northern Serra do Mar Corridor is home to the greatest concentration of endemic species and the greatest concentration of threatened bird species in the hotspot.

Extreme environmental variations within the Atlantic Forest generate a diversity of landscapes with extraordinary biodiversity. The Atlantic Forest is one of the 25 richest and most threatened reservoirs of plant and animal life on Earth. These biodiversity hotspots cover only 1.4 percent of the planet yet contain 60 percent of terrestrial species diversity.

The Atlantic Forest is most famous for 25 different kinds of primates, 20 of which are found only in this hotspot. The critically endangered northern muriquis and lion tamarins are among its best-known species.

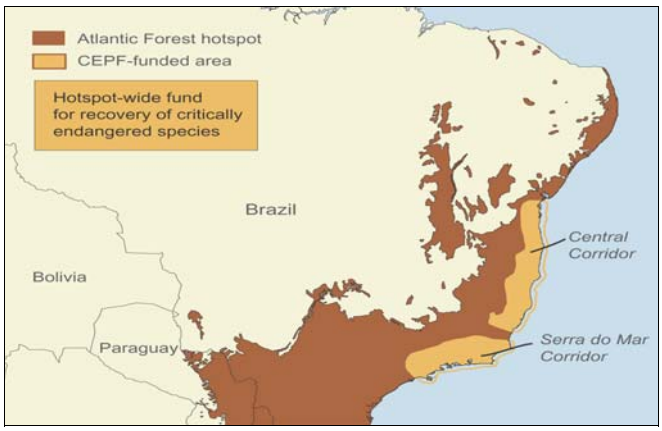
THREATS

The Atlantic Forest once stretched 1.4 million square kilometers but has been reduced to 7 percent of its original forest cover. The region is home to approximately 70 percent of Brazil's 169 million people and about 80 percent of the Brazilian gross domestic product is generated there. Direct threats include logging; poaching; wildlife trade; urban and industrial development; and deforestation driven by agriculture and expansion of pasture land.

CEPF STRATEGY

Within the Atlantic Forest hotspot, the Critical Ecosystem Partnership Fund (CEPF) focuses on the Central and Serra do Mar corridors in Brazil. The Central Corridor includes north-central Espírito Santo, a portion of north-eastern Minas Gerais and southern Bahia. The Serra do Mar Corridor includes south-central Rio de Janeiro State, southeastern Minas Gerais and northeastern São Paulo State.

CEPF seeks to increase the number and size of priority conservation areas



The CEPF focuses on two biodiversity corridors within the Atlantic Forest hotspot.

under protection and improve management in the two corridors. This goal will be accomplished through innovative public and private sector alliances and partnerships that complement existing conservation efforts in the region, such as the International Pilot Program to Conserve the Brazilian Rain Forests (PPG-7).

The CEPF investment strategy, called an ecosystem profile, will be funded for five years, beginning in 2002.

STRATEGIC FUNDING DIRECTIONS

The CEPF strategy for the Atlantic Forest ensures funding is directed where it is needed most and where it can do the most good.

CEPF investments in the region are guided by four strategic directions. Each project must be linked to one of these to be approved for funding:

1. stimulate landscape management initiatives led by civil society in the Central and Serra do Mar corridors
2. improve management of existing and future public protected areas through targeted civil society efforts
3. increase the number of private protected areas through civil society efforts
4. create an action fund to improve civil society identification and management of critical areas of habitat

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ABOUT US

CEPF is a joint initiative of Conservation International, the Global Environment Facility, the Government of Japan, the John D. and Catherine T. MacArthur Foundation and the World Bank.

The partnership aims to dramatically advance conservation of Earth's biodiversity hotspots—the biologically richest and most threatened areas. A fundamental goal is to ensure that civil society, such as community groups, nongovernmental organizations and private sector partners, is engaged in biodiversity conservation.

CEPF acts as a catalyst to create strategic working alliances among diverse groups, combining unique capacities and eliminating duplication of efforts for a coordinated, comprehensive approach to conservation challenges.

HOW TO LEARN MORE

For more information about CEPF and how to apply for grants, visit www.cepf.net.

CRITICAL ECOSYSTEM PARTNERSHIP FUND

Ecosystem Profile

ATLANTIC FOREST BIODIVERSITY HOTSPOT

Brazil

Final version
December 11, 2001

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INTRODUCTION

The Critical Ecosystem Partnership Fund (CEPF) is designed to better safeguard the world's threatened biodiversity hotspots in developing countries. It is a joint initiative of Conservation International (CI), the Global Environment Facility (GEF), the Government of Japan, the MacArthur Foundation and the World Bank. CEPF provides financing to projects in biodiversity hotspots, areas with more than 60 percent of the Earth's terrestrial species in just 1.4 percent of its land surface. A fundamental purpose of the Fund is to ensure that civil society is engaged in efforts to conserve biodiversity in the hotspots. An additional purpose is to ensure that those efforts complement existing strategies and frameworks established by local, regional, and national governments.

CEPF will promote working alliances among community groups, NGOs, government, academic institutions, and the private sector, combining unique capacities and eliminating duplication of efforts for a more comprehensive approach to conservation. CEPF is unique among funding mechanisms in that it focuses on biological areas rather than political boundaries and will examine conservation threats on a corridor-wide basis for maximum return on investment. It will also focus on transboundary cooperation when areas rich in biological value straddle national borders, or in areas where a regional approach will be more effective than a national approach. CEPF aims to provide civil society with an agile and flexible funding mechanism complementing funding currently available to government agencies.

Although important projects are already being developed in the Atlantic Forest region, CEPF will make a key contribution to this hotspot, since current investments in this region are insufficient for effective conservation. In particular, CEPF funding will allow the coordination of projects supporting two biodiversity corridors in the Atlantic Forest — the Serra do Mar and the Central Corridor — in order to focus efforts on the richest biodiversity and critical regions within this hotspot. CEPF will fill a unique niche in the Atlantic Forest by providing incremental value within certain themes to projects that complement the objectives established by the existing PPG-7 (Pilot Program of the Brazilian Ministry of the Environment) subprogram for the Atlantic Forest. The CEPF niche will be to catalyze innovative NGO approaches to corridor conservation efforts, directing a majority of resources to the Central and Serra do Mar corridors. CEPF also expects to deploy a small portion of the funding to support initiatives that aim to intercede on behalf of critically important species and areas outside the selected corridors and to build local capacity in support of those initiatives.

Specifically to Atlantic Forest hotspot, CEPF will focus on providing resources to:

- support innovative economic incentives for conservation;
- expand and support the protected area system within the two biodiversity corridors;
- implement biodiversity corridor conservation strategies;
- conduct studies to fill gaps in biodiversity knowledge; and
- strengthen public awareness of biodiversity issues.

Also, CEPF will consider participating with the SOS Mata Atlântica Foundation and FUNBIO in the creation of an innovative Fund to support the management of existing Private Reserves and the creation of new ones.

In summary, CEPF offers an opportunity to promote the conservation of some of the most

important ecosystems in the world — places of high biodiversity and great beauty. CEPF will promote the engagement of a wide range of public and private institutions to address conservation needs through coordinated regional efforts.

The Ecosystem Profile

The purpose of the ecosystem profile is to provide an overview of the causes of biodiversity loss in a particular region and to couple this assessment with an inventory of current conservation activities in order to identify the niche where CEPF investments can provide the greatest incremental value. The ecosystem profile is intended to recommend broad strategic funding directions that can be implemented by civil society to contribute to the conservation of biodiversity in the targeted region. Applicants propose specific projects consistent with these broad directions and criteria. The ecosystem profile does not define the specific activities that prospective implementers may propose in the region, but outlines the conservation strategy that will guide those activities. For this reason, it is not possible or appropriate for the ecosystem profile to be more specific about the site or scope of particular interventions or to identify appropriate benchmarks for those activities. Applicants will be required to prepare detailed proposals that specify performance indicators.

The Corridor Approach to Conservation

The corridor approach to biodiversity conservation seeks to provide a practical and effective solution to the universal difficulty of maintaining extensive areas of pristine habitat. It is recognized that large habitat parcels are essential for maintaining biodiversity and large-scale ecological processes, and that every opportunity to protect large bodies of habitat in perpetuity should be taken. Nevertheless, few such opportunities exist. Existing protected areas are often too small and isolated to maintain viable ecosystems and evolutionary processes; indeed, in many hotspots, even the remaining unprotected habitat fragments are acutely threatened. In such circumstances, conservation efforts must focus on linking major sites across wide geographic areas in order to sustain these large-scale processes and ensure the maintenance of a high level of biodiversity. Such networks of protected areas and landscape management systems are *biodiversity corridors*.

The main function of the corridors is to connect biodiversity areas through a patchwork of sustainable land uses, increasing mobility and genetic exchange among individuals of fauna and flora even in the absence of large extensions of continuous natural habitat. Such corridors not only promote the immediate goals of regional-scale conservation based on individual protected areas, but also help maintain the ecosystem processes needed in order to sustain biodiversity into the future. In this context, small habitat fragments within corridors perform several related functions — connecting or reconnecting larger areas, maintaining heterogeneity in the habitat matrix, and providing refuge for species that require the unique environments present in these fragments.

Large-scale intervention through biodiversity corridors, ecoregional planning, and landscape conservation is therefore one of the highest conservation priorities at the regional level in many of the world's hotspots and wilderness areas. From an institutional perspective, CEPF's adoption of the corridor approach aims to stimulate new levels of civil society participation in practical and political processes as a way to support government and corporate responses to conservation. The corridor approach relies on strategic partnerships with key stakeholders to build a support framework and to coordinate activities in the field. The active involvement of local stakeholders and the development of their capacity of planning and action implementation skills are essential to the sustainability of the biodiversity corridor.

BACKGROUND

The identification of priority actions and areas for conservation has become a significant tool for biodiversity protection in Brazil and around the world. In the past decade, conservation opportunities in the Atlantic Forest were assessed through priority-setting workshops. The first large-scale analysis for the biome was conducted at "Atlantic Forest Workshop" in Atibaia, São Paulo, coordinated by the SOS Mata Atlântica Foundation, and the first action plan was carried out also in 1990. Other studies identified priority areas for conservation in the Atlantic Forest: the Northeastern Atlantic Forest (1993), the Southern and Eastern Atlantic Forest (1996), and others.

The biome-level assessments have been incorporated as government policy through the National Biodiversity Program and financed by the GEF since 1997. All workshops were led by consortia of NGOs, government agencies, universities, and research organizations. This cycle of prioritization for Atlantic Forest culminated in *Evaluation and Priority Actions for Conservation of the Biomes of the Atlantic Forest and Campos Sulinos*, established as part of the Project on the Conservation and Sustainable Use of the Brazilian Biological Diversity of the Ministry of the Environment. The project was intended to consolidate information on the biological diversity of the Atlantic Forest and identify knowledge gaps; identify priority areas and actions based on biological importance, ecosystem integrity, and opportunity to conserve biodiversity; identify and evaluate current and alternative uses of natural resources compatible with conservation; and promote greater awareness and effective participation of society in conservation.

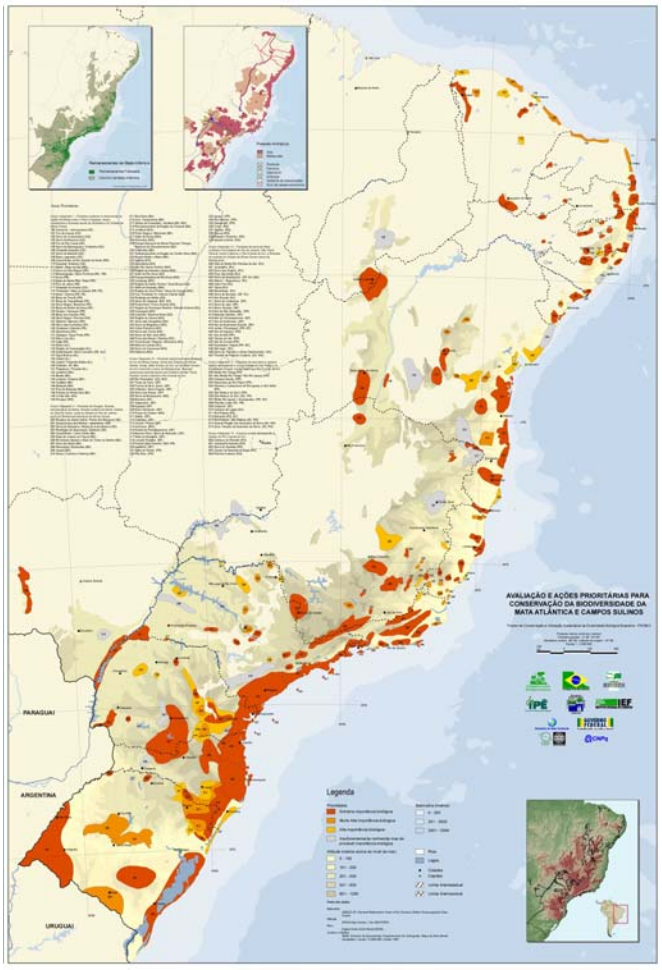


Figure 1: Conservation Priorities in the Atlantic Forest

Representatives of government agencies, NGOs, research institutions, universities, and the private sector attended the Atibaia workshop. Initially, 182 priority areas were identified as part of this prioritization process. Of these, 99 were deemed of extreme biological importance. This effort of more than 200 scientists provided the best consensus of site-based biodiversity assessment and priority conservation action for Atlantic Forest. The results are being published as maps, technical reports, and online databases.

The work is being used by the Ministry of the Environment, state governments, and environmental NGOs to define biodiversity corridors, select sites for new protected areas, assess environmental impact, and establish institutional priorities and projects.

The CEPF strategy will focus on expanding the work in two biodiversity corridors and ensure the conservation of key forest remnants of the Brazilian Atlantic Forest within these corridors: the Central Corridor including southern Bahia, north-central Espírito Santo, and a portion of northeastern Minas Gerais; and the Serra do Mar Biodiversity Corridor, including south-central Rio de Janeiro State, southeastern Minas Gerais and northeastern São Paulo State.

The CEPF strategy seeks to complement activities underway as part of the International Pilot Program to Conserve the Brazilian Rain Forests (PPG-7), adopted in 1990 at the G-7 summit in Houston. Initial funding commitments to the program were made in 1991 at the London economic summit, and the program was developed in greater detail by the Brazilian Inter-Ministerial Conference, the EU Commission, and the World Bank to slow the destruction of Brazilian rainforest and to encourage sustainable use of their resources.

The delimitation of the Central and Serra do Mar corridors is based on the original limits proposed by Biodiversity Corridors projects of PPG-7, and on a biogeographic analysis that delimited the biogeographic regions of the Atlantic Forest by overlaying maps of the distribution of endemic passeriform birds, primates, and forest butterflies. The vegetation map of IBGE, based on orbital imaging data from the Radambrasil project, was used to draw the limits between the areas considered biogeographic centers and those considered transition areas, since these limits could not always be clearly delimited on the basis of species distribution alone.

BIOLOGICAL IMPORTANCE OF THE ATLANTIC FOREST HOTSPOT

The high biodiversity in the Atlantic Forest is a function of the extreme environmental variation in this biome. One of the most important factors in this variation is the 38º latitudinal span of the hotspot. The geographic distribution of lizards in the Atlantic Forest, for example, is significantly affected by latitude, with only one wide-ranging species in this area. The second major source of variation is elevation, as forests extend from sea level up to 1,800 meters, with corresponding gradients of biodiversity. Finally, inland forests differ considerably from coastal ones. These factors combine to generate a unique diversity of landscapes supporting extraordinary biodiversity.

The complexity of this biome can be illustrated by the definition and delimitation of Atlantic Forest vegetation in the Federal Decree 750/93, which regulates the use of natural resources and deforestation in the region: “The Atlantic Forest is to be considered as forest formations and associated ecosystems inserted in the Atlantic Forest domain, with the following delimitations established by the Brazilian Vegetation Map of IBGE (1988): ombrophilous dense Atlantic forests, mixed ombrophlilous forests, open ombrophilous forests, semidecidual stational forests, decidual stational forests, mangroves, restingas, altitudinal grasslands, the countryside swamps, and the northeastern forest enclaves.”

Less than 8% of the original forest now remains, and it occurs mostly in isolated remnants scattered throughout a landscape dominated by agricultural uses. Deforestation is much more

severe in the states of northeastern Brazil, where only 1-2% of the original cover remains, mostly in southern Bahia. In the states of the Central Corridor (Bahia and Espírito Santo) and Serra do Mar Corridor (Rio de Janeiro, part of Minas Gerais and São Paulo), the amount of remaining forest ranges from 2.8% in Minas Gerais to 21.6% in Rio de Janeiro.

Despite these disturbances, the Atlantic Forest and its associated ecosystems (*restingas* and mangroves) is still extremely rich in biodiversity, sheltering a significant proportion of the national total, with high levels of endemism. The Atlantic Forest contains an estimated 250 species of mammals (55 endemic), 340 amphibians (90 endemic), 1,023 birds (188 endemic), and approximately 20,000 trees, half of them endemic. More than two-thirds of the primates' species are endemic.

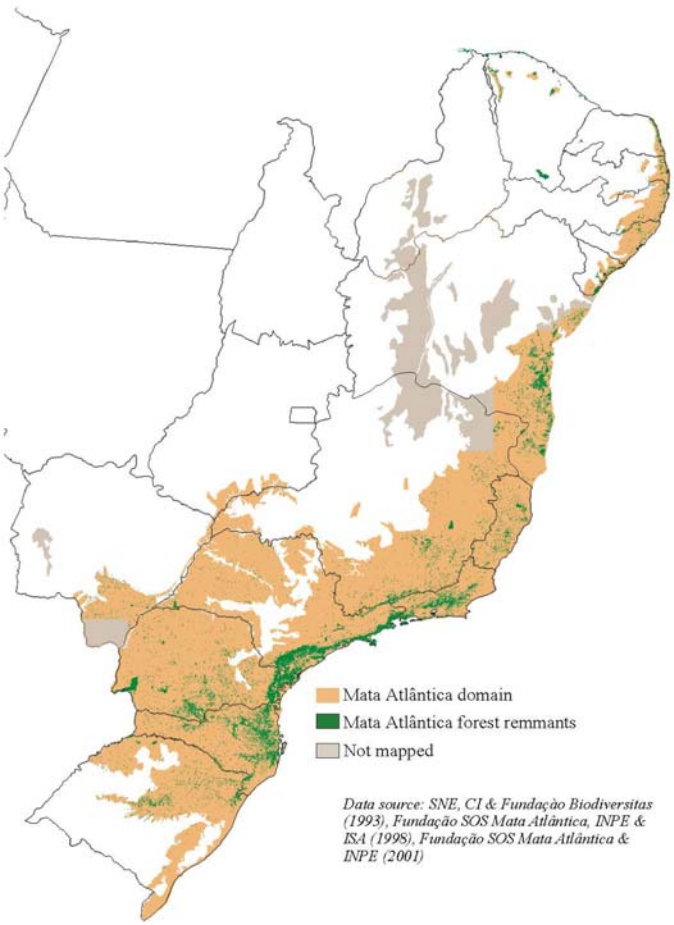


Figure 2: Atlantic Forest Domain and Remnants

Centers of endemism have been recognized in the Atlantic Forest. Scientists believe that during the much drier conditions of the Pleistocene, there was a drastic reduction of the forest area in the Amazon and in the Atlantic Forest regions, resulting in "island" refuges in which only a few species could find favorable conditions. The long period of isolation led to species differentiation. When more favorable climatic conditions returned, thousands or millions of years later, vast areas of forest recovered, linking fragmented refuges. The extent and position of these centers is a matter of controversy, but most experts believe that at least four centers can be recognized in the Atlantic Forest, considering information for terrestrial vertebrates, forest butterflies, and plants: one in the northeast (Sergipe/Alagoas/Pernambuco), one in southern Bahia, one in northern Espírito Santo (Rio Doce center), and one in São Paulo (Paulista center). The region of the Central Corridor includes, therefore, one or two centers of endemism, and the Serra do Mar Corridor is located in another center.

Prioritization of Corridors Within the Hotspot

Very recent analysis suggests that the distribution of wild birds, mammals, and butterflies — the most well-documented animal groups in the Atlantic Forest — indicates the existence of six bioregions: the Northeastern Swamps, Pernambuco, São Francisco, Diamantina, Bahia, and Serra do Mar. Bahia and Serra do Mar overlap, partially, with the Central and Serra do Mar corridors, respectively. The corridors are dominated by dense ombrophilous forest, including wet forests in flat, low-lying terrain in the Central Corridor (less than 200 meters above sea level) or in the forested slopes of Serra do Mar and Serra da Mantiqueira (200-2,000 meters above sea level), and small forest formations over recent marine sediments close to the sea, generally called *restingas*, as well as mangrove forests along estuaries.

Central Corridor

The Bahia Bioregion is an area of 120,954 square kilometers extending from Sergipe to Espírito Santo. Originally, 83% of this region was covered with dense ombrophilous forest, with small patches of mangroves, *restingas*, semideciduos forest, *cerrados*, and open ombrophilous forest. Currently, about 12% of the area remains covered by native forest. The region is known as an important area of endemism for several groups, including vertebrates, forest butterflies, and plants. The Central Corridor is part of this bioregion, being limited in the north by the Jequiriçá River, the agrosystem division limit according to Ceplac for Southern Bahia. The Central Biodiversity Corridor of Atlantic Forest covers about 8.6 million hectares and represents about 75% of the Bahia Bioregion (see map).

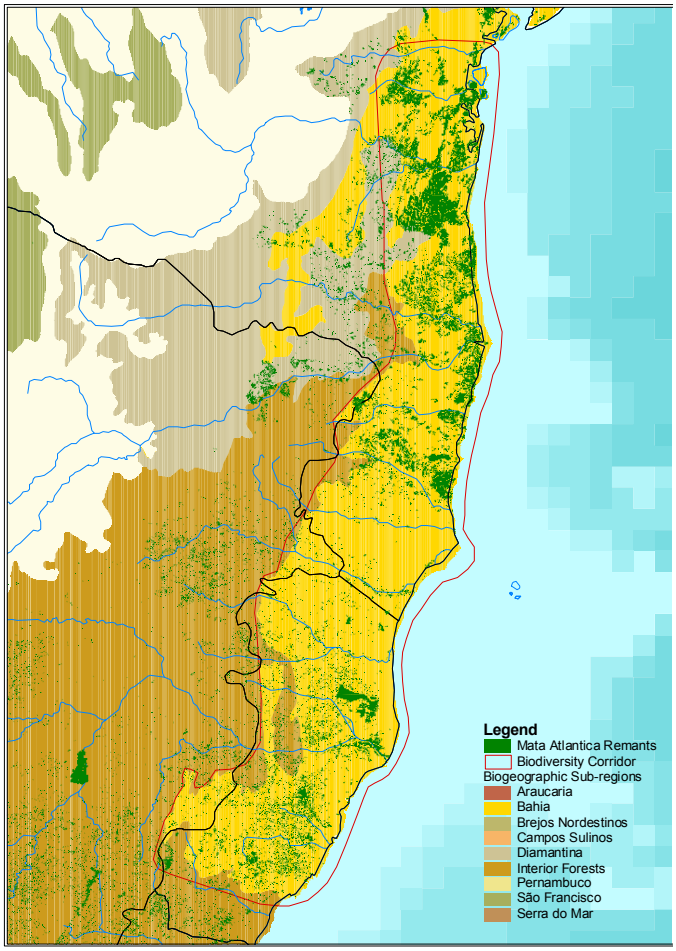


Figure 3: Central Corridor

The Central Corridor is biologically diverse and supports many threatened species or of restricted distribution. In a survey carried out in a privately owned reserve near Ilhéus, Bahia, 454 species of trees were found in a plot of one hectare, a world record for plant species richness. Another study conducted in a lower montane habitat (600-900 meters) in north-central Espírito Santo (Santa Lúcia Biological Station) revealed 443 tree species in an area of equivalent size.

Between Bahia and Espirito Santos States, the region is also unique because of the presence of several Amazonian taxa typically associated with the Atlantic coast, and by great species diversity. The central Espírito Santo is one of the main sections of *Tabuleiros* Forest (a variation of dense ombrophilous forest) in the Corridor, including the 44,000 hectares encompassed by the *Reserva Biológica de Sooretama* and *Reserva Florestal de Linhares*. When compared with other Neotropical forest formations, the *Tabuleiros* Forest is unusual in its high diversity of species and high density of lianas.

The Central Corridor presents a high number of endemic and threatened species of mammals and birds. The communities of primates in Southern Bahia and in the highlands of Espírito Santo are particularly interesting, because these are among the very few areas where all six Atlantic Forest genera of primates occur in sympatry. Twelve primate species occur in the region and represent 60% of the primates endemic to the Atlantic Forest.

Bahia is exceptionally high in bird diversity, with five new species and a new genus (*Acrobatornis fonsecai*) recently described in the mountainous and coastal cocoa-growing regions in the south and central parts of the state. The Central Corridor contains more than 50% of the birds endemic species of Atlantic Forest. The corridor is also particularly rich in amphibians and reptiles, with high level of endemism for these animals. At least 12 new species of anuran amphibians have been described recently in the Central Corridor.

The states of Bahia and Espírito Santo combined have 61 protected areas, 43 of which are strictly protected. In terms of area, state-owned protected areas cover 68% of the total protected land, and they have, in the average, 8,711 hectares. The federal government manages 11 protected areas, which cover 110,608 hectares.

Southern Bahia is the region where most Brazilian cocoa is produced, in a system known locally as *cabruca*. In this system, only 25-35 native species of trees are left per hectare to provide shade for the cacao tree, which dominates the undergrowth with 891 cacao trees per hectare. About 650,000 hectares of cocoa are cultivated in Bahia, 70% under the *cabruca* system. Although significantly disturbed, the *cabruca* forest supports a variety of native plants and animals, and helps to connect protected areas (such as Una Biological Reserve and Nova Esperança Ecological Station).

In extreme southern Bahia lies one of the most important protected areas in the Central Corridor, including four national parks — Descobrimento, Monte Pascoal, Pau-Brasil, and Abrolhos — protecting a total of nearly 50,000 hectares of forest and 90,000 hectares of marine areas. The small river basins protected by these national parks are extremely important not only to Atlantic Forest biodiversity, but to the coral reefs and other marine ecosystems in the Abrolhos Bank and the Abrolhos Marine National Park, the richest coral reef area in the South Atlantic.

The entire territory of Espírito Santo lies within the Atlantic Forest; proportionally, this is the state most devastated. Pastures, coffee, and *Eucalyptus* have replaced most of the forest. Only 8.4% of the original forest remains, and most of it is fragmented. Of the 372,862 hectares of native forest in the state, only 19.4% (72,263 hectares, or 3% of the state) are currently managed and officially protected with public access; the remaining 300,000 hectares are private property.

The devastation of the Atlantic Forest in Espírito Santo and Bahia makes the enforcement of

protected areas, as well as the creation of new ones, a top priority. Suitable new protected areas have already been identified; however, there are not enough human and financial resources to manage the existing ones. Central problems include lack of financial resources to implement management plans; insufficient technical personnel and equipment to direct and guard the units; poaching of forest products; and intentional fires.

Serra do Mar Corridor

The Serra do Mar Bioregion is an area of 111,580 square kilometers extending from Rio de Janeiro to northern Rio Grande do Sul. Currently, about 30.5% of the area remains covered by native forest. Originally, 95% of this region was covered with dense ombrophilous forest, including patches of mangroves and *restingas*. The Serra do Mar Biodiversity Corridor partially overlaps with this bioregion. For the purposes of CEPF, this Corridor is defined in the south by the Paraíba do Sul watershed and in the north by the Paraíba do Sul river. The area covers about 7.5 million hectares and represents about 35% of this bioregion (see map). The area proposed to be treated by CEPF does not include northern Paraná and southern São Paulo, because those areas have many NGOs, academic institutions (some with the greatest technical capacity in Brazil), and state governments with strong environmental programs. Furthermore, compared with other regions in Atlantic Forest, the excluded areas have access to considerable funding for conservation projects.

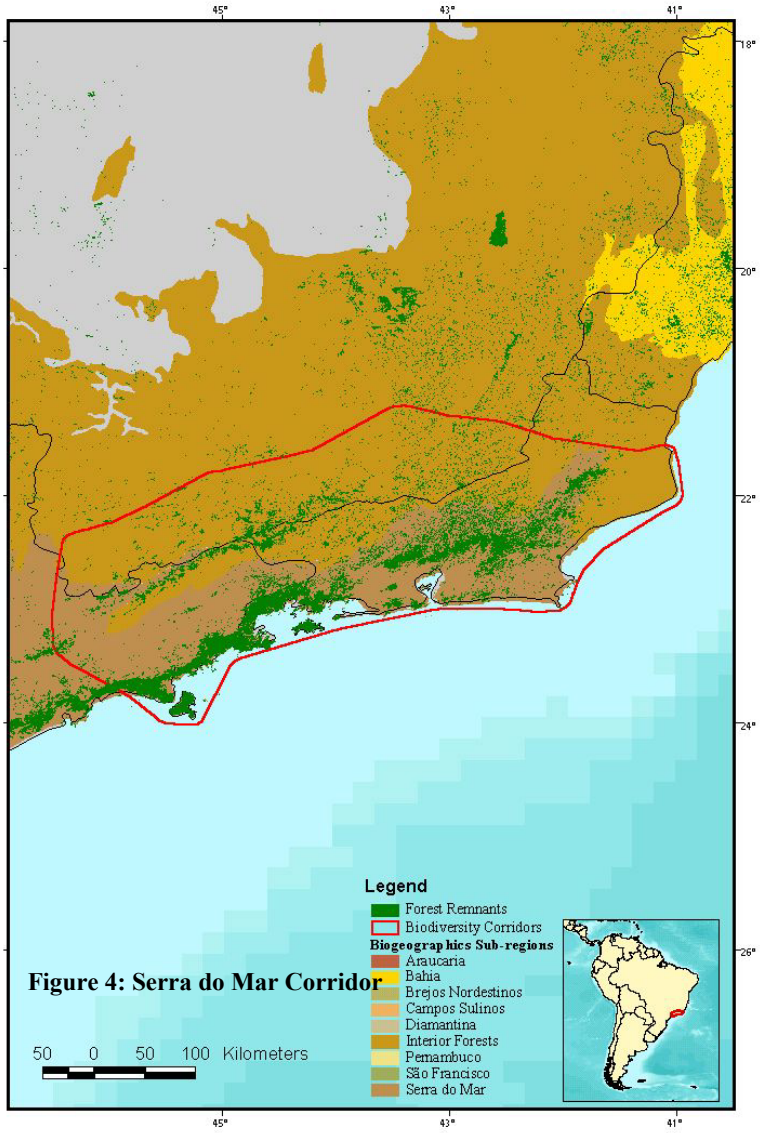


Figure 4: Serra do Mar Corridor

The Serra do Mar Corridor is one of the richest biodiversity areas in the Atlantic Forest. It encompasses several distinct ecosystems, such as submontane forests, montane forest, *restingas*, and mangroves. The northern Serra do Mar, especially in Rio de Janeiro state, is the subregion of the Atlantic Forest with the greatest concentration of endemic species for many groups and the greatest concentration of threatened species of birds.

The coastal streams in the state of Rio de Janeiro have the highest level of fish endemism in the Atlantic Forest. An example is the São João river basin, a priority area identified in the Conservation Priority-Setting Workshop for the Atlantic Forest, where the lowland rivers and hillside streams are of extreme biological importance owing to their high diversity, high level of endemism and the presence of unique fish communities. Twelve areas in the Serra do Mar Corridor were assigned the highest priority for conservation within the Atlantic Forest, based on biodiversity and endemism. The Serra dos Órgãos, for example, stands out as a continuous forest of the montane and high montane type, showing impressive levels of endemism, richness of invertebrates, and numbers of threatened species of mammals, amphibians, and reptiles. In this region, many forest fragments are now part of protected areas, making them suitable for long-term conservation action and investment — particularly the implementation of corridors to increase connections. The Itatiaia region, between Rio de Janeiro and Minas Gerais, also features high levels of endemism.

The Serra da Mantiqueira, located in the Serra do Mar Corridor, was also considered a conservation priority for the state of Minas Gerais. This region also has high diversity of plants and animals, including many endemic species of amphibians and reptiles and the greatest diversity of small mammals in the Atlantic Forest.

The *restingas* also support important endemics. The Restinga of Jurubatiba, on the north coast in Rio de Janeiro State, is one of the best-preserved *restingas* of Brazil. Jurubatiba National Park shows a great mosaic of well-defined ecosystems, with many rare, endemic, or threatened species. This area can be considered a refuge for species already extinct in other regions of Rio de Janeiro, where the *restingas* are degraded or have already disappeared.

The Serra do Mar region includes the largest remaining block of Atlantic Forest *sensu stricto* (dense ombrophilous forest), formed by the slopes and tops of Serra do Mar and Serra da Mantiqueira, and adjacent flat lowlands. Although these forests are near the two largest metropolitan areas in Brazil (the cities of São Paulo and Rio de Janeiro), they remain well-preserved, thanks to steep slopes that are not suitable for agriculture.

In the Serra do Mar Corridor, the federal government owns 38%of the existing protected areas, and the average size of the protected areas is over 35,000 hectares. The region presents one of the most extensive protected areas of the Atlantic Forest (e.g. Serra dos Órgãos National Park, Serra da Bocaina National Park, and Itatiaia National Park) that harbor an extremely high concentration of endemic and endangered species. This presents a more favorable prospect for long-term survival of native species in this part of the Atlantic Forest than in other regions.

SYNOPSIS OF THREATS

The conservation status of all biomes in Brazil is of great concern. The original 1.4 million square kilometers of the Atlantic Forest region has been reduced to 7.3% of its original forest cover. The problem is exacerbated by the fact that the Atlantic Forest region is home to approximately 70% of Brazil's 169 million people, mainly in the megacities of São Paulo and Rio de Janeiro in the Serra do Mar Corridor. About 80% of the Brazilian GDP is generated in the Atlantic Forest. The area now shelters the largest industrial and silvicultural centers of Brazil, and the most populous urban centers. Most of the natural ecosystems have already been eliminated. During the last three decades, there have been severe alterations in the

biome, including fragmentation of the habitat and loss of biodiversity, with species exterminated locally. The vast majority of the animals and plants threatened with extinction in Brazil are represented in the Atlantic Forest. The major threats to the Atlantic Forest in the corridors today are logging, poaching and animal trading; urban and industrial development; and deforestation driven by agriculture and expansion of pasture land.

Deforestation

Deforestation in Bahia began with commercial exploitation of brazil-wood and expanded due to agriculture and cattle grazing. The Brazil-wood was originally used in charcoal production, but more recently as building material for homes. Cocoa and *Eucalyptus* plantations and cattle pastures are the predominant land uses in the region. Despite legal protection, the deforestation rate in southern Bahia was greater in the early 1990s than in the 1980s.

The human settlements resulting from the Land Reform Law in southern Bahia have coincided, disastrously, with forested areas in the region. Although areas deforested as a result of these policies are comparatively small, such areas are often of great ecological importance. Rural incentives have also contributed to deforestation. The "Pro-cacau" program, for example, has led to the devastation of 215,000 hectares of native forest in southern Bahia because credit lines were offered to farmers without adequate consideration of environmental issues.

Forest remnants in the Espírito Santo highlands are in better condition, and under better protection, than those in the lowlands — largely due to the mountainous landscape, which makes exploitation difficult and expensive. However, forest remnants continue to decline, particularly in the *tabuleiros* region — lowlands covering 25% of the state. Satellite images from the SOS Mata Atlântica Foundation suggest higher rates of deforestation in 1996-2000 than in previous years.

The expansion of pastures in southern Minas Gerais has been a principal cause of environmental degradation in the region, affecting the native vegetation, soil, and aquatic systems and extending into all types of landscape. More recently, the widening of Fernão Dias highway has led to an increase in tourism in the Serra da Mantiqueira, causing various environmental problems.

The Paraíba do Sul basin was originally almost entirely covered by the Atlantic Forest; however, the original vegetation remains only in isolated patches in hilltops and other remote areas. Even so, the remaining forest is still subject to inordinate exploitation - according to the Fundação SOS Mata Atlântica, about 2,000 hectares of native vegetation were cleared in the region from 1990-'95.

The most intense deforestation in the Sate of Rio de Janeiro is now concentrated in some municipalities of Angra dos Reis, Carmo, Santa Maria Madalena, and Campos de Goytacases. Cattle ranchers and small landowners in the Serra do Mar Corridor contribute to deforestation through the extraction of timber for fence stakes and subsistence agriculture. This type of extraction activity is constant, widespread, and difficult to monitor, since extraction is selective and made in the interior of the fragments.

Logging

Although logging has been practiced for five centuries in Brazil, it has become especially intense in the past 30 years. In Bahia, for example, particularly with the movement of logging

companies into southern Bahia from the devastated northern Espírito Santo. In 1990, the federal government banned logging in the Atlantic Forest; however, logging companies successfully lobbied the government to be allowed to continue operating if they adopted a sustainable management plan — but they have not necessarily followed the recommended technical process.

In 1985, logging companies extracted 225,000 cubic meters of wood in southern Bahia, nearly 75% of it illegally. In 1994, the Socio-Environmental Institute of Bahia (IESB) found that all logging companies with permits in this region were operating in areas supporting endangered primates. In 2001, 315 approved management plans were evaluated by an expert committee, and only 32 were considered adequate. Furthermore, logging companies, legal or not, remain active in southern Bahia, showing clear expansion from 2000-2001.

Intensive Land Use

At the start of the 19th century, coffee was a cash crop in Minas Gerais. Cultivation of coffee spread throughout the Zona da Mata and the Serra da Mantiqueira. Coffee plantations expanded through the forests, but were cultivated in foothills between mountain ranges, restricting native forests to hilltops. However, the uneven land and unsustainable cultivation techniques caused serious erosion and soil depletion. Coffee plantations then gave way to pastures, which extended to the hilltops, fragmenting forest remnants.

In Espírito Santo, coffee is a major source of income, and plantations represent a serious threat to the forest. In the 1960s, when the coffee industry was affected by declining prices, cattle grazing emerged as an alternative, causing new and extensive deforestation in the state; today, pastures occupy 50% of the area once used for agriculture. Proportionally, this is the state most intensely devastated. Pastures, coffee, and *Eucalyptus* monoculture replace today most of the area previously covered by Atlantic forest.

Grazing is also one of the most intensive land uses in the state of Rio de Janeiro, and fires are used to clear pastures. More than 1.8 million head of cattle occupy the region, grazing on 19,300 square kilometers (44.5%) of the Rio de Janeiro territory, and represent some 30% of the rural production.
Land use in the Paraíba Valley is very intensive and diversified, with cultivations of corn, potato, bean, manioc, and banana. These are all low-yield crops, but they impede forest regeneration and involve the use of fire. Intentional fires to clear pastureland have also caused extensive damage along the frontier between Minas Gerais and Rio de Janeiro states.

Of the 2-7% of the original Atlantic Forest remaining in the Central Corridor, nearly 80% is in remnants owned by cocoa farmers. Cocoa has been cultivated in this area since the 19th century, occupying 600,000 hectares in 1992. Of this, nearly 70% was maintained as *cabruca*, a system where cocoa trees are cultivated in the shadowed environment of the forest. Even though these areas support a low diversity of species compared to the pristine environment, the *cabruca* system is less damaging than deforestation and can support reasonable levels of biodiversity. A *cabruca* ecosystem can even function as a corridor, expanding or connecting original habitats of threatened species, and, when abandoned, its biodiversity tends to increase over time, eventually approaching the level of a native forest. Farmers with large properties (averaging 1,430 hectares) cleared about 67% of their land to sell the timber from the *cabruca*. Farmers in southern Bahia have converted up to 45% of their *cabruca* to pastures or other uses.

Monoculture planting of *Eucalyptus* began in Espírito Santo in the 1960s and in Bahia in the 1980s. By 1995, some 173,000 hectares in Espírito Santo — almost 4% of the state's land area — were occupied by this crop; recently, further plantations of *Eucalyptus* were outlawed in the state. Conditions in Bahia, meanwhile, are ideal: perfect edaphoclimatic characteristics; a tradition of logging; low costs of land, personnel, energy, and taxes; and the world's lowest production costs. In 20 years, *Eucalyptus* monocultures in southern Bahia have already consumed 313,000 hectares. The cellulose industry continues to expand operations in extreme southern Bahia, and the *Eucalyptus* plantations dominate the landscape in this portion of the Central Corridor.

Urban Expansion and Industrialization

Increasing human presence near forested areas is a constant threat to biodiversity, mostly due to small-scale extraction activities such as hunting, collecting ornamental and medicinal plants, capturing songbirds and ornamental birds, and poaching. Serious water pollution from untreated sewer emissions, intentional embankment of lakes, and deforestation of mangroves and *restingas* are also common effects of urban expansion in this area. Fire — including campfires and accidental forest fires — also hampers reforestation efforts.

Coastal forests in particular are threatened by intensifying and poorly planned development. The Espírito Santo coastline extends for 411 kilometers and drains 12 river basins. Coastal development has caused occupation or destruction of fragile ecosystems; pollution of rivers and beaches by industrial, municipal, and human waste; and deforestation. Additional urban and industrial projects are planned in the *restingas* of Espírito Santo.

The Rio-São Paulo region is the most industrialized in the country, and the pollution produced in the area often results in impacts on the forest remnants. The Paraíba do Sul basin is one of the most industrialized areas. The São Paulo portion of this basin has 2,730 industrial sites, which account for 10% of the nation's exports. The central Paraíba region, with its high concentration of industrial sites, is the most heavily polluted.

Fuelwood Harvesting

Most of the wood extracted in Espírito Santo is used as firewood or charcoal. Today, much of the wood used as an energy source is wood rejected by the cellulose industry; yet this is not enough to meet the demand for firewood for residential heating, and the Santa Maria and Jucu Rivers, for example, are still under intense deforestation pressure as a result.

Low income has been one of the major factors in the use of firewood in forest regions in Rio de Janeiro. In the past, exploitation of forests for charcoal production has been a serious problem in the state.

Slash-and-Burn Clearing

This has been a serious and constant threat to the Atlantic Forest in Espírito Santo. In the Caparaó National Park and 10 adjacent counties, 485 fires were detected by satellite imaging in September 2001. These fires destroyed dozens of hectares of native forest, as well as pastures. Nevertheless, the area authorized for controlled burning has increased; in 2000, for example, the area increased by 40% from the previous year. Both the number of permits — mostly for clearing for sugarcane plantations and cattle pastures — and the number of fines for illegal burning have increased.

Subsistence Agriculture

Agriculture occupies 9.4% of the total area of Rio de Janeiro state, but the land use is far from homogeneous. Subsistence agriculture is practiced by a social segment closely associated with the forest remnants, the practice of polycultivation, and use of fallow and *coivara*, allowing the vegetation to grow back to a certain point and then setting fire to increase soil fertility. Many Atlantic Forest remnants are surrounded by small properties where these practices are common.

Palm Heart Poaching

In the municipalities of Resende and Itatiaia, illegal extraction of palm heart trees is now a serious problem. Organized gangs invade and camp in the forest, transport the palm hearts, and process and sell the product. In a few days, poachers can cut down thousands of palm trees, extract the heart of palm, and pack it for transportation. Even local communities, accustomed to traditional exploitation of the forest, usually mobilize against the poaching, helping local authorities to curb the illegal trade.

Degradation of Mangroves and *Restingas*

The deforestation also threatens the associated ecosystems of Atlantic Forest, such the mangroves and *restingas*. The *restinga* consists of all kinds of plant formations occurring in the littoral zone, and includes beaches and dunes. With its sandy soils, it is highly vulnerable to anthropogenic impact. A large percentage has already been cleared for mining, real estate development, and agriculture. *Restinga* vegetation is generally smaller and lower in height than other types of forest in the region, making it a prized source of timber and of firewood for homes or small industries.

Invasion of mangrove areas, particularly by poor families looking for a place to live, is common in Espírito Santo. Wood is extracted from the mangroves to build homes, fish traps, and shrimp nurseries, and for firewood. The use of mangrove trees for firewood is increasingly popular due to the rising price of bottled gas. Mangroves are also exploited for tannin, widely used in pottery and to dye and protect fishing nets. The bark of *Rhizophora mangle* is the richest known source of tannin; the bark is often removed haphazardly, causing the plant to desiccate and die.

Poaching and Animal Trading

Wild animal trade is the third-biggest illegal trade in the world, now on the order of $10 billion per year, of which $1 billion is derived from the Brazilian market alone. The volume of illegal animal trade doubled in Brazil from 1996-2000 and it is estimated that 50 million animals were trapped during this period — i.e., 10 million animals per year. Wildlife trade affects more than 200 Brazilian species directly; of these, 171 — including at least 88 endemic birds — are officially threatened.

In Brazil, the animals are exploited in local fairs, and many are typical species from the Atlantic Forest. A 1998 study identified 174 species of Brazilian fauna being exploited commercially in Bahia alone. In February 2000, an operation by IBAMA in Bahia rescued 2,000 wild animals illegally held in captivity — including threatened species, such as capuchin monkeys and golden lion tamarin.

In 1999, Espírito Santo was one of the leading states in number of penalties applied to poachers and people who collect or maintain wild animals in captivity. In 2000, the environmental police of Espírito Santo rescued about 6,000 wild animals in illegal captivity, and in the first quarter of 2001 the number exceeded 2,000 animals.

Hunting has also contributed to the decline of fauna in the Una Biological Reserve and adjacent areas in Bahia. In recent interviews, 42% of local residents admitted to hunting, and 66% reported that game animals are becoming less abundant in the region. Small farmers hunt more often than large farmers, because they have more acute subsistence needs.

Although not practiced on a large scale, sport hunting has also been a problem, as it contributes to local extinction. This kind of hunting is greatly selective, and hunting areas in Espírito Santo are small and highly fragmented, so hunting poses a serious threat to small populations of hunted animals there. Animals like the solitary tinamou, for example, are threatened by selective hunting as well as by habitat loss.

Infrastructure

Roads divide ecosystems and isolate many animals in fragmented habitats, not only as a result of clearing, but also due to road kills and pollution caused by traffic. Several highways and roads cross the Serra do Mar and Serra da Mantiqueira; many, notably in southern Minas Gerais, have been built without necessary environmental impact reports, and many are left unfinished, leaving adjacent areas vulnerable to severe erosion. The opening of the federal highway BR-101 in 1973 greatly intensified the devastation in southern Bahia.

Mining

In the Serra do Mar Corridor; extraction of sand, clay, and granite (from hillsides) causes deforestation, erosion, flooding, and silting of rivers and streams — particularly in the *restingas* and beaches of Região dos Lagos. The extraction of sand from the Paraíba River has lowered the riverbed, draining smaller tributaries, and rendering agricultural areas unviable. The damage is usually intense, destroying the vegetation along the river to an extent that makes regeneration nearly impossible.

Dams

Dams are also a potential threat. For example, the state power company of Minas Gerais and private investors plan to build 15 new hydroelectric dams in southern Minas Gerais, promising energy in abundance and stimulating further urbanization. It is estimated that 20,000 new businesses will be launched in this region in the next few years.

Tourism Development

Vacation homes and tourist accommodations are a direct threat to precious forest remnants in Rio de Janeiro, particularly because outstanding landscapes are selected for such enterprises, and because exotic plant species are often introduced to change the surrounding landscape. Suppression of the understory forest, introduction of exotic tree species, impoundment of streams and creeks, trail construction, and feeding of wildlife disrupt the integrity of the affected forest fragments.

The northern coast of the São Paulo state extends for 161 kilometers, encompassing 164 beaches and 17 islands, receiving about one million visitors in the peak season (January and February). The city of Caraguatatuba — the most populous in the region, with approximately 80,000 people — receives some 500,000 tourists in the summer, generating about $20 million in revenue, or 25% of the city's annual budget. The largest areas of continuous deforestation along the northern coast coincide with real estate enterprises in the area. Untreated sewage pollutes the beaches, and the construction of vacation homes, hotels, resorts, and other

amenities creates additional pressure on the Atlantic Forest.

Introduction of Alien Species

Apiculture involving alien species, particularly *Apis mellifera*, often interferes with the ecology of native bees and threatens dozens of native bee species. Riparian fish hatcheries also threaten biodiversity in the area, since exotic species often occupy the niches of native species. At least 16 exotic fish species are thought to be established in the rivers of the Paraíba do Sul valley. In highland areas, trout are intentionally released in estuaries, or escape from trout farms, and compete with native species.

Many domestic animals are intentionally released in the forest by their owners, sometimes displacing or competing with local species. This seems to be the case, for example, with the tamarin *Callithrix jacchus* — native to the northeast, but now occurring in Rio de Janeiro and competing with the threatened and endemic golden lion tamarin (*Leontopithecus rosalia*).

The adaptation power of ornamental plants introduced on properties near forest remnants makes them potentially threatening to native flora. This is the case, for example, with *Impatiens balsamica*, an exotic species colonizing the banks of streams and creeks. There is also a proliferation of exotic tree species, such as almond trees, casuarina, and leucena — highly resistant species with great capacity for dispersal. Cultivation of these trees around lagoons has threatened mangroves as a result of competition for sunlight.

SYNOPSIS OF CURRENT INVESTMENTS

In the 1990s, funding for conservation and environmental protection in Brazil began to increase (e.g., through FUNBIO and PPG-7), as did the number of government agencies and NGOs dealing with biodiversity issues. However, the available resources are still insufficient to protect the biodiversity in Central and Serra do Mar Corridors. Some effective ideas have been implemented, e.g. the Ecological ICMS (which returns tax revenue to localities with protected areas), but innovative approaches are needed to expand conservation efforts.

Institutional Capacity

Many agencies in Brazil play crucial roles in the conservation of natural areas, especially the NGOs. Most of these institutions are operating in the Atlantic Forest and associated environments. Over 30% of the government agencies, but only 4% of NGOs, have an annual budget of $500,000 or more. Nearly 70% of the NGOs have budgets no greater than $50,000 per year.

Most of these organizations are active in several distinct areas of conservation. In the biodiversity corridors, for example, the focal areas include biodiversity, forest management, water resources, waste, urban environment, protected areas, environmental legislation and public policy, sanitation, agriculture and rural development, pesticides and herbicides, alternative technology in agriculture and conservation, traditional farming methods, indigenous people, energy, and climate change.

The public administration of State Environmental Agencies contains insufficient staff and resources, and enforcement can only be carried out with considerable support from civil society, if at all. The problem is the same in the federal administration, which openly admits that its enforcement system lacks the capacity to halt deforestation. The Brazilian

Environmental Institute has not been able to hire new personnel since its creation in 1989. The shortage of personnel and equipment limits the effectiveness of protected areas. In some strategic areas, it has been necessary to involve the army, as well as state and federal police, civilian officials, and NGO volunteers.

Current Projects and Programs

The Atlantic Forest supports most of the Brazilian human population, and this is reflected in the number of government agencies, NGOs, universities and projects being developed in the region. However, most of these are small projects, focused on local action, making a broad assessment difficult. Here, only the most relevant or wide-ranging projects will be discussed.

Several projects have been developed by government agencies and NGOs in the region of interest for CEPF. In terms of investment volume, the only programs with substantial resources for a long duration are those supported by federal organizations such as the National Fund for the Environment (FNMA), the Project on the Conservation and Sustainable Use of Brazilian Biological Diversity (PROBIO) and the PPG-7 Atlantic Forest Sub-Program. The $8.8 million investment by FNMA is available for applications from all of the Atlantic Forest for 10 years. The $3 million investment by PROBIO also covers projects in the entire Atlantic Forest, that do not necessarily overlap in CEPF's geographic focus. At the same time, the $9.4 million investment by the Atlantic Forest Subprogram of PPG-7 is still being negotiated with international agencies. This project will focus on the entire Atlantic Forest over a duration of five years.

With the exception of these major programs, and of those projects for which the investment information could not be assessed, the budget for biodiversity projects in the Central and Serra do Mar Corridors are still insufficient. Most of the programs registered do not exceed, individually, $200,000; five have budgets between $200,000 and $400,000, and only two have more than $400,000.

Most projects address conservation by a *sensu lato* approach. Basic research, management and monitoring of biodiversity are part of projects of only few organizations. The difficulties encountered by these projects vary, but there is a general need for better infrastructure and technical personnel, and for improved fundraising capacity in most organizations.

Multilateral Donors

Global Environment Facility and G-7 partners (World Bank as implementing agency): The World Bank and G-7 countries, in conjunction with the Brazilian Ministry of the Environment (MMA), plan to invest $900,000 in a PPG-7 Phase I project to implement the Atlantic Forest Central Biodiversity Corridor in southern Bahia and Espírito Santo. An action plan is in development, but funding is subject to challenging management and decision-making processes. The World Bank and G-7 also support PPG-7 demonstration projects in resource management and sustainable use.

The GEF with the World Bank as implementing agency, in conjunction with the MMA, launched the National Biodiversity Program (PRONABIO) 1996, establishing the Project on the Conservation and Sustainable Use of the Brazilian Biological Diversity (PROBIO) to leverage financial resources and technical knowledge to evaluate conservation priority areas and actions for the Brazilian biomes. PROBIO is currently investing in 14 projects, some of them in the Central and Serra do Mar Corridors, but will not fund their continuation next year.

The PPG-7 Atlantic Forest Subprogram plans to invest $9.4 million for conservation and sustainable use of biodiversity in this hotspot. The subprogram will be developed in five years and will involve projects in sustainable development, management, and monitoring. Some demonstration projects have been funded by PPG-7 to generate knowledge of conservation and sustainable resource management in the Atlantic Forest.

In conjunction with Conservation International's Center for Applied Biodiversity Science and the Institute for Socio-Environmental Studies of Southern Bahia (IESB), the World Bank Development Economics Group has invested $250,000 in efforts to establish the Central Corridor and to reverse forest fragmentation in southern Bahia. Projects include the compilation of an environmental database for Bahia published on CD-ROM; technical reports on anurans, birds, and mammals; and improved enforcement plans.

United States Agency for International Development (USAID): USAID's environment program for 2001-2002 will include investments in biodiversity conservation and reduction of the threat of climate change. Investments will support sustainable management of natural resources and conservation in four of Brazil's ecosystems including the Atlantic Forest. Conservation International in partnership with the IESB, and with support of USAID, invests $300,000/year in activities of economic alternatives for the conservation of the Atlantic Forest of southern Bahia. The objective is to obtain conservative commitment from landowners and communities in strategic fragmented forest areas of the Atlantic Forest through the activities of field technicians offering sustainable alternatives.

UNESCO: The UNESCO project for the Brazilian World Natural Heritage Sites will provide a program to be developed over the next four years. The project aims to improve management of existing information, establish permanent communication systems, initiate monitoring of the sites, train administrative staff in conservation management, and structure the regional planning and administrative forum in each site. $700,000 will be invested in the Central Corridor in restoration of protected areas and establishment of Legal Reserves, increasing connections between Descobrimento National Park and Monte Pascoal National Park, and protecting biodiversity in the region of Sooretama Biological Reserve.

Germany: The *Kreditanstalt für Wiederaufbau* (KfW) is the Germany government agency for financial cooperations between Germany and developing countries. The KfW provides financial support in various states in the Atlantic Forest. The investment focuses on consolidation of protected areas, e.g. in São Paulo State, which cover a region from the Vale do Ribeira to the north through the Serra do Mar State Park. A similar project is planned for Rio de Janeiro State with a budget of $10 million.

Government Agencies

Ministry of the Environment: The MMA's National Fund for the Environment (FNMA) provides small and medium-sized grants to government agencies and NGOs for projects in sustainable resource use, protected areas, research, and environmental education. The FNMA has financed 660 conservation projects in the Atlantic Forest in the past 10 years, with a combined budget of $8.8 million. Several projects are currently in progress. In partnership with PROBIO, the fund is supporting projects with endangered and invasive species, and will invest in biological inventories in priority areas in 2002.

The MMA is finalizing the discussion of the first phase of Brazil's Second National

Environmental Program (PNMA II), which aims to improve environmental quality in priority areas by increasing the effectiveness of environmental institutions at local, state, and national levels in Brazil. The project focuses on institutional strengthening, including monitoring, licensing, and coastal zone management (CZM) and the identification and prioritization of environmental problems.

Bahia Centre of Environmental Resources (CRA): The CRA administers nine state protected areas in the Central Corridor, covering more than 180,000 hectares. These areas are managed predominantly by private companies and allow exploitation of natural resources, but on a planned and regulated basis. The CRA is also responsible for environmental licensing in Bahia.

State Department for Environmental Affairs (SEAMA), Espírito Santo: SEAMA is developing enforcement plans for protected areas; taking inventory of flora and fauna in Espírito Santo; and studying the role of the Atlantic Forest as a carbon sink. This $452,000 effort is expected to produce publications on biodiversity in Espírito Santo. SEAMA and the CVRD are also partners in a $173,000 geoprocessing center, already in operation, supporting protection and restoration of forest remnants, and in a $69,000 effort to improve training of enforcement personnel in protected areas.

Instituto Estadual de Florestas de Minas Gerais: The Institute for Study of Forests is involved in several projects to take inventory of forest remnants in northeastern Minas Gerais, mapping remnants and assessing endangered and endemic species. These efforts are currently insufficiently funded and staffed.

Nongovernmental Organizations

Many NGOs in both corridors have been performing multiple functions in natural resource management — including functions typical of the state, such as mediating conflicts on the use and conservation of natural resources; monitoring and enforcement of regulations (e.g. Gambá and Cepedes); joint management of protected areas; and training, technical support and dissemination of appropriate technologies (as, for example, IESB and Fundação Pró-Natura); compiling and distributing environmental information to different users and stakeholders (as IESB, Associação Mico-Leão Dourado, Fundação Biodiversitas and the SOS Mata Atlântica Foundation have done). NGOs have shown the capacity to attract substantial funding to such endeavors. The major obstacle to the replication of the successful efforts is the small number of professionalized NGOs in the field, coupled with the intermittent nature of the major funding sources.

Academic and Scientific Institutions

Program Biota of São Paulo State: A joint project of many academic institutions, the Program Biota is a broad biodiversity study of São Paulo and neighboring areas. The project's $280,000 budget covers many publications, web sites, databases, scholarships, and the collection of specimens.

Jardim Botânico do Rio de Janeiro: The Botanical Garden's Project Mata Atlântica includes plant biodiversity studies in the Serra do Mar region and the establishment of an information center. The Taxonomic Diversity Project is intended to build capacity for biodiversity research in academic institutions. The Botanical Garden also maintains a large herbarium and substantial human resources, and issues many publications.

Centro de Primatologia do Rio de Janeiro: The CPRJ is a scientific institute administered by the Rio de Janeiro state environmental agency (FEEMA) and is dedicated to conservation research and the breeding of the primate species of Brazil. The Primate Center currently has more than 240 primates of 23 species, many endangered and genetically valuable. Animals captured illegally in the wild and confiscated by the government are often placed with the CPRJ. The Center has a budget of $900,000 during 2002-2003.

Museu de Biologia Mello Leitão: The MBML, in partnership with the Espírito Santo Federal University and the National Council for Scientific and Technological Development, has invested $80,000 in biodiversity studies of Atlantic Forest fragmentation in Espírito Santo, leading to the publication of several papers in specialized periodicals. The effort is not sufficiently funded to support participating researchers and students.

Universidade Federal de Minas Gerais, Universidade Estadual de Campinas, Escola Superior de Agricultura Luiz de Queiroz / Universidade de São Paulo, Instituto Agronômico de Campinas, and Grand Valley State University: This consortium has invested $180,000 in biodiversity studies of Atlantic Forest fragmentation in the Camanducaia Basin in Minas Gerais, leading to increased knowledge of local flora and socioeconomic factors of this region, located in the western of Serra do Mar Corridor. Continued funding is uncertain.

Universities: The Zoology Museum of São Paulo University, Museu Nacional of the Rio de Janeiro Federal University, Rio de Janeiro State University, and other major academic institutions are situated in the Atlantic Forest and have conducted important qualitative and quantitative analyses of the plant and animal communities and environmental processes. These institutions generally lack sufficient funding to expand the studies to different areas of the Central and Serra do Mar Corridors.

Private Sector Donors

The Brazilian Biodiversity Fund (FUNBIO): FUNBIO is a private fund, conceived by the Brazilian government and the World Bank with funding from the GEF, to attract private investment in conservation as a strategic element of the National Biodiversity Program. Its mission is to support associations between government agencies, NGOs, academic institutions, and businesses for the conservation and use of biodiversity in Brazil.

The MacArthur Foundation: The John D. and Catherine T. MacArthur Foundation has a program focusing on population growth and increasing demand for resources, recognizing that the world is in danger of losing much of its genetic, species, and ecosystem diversity. To address this challenge and to increase understanding of the strong relationships between the health of the biosphere and the welfare of human communities, the Foundation has established the Conservation and Sustainable Development program area, dedicated to conserving biodiversity; enhancing knowledge of sustainable use; and promoting sustainable economic growth with social equity.

The foundation has extensive experience supporting biodiversity conservation in Brazil. One recent grant was $105,000 in support of a forestry certification program of the *Instituto de Manejo e Certificação Florestal e Agrícola*, Piracicaba. The foundation also invested $245,000 in the *Instituto Socioambiental*, São Paulo, to provide legal services to organizations working to protect the Atlantic Forest.

BioAtlantic Institute: In partnership with other industrial companies, Aracruz and partners will invest $250,000 to the planned BioAtlantic Institute, still in the design phase. The Institute will develop management plans offering mutual benefit to biodiversity and economic development, especially in coastal areas in Espírito Santo and Bahia.

CEPF NICHE FOR INVESTMENT IN THE REGION

CEPF's niche is the opportunity to increase the number of conservation priority areas under protection and management in the two defined corridors through innovative public/private alliances and partnerships. An important element of this niche is the opportunity to complement existing corridor efforts such as the PPG-7.

The threats to biodiversity, and investments in conservation, in the Central and Serra do Mar biodiversity corridors reflect a complex situation where many programs lack integration and synergy. Furthermore, insufficient resources are directed to key conservation priorities, such as corridor-scale conservation planning; creation and maintenance of protected areas; and conservation of individual species. CEPF can address these needs not only by addressing key conservation issues directly, but also by influencing important large-scale projects, which will start soon or are still in a final design and operationalization phase.

CEPF intends to encourage NGOs to increase their participation in conservation in the corridors through innovative public/private alliances and partnerships. NGOs are particularly capable of promoting and enforcing regulatory mechanisms in protected areas, such as national parks, biological reserves and natural heritage private reserves (RPPNs); of identifying and developing economic alternatives for conservation; of mediating conflicts; and of disseminating information to users and stakeholders. Furthermore, NGOs have shown the capacity to attract substantial financial support for conservation actions; those participating in CEPF projects in the Atlantic Forest will be required to demonstrate leveraging opportunities to complement the CEPF effort.

The recommended CEPF investment will focus, preferentially, on key projects determined by the Atlantic Forest Priority-Setting Workshop in the Central Corridor and the Serra do Mar Corridor, which aim to secure corridor systems, protect microcorridors, consolidate key protected areas and create new ones, and protect reference sites for long-term scientific study.

CEPF INVESTMENT STRATEGY AND PROGRAM FOCUS

CEPF STRATEGIC DIRECTIONS	CEPF INVESTMENT PRIORITIES
1. Stimulate landscape management initiatives led by civil society in Central and Serra do Mar Corridors	1.1 Support civil society initiatives that evaluate spatial relationships in land use, local biodiversity, and the dynamics of fragments within a corridor context. 1.2 Support projects led by civil society that focus on low-impact land use, such as ecotourism. 1.3 Promote economic incentives that contribute to conservation. 1.4 Support efforts to disseminate and increase technical knowledge of innovative tools for reforestation through civil society and recuperation of degraded areas. 1.5 Compile and analyze biodiversity knowledge within and between forest fragments for conservation planning and management of biodiversity corridors. 1.6 Support civil society efforts to establish management strategies for endemic, endangered, and critically endangered species. 1.7 Support efforts to build institutional capacity of civil society. 1.8 Strengthen public awareness of biodiversity issues from a civil society perspective.
2. Improve management of existing and future public protected areas through targeted civil society efforts	2.1 Stimulate efforts by civil society to create and implement new public protected areas within the two biodiversity corridors. 2.2 Support activities led by civil society participants that increase viability, connectivity and forest cover in buffer zones of protected areas. 2.3 Compile and analyze biodiversity knowledge in protected areas for conservation planning and management. 2.4 Support efforts to establish management strategies for endangered and critically endangered species in protected areas.
3. Increase the number of private protected areas through civil society efforts	3.1 Stimulate the creation and implementation of RPPNs in the two biodiversity corridors. 3.2 Together with the SOS Mata Atlântica Foundation and FUNBIO, catalyze and operationalize an “Action Plan and Alliance” to support management and administration of RPPNs.
4. Create an Action Fund to improve civil society identification and management of critical habitats	4.1 Create action fund to build the capacity of NGOs, grassroots initiatives, community outreach, and other small-scale efforts to improve management of critical habitats. 4.2 Provide small-scale support for projects and interventions in habitat of endangered and critically endangered species outside the two biodiversity corridors

Stimulate landscape management initiatives led by civil society in Central and Serra do Mar Corridors

CEPF has the opportunity to complement the objectives of the Pilot Program (PPG-7) of the Brazilian Ministry of the Environment for the Central Corridor of Atlantic forest by focusing on biodiversity corridors. This program is an innovative multisectoral and multidisciplinary partnership involving universities, NGOs, federal and state environmental agencies, and

forest policymakers in the states of Bahia and Espírito Santo.

CEPF will support projects that consider spatial relationships in land use, local biodiversity, and the dynamics of forest fragments within a corridor context. Investments will also be made in nested levels of actions ranging from microcorridors to larger-scale approaches. To maintain or restore connections across the landscape, however, it will also be necessary to stimulate the creation of new protected areas, the introduction of low-impact land use plans, and the recuperation of degraded forests in key sites. Possible activities addressing this larger theme include support for projects that focus on low-impact land uses such as ecotourism; enforcement and monitoring; economic incentives that contribute to biodiversity conservation; institutional capacity-building; and environmental education. Proponents should demonstrate how such activities will secure habitat in the most appropriate places for threatened, endemic, and key species, and how they will guarantee protection over the long term.

CEPF should support technically sound efforts to restore degraded areas where such efforts will increase viability and forest cover and reconnect fragmented habitats to provide maximum support for biodiversity. This will be achieved predominantly through efforts to disseminate and increase technical knowledge of cost-effective and innovative tools for reforestation. The viability of reforestation efforts requires not only low-cost and technically sound approaches, but also the interest and participation of the local community. It is therefore crucial to raise awareness of technically advanced forest restoration methods among key stakeholders.

CEPF should support projects focusing on levels of fauna and flora exchange in areas with different degrees of connection and forest cover; the status of flora and fauna species; and identify appropriate landscape management activities for their conservation.

Within the broader corridor concept, CEPF will also support projects that protect aquatic habitats. Frequently, programs to conserve terrestrial environments do not include plans to conserve aquatic systems. In general, aquatic habitats have been drastically affected by human impact — for example, eutrophication, silting, pollution, over-exploitation, and degradation of gallery forests. Due to increasingly intensive land use and resulting pollution, protection of aquatic systems is a major priority in both the Central and Serra do Mar corridors. CEPF can play an important role by supporting the development of the plans to protect aquatic habitats and to implement watershed management plans. Such management imperatives are directly related to the conservation of forest environments in both proposed corridors.

Weak technical capacity in some key areas has limited conservation mechanisms in the Atlantic Forest. The CEPF strategy will enhance regional technical capacities of NGOs and other stakeholders in conservation and resource management. Training programs, courses, and other educational activities will be supported in order to develop and implement effective strategies to protect biodiversity, resulting in a critical mass of conservation science professionals.

A recent study revealed pervasive ignorance of biodiversity issues in the Atlantic Forest despite the region's high species richness and endemism. Awareness programs are needed to build local pride in the region's many backyard endemic species (through the "nowhere else on Earth" approach), to foster greater community commitment to these species and their

habitats. Such programs can also train local people to help evaluate and monitor flagship species, leading to the selection of new private reserves.

At the same time, the dissemination of information will be considered an integral component of all CEPF strategic directions. The exchange of information about new conservation techniques is essential to success in both biodiversity corridors.

Improve management of existing and future public protected areas through targeted civil society efforts

A key "building block of conservation" in the Atlantic Forest is the system of public protected areas. However, it is necessary to support and expand the system through activities that secure additional baseline information on biodiversity and refine policies and guidelines.

The current strictly protected forests (national parks, biological reserves and ecological stations) are insufficient in number and area to conserve biodiversity in the Atlantic Forest and in the biodiversity corridors. It is crucial to support and expand the system through activities that ensure the adequate management of these areas and their buffer zones.

The system of protected areas in the Atlantic Forest is fragile, due to the lack of capacity of government agencies to provide adequate management and protection. NGOs play an important role by helping federal and state governments incorporate conservation principles in their actions, and by providing technical and political support for new protected areas. This support can include compiling baseline information about local biodiversity and data to fill the gaps in environmental, economic, and social knowledge; mapping land cover and habitats; selecting indicators to monitor biodiversity; and identifying areas for official protection considering the biodiversity representation and viable habitats at the landscape scale.

CEPF will seek to catalyze innovative public/private alliances and partnerships led by civil society to improve and strengthen state agencies' and IBAMA's efforts to manage specific protected areas within the Central and Serra do Mar corridors.

CEPF will stimulate the creation, and support implementation, of new public protected areas within the two corridors and support activities that increase viability and forest cover in buffer zones of protected areas.

CEPF will also support studies evaluating the status of flora and fauna species and projects that support their conservation. The lack of information about Brazilian biodiversity makes most of the evaluations of extinction threats largely speculative. Current predictions of extinction trends are mostly based on projections of habitat loss rates and on relationships between species richness and habitat size. However, little or nothing is known about the populations of key species in the forest remnants within public protected areas or the long-term impact of neighboring urban areas on their survival.

Increase the number of private protected areas through civil society efforts

The challenges in establishing new public protected areas are daunting; therefore, the creation of RPPNs, which are officially recognized as part of the National System of Conservation Units, must be emphasized as an effective and relatively simple means of increasing the

amount of habitat under protection. An RPPN is usually sited because of the importance of the area for biodiversity protection, its landscape value, or other variables which depend on protection or restoration to maintain fragile or threatened ecosystems. They can therefore play a key role in complementing the existing system, providing increased connectivity as well as increase the representation of priority areas included in the protected areas network. The two biodiversity corridors currently have 63 RPPNs covering 13,000 hectares. Landowners have been organizing associations of private reserves in some states (Bahia, Minas Gerais, Paraná, Rio de Janeiro and São Paulo). CEPF will contribute, with other organizations, in the creation of an Action Plan to support the management of existing private protected areas and to create new ones. Landowners have made increasing requests for funds that support this specific purpose, and there has been little response from donors so far.

CEPF will also stimulate the use of economic incentives to increase land held in private protected areas. CEPF should contribute to ongoing efforts of local NGOs to increase compliance with regulations concerning "Legal Reserves" and "Areas of Permanent Preservation" by promoting environmental education projects; working with law enforcement to augment the effectiveness of legal protection; and developing economic instruments for conservation in order to protect biodiversity at a low opportunity cost to development.

Create an Action Fund to improve civil society identification and management of critical areas of habitat

NGOs can perform several simultaneous functions in resource management initiatives, providing stability and increasing the likelihood of the conservation actions success. The major obstacle to replication of successful projects in different regions is the small number of professional NGOs coupled with the intermittent nature of major funding sources.

As part of an Action Fund for Conservation, there should be a program of small-scale investment (with no individual grant greater than $10,000) in specific civil society efforts to strengthen local organizations to bring critical conservation areas under improved management. Such a program should be technically and financially administered by an accredited NGO within one of the two corridors. This effort would learn from the UNDP-GEF Small Grants Program currently operating in the Brazilian Cerrado.

The Atlantic Forest hotspot is acknowledged as an area of truly exceptional levels of biodiversity and yet under truly enormous levels of stress. Both these elements are, however, patchily distributed within the hotspot; thus for example the geographically relatively small sector in the northeast is acknowledged as being a distinct center of endemism and also of having the highest levels of deforestation, with only a few percent forest cover remaining. In the northeast, and indeed in some other areas outside the selected biodiversity corridors, assemblages of highly restricted-range (often therefore Critically Endangered) species may be exposed to serious depletion and even extinction as a result of anthropogenic activities. Moreover, in these areas NGO and other civil society representation may be unusually weak. Accordingly, CEPF expects to deploy a small amount of funding to support initiatives to intercede on behalf of critical species in areas outside the selected corridors, and to build local capacity in support of those initiatives.

SUSTAINABILITY

Many conservation efforts funded by international agencies are interrupted when global economic conditions weaken. It is therefore advisable that new investment mechanisms be

planned in advance, to ensure the continuity of conservation efforts in the regions addressed by CEPF after the fund is exhausted. Conservation professionals in each corridor will support this effort by seeking additional partners for the projects; supporting NGOs in their fundraising efforts; creating an endowment fund for the Private Protected Areas that will support their operations in perpetuity; and making proactive innovative outreach efforts to attract new investors. FUNBIO — a private foundation supporting the conservation and sustainable use of biodiversity in Brazil — is interested in participating in the creation of this fund to support the management of RPPNs.

Attracting and involving many stakeholders in the creation and maintenance of the biodiversity corridors is vital to the success of the projects to be funded. In fact, it seems obvious that isolated organizations cannot achieve the conservation aims for these corridors. Partnerships can combine efforts and maximize efficiency, producing truly long-standing results.

In Brazil, there are several levels of possible institutional agreements that can lead to cooperative and financial actions. The presence of numerous NGOs, private enterprises, and state and federal agencies in the biodiversity corridors — many with strong environmental programs and good working relationships with NGOs — is also a great advantage.

Finally, CEPF investment in the Atlantic Forest should persuade new stakeholders to invest and participate in NGO efforts in the Central and Serra do Mar Corridors, as this and other initiatives accelerate changes in favor of protection and conservation of the biodiversity of the Atlantic Forest.

CONCLUSION

In recent years, Brazil has entered into a new period of environmental revitalization, particularly in the search for effective means of protecting biodiversity. This revitalization is the result of many new initiatives provided in the form of small— but regionally significant — funds as well as nationwide strategies that address large-scale conservation needs. However, the available resources remain insufficient to assure biodiversity conservation, particularly in the Atlantic Forest, given intense socioeconomic pressure on forest resources and the region's exceptional biodiversity. Therefore, it is strongly recommended that CEPF investment in the Brazilian Atlantic Forest focus on two geographic corridors and builds on the results of regional workshops that identified priority areas for conservation.

These regional workshops, "Project for Conservation and Sustainable Use of the Brazilian Biodiversity" (part of the National Program for Biodiversity conducted for the Atlantic Forest), identified gaps in the available knowledge of biodiversity; targeted priority areas for conservation; and outlined strategies and recommendations. Implementing the results from this workshop will greatly contribute to environmental policy and protection for this region. Such initiatives have also been useful in promoting partnerships between organized civil society (through NGOs), government agencies, and major research centers in the country — a circumstance that should be maintained and stimulated during the implementation of CEPF projects.

The Atlantic Forest is already targeted by many conservation strategies, but these strategies still leave critical gaps — opportunities for additional investment by CEPF. Most importantly, however, CEPF offers the region a responsive and flexible funding mechanism, and the Action Fund for small initiatives outside the selected biodiversity corridors reflects

this. Bureaucratic and time-consuming funding mechanisms have undermined conservation efforts and impeded new initiatives, mainly because many organizations lack the capacity to accommodate the administrative burdens imposed by most donor agencies' procedures. In this context, CEPF will not stand alone, but will significantly enhance other ongoing mechanisms and strategies, raising expectations of successful conservation actions of the two most important biodiversity corridors of the Atlantic Forest and ensuring continued protection of the biodiversity in this hotspot.

LIST OF ACRONYMS

CEPF	Critical Ecosystem Partnership Fund
CI	Conservation International
CPRJ	Rio de Janeiro Center of Primate Studies
CRA	Center of Environmental Resources (Bahia)
FNMA	National Fund for the Environment
FUNBIO	Brazilian Biodiversity Fund
G-7	Group of Seven
GEF	Global Environment Facility
IBAMA	Brazilian Environmental Institute
IBGE	Brazilian Institute of Geography and Statistics
ICMS	Tax on Circulation of Goods and Services
IESB	Socio-Environmental Institute of Bahia
KfW	Kreditanstalt für Wiederaufbau
MBML	Mello Leitão Museum of Biology
MMA	Brazilian Ministry of the Environment
NGO	nongovernmental organization
PPG-7	G-7 Pilot Program (MMA)
PROBIO	Project on the Conservation and Sustainable Use of Brazilian Biological Diversity
PRONABIO	National Biodiversity Program
RPPN	Natural Heritage Private Reserve
SEAMA	State Department for Environmental Affairs (Espírito Santo)

An Overview of CEPF's Portfolio in the Atlantic Forest Hotspot: Brazil

The Atlantic Forest is the world's most diverse forest in terms of its woody plants. It contains an estimated 250 species of mammals, 340 amphibians, 1,023 birds, and approximately 20,000 trees. Twenty of its 25 species of primates are endemic to this hotspot. The vast majority of animals and plants threatened with extinction in Brazil are represented in the Atlantic Forest.

The Atlantic Forest once stretched 1.4 million square kilometers but has been reduced to less than 8 percent of its original forest cover. What remains are mostly isolated fragments that are scattered throughout the landscape now mostly dominated by agriculture. Unlike most hotspots, the Atlantic Forest contains several large metropolitan areas, including the two largest cities in Brazil. The region is home to approximately 70 percent of Brazil's population (112 million people) and its industrial centers generate about 80 percent of the Brazilian GDP. No other biodiversity hotspot is subject to greater human pressure; it ranks in urgency as one of the hottest of the hotspots.

Key threats to what remains of the Brazilian Atlantic Forest include deforestation due to agriculture and expansion of pastureland, logging, poaching, urbanization and industrialization, and tourism development, all contributing to the pervasive habitat fragmentation that is so apparent in this hotspot.

The Critical Ecosystem Partnership Fund (CEPF) began funding for this hotspot in early 2002 with an $8 million initial investment strategy to be implemented over 5 years. The focus of this strategy is on two sharply defined corridors within the Atlantic Forest Hotspot. These focal areas are the ***Central Corridor***, including parts of the states of Espirito Santo, Minas Gerais and Bahia; and the ***Serra do Mar Corridor*** including parts of Rio de Janeiro, Minas Gerais and Sao Paulo .

The delimitation of the Central and Serra do Mar corridors is based on the original limits proposed by the Biodiversity Corridors projects of PPG-7 (International Pilot Program to Conserve the Brazilian Rain Forests), and on analysis that delimited the bio-geographic regions of the Atlantic Forest by overlaying maps of the distribution of endemic birds, primates, and forest butterflies. Vegetation maps, based on orbital imaging data from the Radambrasil project, was used to draw the limits between the areas considered bio-geographic centers and those considered transition areas, since these limits could not always be clearly delimited on the basis of species distribution alone.

The Central Corridor is biologically diverse and supports many threatened species of restricted distribution. In a survey carried out in a privately owned reserve near Ilhéus, Bahia, 454 species of trees were found in a plot of one hectare, a world record for plant species richness. Another study conducted at the Santa Lúcia Biological Station in a lower montane habitat (600-900 meters) in north-central Espírito Santo revealed 443 tree species in an area of equivalent size. In terms of endemic and threatened mammal and bird species, the Central Corridor is also of critical importance. The communities of primates in Southern Bahia and in the highlands of Espírito Santo are particularly interesting, because these are among the very few areas where all six Atlantic Forest genera of primates occur together. Twelve primate species occur in the region and represent 60 percent of the primates endemic to the Atlantic Forest.

The Serra do Mar Bioregion is an area of 111,580 square kilometers extending from Rio de Janeiro to northern Rio Grande do Sul. Currently, about 30.5 percent of the area remains covered by native forest. Originally, 95 percent of this region was covered with dense ombrophilous forest, including patches of mangroves and *restingas*. The Serra do Mar Biodiversity Corridor, the focus of CEPF investments, partially overlaps with this bioregion. For the purposes of the CEPF, this Corridor is defined in the south by the Paraíba do Sul watershed and in the north by the Paraíba do Sul River. The area covers about 7.5 million hectares and represents nearly 35 percent of this bioregion. The area targeted by CEPF investments does not include northern Paraná and southern São Paulo, because those areas have a large NGO presence in place, academic institutions (some with the greatest technical capacity in Brazil), and state governments with strong environmental programs. Furthermore, compared with other regions in the Atlantic Forest, the excluded areas have access to considerable funding for conservation projects.

Within these focal corridors, CEPF will fill a unique niche by providing incremental value to projects that complement the objectives established by the existing PPG-7 subprogram for the Atlantic Forest. The CEPF focuses on catalyzing innovative NGO approaches to corridor conservation efforts, directing a majority of resources to the Central and Serra do Mar corridors.

CEPF investments are aimed at encouraging NGOs to increase their participation in conservation within the corridors through innovative public/private alliances and partnerships. NGOs are particularly capable of promoting and enforcing regulatory mechanisms in protected areas such as national parks, biological reserves and natural heritage private reserves (RPPNs); of identifying and developing economic alternatives for conservation; of mediating conflicts; and of disseminating information to users and stakeholders.

The CEPF grants portfolio focuses on key projects in the Central Corridor and the Serra do Mar Corridor that address the recommendations of the Atlantic Forest Priority-Setting process. The strategy, as described in the CEPF Ecosystem Profile (2002), includes the following strategic funding directions to guide CEPF's funding and to maximize its impact.:

1. *Stimulate landscape management initiatives led by civil society in the Central and Serra do Mar Corridors*
   This strategic direction has led us to support a rich variety of competent local civil society organizations working on the improvement of natural resource management in the two corridors. In this category, we look for projects aimed at maintaining or restoring genetic connectivity in the highly fragmented forest areas of the two corridors. Because so much of the forested lands remaining in the Atlantic Forest occur as isolated fragments, conservation efforts must focus on efforts to improve the uses of the land between these fragments. The economic circumstances of the region require that such efforts to allow gene transfers to flow across larger areas also make agricultural practices more sustainable. To demonstrate how these objectives can be mutually supportive, CEPF has made grants for practical field research that can improve understanding of natural processes in the region, for the preparation of local land

management and species conservation plans, for public education about agroforestry systems and biodiversity and for small capacity building grants to community NGOs.

2. *Improve management of existing and future public protected areas through targeted civil society efforts*
   Here we are specifically targeting the system of public protected areas within the two priority corridors, seeking projects conducted by non-governmental organizations that will stimulate the establishment of new protected areas, improve their management, study their biodiversity, and improve the capacity of the public officials administering them. These grants illustrate the CEPF approach of reinforcing local partnerships between non-governmental and public sector organizations to achieve conservation and sustainability outcomes.

3. *Increase the number of private protected areas through civil society efforts*
   The focus of this strategic direction is very specific and aimed at taking advantage of the Brazilian legislation that allows private landowners to create private reserves recognized as part of the National System of Conservation Units. These reserves serve as an effective means of increasing the amount of habitat under protection and when strategically placed, help create connectivity between existing protected areas and other forest fragments. Unfortunately, the process for establishing these reserves, called Reservas Particulares do Patrimonio Natural (RPPN), is a cumbersome one that creates disincentives for landowners; even those very interested in using its provisions. . Therefore, the objective of this strategic direction is to develop a program of incentives to help landowners create RPPNs and to encourage their establishment in areas that can best contribute to creating connectivity among forest fragments. An RPPN is usually sited because of the importance of the area for biodiversity protection, its landscape value, or other variables which depend on protection or restoration to maintain fragile or threatened ecosystems. They can therefore play a key role in complementing the existing system, providing increased connectivity as well as increasing the representation of priority areas included in the protected areas network. At the beginning of CEPF investments, the two corridors boasted a total of 63 RPPNs covering 13,000 hectares. Through the efforts of a substantial small grants program operated by SOS Mata Atlantica, with CEPF funding, this total is growing quickly.

4. *Create an action fund to improve civil society identification and management of critical areas of habitat*
   Pursuing this strategic direction, s CEPF created the opportunity to develop a series of small grant programs with specific themes. The priority setting process that led to the strategy for CEPF clearly identified the need to help build the capacity of many of the small groups working on biodiversity conservation; so one theme would target capacity building. A second theme identified was the situation of critically endangered species and their habitats. Therefore, an additional small grants program would be sought to focus solely on this theme.

Coordinating CEPF Grantmaking on the Ground

The locally incorporated Conservation International – Brazil, in partnership with SOS Mata Atlantica as the Alliance for the Conservation of the Atlantic Forest, serves as the coordination mechanism for CEPF in the Atlantic Forest. This team provides a locally based mechanism to assist CEPF in the review and decision-making process for all proposals received for the Hotspot. All proposals are reviewed by the coordination mechanism representatives from members of the Alliance as well as a minimum of two external reviewers. This integrated local coordination ensures that CEPF funding decisions are based on local knowledge, confidence in the proponents, and clear links to a shared set of priorities. In addition to reviewing project proposals, the team plays an active role in assisting grantees with project preparation, monitoring of project implementation, and dissemination of information about the Atlantic Forest and the CEPF portfolio. Also included in this role of coordination is the organization of annual corridor meetings with the participation of all CEPF grant recipients as a means of sharing experiences and lessons learned, as well as providing the opportunity for grantees to develop their own partnerships and alliances.

Approach to Grantmaking - Network of Core Programs

To date CEPF has committed $5,204,702 in support of 26 projects in the Atlantic Forest (Chart 1, all charts are presented at the end of the overview). A full illustration of the status of the portfolio to date as well as a timeline of grant commitments are provided in Charts 2 and 3.

The establishment of a group of core programs that would serve as the foundation of the Atlantic Forest portfolio of projects under the CEPF strategy was a first priority when grant funds became available. These core programs include the CEPF coordination mechanism, institutional strengthening programs for both corridors, an incentives program for the creation and implementation of private reserves, and a species-specific grants program to address critically endangered species issues throughout the entire Atlantic Forest Hotspot. Out of this effort have come five innovative, locally managed programs that account for more than 40 percent of the entire investment portfolio.

The core programs of the Atlantic Forest, aside from the coordination mechanism, are all small grant programs (making grants of $10,000 or less) managed by local NGOs. To help build the capacity of local organizations and groups working in conservation, a highlighted need within these two particular corridors based on the priority setting process, CEPF is funding an institutional strengthening small grants program in each of the two corridors. In the Central Corridor, **Instituto de Estudos Sócio-Ambientais do Sul da Bahia** (IESB) is implementing the project, "*Small Grant Program for the Central Corridor of the Atlantic Forest"* (approved May 2003), and **Associacao Mico Leao Dourado** (AMLD) is implementing the project, "*Small Grants Program- Institutional Development of NGOs in the Serra do Mar Corridor"* (approved July 2003). These two programs are already well underway and have reached more than 50 small grantees within the two corridors. Through these programs, approximately $500,000 will be distributed among small grantees, and the entire mechanism of proposal reviews and project monitoring is locally managed by these two Brazilian organizations. Both programs have offered a series of training seminars for their grantees, training in project design, proposal writing, basics of biodiversity conservation, legalities of establishing an NGO and operating as professional non-profits. In addition, these programs hold annual

meetings inviting the entire group of small grantees to share their experiences with each other. As a result of such meetings, groups of small grantees have formed partnerships to submit larger project proposals directly to CEPF and to other potential donors; fulfilling one of the anticipated impacts of the capacity building programs. The future of these two corridors depends on the development of a more broad and stronger NGO base focused on biodiversity conservation and these two targeted programs are making great strides in developing such a base.

SOS Mata Atlantica is implementing a small grants program aimed at the creation and implementation of private reserves (RPPNs). The, "*Program for the Support of RPPNs in the Atlantic Forest"* (approved January 2003), receives $674,318 from CEPF, but is also leveraging an additional $200,000 from the private sector (***Bradesco Cartoes***) through a fundraising scheme using Bradesco Bank's credit cards as a means of promoting SOS Mata Atlantica and biodiversity conservation. SOS Mata Atlantica is using the proceeds from this Bradesco partnership to expand the small grants program for RPPNs. SOS Mata Atlantica also plans to continue this trend of leveraging additional funds. To date, the program has made 59 small grants within the two corridors, assisting in the creation of 61 new reserves and improving the implementation of 29 already in existence. This program is proving to be a model, recognized not only within the Atlantic Forest, but also throughout the whole of Brazil and beyond.

The final small grant program is the "*Protection of Threatened Species of the Brazilian Atlantic Forest"* (approved October 2003), managed by **Fundação Biodiversitas para Conservação da Diversidade Biológica** in partnership with the **Centro de Pesquisas Ambientais do Nordeste** (CEPAN). This program is making small grants to groups working to protect critically endangered species throughout the entire Atlantic Forest Hotspot. With a total budget of almost $600,000, we expect to see more than 40 small grants made to help protect the most endangered species on the IUCN Red List for this Hotspot. After the first round of proposals, the program has approved 16 small grants worth over $100,000.

These small grant programs are key elements of the CEPF strategy as they place a large portion of the grant-making authority into local hands within the region. In each of the small grant programs, a local organization is in charge and has full responsibility for proposal revision, decision-making and project monitoring. These programs represent over 25 percent of the total CEPF investment portfolio for the Atlantic Forest and have been completely decentralized to these local organizations. Through these programs, CEPF aims to reach between 150 and 200 small grantees that would not have been reached through more traditional means.

An additional point to note is that the organizations managing these small grant programs also play a special role in terms of CEPF coordination of the Atlantic Forest. This group meets together with the coordination program (the Alliance of CI-Brazil and SOS, plus the CEPF grant director) on a semi-annual basis to review the strategy and portfolio of projects. In essence, the coordination of CEPF in the Atlantic Forest is made up of all of these groups, making it one of the most diverse and locally managed forms of coordination in the CEPF global portfolio.

The Atlantic Forest grants portfolio also includes more traditionally funded efforts. For example, the **BirdLife International** Brazil Program received a grant to work on site-based conservation efforts in 5 specific areas within the two corridors, **Instituto de Pesquisa da Mata Atlantica** (IPEMA) is carrying out conservation planning and action for the State of Espirito Santo, and the **Instituto Rede Brasileira Agroflorestal** (REBRAF) is working to protect and restore the buffer zone of the Tres Picos area in the state of Rio de Janeiro. Several other grants are underway, and are listed in a later section of the briefing materials.

A final feature to note with regard to CEPF's approach to grant making in the Atlantic Forest is that the CEPF grant director is decentralized from the Washington, DC office and resides within the region. This is the first experience CEPF has with placing a grant director within a funding region, and the experience is proving to be a success. The contact and involvement with each of the grantees, and even several of the small grant recipients, is far more prevelant in this region that in others. The grant director is able to participate in virtually all key meetings of the coordination mechanism, the small grant programs as well as other corridor-level government, private sector and NGO-led planning meetings. This is beginning to lead to important leveraging and partnership opportunities within the Hotspot, and is expected to grow throughout the implementation of the portfolio.

Working with The World Bank

The current portfolio of projects, and the partners involved, is very encouraging for CEPF in the Atlantic Forest. There are still over two years remaining for the current investment strategy, close to $3,000,000 in resources and several new projects to be developed and implemented during this period. Throughout this time, CEPF plans to continue to share experiences, plan strategy, and maintain dialogue with many of the key actors involved in the Hotspot. In particular, CEPF will continue to dialogue with the World Bank mission in Brasilia. This relationship began with a first meeting in March of 2003 in Brasilia between CEPF and the World Bank team. This generated ideas about sharing information on key projects and highlighting important strategy changes to one another. Since this first meeting, CEPF has been mentioned in several Brazil-related World Bank publications and future meetings will continue to take place.

In addition, a World Bank team from Washington, DC and Brasilia, and led by Warren Evans, visited CEPF in the Atlantic Forest in early July of 2004. The group visited with several CEPF grantees based in the Rio de Janeiro area and also carried out a site visit to the Associacao Mico Leao Dourado as well as a small grant recipient from the RPPN program. This proved to be a valuable opportunity for the Bank team to better understand CEPF's approach in this region, receive grantee feedback on their own experiences working with CEPF and also to sense the advantages of having the grant director placed within the region.

Future collaborative plans will likely include some form of a joint mid-term assessment of CEPF progress in the Atlantic Forest, similar to the three assessments already carried out jointly in other CEPF regions. Such an assessment would likely involve a team meeting with, and reviewing the progress of, each CEPF grantee, assessing impacts to date, lessons learned, and making recommendations for future investments and

management of the fund.

In addition to this coordination with the World Bank, a close dialogue is being maintained with the International Pilot Program to Conserve the Brazilian Rain Forests (PPG-7) that is currently implementing efforts in the Central Corridor, as well as with the UN Foundation's Brazilian World Heritage Biodiversity Program being implemented through UNESCO.

Conclusion - Expansion of Efforts in the Atlantic Forest

CEPF is making positive strides within the two targeted corridors of the Atlantic Forest where funding is currently available. More work in these areas will be necessary once CEPF's initial investment is over, but the aim is to prepare these corridors with strong and able local actors, targeted programs for private reserves and for threatened species that will continue to gain support from other funding sources and an improved system of protected areas with better management and improved connectivity among them. In addition, strong links to other important corridor-wide programs will have been made in an effort to ensure that the shared set of conservation objectives continue to be addressed well into the future.

It is important to note, however, that the Atlantic Forest covers more than just these two corridors and it is important that efforts extend beyond these two should new funding become available. Important areas not funded in the initial CEPF investment, such as the Northeastern Corridor of Pernambuco and the Southern portions of the Atlantic Forest found in southern Sao Paulo state, Parana state, Argentina and Paraguay should also be considered. These important areas need resources and a mechanism which can ensure effective implementation. With the lessons already coming from CEPF in the Central and Serra do Mar Corridors, expansion into new areas could benefit greatly by using an expanded version of the CEPF coordination mechanism, as well as the successful models of small grant programs. There is already interest from key NGO players in the region to expand the SOS Mata Atlantica RPPN program to Parana and Pernambuco, and other examples will likely come. Something powerful has begun with CEPF in the Atlantic Forest, and expanding on this early success could have great impacts across the entire Hotspot.

- January 2005

Charts: Atlantic Forest Hotspot: Brazil

Chart 1. Approved Grants by Strategic Direction

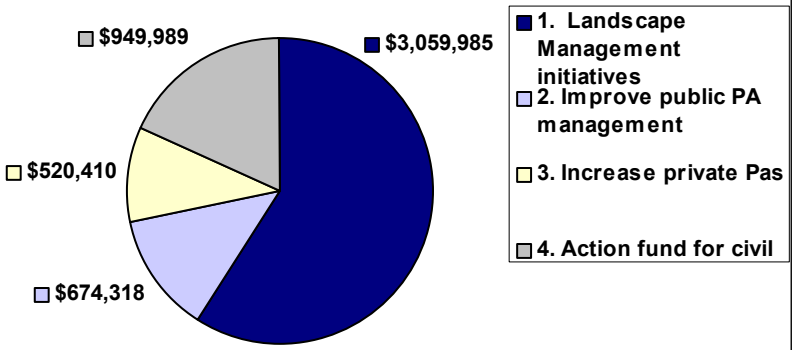


Chart 2. Portfolio Status by Strategic Direction

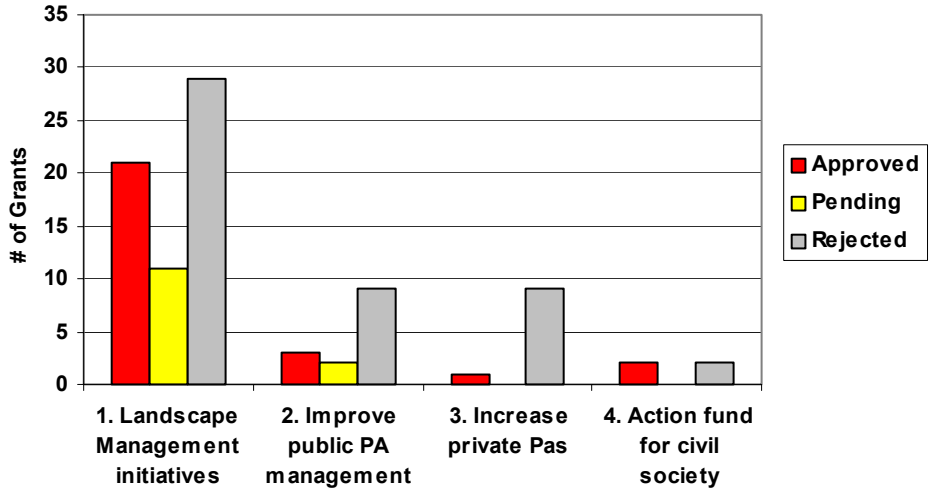
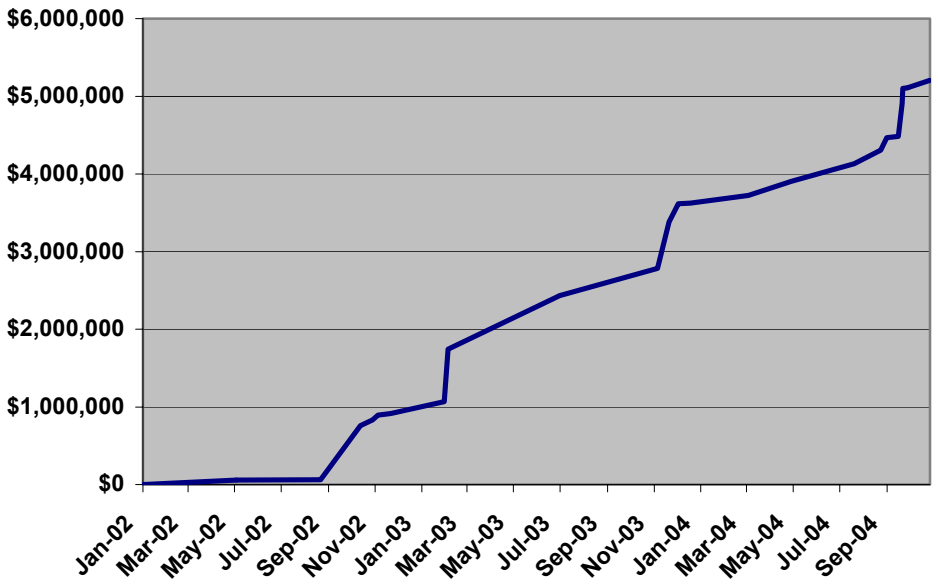
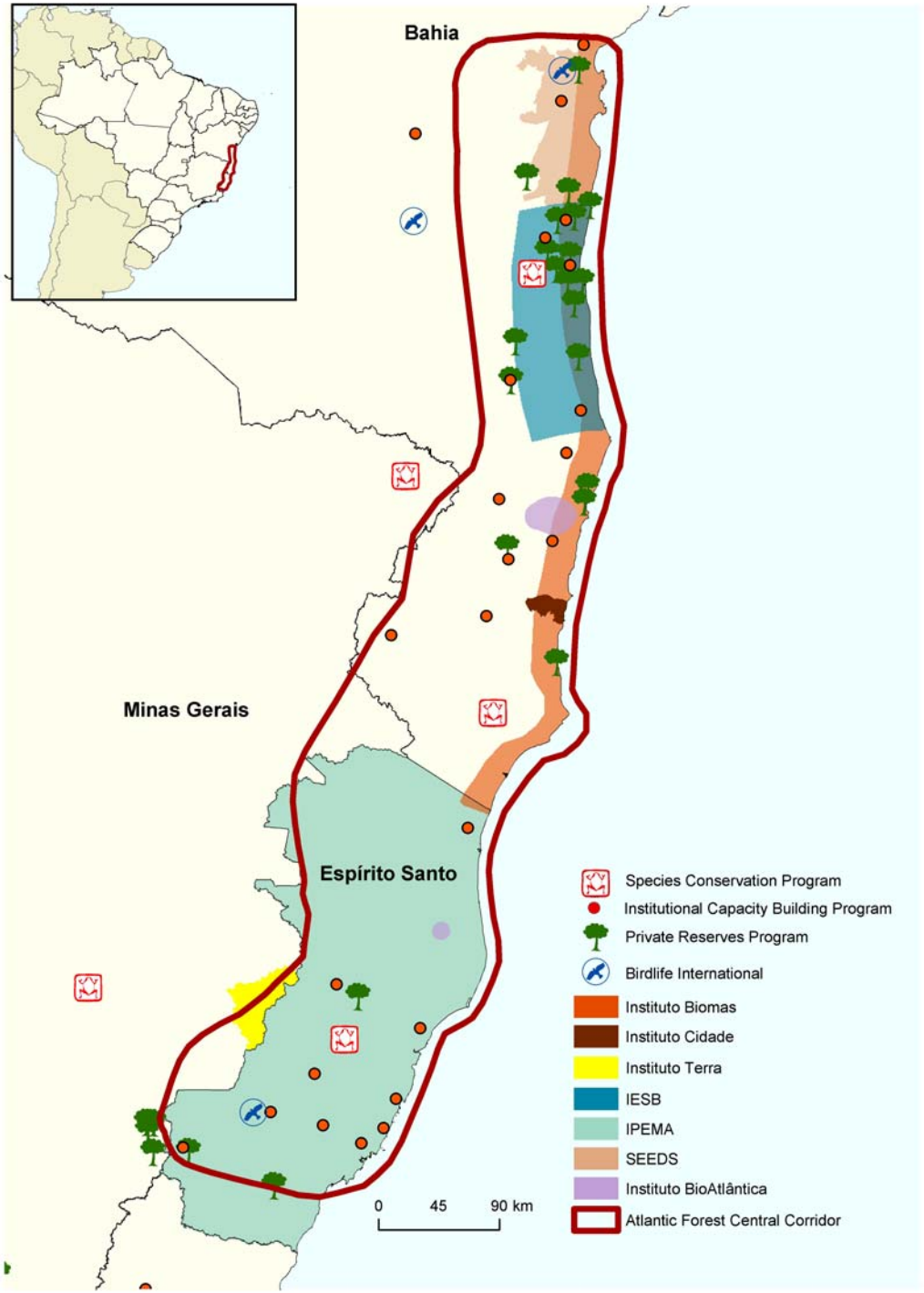
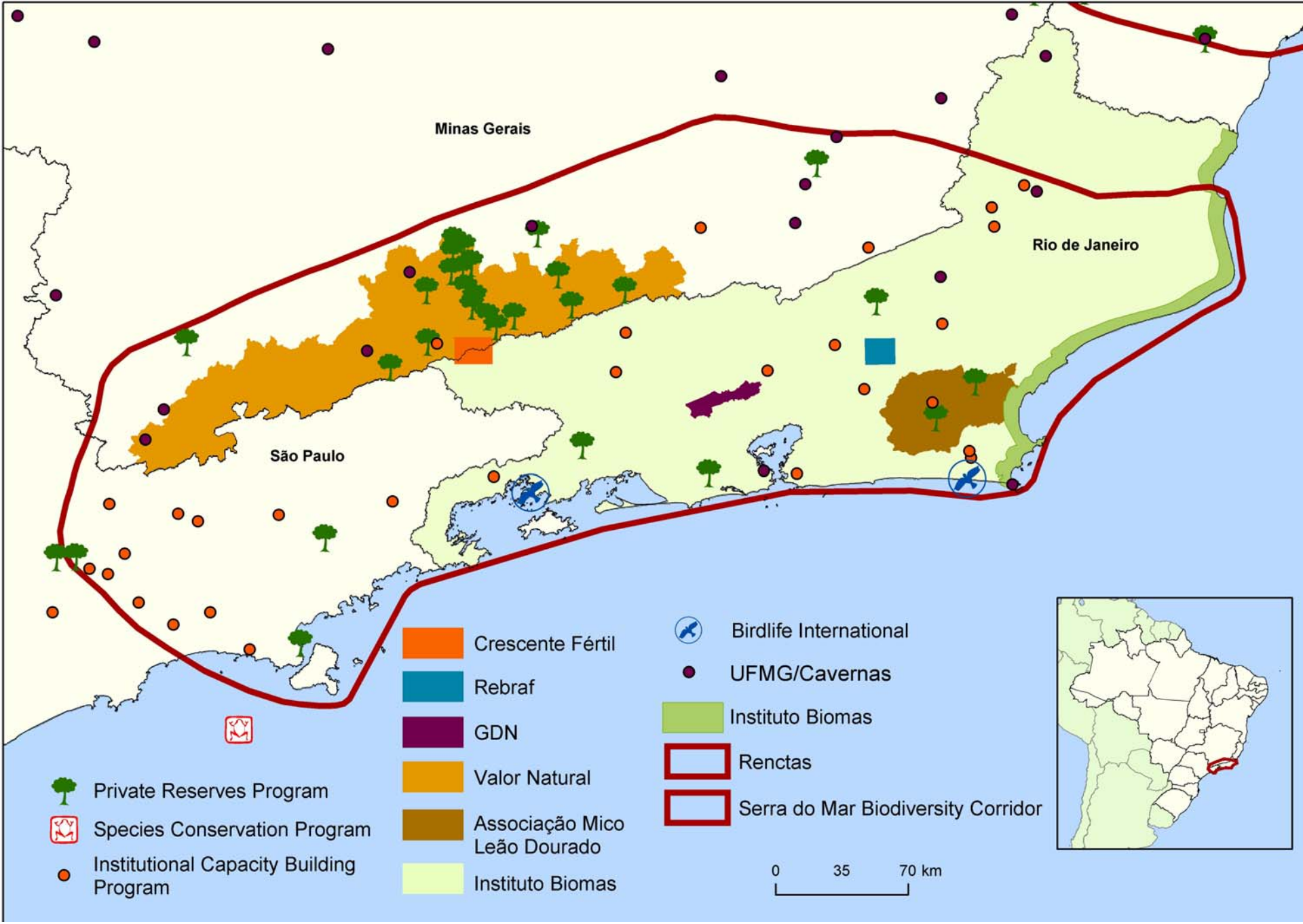
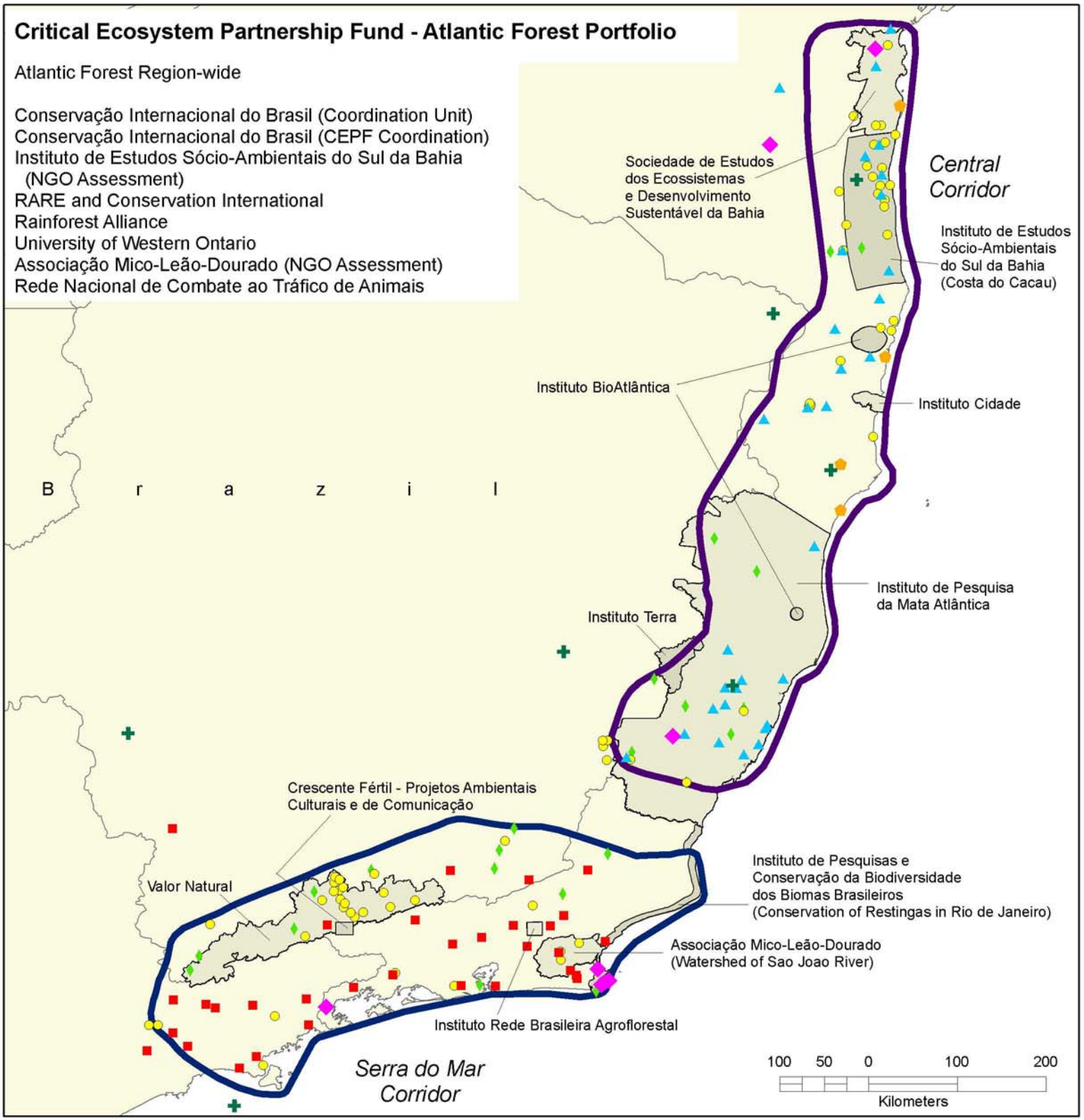


Chart 3. Combined Value of Grants Awarded




Bahia
Minas Gerais
Espírito Santo
0
45
90 km
Species Conservation Program
Institutional Capacity Building Program
Private Reserves Program
Birdlife International
Instituto Biomas
Instituto Cidade
Instituto Terra
IESB
IPEMA
SEEDS
Instituto BioAtlântica
Atlantic Forest Central Corridor

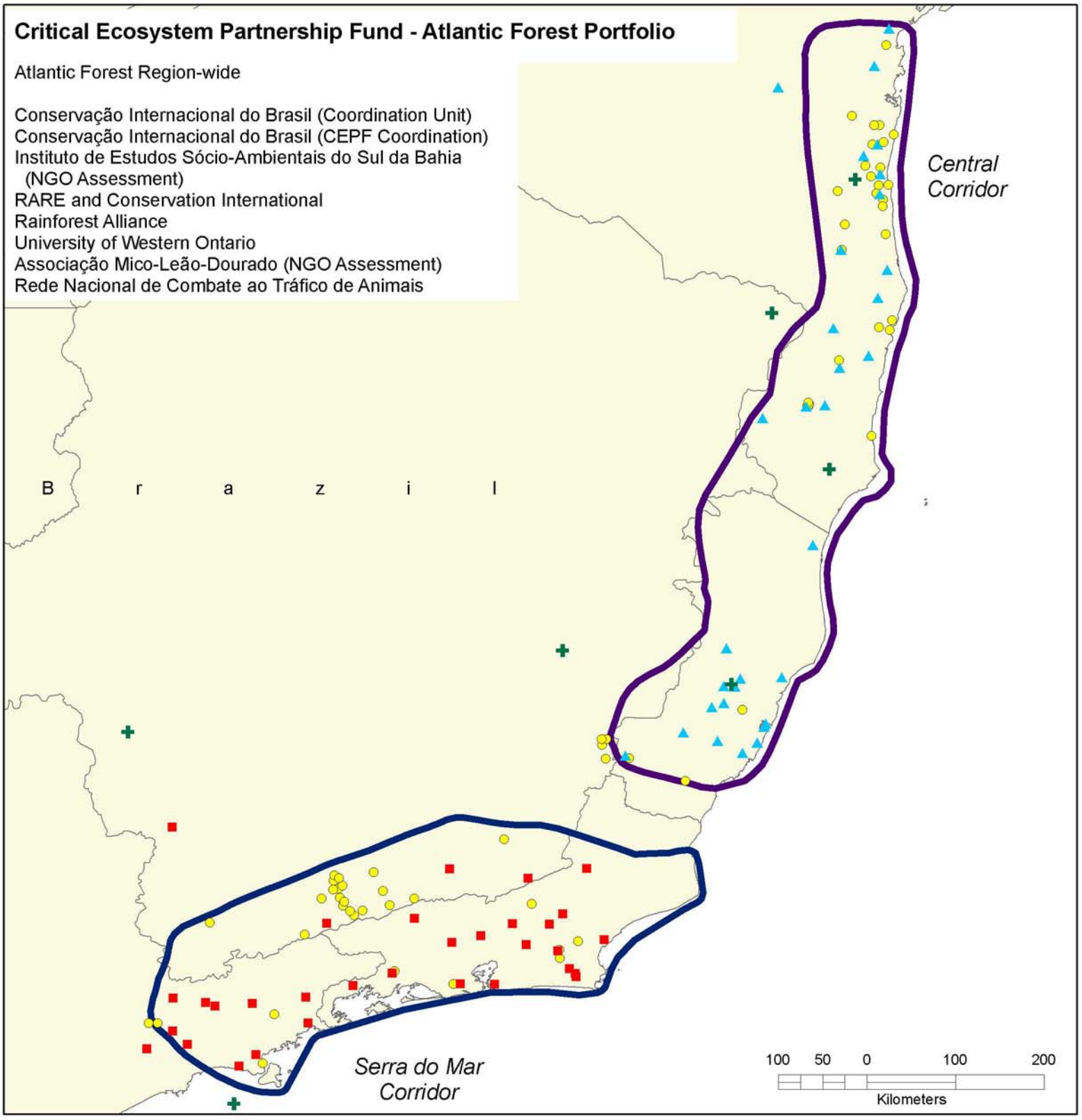

Minas Gerais
Rio de Janeiro
São Paulo
Crescente Fértil
Rebraf
GDN
Valor Natural
Associação Mico Leão Dourado
Instituto Biomas
Birdlife International
UFMG/Cavernas
Instituto Biomas
Renctas
Serra do Mar Biodiversity Corridor
Private Reserves Program
Species Conservation Program
Institutional Capacity Building Program
0
35
70 km



Legend

- SOS Pro Mata Atlântica (Small Grants)
- Associação Mico-Leão-Dourado (Small Grants)
- Instituto de Estudos Sócio-Ambientais do Sul da Bahia (Small Grants)
- Fundação Biodiversitas para Conservação da Diversidade Biológica
- Fundação de Desenvolvimento da Pesquisa / Departamento de Biologia Geral - UFMG
- Instituto de Pesquisas e Conservação da Biodiversidade dos Biomas Brasileiros (Endemic and Threatened Reptiles in Bahian Restingas)
- Birdlife International

date: January 2005
scale: 1: 5,944,000
projection: Simple Cyclindrical



Legend

- SOS Pro Mata Atlântica (Small Grants)
- Associação Mico-Leão-Dourado (Small Grants)
- Instituto de Estudos Sócio-Ambientais do Sul da Bahia (Small Grants)
- Fundação Biodiversitas para Conservação da Diversidade Biológica (Small Grants)

date: January 2005
scale: 1: 5,944,000
projection: Simple Cyclindrical

Atlantic Forest

Central Corridor

Strategic Direction 1: Stimulate landscape management initiatives led by civil society in Central and Serra do Mar Corridors

Recuperation of the Atlantic Forest in the Watershed of Rio Caraiva
Instituto Cidade
- Implement sustainable systems of environmental restoration and the collective management of the landscape by the citizens of the Carava River Watershed on the Discovery Coast.
- $194,267.00
- Grant Term: 9/04-8/06

Socio-Environmental Restoration of the Atlantic Forest of Minas Grerais, Brazil - Education, Research and Environmental Restoration
Instituto Terra
- Increase the forested areas in the region and promote sustainable use of natural resources through community participation, environmental education and the introduction of new techniques for reforestation. Activities include the development of a monitoring program for environmental indicators in the private reserve RPPN Fazenda Bulcão.
- $159,822.00
- Grant Term: 8/04-7/06

Agroforestry Systems in Southern Bahia: Economic & Conservation Potential of the Atlantic Forest
Sociedade de Estudos dos Ecossistemas e Desenvolvimento Sustentável da Bahia
- Carry out a diagnostic of agroforestry systems in the mico-region of Valena (Southern Bahia), working directly with communities and the Agronomy School of the Universidade Federal da Bahia to determine what systems are yielding the best results for conservation and productivity. These results will be disseminated with the hopes of influencing public policy in terms of the region's agrarian development plans.
- $100,000.00
- Grant Term: 2/04-12/04

Mapping the Occurrence, Distribution and Conservation Status of Endemic and Threatened Reptiles in Bahian Restingas
Instituto de Pesquisas e Conservação da Biodiversidade dos Biomas Brasileiros
- Implement a small grant to map the occurrence, distribution and conservation status of endemic and threatened reptiles in Bahian Restingas.
- $9,894.00
- Grant Term: 11/03-10/05

Establishment of a Network of Private Reserves and Conservation/Recuperation Systems of Forest Fragments in the South of Bahia
Instituto BioAtlântica
- Integrating the business sector in efforts to conserve biodiversity, such as increasing private investment for the environment, and the adoption of practices to reduce the impact of productive activities in the Atlantic Forest.
- $75,000.00
- Grant Term: 6/03-12/05

Conservation of Biodiversity in the Atlantic Forest in the State of Espirito Santo
Instituto de Pesquisa da Mata Atlântica
- Complete a study of biodiversity conservation status, complete with a list of threatened flora and fauna; a study of the conservation units within the state; and identification of priority actions for the conservation of the Atlantic Forest in the state of Espirito Santo.
- $213,982.00
- Grant Term: 6/03-10/04

Small Grant Program for the Central Corridor of the Altantic Forest
Instituto de Estudos Sócio-Ambientais do Sul da Bahia

- Implement a small grants program aimed at building the capacity of local nongovernmental organizations in the Central Corridor of the Atlantic Forest. Grants will not exceed $10,000 and are expected to reach 25-30 organizations based on a competitive proposal process.
- $400,000.00
- Grant Term: 5/03-9/05

Analysis and Ecological Relevance of Institutions in the Central Corridor of the Atlantic Forest
Instituto de Estudos Sócio-Ambientais do Sul da Bahia

- In preparation for the establishment of a small grants mechanism in the Central Corridor of the Atlantic Forest, conduct an initial assessment of the presence, capacity, history and experience of nongovernmental organizations (NGOs) in the region. This project will also determine which areas are of greatest biological importance within the corridor and the overlap with current NGO activities.
- $20,000.00
- Grant Term: 11/02-3/03

Strategic Direction 2: Improve management of existing and future public protected areas through targeted civil society efforts

Biodiversity Corridor of the Costa do Cacau
Instituto de Estudos Sócio-Ambientais do Sul da Bahia

- Develop and implement an integrated set of actions including agroforestry extension, landscape planning, public policy and environmental awareness compatible with the concept of biological corridors with the long-term objective of creating a mosaic of protected areas and diversified economic activities able to support and maintain biodiversity in the Costa do Cacau, Southern Bahia.
- $250,000.00
- Grant Term: 8/04-12/05

Atlantic Forest

Serra do Mar Corridor

Strategic Direction 1: Stimulate landscape management initiatives led by civil society in Central and Serra do Mar Corridors

Biodiversity Conservation of the Restingas in the State of Rio de Janeiro, Brazil
Instituto de Pesquisas e Conservação da Biodiversidade dos Biomas Brasileiros
- Carry out a study of the state of conservation of the Restingas along the coast of Rio de Janeiro State with the objective of identifying areas for increasing the protected areas system within the region.
- $14,537.00
- Grant Term: 9/04-11/06

Ecological Corridor of the South of Minas
Valor Natural
- Develop and implement the Serra do Mar Corridor concept within Minas Gerais State; assist the management of existing protected areas, create new protected areas (both public and private), train in sustainable use practices and disseminat information across the region.
- $225,270.00
- Grant Term: 5/04-4/06

Biodiversity Conservation and Management in the Watershed of the Sao Joao River
Associação Mico-Leão-Dourado
- Develop integrated management plans among the various protected areas in the watershed of the Sao Joao River to help ensure protection of threatened species and their habitats.
- $180,000.00
- Grant Term: 4/04-12/05

Assessment and Capacity Building of NGOs Active in the Serra do Mar Corridor
Associação Mico-Leão-Dourado
- As preparation to manage the CEPF small grants program in this region, assess nongovernmental organizations (NGOs) working within the corridor, establish mechanisms necessary to run the small grants program and improve office infrastructure for future training programs.
- $73,580.00
- Grant Term: 10/02-12/03

Strategic Direction 2: Improve management of existing and future public protected areas through targeted civil society efforts

Socio-Environmental Management Plan for the Protected Areas of Mantiqueira
Crescente Fértil - Projetos Ambientais Culturais e de Comunicação
- is to contribute to the improved management and protection of the Mantiqueira protected areas, conserving the species and habitat of the region and contributing to connectivity among protected areas.
- $94,934.00
- Grant Term: 10/04-6/06

Protecting and Restoring the Três Picos Buffer Zone: A Corridor Approach to Conserving Forest-Based Services and Biodiversity
Instituto Rede Brasileira Agroflorestal
- As a strategy to restore and protect landscape connectivity within the corridor, catalyze forest protection and sustainable land-use management by private land users and community-based organizations in the areas surrounding the Tres Picos State Park.
- $175,476.00
- Grant Term: 8/04-7/06

Strategic Direction 4: Create an Action Fund to improve civil society identification and management of critical habitats

Small Grants Program - Institutional Development of NGOs in the Serra do Mar Corridor
Associação Mico-Leão-Dourado

- Implement a small grants program aimed at building the capacity of local nongovernmental organizations in the Central Corridor of the Atlantic Forest. Grants will not exceed $10,000 and are expected to reach 25-30 organizations based on a competitive proposal process.
- $350,000.00
- Grant Term: 7/03-7/06

Atlantic Forest

Regional

Strategic Direction 1: Stimulate landscape management initiatives led by civil society in Central and Serra do Mar Corridors

Study of Wildlife Animal Traffic in the Atlantic Forest and Its Implications for Conservation.
Rede Nacional de Combate ao Tráfico de Animais Silvestres

- Consolidate information regarding illegal wildlife trade with the aim of gathering enough knowledge to sufficiently analyze the extent of illegal traffic in the Central and Serra do Mar corridors of the Atlantic Forest. Included will be the development of instruments for measuring the efficiency and effectiveness of conservation strategies in the region.
- $174,829.00
- Grant Term: 10/04-8/06

Ecology of Cave-Dwelling Invertebrates in the Atlantic Forest
Fundação de Desenvolvimento da Pesquisa / Departamento de Biologia Geral - UFMG

- Understand the richness, diversity, endemism and distribution of cave-dwelling invertebrate fauna within the Central and Serra do Mar Corridors of the Atlantic Forest remnants. The study will also provide information of the general state of conservation in the surrounding areas, allowing for the development of appropriate regulations for adequate management of the areas.
- $10,000.00
- Grant Term: 10/04-8/06

Expanding the Site Conservation Network in the Atlantic Forest Hotspot
BirdLife International Brazil Program

- Through the development of conservation feasibility assessments at five Important Bird Areas (IBAs), set the stage for targeted conservation action at some of the highest priority biodiversity sites in the Atlantic Forest biodiversity conservation corridors. The project is focused on the following IBAs: Boa Nova/Serra da Ouricana; Valença; Fazenda Pindobas IV; Restinga de Maçambaba/Cabo Frio; and Serra das Bocaina/Paraty/Angra dos Reis.
- $233,885.00
- Grant Term: 10/03-9/06

Building a Global Constituency for Biodiversity Conservation
RARE ($104,925.38) and
Conservation International ($48,448.08)

- Implement a series of targeted public awareness and education campaigns in nine hotspots in Africa, Asia and Latin America. Campaign leaders participate in an intensive training course at the UK's Kent University or Mexico's Guadalajara University, prepare detailed plans to implement campaigns, link with a local organization in their region and commit to a minimum two years with that organization.
- $153,373.46
- Grant Term: 12/02-6/06

This is a multiregional project covering nine hotspots; the total grant amount is $1,993,854.98 (Rare $1,364,030 and Conservation International $629,825).

Using the Eco-Index to Allow Organizations Working in Neotropical Hotspots to Share Experiences and Glean Lessons from Colleagues
Rainforest Alliance

- Facilitate the exchange of information about experiences, challenges and best practices developed through various conservation projects throughout Central and South America, including CEPF-funded projects in the Atlantic Forest, Chocó-Darién-Western Ecuador, Mesoamerica and Tropical Andes hotspots. Project goals, experiences and information will be disseminated through the Eco-Index in English, Spanish, and where relevant, Portuguese.
- $61,574.69
- Grant Term: 10/02-3/04

This is a multiregional project covering four hotspots; the total grant amount is $189,727.

Coordination of CEPF in the Atlantic Forest
Conservação Internacional do Brasil

- Play the lead role in facilitating the establishment of the Central and Serra do Mar biodiversity corridors. Activities include helping guide CEPF investment decisions in the region and strengthening the network of public and private sector conservation organizations, government agencies, nongovernmental organizations, companies and universities to facilitate partnerships and alliances to achieve biodiversity conservation goals. Incorporate the Communications and Environmental Education Program into the two corridors and translate the new "State of the Hotspot – Atlantic Forest" into Portuguese.
- $697,921.00
- Grant Term: 9/02-12/04

Healthy Ecosystems, Healthy People: Linkages Between Biodiversity, Ecosystem Health and Human Health
University of Western Ontario

- Cover travel and full participation costs for individuals from the Atlantic Forest, Chocó-Darién-Western Ecuador, Guinean Forests of West Africa, Madagascar, Philippines and Tropical Andes hotspots to attend the Healthy Ecosystems, Healthy People conference.
- $5,550.00
- Grant Term: 5/02-7/02

This is a multiregional project covering six hotspots; the total grant amount is $27,200.

Preparation for the Coordination of CEPF in the Brazilian Atlantic Forest
Conservação Internacional do Brasil

- Develop a management strategy plan to most effectively and transparently implement the CEPF strategic objectives for the Atlantic Forest in Brazil. Coordinate with local and international partners in the region.
- $56,500.00
- Grant Term: 5/02-7/02

Strategic Direction 3: Increase the number of private protected areas through civil society efforts

Program for the Support of RPPNs in the Atlantic Forest
SOS Pro Mata Atlântica

- Support the creation of private reserves throughout the Central and Serra do Mar conservation corridors of the Atlantic Forest. This program will act as a grant-making program to local groups and organizations that will work directly with land owners to create reserves under the Brazilian RPPN mechanism.
- $674,318.00
- Grant Term: 1/03-12/06

Strategic Direction 4: Create an Action Fund to improve civil society identification and management of critical habitats

Protection of Threatened Species of the Brazilian Atlantic Forest
Fundação Biodiversitas para Conservação da Diversidade Biológica

- Implement a small grants program to support efforts specifically aimed at addressing issues related to critically endangered species within the entire Atlantic Forest hotspot. This is one of the four core grant-making programs within the CEPF Atlantic Forest Program. The others are for capacity building and the support of private reserves (RPPNs).
- $599,989.00
- Grant Term: 10/03-12/06

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959 Species Threatened in Brazil's Espírito Santo

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Muriquis, such as th
above, are among th
risk in the Brazilian s
Santo. Once very ab
monkeys are now fo
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Lea sobre os re
desse projeto n
Ipema.

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December 2004

One-fifth of the biological wealth known to science in the Brazilian state of Espírito Santo is threatened with extinction, according to a new Red List for the state created in an initiative led by Instituto de Pesquisas da Mata Atlântica (IPEMA).

The Red List was recently completed during a workshop that brought together nearly 80 specialists from various parts of the country.

The results are alarming: 959 species of the state's fauna and flora are threatened with extinction and another 40 are already considered extinct in the wild. The principle causes of extinction are the destruction of natural habitat, illegal hunting, and in aquatic areas, pollution.

"The extinction of species irrefutably reflects the advanced state of environmental degradation of Espirito Santo and, consequently, the decrease in the quality and quantity of essential resources such as air, water and cultivable soil," said Detinha Son, technical director of IPEMA. "The conservation of biodiversity, therefore, is directly related to the quality of people's lives, both in the countryside and in the city."

He said the "economic cycles, the extractive culture and immediate profits without respect for nature" is an archaic and unsustainable model.

Environmentally sustainable programs, like the local TAMAR Project, succeed in generating jobs and improving the economies of small communities by integrating new economic models into their programs, he said.

IPEMA's initiative to create the Red List for Espírito Santo received assistance from the State Government and Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis, as well as funding from the Critical Ecosystem Partnership Fund.

The new Red List will now be delivered to the governor for ratification and will become part of the state policy for biodiversity conservation.

It will also strengthen actions already underway in the state by other institutions, such as the Ecological Corridors Project, environmental restoration programs, and the creation and implementation of protected areas.

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Marketing Social Change

In Focus, November 2004

Zhang Zhe is a 27-year-old environmental engineer by training. She is accomplished and intelligent. But she has an alter ego—a large golden pheasant (a friend in a big bird costume, actually) that accompanies her as she spreads her conservation messages to hundreds of school children in China's Sichuan Province every month.

And she's not the only one.

With funding from the Critical Ecosystem Partnership Fund (CEPF), Zhang Zhe is one of 13 individuals being trained in social marketing and the art of convincing local communities and governments that conservation is key.

The project brings promising individuals and local groups together with the support of Rare and Conservation International's global communications team to build a global constituency for biodiversity conservation through Rare's replicable Pride program.

It's an entertaining, creative approach to the complex issue of biodiversity conservation, while building and bettering lives of local people.

"In the village that I am working in, most families have small home-based businesses, and tourism-related businesses," explained Zhang Zhe about one of the villages around Baishuihe National Nature Reserve where she is working in the Mountains of Southwest China biodiversity hotspot.

"It's mostly families, and though they're not lacking food or sanitation, they are still very concerned about generating incomes for the family. So we are trying to find a way, working with government and nongovernmental organizations, to combine economic development and conservation in this area."

Zhang Zhe's work is part of a project implemented by the Jane Goodall Institute Roots and Shoots China office, which is one of the organizations participating in the program.

With a marketing zeal not too unlike that which a marketeer for Coke or Pepsi would approach their audiences, the new Pride campaign leaders are generating huge interest and participation in their efforts to promote conservation of

© Rare
Zhang Zhe poses al golden pheasant tha her during her camp the villages around B National Nature Res Southwest China.

© Marldes Van Delft
The Katala Foundati led by Indira Lacerna recently convinced t Puerto Princesa to p hectares of crucial fe and roosting ground cockatoo.

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Overviews for n campaigns supp CEPF are availa here.

important ecosystems and the globally threatened species they shelter.

Enabling Expansion

A CEPF grant awarded last year is supporting an expansion of the Pride program with the 13 new campaigns in the Atlantic Forest, Cape Floristic Region, Chocó-Darién-Western Ecuador, Guinean Forests of West Africa, Mesoamerica, Mountains of Southwest China, the Philippines, Succulent Karoo and Sundaland hotspots.

In addition to the CEPF-supported campaigns and others already underway, Rare has also launched 12 new campaigns in additional areas with support from others such as the David and Lucile Packard Foundation and The Nature Conservancy.

Each campaign aims to save a Critically Endangered species, solidify or create new protected areas, or conserve healthy biodiversity conservation corridors.

Rare's experience in conservation education stems from its work in the 1980s developing a very structured social marketing tool, known then as the Promoting Protection Through Pride program. The recipe is simple and effective: turn a charismatic flagship species into a symbol of local pride, as a lever for improving public understanding of biodiversity's value and the need to take action to preserve it.

Both grassroots and mass-marketing techniques are used to create broad-based support—on a local or national level—for ecosystem protection.

Promising individuals are chosen to become campaign leaders, linked with a local organization and supported throughout the process, which officially begins with a 10-week training course at the University of Kent at Canterbury in the United Kingdom or the University of Guadalajara in Mexico. (See related story: Students Get Off to Strong Start for Conservation Education.)

For each campaign, the objectives, flagship species, and target audience are selected to address a specific, realistic, and measurable threat identified together with stakeholders. Threats targeted by the CEPF-supported campaigns range from illegal logging and mining to unsustainable wildlife trade to an advancing agricultural frontier.

In the Field

For people like 31-year-old South African Jakob Hanekom, the project is crucial. Using the Clanwilliam cedar tree as his flagship species, and promoting the campaign slogan of "Be a Friend to the Cederberg!" he aims to conserve the plants and animals of the Cederberg Wilderness Area where the Cape Floristic Region and Succulent Karoo hotspots converge in South Africa.

As part of his campaign, this married father of two is doing a weekly 10-minute live radio spot talking about conservation challenges, and spreading key campaign messages. He has

also prepared a package of materials to use during his visits to local schools, including rulers with messages that serve as “prompts” to remind children (and their families) even months later about the conservation messages they heard in school.

“It’s really rewarding to work in my home town and bring information about nature and ecosystems to the people here,” Hanekom said. “For many it’s the first time ever they’ve been exposed to this type of program.”

Hanekom, who is linked with Cape Nature, has also designed and printed an education booklet and fact sheet to spread information on conservation and development issues important to the wilderness area; recorded and sung a school song to more than 4,700 children; and developed a bilingual puppet show to use during his school visits.

Through the project’s online club, campaign managers can also share information with their fellow managers in other hotspots, who are using similar social marketing techniques but specially adapted to the local situation.

In the Chocó-Darián-Western Ecuador Hotspot, Luis Arroyo Carvache is leading a campaign to preserve critical forests of San Lorenzo del Pailon in northwestern Ecuador. The campaign aims to help stop conversion of the forests and mangroves to agricultural land, particularly palm oil plantations, in the Chocá-Manabi conservation corridor.

Among his activities, Carvache has produced a costume of the red-lored parrot (*Amazona autumnalis*)—his campaign’s flagship species—and a variety of materials for his work in 22 schools. He is also hosting a local radio show, producing a variety of radio spots to help people understand the benefits they receive from the forests.

Replicating Success the Pride Way

For the Pride program, success breeding success is part of the strategy.

For example, the campaign leaders conduct pre- and post-campaign surveys of 1-3 percent of their target population to learn about relevant knowledge, attitudes, and practices. The survey data is used to develop objectives, design messages, and ultimately to measure the change achieved during the campaign.

Rare has also developed a “Learning Framework for Pride,” a set of 66 different data points that it is collecting throughout all the current campaigns. At the end, it will use this data to develop a predictive model of success for a campaign to determine, with statistically valid data, “what characteristics are most important for success,” said Megan Hill, senior director for Pride at Rare’s U.S. headquarters.

“All of that said, one of the most important points I use to define success is seeing Pride campaigns implemented long after Rare’s direct involvement is over,” Hill said. “It is a replicable model, and our ultimate goal is to train people to keep running outreach campaigns long into the future."

It's this forward thinking that often proves pivotal to conservation success, and the new campaign leaders are already demonstrating their capacity as catalysts.

In the Philippines, the Katala Foundation's campaign led by Indira Lacerna-Widmann recently convinced the Municipality of Puerto Princesa to protect 60 hectares of crucial feeding, nesting and roosting ground for the Critically Endangered Philippine cockatoo (*Cacatua haematuropygia*).

The Philippine cockatoo, the flagship species for Lacerna-Widmann's campaign, was once considered common but now numbers no more than 4,000. The new protected area on the island of Dumaran off the coast of Palawan is also important for local communities.

"The protected area will protect and ensure the water supply not only for this community but also for other barangays (villages) dependent on this sub-watershed," Lacerna-Widdman said.

Planning for the Future

Forward thinking is also pivotal in fast-developing economies like China.

In addition to her school and farm work, Zhang Zhe is completing a documentary about Baishuihe National Nature Reserve.

After a pre-campaign survey she conducted showed that 70 percent of her target audience gets its information from TV, she set out to produce this film to reach people living near the Reserve, as well as tourists. She hopes to have it broadcast on local and national TV stations, and to produce DVDs for use in schools.

"With the economic development and improving environmental awareness, China's environmental protection work will be so different 10 years later from today," Zhang Zhe said. "This film may well be used as study material by that time."

Indeed time is of the essence and Rare appears to be ready to launch more programs keeping in step with the growing global economy.

"Pride is really ramping up," said Brett Jenks, Rare's president and CEO. "In the first 15 years of the Pride program, Rare supported 30 campaigns worldwide. In 2004 alone, we have 29 operating campaigns, and 2005 will see a total of 49. So CEPF's return on investment will be greater than the sum of each campaign."

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Small Grants - Big Community Ripples

In Focus, October 2004

by Elizabeth A. Foley

What can you do with $100?

For civil society groups receiving support from the Critical Ecosystem Partnership Fund's diverse small grants programs, this small sum could be the lever for saving one of the world's most threatened primates, preserving threatened forest or enabling hundreds of people to invigorate their local economies or train for new occupations.

"You'd be amazed what you can achieve with $100," said Frank Hawkins of the Madagascar Small Grants Project. "You can change people's lives tremendously with that amount of money."

In developing areas where incomes are low and where many local groups may not otherwise qualify for support from traditional donors, smaller sums are providing needed springboards to effective conservation outcomes and securing better futures for individuals and entire communities.

Now, exactly two years since CEPF launched its first small grants program to create conservation managers among previously disadvantaged persons in the Cape Floristic Region biodiversity hotspot, six small grants programs are helping to meet the partnership's strategic objectives.

Directly managed by local partners, the six programs support more than 200 local organizations, communities and individuals in the Atlantic Forest, Cape Floristic Region, Madagascar and Philippines hotspots.

Like a pebble dropped in pond, the initial impact is small, but the ripple effect can be huge.

"It helps with networking—people are sharing their lessons so local groups get to know each other and learn from each other—ultimately it's bringing more people into conservation," said Tanya Conlu of the Emergency Action for Threatened Species and Their Habitats in the Philippines

© William R. Konstar
One small grants pro
Atlantic Forest focus
threatened species,
like the one pictured
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Ely Alcala (right), a s
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Investing in People

In essence, small grants and the way in which they are implemented can build better futures.

One of the best examples of this can be seen in the support provided by Instituto de Estudos Sócio-Ambientais do Sul da Bahia (IESB). The organization manages CEPF's small grants program for institutional strengthening in the Central Conservation Corridor in the Atlantic Forest hotspot, while Associação Mico-Leão Dourado manages the program in the Serra do Mar Corridor.

The Institutional Strengthening Program is one of three CEPF small grants programs in this region, which together support approximately 150 civil society groups and manage 25 percent of the $8 million CEPF investment portfolio for the Brazilian part of the hotspot.

IESB is supporting some 31 local partners with grants ranging from $6,000 to $10,000. Its grants have helped provide everything from boots and hats to forest firefighters and beach vehicles for monitoring sea turtle eggs to technical assistance for farmers to set up sustainable cultivation cooperatives.

"These are small organizations and many are so institutionally weak that they don't even know how to distribute the money we give them," said Luis de Lima of IESB. To help, IESB has provided financial management courses for its grantees in both Bahia and Serra do Mar for the last two years.

For the group of volunteer firefighters of the Sociedade Civil dos Bombeiros Voluntários de Santa Teresa and their communities, IESB support has made a profound difference. "It was the first grant they'd ever applied for," Paulo Vila Nova, an IESB grant manager, said of the group's first application for funding. "They didn't even have a phone. Now at least they have the minimum structure in place to function."

Since receiving their first grant from IESB, the forest firefighters are equipped with proper equipment and have since applied for two more grants and received them. And they have expanded their education and conservation program to include reforesting 40 hillsides in their nearby communities, lecturing in local schools and working with surrounding communities on conservation issues.

Challenges: A Case Study in the Philippines

Enabling small groups and even individuals to make a difference is far from easy.

In the Philippines, where the Haribon Foundation manages the small grants program on emergency action for threatened species and their habitats, even attracting grant applications is no small task.

"We thought we'd simply announce grants, and the

proposals would just pour in," Conlu said. "But the local NGOs need a lot of help in project development—in developing proposals, writing grant applications and in focusing their projects on species and habitat conservation and not just through reforestation."

In fact, it has been more a case of the program seeking out potential grant recipients rather than those potential partners taking advantage of the funding opportunity.

The program provides small grants for research, field training, site implementation and institutional strengthening. While CEPF investments focus on Eastern Mindanao, Palawan and Sierra Madre, this program supports activities primarily in Cebu, Negros, Mindoro, Panay, Sibuyan and Tawi-tawi to help conserve the 30 percent of the Philippines' unique species found outside the focal areas.

Since its start in 2002, the program's grants have helped fill gaps in knowledge of the hotspot's threatened species and their conservation needs, and further the professional development of Filipino conservation biologists.

To date, the program has made seven grants ranging from $7,000 to $18,000 for site-based action and six grants of about $5,000 for research. Applicants are required to provide some sort of sustainability mechanism and asked to seek out counterpart funding.

"The biggest realization is that there are just too few researchers in this country, and not enough people involved in conservation," Conlu said.

"Most of the people we're working with now come from social development organizations or projects like community programs involving poverty and health. So now we're working to help them shift or widen their scope."

One beneficiary is Ely Alcala, a 42-year-old veterinarian by training who is now spearheading an initiative with communities of the Calatong Watershed in the southwest of Negros to boost voluntary forest patrols and train local farmers to propagate threatened indigenous tree species in a move away from harvesting.

"We got a forest protection grant, and since then have been working to involve local communities to patrol on a wider scale and local governments to set up a watershed and wildlife presence," Alcala said.

The level of response from the local people was unexpectedly good. "You just don't see this in the Philippines—groups of people protecting the forest voluntarily," Alcala said.

His work is part of a Silliman University Angelo King Center for Research and Environmental Management project to secure protection for the entire 6,000-hectare watershed as a reserve. Today, only 1,000 hectares of the watershed are protected since this area covers only the municipality of Cauayan.

Alcala is helping the region's marginal farmers adapt to

reforestation cultivation. They've built a nursery and are growing seedlings of endemic species like the dipterocarp, half of which they intend to plant in the forest and the other half to sell.

"They're seeing that the dipterocarp can sell for double the price of the exotics—so they are understanding the value of not cutting trees and of putting a halt to illegal logging," he said.

"Essentially saving these forests is saving their water source. If the watershed dries up because the forest disappears, a lot of the surrounding towns and farmers dependent on it for their water, are in a lot of trouble."

Reinvigorating Communities and Conservationists

Often funding is re-invigorating groups to ensure their own financial sustainability and bringing a better standard of living for people living in communities close to conservation areas.

"The funding provided to the organizations of the Atlantic Forest Central Corridor is like a breath of fresh air to most of the organizations," the IESB's Vila Nova said.

"Without sufficient funding and technical support they were losing their motivation to continue. The grants have helped build the self-esteem of people in these groups, and restored their confidence for building and seeking funding from other institutions."

The Projecto ONÇA (Núcleo de Comunidades Agrícolas Associação de Moradores do Maribum, Santo Antônio e Rio Negro) in the city of Taperoa is one of the programs receiving funding. Vila Nova thinks it illustrates the power small grants can have.

Founded in 1988, it's bringing local farmers together in an organic cooperative and working with them to market their goods. "It's not just the local environment at stake, it's bringing a higher income to these families," Vila Nova said.

Madagascar Nodes – Levers for Social Change

The Madagascar Small Grants Program is the youngest of the CEPF-supported small grants program and is tailored specifically for Madagascar, where local civil society organizations are few.

It's comprised of "nodes"—regional partner organizations that will build the technical and financial management of locally based groups and manage and award micro-grants for them to undertake conservation actions in high-priority sites.

"There's a certain amount of risk so we're fairly detailed in the kinds of grants we'll provide, and these include funding for mapping distribution of species, population surveys and delimiting community reserves," said Hawkins of Conservation International's Center for Biodiversity Conservation in Madagascar, which manages the program.

“The overall idea is to generate a market for small-scale, low-budget biodiversity action, and thereby increase the revenue that local people get from biodiversity, as well as increasing our knowledge and capacity to manage biodiversity.”

The Madagascar project has two nodes under development, three in the process of negotiation and a couple of others possible. Its first node, Association Fanamby, will be functional within the month.

Working in Daraina in northeast Madagascar, Fanamby will develop agreements with local groups to monitor pressures on the forest, monitoring certain species populations, delimiting community protected areas and directing forest management transfer, all with an eye toward establishing the area as a legally protected zone.

“The aim for all priority conservation sites is to learn from what we’ve started in Daraina, and then work with potentially hundreds of people in each region,” Hawkins said.

The node agreements will be for around $20,000, of which about one-third will go to the node itself for training, equipment and general capacity building and the remainder of which will be distributed in sub-grants ranging from $100 to $5,000.

Small sums perhaps, but Hawkins believes even $100 will more than change people’s lives and help potentially reverse a seemingly fast train to extinction for the golden crowned sifaka, one of the most threatened primates in the world. It lives only in Daraina, between the rivers of Loky and Manambato, in a region that despite its incredible biological diversity, continues to be without official protection.

Daraina continues to undergo the negative effects of human pressure, the consequences of bush fires, illicit exploitation of wood, poaching and extraction of gold. This has motivated the minister of environment, water and forests to seek out official protected area status together with Association Fanamby under a new concept of a “conservation site” to manage the natural resources of the region and assure the integration of local communities in the process.

While still in its youth, this small grants initiative seems to be ushering in a new societal shift. “This is one of the very important benefits of biodiversity conservation,” Hawkins said. “You can use it as a lever to foster social cohesion, for change.”

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Rainforest Alliance Launches Expanded Eco-Index

November 2003

English / Español

Now it is easier than ever to find detailed information about conservation projects in Latin America through the Eco-Index, an Internet resource managed by the Rainforest Alliance. The Alliance launched a redesigned and expanded Eco-Index site earlier this month to help busy conservationists more speedily discover what their colleagues are doing in the region.

The Eco-Index now has information about more than 550 projects of 400 nongovernmental organizations and government ministries throughout the Neotropics, including all four biodiversity hotspots where CEPF supports projects. The site is in English and Spanish, while profiles of Brazil-based projects are also available in Portuguese. The database is searchable by keyword, country, organization, funders and/or by 70 different categories.

Each project profile holds a wealth of well-organized information, such as objectives, accomplishments, budget, donors and lessons learned. Details about available reports or studies are included, with many available in PDF format for immediate downloading. Reports are downloaded from the site some 6,000 times each month, so if you want to ensure that your studies are reaching the people who can truly learn from them, the Eco-Index is the best choice for low-cost distribution.

The Eco-Index's "What's New?" page is an online environmental magazine, updated each month. Read interviews with foundation officers and researchers in the field, highlights of exceptional new projects, a newsletter featuring articles about Neotropical conservation projects and more.

According to Diane Jukofsky, director of Neotropics Communications at the Rainforest Alliance, there are more than 20 CEPF-funded projects already in the Eco-Index database, with more added each month.

"We've chosen some of the most innovative CEPF-funded projects to receive our special monthly awards," she said. "For example, 'Creation and Effective Management of

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It's easy to add to the Eco-Inde Click here to co short questionn e-mail your requ questionnaire d index@ra.org

Learn more abo

Forest Protected Areas in Peru' was recently recognized for its use of a particularly helpful monitoring and evaluation methodology."

Project directors submit information on the Eco-Index via a template questionnaire, available on-site or upon request by sending an e-mail to eco-index.org. To ensure the quality of information, Eco-Index staff members, based in New York and Costa Rica, carefully edit, fact check and translate each questionnaire.

Jukofsky noted that the popularity of the Eco-Index continues to grow, with more than 16,000 visitors each month. "Through the Eco-Index the conservation community is establishing a permanent record of innovative efforts to safeguard biodiversity in the Neotropics," she said. She urged directors of the many conservation projects supported by CEPF in the region to submit their completed questionnaires and share their knowledge and experiences.

La Alianza para Bosques Lanza su Eco-Index expandido

Ahora, a través del Eco-Index, un recurso en Internet manejado por la Alianza para Bosques, es más fácil que nunca encontrar información detallada sobre proyectos de conservación en América Latina. A principios de mes, la Alianza lanzó su sitio Eco-Index rediseñado y expandido para ayudar a los conservacionistas ocupados a descubrir velozmente lo que están haciendo sus colegas en la región.

El Eco-Index presenta más de 550 proyectos de 400 organizaciones no gubernamentales, y ministerios de gobierno de todo el Neotrópico, incluyendo los cuatro sitios de biodiversidad en los que el CEPF apoya proyectos. El sitio es totalmente bilingüe, español e inglás, y los perfiles de los proyectos originarios de Brasil son traducidos al portuguás. La base de datos que puede ser investigada por país, por palabra clave, por organización, por patrocinador o por 73 categorías.

Cada perfil de proyecto cuenta con una valiosa cantidad de información convenientemente organizada, como por ejemplo objetivos, logros, presupuesto, donantes y lecciones aprendidas. Se incluyen detalles sobre los informes o estudios disponibles, muchos de los cuales se encuentran en formato PDF, que permite descargarlos de inmediato. Los informes son bajados del sitio alrededor de 6.000 veces por mes, de manera que si le interesa que sus estudios lleguen a la gente que realmente puede aprender de ellos, el Eco-Index es la mejor elección para una distribución de bajo costo.

La sección “¿Qué hay de Nuevo?” es una una revista ambiental en línea, que se actualiza cada mes; presenta entrevistas con representantes de las fundaciones y con investigadores de campo; se destacan algunos de los proyectos nuevos más relevantes que fueron agregados al Eco-Index y un noticiero bimensual con artículos sobre proyectos de conservación en el Neotropical.

Según Diane Jukofsky, directora de Comunicaciones para el Neotrópico de la Alianza para Bosques, en la base de datos ya hay más de 20 proyectos financiados por CEPF, y cada mes se agregan otros.

Ella dijo: "Hemos elegido algunos de los proyectos financiados por CEPF por ser los más innovadores para recibir el reconocimiento especial del mes.

"Por ejemplo, "Creation and Effective Management of Forest Protected Areas in Peru" recientemente recibió un reconocimiento por usar una metodología de monitoreo y evaluación particularmente valiosa" (vea la historia al respecto en: Control Posts to Help Combat Illegal Logging)

La información existente en el Eco-Index es enviada por los directores de los proyectos, utilizando un cuestionario modelo, disponible en el Eco-Index o que pueden solicitar por correo electrónico a eco-index.org. Para asegurar la calidad de la información, el personal del Eco-Index, en las oficinas de Nueva York y en Costa Rica, editan cuidadosamente, revisan y traducen cada uno de los cuestionarios.

Jukofsky ha notado que la popularidad del Eco-Index continúa creciendo, llegando a más de 16.000 visitantes por mes y señala: "A través del Eco-Index, la comunidad de conservacionistas, está estableciendo un registro permanente de esfuerzos innovadores para salvaguardar la biodiversidad en el Neotrópico".

Ella urge a los directores de los muchos proyectos conservacionistas patrocinados por CEPF, en la regiín, a enviar sus cuestionarios completos y a compartir sus conocimientos y experiencias.

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Students Get Off to Strong Start for Conservation Education

© Photo courtesy of Indira Lacerna from (above) and Edward Sierra Leone (below students taking part Rare diploma course University.

© Photo courtesy of

In Focus, August 2003

by Corrina Hackney

Amid the diverse student population of Kent University in England, a multinational team is nearing the end of an intensive 10 weeks of specialized training to become community educators with a single mission: to promote local pride in the environment in some of the planet's most threatened ecosystems.

The university course—offered in the United Kingdom and Mexico—is the first step in a 2.5-year program based on Rare's Pride Campaigns.

The Critical Ecosystem Partnership Fund (CEPF) is supporting a major expansion to biodiversity hotspots of these highly successful campaigns by a new partnership between Rare and Conservation International's (CI) International Communications Department (see press release: New Alliance).

In this initial university phase—run by Rare staff in conjunction with the University of Kent in the UK—students receive intensive training in all the skills needed to produce and carry out comprehensive conservation education campaigns.

"The university component of the course covers an incredible range of activities—from conservation law and biodiversity management to social marketing techniques and practicalities such as puppet-making," says Rosemary Godfrey, Rare's course manager at Kent University.

Pride Campaigns are run by local organizations and aim to appeal to the public on an emotional level. The campaigns focus activity on a single species, aiming to capture a sense of public pride and ultimately to change behavior and better protect the local species. The CEPF-supported campaigns will take place in 13 sites in China, Indonesia, the Philippines, Southern and West Africa and Central and South America.

Unique

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Admission to th Conservation E Program and Di at Kent Univers to eight student to ensure a high interaction betw and instructors.

Pride Campaign designed to targ segments of the from children to local leaders an

While there are a number of conservation education courses offered in other institutions, the Rare course is unmatched in the kind of support structures it gives to students. The program is also unique in combining academic and technical training with hands-on campaign activity and implementation in the field.

The students start with the 10-week university component, followed by a 10-week preparation phase during which they each develop a comprehensive campaign plan using stakeholder meetings and attitudinal surveys. Each student will identify a key theme tailored to their local communities, core objectives and a species to be the focus. They then implement the campaign, returning to the UK after the first year to report back and share experiences.

Throughout the program, each student receives one-to-one support from course lecturers and RARE and CI staff to translate theory into practice during their campaigns.

"They are supported through weekly telephone calls (now free through MSN), online discussions with staff and fellow students and two on-site visits," says Godfrey, who developed an online discussion club now used by past and present participants to share best practices and address common challenges.

Commitment to Conservation Education

The students, who range in age from 22-45, have been carefully selected based on a demonstrated need for conservation awareness as a key conservation strategy in their home region.

Their existing involvement in conservation work, a supportive local employer and their individual dedication and commitment were also strong elements in the selection process. Personalities are strong and cheerful—two essential qualities if they are to succeed as the "voice" for the threatened species in their respective regions.

"There are not a lot of opportunities for conservation education," says Daniela Lerda, manager of CI's Community Education Program. "It is a very limited field in terms of training so there is a huge sense of privilege among the students, especially because the course has a hands-on component that will allow them to design locally appropriate programs for their communities."

None of the students knew each other prior to arriving in the UK but immediately established themselves as a cohesive group. The strength of this group will pay dividends when they return home and look to each other for additional support, via the Internet, while carrying out their campaigns.

The close, supportive nature of the group is characteristic of the program. Although the students will be leading their own campaigns back home, they will have the ongoing support of RARE and CI staff, fellow students and also past and future students through a Rare Club online community.

Course leader Godfrey and the other Rare staff are constantly looking for ways to make the program as well

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networked and supported as possible. The online community was developed to allow students past and present to talk to each other about challenges they face and solutions they are considering or have tried and tested.

One student, 34-year-old Clyde Scott, from the Cape Floristic Region hotspot in South Africa, said his preliminary campaign plan includes working the full network of 70 schools in Port Elizabeth, South Africa, to create a new generation of conservation-aware youngsters. He says the added layer of support from the online RARE staff and fellow students will be "a godsend."

"We can find out about what the other students have done, how they're getting on and we can learn from their experiences," Scott says.

Students for the current course at Kent University have come from South Africa, Sierra Leone, the Philippines, China and Indonesia. They have a variety of backgrounds reflecting the program's selection criteria. Some students already hold conservation-related qualifications; others have basic school qualifications. Conservation experience and enthusiasm are more important, however, than academic qualifications.

Indira Lacerna (see photo right), a 31-year-old student from the Philippines hotspot, holds conservation-related qualifications already but had been looking for a program like this for years. Morne Farmer, 22, from South Africa, has his high school certificate and oceans of passion and enthusiasm.

The students' participation is fully funded throughout the campaign, including salary and a budget for campaign activity, meaning that no potential candidate or threatened region need be excluded for lack of financial resources.

Lacerna says she is planning major radio campaigns alongside building core youth groups. She intends to set up regular biodiversity field trips so that local young people can see first-hand what it's all about. This won't be easy. Transport in the Philippines presents logistical difficulties while rebel activity can make visits to communities a risky element of the job.

Edward Sesay (see photo right), a 45-year-old student from Sierra Leone in the Guinean Forests of West Africa hotspot, believes that adapting what they are currently learning to their own political and social environment will be one of the greatest challenges they face. While many countries have communications and logistical problems, Sierra Leone remains an unstable region and this will present an additional challenge.

Zhang Zhe, 25, is one of two students who will pioneer the campaign program in the Mountains of Southwest China hotspot. She acknowledges that the culturally controlled flow of information in China may present challenges but she is optimistic for her ambitions to engage the enthusiasm of China's young people. Zhang Zhe is assessing the possibilities of working in a community near Tibet. Here, one of the practical elements of the Kent course could be put into play: puppet shows that can cross language barriers

and could also be used as an income generator in tourist areas.

Using the success stories of Rare's Pride campaigns in choosing a flagship species to focus understanding, Zhang Zhe has already identified the white-eared pheasant as a candidate. This bird has religious links amongst local people but is threatened by tourism, illegal hunting, logging and rapid economic development together with low environmental awareness about its status.

"My intention is to engage as many groups as possible to take ownership of the problem," Zhang Zhe says. "I am there to act as a facilitator so that the work will continue long after this particular diploma campaign ends."

In these next few weeks, the students are learning how to analyze problems and devise solutions that will benefit the people and wildlife of their region. When the students return to Kent University and the Rare course next year to report and review, they will hope to receive their Diploma in Conservation Education. The unique approach of the Rare course results not just in academic recognition but also practical achievement in conservation education thanks to the hands-on nature of this remarkable program.

Learn more:

- Visit www.rareconservation.org for more on RARE and Pride Campaigns, including success stories.
- Visit www.rareconservation.org.uk to learn more about the Kent University course and the students.

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New Grants for Atlantic Forest Landowners

© Conservation Inter
by Russell A. Mittern
Muriqui, Atlantic For

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CEPF now has three small gran provide support coordination of the Atlantic For Learn more in c Programs sectio

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March 2003

Small grants are now available from the Alliance for the Conservation of the Atlantic Forest to assist landowners in sustainably managing existing private reserves and creating new ones in the Atlantic Forest hotspot. The alliance, which includes Conservation International-Brasil and SOS Mata Atlântica, is a leading force in the hotspot's conservation.

The new grants program—Program for the Support of Private Natural Heritage Reserves (RPPNs) in the Atlantic Forest—is supported by the Critical Ecosystem Partnership Fund (CEPF) as a key part of the Fund's approach to expand and coordinate its portfolio from the ground up in the Atlantic Forest and other hotspots. The approach centers on engaging locally based coordinators in diverse ways tailored to the specific region.

"We are certain that private owners of areas where we find Atlantic Forest remnants could contribute significantly to biodiversity conservation and management," says Maria Cecilia Wey de Brito, coordinator for the alliance and the new program.

"Many landowners have already established RPPNs but need small technical or financial support to effectively manage these areas. We aim to help them."

RPPNs are one of the official management categories of natural protected areas under Brazilian legislation that defined the country's system of natural protected areas in 2000.

In Brazil, more than 500 private reserves cover some 400,000 hectares. In the Atlantic Forest hotspot, which stretches across Brazil and into Paraguay, private reserves shelter more than 70,000 hectares of high biodiversity.

The alliance's new five-year program will provide grants to help ensure the sustainability of the existing reserves and to create new ones in the Central and Serra do Mar conservation corridors in Brazil, which are focal areas for CEPF investment.

In a special event in February, the alliance publicly

announced the first availability of grants for existing reserves. The deadline for these applications is April 15.

Visit the Alliance Web site for more information about the program.

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Reservas Particulares Contam com Novos Fundos Para Conservação

Programa de Incentivo à Sustentabilidade de RPPNs na Mata Atlântica é Lançado Hoje no Rio de Janeiro

Rio de Janeiro - Nos próximos trós anos, a Aliança para a Conservação da Mata Atlântica, uma parceria entre a Conservation International do Brasil e a Fundação SOS Mata Atlântica, vai gerenciar US$ 1 milhão em fundos para promover a conservação da biodiversidade em conjunto com proprietários privados. O evento de lançamento do Programa acontece hoje, na Escola Nacional de Botânica Tropical do Jardim Botânico do Rio de Janeiro, reunindo autoridades ambientais, proprietários de reservas privadas, representantes de ONGs e pesquisadores que trabalham em prol da biodiversidade.

A hipótese que norteia o Programa de Incentivo à Sustentabilidade das Reservas Particulares do Patrimônio Natural (RPPNs) da Mata Atlântica é a de que existe uma "vontade de conservação" latente nos proprietários privados, pois mesmo com os poucos incentivos existentes hoje, há um crescimento contínuo na criação dessas áreas protegidas. Essa disposição pode ser alavancada com recursos financeiros desburocratizados, parcerias institucionais e orientação especializada aos interessados. "Ao longo da última década, registramos iniciativas bem sucedidas de reservas privadas que merecem ser premiadas e replicadas. O Programa tem o objetivo de incentivar a criação de novas áreas de conservação, mostrando aos proprietários as vantagens de ter sua área protegida sem prejudicar seus direitos de propriedade", afirma Maria Cecília Wey de Brito, coordenadora da Aliança.

As RPPNs de Caratinga, Bulcão, de Una e Teimoso são exemplos de áreas que, com o apoio do governo e de ONGs, encontraram formas sustentáveis de desenvolvimento, como: o ecoturismo, programas de proteção de espécies ameaçadas ou o reflorestamento. Em todo o país, as RPPNs somam mais de 500.000ha, distribuídos em 520 reservas. Na Mata Atlântica e em ecossistemas associados elas protegem cerca de 100.000ha, em 324 unidades. Desde a publicação da Lei 9.985/00, do Sistema Nacional de Unidades de Conservação-SNUC, que define a base legal das RPPNs, todos os setores tóm se mobilizado. Já são sete associações de proprietários registradas, uma Confederação Nacional, além do trabalho de inúmeras ONGs no incentivo à criação e ao manejo de RPPNs.

Classificada como um hotpost, ou seja, uma área que contém grande riqueza em biodiversidade e que perdeu 90% de sua vegetação original, a Mata Atlântica é uma prioridade de conservação no mundo. Estima-se que os proprietários privados detenham 50% das áreas

remanescentes da Mata Atlântica. Assim, suas ações tóm um enorme potencial de fortalecimento do sistema de conservação. "Esse Programa é um instrumento adicional para o fortalecimento da rede de áreas privadas, permitindo, em várias situações, a manutenção de um grau mais elevado de conectividade da fragmentada paisagem natural da Mata Atlântica, assim como o incremento da representação de áreas prioritárias atualmente não incluídas no sistema público de unidades de conservação", explica Luiz Paulo de Souza Pinto, diretor da Conservation International para a Mata Atlântica.

Como Funciona: Na primeira etapa, o Programa vai privilegiar duas regiões, que cobrem cerca de 16 milhões de hectares: o Corredor de Biodiversidade Central da Mata Atlântica, representando o sul da Bahia e centro-norte do Espírito Santo; e o Corredor de Biodiversidade da Serra do Mar, que se estende pelos estados do Rio de Janeiro, nordeste de São Paulo e na serra da Mantiqueira em Minas Gerais.

Em etapas subseqüentes, espera-se agregar novos parceiros e aumentar a área de abrangóncia para investimentos do Programa, anexando outros corredores ou centros de endemismo da Mata Atlântica. Além dos novos parceiros, o Programa poderá receber contrapartida dos proponentes para projetos específicos, especialmente quando o proponente for pessoa jurídica. O Programa oferece diferentes tipos de apoio, que diferem quanto a seus objetivos, atividades financiáveis e beneficiários.

Elegibilidade: Podem solicitar apoio ao Programa os proprietários de RPPNs (pessoa física ou jurídica), que tenham as devidas certificações dos órgãos federal ou estaduais competentes. O processo de seleção inicia com a publicação de um edital, que estará disponível no evento de lançamento e nos sites das instituições participantes, seguido de avaliação dos projetos apresentados. Para informações adicionais, acesse: www.aliancamataatlantica.com.br ou entre em contato no e-mail: alianca@sosmatatlantica.org.br

# # #

ALIANÇA PARA A CONSERVAÇÃO DA MATA ATLÂNTICA

A Aliança para a Conservação da Mata Atlântica consiste na união de os esforços de duas ONGs, a Fundação SOS Mata Atlântica e a Conservation International do Brasil (CI do Brasil), em uma ação conjunta em favor da proteção e conservação da biodiversidade da Mata Atlântica. Para outras informações sobre os programas e projetos da Aliança, visite www.aliancamataatlantica.com.br

SOS MATA ATLÂNTICA

Criada em 1986, a Fundação SOS Mata Atlântica é uma entidade privada criada para promover a conservação do rico patrimônio natural, histórico e cultural existente nos remanescentes de Mata Atlântica, assim como valorizar as comunidades humanas que alí habitam. A entidade desenvolve projetos de conservação, produção de dados, campanhas, estratégias de ação na área de políticas públicas e programas de educação ambiental, cidadania, desenvolvimento sustentável e proteção e manejo de ecossistemas. Para outras informações sobre os programas da SOS Mata Atlântica, visite www.sosmataalantica.com.br

CONSERVATION INTERNATIONAL DO BRASIL

A Conservation International do Brasil atua no país desde 1990,

buscando estratégias que promovam o desenvolvimento de alternativas econômicas sustentáveis, compatíveis com a conservação da biodiversidade, levando em consideração as realidades locais e as necessidades particulares das comunidades. Os diferentes projetos tóm sido desenvolvidos nos grandes biomas brasileiros: Mata Atlântica, Amazônia e Cerrado-Pantanal. A CI-Brasil destaca-se pela colaboração com ONGs locais e regionais, instituições de pesquisa, órgãos do governo e a iniciativa privada na condução de seus projetos. Para mais informações sobre os programas da CI-Brasil, visite www.conservation.org.br

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Imagens, fotos e entrevistas estão disponíveis na CI-Brasil

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55 (31) 3261 3889

Conservation International (CI) applies innovations in science, economics, policy and community participation to protect the Earth's richest regions of plant and animal diversity in the biodiversity hotspots, high-biodiversity wilderness areas and key marine ecosystems. With headquarters in Washington, D.C., CI works in more than 40 countries on four continents. For more information about CI, visit www.conservation.org.

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Local Coordination Key to CEPF Expansion

December 2002

Key to success is ensuring that the right organizations are involved in the right projects from the outset. As part of its expansion in 2002, the Critical Ecosystem Partnership Fund (CEPF) launched a new approach to coordinate and expand its portfolio from the ground.

The approach centers on engaging locally based coordinators in diverse ways tailored to the specific region. These coordinators help lay the groundwork, expand the reach and exponentially increase the level of local engagement and support.

In the Atlantic Forest biodiversity hotspot, exploration of how best to coordinate pointed to local organizations themselves. Grant agreements are under way with Conservation International-Brasil, Fundação Biodivérsitas, Associação Mico-Leão-Dourado, Instituto de Estudos Sócio-Ambientais do Sul da Bahia and SOS Mata Atlântica to coordinate vital aspects of the CEPF strategy in the region.

These include small grants programs to build capacity among local organizations, programs to support the creation of private reserves and focus efforts on protecting critically endangered species and a locally based strategic coordination mechanism.

In the Cape Floristic Region in South Africa, the CEPF strategy focuses on catalyzing civil society action on the most urgent priorities in the Cape Action Plan for the Environment (C.A.P.E.) funded by the Global Environment Facility and the World Bank. Here, CEPF determined coordination would best come from the center: the C.A.P.E. Coordination Unit. This independent unit is responsible for coordinating and engaging C.A.P.E.'s many implementing agencies, donors and stakeholders. It now coordinates CEPF implementation in the hotspot as part of a special five-year grant.

Explore the C.A.P.E. interactive project map with links to all affiliated project sites with photos, information and contact details for each project.

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Rainforest Alliance to Expand Virtual Conservation Resource in Neotropics

November 2002

Eco-Index, a Web-based, bilingual almanac of nearly 400 conservation projects in Mesoamerica, will be dramatically expanded over the next year. The expansion will include adding more projects in the region and projects in the Atlantic Forest, Chocó-Darién-Western Ecuador and Tropical Andes hotspots as part of a CEPF grant approved in late October.

The project is an innovative approach to better conservation through communication: It will facilitate information exchange in the conservation community about experiences, challenges and best practices. Ultimately, it will help CEPF grantees and many other organizations to build on one another's successes and to avoid mistakes and duplication of effort.

The Eco-Index includes scores of detailed project descriptions in its database, with more added every week. It also features:

- A monthly update of new projects added to the site
- Stories from the field: sharing conservation achievements and experiences
- Best lessons learned: select, valuable advice from colleagues
- In Print & On-line: links to online reports worth downloading

Launched by the Rainforest Alliance in 2001, the Eco-Index is managed by the Alliance's Neotropics Communications Office based in San José, Costa Rica.

As part of the one-year expansion project, the Alliance will redesign and expand the site to include all CEPF-funded projects and more than 65 others in the four hotspots and will add project information in Portuguese along with the current English and Spanish. In addition, the Eco-Index team will work directly with the CEPF to share news and links between the Eco-Index and www.cepf.net, a redesigned and expanded version of which is expected to launch in December.

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Stay posted for more news about Eco-Index and the CEPF Web site expansion and how you can contribute and benefit. Meanwhile, explore the easily searchable Eco-Index database, which includes detailed information about projects like this one: Integrity of the Guaymí Territory in Alto Laguna de Osa, Costa Rica.

Other Eco-Index supporters include CR-USA Foundation; Spray Foundation; Overbrook Foundation; Mexican Fund for Nature Conservation; Global Environment Facility - Small Grants Program of Costa Rica/United Nations Development Program; Trust for Conservation in Guatemala; and U.S. Fish and Wildlife Service.

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Other Stories from CEPF E-News

January 2004: Small Grants Programs Make Significant Progress in Atlantic Forest

CEPF now has in operation three small grant programs to provide support to the local coordination of its strategy in the Atlantic Forest biodiversity hotspot.

Most recently, Fundação Biodiversitas para Conservação da Diversidade Biológica launched the Program for the Protection of Threatened Species in December 2003, and the announcement of the first call for proposals is expected later this month. Information about the first call for proposals, as well as general information about the program may be found at www.biodiversitas.org.br or www.cepan.org.br.

This program is the only component within the CEPF Atlantic Forest portfolio that focuses outside of the Central and Serra do Mar biodiversity corridors in Brazil, covering the remainder of the Brazilian portion of the hotspot.

The Program to Support the Creation of Private Reserves (RPPNs) has completed its second call for proposals. Eight new projects to support the creation of new RPPNs and 10 projects to expand the implementation of existing RPPNs are being considered. Also planned for the coming year is a training course for the owners of these reserves that will promote sustainable activities for their protected areas. Detailed information about this program managed by the Alliance for the Conservation of the Atlantic Forest may be found at www.aliancamataatlantica.org.br or view the related stories:

From CEPF E-News online: Alliance Approves 19 Small Grants for Private Reserves
From our Web site: New Grants for Atlantic Forest Landowners
The third program—Institutional Strengthening Program in the Brazilian Atlantic Forest—was developed to help build the capacity of small institutions working in the field of environment within the two corridors where CEPF focuses its investments. The main objective is to contribute to the growth and focus of these institutions so their actions will contribute even more toward biodiversity conservation and they become stronger members of the region's conservation community.

The program is coordinated by Associação Mico-Leão Dourado (AMLD) in the Serra do Mar Corridor and Instituto de Estudos Sócioambientais do Sul da Bahia (IESB) in the Central Corridor.

AMLD and IESB began by developing a list of nongovernmental organizations, associations, institutions and other entities of civil society that work directly on environmental issues. The resulting registries include diverse information about each institution, such as the team, infrastructure, areas of work and projects developed.

Upon completing the registration of these institutions, the program launched two requests for proposals, one for each corridor. The plan is to have two requests for proposals in the Central Corridor and three in the Serra do Mar Corridor. In these first requests, the

incentives were for proposals for projects dealing principally with concrete local actions for conservation and biodiversity and the implementation of corridors, in addition to one or two components aimed at institutional strengthening.

In total, IESB received 75 proposals and AMLD, 39. Committees made up of groups of experts from the different states and areas of expertise carried out the selection processes, ultimately selecting 17 projects in the Central Corridor and 12 in the Serra do Mar Corridor to receive funding. Below is a list of the institutions and titles of their selected projects:

Central Corridor

Amar Caparó: Virtual Sphere Training
Associação dos Amigos do rio Piraquê-Açu em Defesa da Natureza e do Meio Ambiente: Development of AMIP
Associação Vila-velhense de Proteção Ambiental: Institutional planning for Avidepa (2003/2004)
Centro de Desenvolvimento Sustentável Guaçu-Virá: Local sustainable development project for areas of the Forno Grande and Pedra Azul State Parks, Espírito Santo
CEPEDES: Training of trainers for Pro-Atlantic Forest
Chão Vivo: Organic agriculture as local sustainable development and conservation of the Atlantic Forest in Espírito Santo
Flora Brasil: Contribution to the conservation of the central corridor through capacity building of Associação Flora Brasil
GERC – Grupo Ecológico Rio das Contas: Forest's edge
Grupo de Agricultura Ecológica Kapi'xawa: Sustainability of family-based agriculture
Instituto Ecotuba: Projeto ALMA – Coastal environment of the Atlantic Forest
Instituto Tijuípe: Structuring the Instituto Tijuípe for the strengthening of the APA Itacaré-Serra Grande
Instituto Uiraçu: Strengthening of the Instituto Uiraçu
Preserva: Support for the Association of Private Reserve Owners of Bahia
Núcleo de Comunidades Agrícolas e Associação de Moradores do Marimbu, Santo Anônio e Rio Negro: Operational and professional training for the Projeto Onça
Sociedade de Amigos do Parque de Itaúnas: Eco-cultural reference center
Sociedade Civil dos Bombeiros Voluntários de Santa Teresa: It is tough to prevent forest fires!
Terra Viva: Agro-biodiversity in agro-forests – establishing the Central Corridor Support Center in the Extreme South of Bahia
Serra do Mar Corridor

Associação de Pescadores e Amigos do Rio Paraíba do Sul: Flora survey in the islands of Paraiba do Sul River
Grupo Brasil Verde: Training for environmental education and conservation
Instituto Ambiental Litoral Norte: Landscape perception and environmental conservation – new tools for Serra do Mar State Park

Instituto Pau Brasil de História Natural: Socio-environmental analysis; subsidies for the formation of the ecological Corridor of Cantareira-Mantiqueira
IPEDS - Instituto de Pesquisas e Educação para o Desenvolvimento Sustentável: Know to Preserve
Movimento Ambiental Pingo D'Água: Bird survey in Morro do Governo - Iguaba Grande, RJ
Organização Bio-Brás: Research, education and environmental protection - Projeto Nascente
Projeto Araras: Digital cartography of Araras - Petrópolis, RJ
Régua: Teacher and student training in schools of the Rio Guapiaçu headwaters
Salve a Serra: Biodiversity Corridors as agro-forest production units
Tereviva: Dissemination of the Muriqui Program for the communities around the Serra dos Órgãos National Park
Una nas Águas: Projeto Aulas Passeio – Environmental education
Also as part of the Institutional Strengthening Program, technical training courses will be carried out for the participating institutions. AMLD has already carried out two courses on project design with 45 institutions participating.

IESB has structured its training courses in three modules: institutional management, conservation biology, and public policy. The first two courses have been carried out and the third module is scheduled for March. Close to 50 institutions are participating in these courses.

"The Institutional Strengthening Program has had a tremendous impact," says Ivana Lamas of Conservation International-Brazil, which together with SOS Mata Atlântica leads the coordination of CEPF implementation in the Atlantic Forest.

"It has provided small institutions access to international resources, enabling them to implement their projects and bringing new enthusiasm to various actors whose targeted actions are fundamental to the establishment of biodiversity corridors," Lamas says. "These institutions hope to grow and increase their contribution to conserving the environment. In addition to feeling motivated to work, they feel value in what they are doing as they glimpse at a better future for the Atlantic Forest with themselves as fundamental elements in the process."

August 2003: Alliance Approves 19 Small Grants for Private Reserves

The Alliance for the Conservation of the Atlantic Forest recently approved small grants for 13 projects that will help ensure sustainable management of existing private reserves and six projects that will help establish at least 17 new reserves in the Central and Serra do Mar conservation corridors in Brazil.

The grants are the first in a new Alliance program supported by CEPF to assist landowners and civil society in sustainably managing private reserves and creating new ones in the two corridors, which are focal areas for CEPF investment. The Alliance includes Conservation International-Brasil and SOS Mata Atlântica.

The program is focusing its efforts on Private Natural Heritage Reserves (RPPNs). While more than 500 private reserves exist in Brazil today, many landowners need technical or financial support to effectively manage these areas and maximize the benefits for conservation.

The newly awarded grants support projects in five Brazilian states. They include, for example, support for:

- construction of a forest observatory to attract ecotourism at RPPN Mitra do Bispo in Minas Gerais
- construction of a tourist reception center to stimulate the agroecotourism at RPPN Ararauna in Bahia
- creating at least 10 new RPPNs in different areas of south Bahia
- creation of RPPN Engenho da Serra in Minas Gerais

Atlantic Forest Hotspot: Brazil Table of Leveraged Funds

Organization	Project Title	CEPF Grant	Co-Financing	Project/Regional Leveraging	Total Leveraged Funds
CEPF: Associação Mico-Leão-Dourado **Co-Financing:** Fundo Nacional do Meio Ambiente, WWF - Brasil	Biodiversity Conservation and Management in the Watershed of the Sao Joao River	$180,000.00	$140,000		$140,000
CEPF: BirdLife International Brazil Program **Co-Financing:** Brazilian National Biodiversity Program (PROBIO), Eleanor Forrester donation, Overbrook Foundation, American Bird Conservancy, BP Conservation Awards **Project/Regional Leveraging:** European Union	Expanding the Site Conservation Network in the Atlantic Forest Hotspot	$233,885.00	$105,400	$2,100,000	$2,205,400
CEPF: Instituto BioAtlântica **Co-Financing:** Aracruz Celulose, Veracel, Du Pont do Brasil, Petrobras, e Conservation International **Project/Regional Leveraging:** USAID and partners, FURNAS	Establishment of a Network of Private Reserves and Conservation/Recuperation Systems of Forest Fragments in the South of Bahia	$75,000.00	$900,000	$650,000	$1,550,000
CEPF: Instituto Cidade **Co-Financing:**	Recuperation of the Atlantic Forest in the Watershed of Rio Caraiva	$194,267.00	$54,733		$54,733
CEPF: Instituto de Estudos Sócio-Ambientais do Sul da Bahia **Co-Financing:** USAID, FNMA, CBC-CI, MasterFoods, Citigroup	Biodiversity Corridor of the Costa do Cacau	$250,000.00	$250,000		$250,000
CEPF: Instituto de Pesquisa da Mata Atlântica **Co-Financing:** Secretaria de Estado para Assuntos do Meio Ambiente	Conservation of Biodiversity in the Atlantic Forest in the State of Espirito Santo	$213,982.00	$32,419		
CEPF: Instituto de Pesquisas e Conservação da Biodiversidade dos Biomas Brasileiros **Co-Financing:**	Mapping the Occurrence, Distribution and Conservation Status of Endemic and Threatened Reptiles in Bahian Restingas	$9,894.00	$7,106		$7,106

Atlantic Forest Hotspot: Brazil Table of Leveraged Funds

Organization	Project Title	CEPF Grant	Co-Financing	Project/Regional Leveraging	Total Leveraged Funds
CEPF: Instituto Rede Brasileira Agroflorestal **Co-Financing:** Ford Foundation, Summit Foundation	Protecting and Restoring the Três Picos Buffer Zone: A Corridor Approach to Conserving Forest-Based Services and Biodiversity	$175,476.00	$224,524		$224,524
CEPF: Instituto Terra **Co-Financing:**	Socio-Environmental Restoration of the Atlantic Forest of Minas Grerais, Brazil -	$159,822.00	$95,178		$95,178
CEPF: SOS Pro Mata Atlântica **Co-Financing:** Bradesco Cartoes	Program for the Support of RPPNs in the Atlantic Forest	$674,318.00	$250,000		$250,000
CEPF: Valor Natural **Co-Financing:** PROMATA	Ecological Corridor of the South of Minas	$225,270.00	$133,400		$133,400
		Total	**$2,192,760**	**$2,750,000**	**$4,910,341**

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Project Title - Sustainable use of forests in the Serra das Lontras IBA and Una forest complex in Bahia State, Brazil: organic cacao production through farmers cooperatives

Earlier this month, the European Union approved a US 2.1 Million, four year grant to help conserve the globally important Atlantic Forest IBAs of Serra das Lontras and the Una Forest Reserve.

The coastal mountains of Serra das Lontras and Serra do Javí form part of the coastal massif of southern Bahia, north eastern Brazil. The bird life of the mountain ranges along the coast of Bahia were virtually unknown until a series of surveys during the 1990s revealed that this area is exceptionally important for Atlantic forest birds and holds two bird species new to science, Bahia Spinetail (Synallaxis whitneyi) and Bahia Tyrannulet (Phylloscartes beckeri).

To advance the conservation of the IBAs in this area, BirdLife has partnered with the Bahia based conservation organization Instituto de Estudos Sócio-Ambientais do Sul da Bahia (IESB) which over the last decade has developed significant expertise in many aspects of forest management and production in the region. This project combines long-term poverty reduction with forest conservation through the delivery of sustainable forest and agroforestry management based on a) a rejuvenated and organic cacao cabruca system, b) better protection of forest reserves, and c) awareness raising and capacity building at all levels of the community. Some of the pilot agroforestry work will focus on a 450 ha forest reserve purchased and managed jointly by IESB and BirdLife at Serra das Lontras.

For more information contact Jaqueline Goerck birdlifebrasil@uol.com.br BirdLife Brazil Program or visit http://www.birdlife.org/action/ground/bahia