



WRI BRASIL

2020 ANNUAL REPORT





São Mateus River Basin/ES. Photo: Kika Gouvea/WRI Brasil.

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Editing:

Fernando Corrêa

Fernanda Boscaini

Graphic Design:

Néktar Design

Cover Photo:

Lucas Sandonato/WRI Brasil

English translation:

**Melissa Harkin & Todd Harkin
(Harkin Translations)**

September 2021



LETTER OF PRESENTATION



The year 2020 brought unfathomable challenges for many of us. The impacts of the pandemic were felt across WRI Brasil's entire spectrum. COVID-19 has tested our own resilience, and we worked hard to mediate the team's health and well-being with the urgency of positively transforming our country.

Thousands of Brazilian families have lost loved ones. Vulnerable groups and communities were hit particularly hard. Many had their livelihoods compromised, lost jobs and income. Realizing the pandemic's uneven impact on Brazilian society moved and invigorated us. WRI Brasil focused on supporting agile and effective responses to the health crisis and the pre-existing challenges it intensified.

Cities led the scenes of COVID-19 impacts, with millions of lives severely impacted. The Cities Program helped urban centers in Brazil and Latin America respond to difficulties that emerged or worsened with the health crisis. We supported safe mobility solutions for pedestrians and cyclists. We worked to increase the resilience and safety of public transport,

and we continued to develop the information and coordination to unlock sustainable urban financing.

Our Climate Program and the New Economy for Brazil and New Climate Economy initiatives developed an unprecedented study that pointed out paths for a green Brazilian economy recovery capable of reducing poverty and inequality, contributing to the fulfillment of climate goals, and stimulating Brazil's sustainable economic growth.

With the Forests Program, we continued supporting local partners so that forest and landscape restoration gains scale in the country. We continued to pursue the engagement of the public and private sectors in building a vibrant forest economy and sustainable, low-carbon agriculture. Together with the Brazilian Coalition on Climate, Forests, and Agriculture, we made advances in initiatives to improve the legislation and technical-scientific knowledge on planting native trees.

There were also some internal changes this past year. In November, Rachel Biderman left WRI Brasil's Executive Board to join Conservation International as Senior Vice

President for the Americas. We are very grateful for Rachel's inspiring leadership, who contributed decisively to consolidating our operations in Brazil. We also want to thank Franklin Feder and Denise Hills, who left the organization's Board of Directors last year, for their invaluable support to the organization, and the WRI Brasil team for their tireless efforts.

We live in a decisive period. We are challenged with transcending the political polarization that has only deepened in the last year, and dialogue, collective construction, and respect become even more necessary. Brazil has the opportunity to invest in an inclusive, fair, and sustainable economic recovery model – but we will only be successful if we walk this path together.

WRI Brasil sees its responsibility grow in this context and moves forward with optimism and commitment towards the organization's objectives. We are happy to share the results of our work over the last year, and we thank our partners and donors for joining us on this journey.

Enjoy the read.

Marcelo Furtado
Chairman of the Board

Fernanda Boscaini
Acting Executive Director





ABOUT WRI BRASIL

WRI Brasil is a research institute that turns great ideas into action to promote the protection of the environment, economic opportunities, and human well-being. We develop studies and implement sustainable solutions for the climate, forests, and cities. We combine technical excellence with political coordination and work in partnership with governments, companies, academia, and civil society.

WRI Brasil is part of the World Resources Institute (WRI), a global research institution operating in more than 50 countries. WRI has more than 1000 experts and staff in our offices in Brazil, China, the United States, Europe, Mexico, India, Indonesia, and Africa.



São Mateus River Basin/ES. Photo: Kika Gouvea/WRI Brasil.

OUR VALUES

Integrity

Honesty, candor, and openness must guide our work to ensure credibility and to build trust.

Innovation

To lead change for a sustainable world, we must be creative, forward-thinking, entrepreneurial, and adaptive.

Urgency

We believe that change in human behavior is urgently needed to halt the accelerating rate of environmental deterioration.

Independence

Our effectiveness depends on work that is uncompromised by partisan politics, institutional or personal allegiances, or sources of financial support. We take pride in the independence of our ideas and work.

Respect

Our relationships are based on the belief that all people deserve respect.



OUR APPROACH

Count it

We start with data, creating user-friendly information systems, protocols, and standards. We conduct independent and impartial research to analyze relationships and develop solutions and communicate our findings in a captivating way.

Change it

We work with public managers, business leaders, and civil society to achieve change, testing our ideas in real and complex situations. We set goals and take responsibility for them.

Scale it

We identify and overcome barriers so that proven solutions multiply quickly and vastly. We work together with strategic partners that transform businesses, societies, and economies, nationally and internationally.





2020

OUR WORK IN 2020

In an extremely challenging year, WRI Brasil quickly adapted to continue transforming great ideas into real-life results. We sought to generate a quality of life and a healthy environment for current and future generations. Follow how the Climate, Cities, and Forests Programs worked.



CLIMATE

For Brazil, a green economic recovery represents the possibility of reconciling the transition to a low-carbon economy with job creation and increased quality of life, climate resilience, and our society's adaptation to the climate challenges of the 21st century.

WRI Brasil's Climate program seeks to drive this transformation, pointing out paths and priorities for the country to reconcile ambitious climate action with sustainable economic development. We work to strengthen technical capacity for designing public policy and climate governance and transparency in Brazil.



Rio de Janeiro/RJ. Photo: Donatas Dabravolskas/Shutterstock.

NEW ECONOMY FOR BRAZIL

A green recovery in the Brazilian economy has the potential to create 2 million jobs and increase Brazil's GDP by BRL 2.8 trillion over the next decade. This is the main conclusion of the study, "A New Economy for a New Era: Elements for building a more efficient and resilient economy for Brazil," launched by WRI Brasil in August 2020.

The publication of the New Economy for Brazil (NEB) initiative, led by WRI Brasil and the New Climate Economy (NCE), highlights policies capable of reducing poverty and inequality, contributing to achieving economic

and sectoral goals, and stimulating sustainable economic growth. This is not a disruptive change. It prioritizes best practices that are already available and could gain scale.



PUBLICATION

A New Economy for a New Era: Elements for building a more efficient and resilient economy for Brazil

Benefits of a green recovery



Net increase of more than **2 million** jobs



Total GDP gain of **USD 535 billion** (BRL 2.8 trillion)



Restoration of **12 million hectares** or more of degraded pasturelands



USD 3.7 billion (BRL 19 billion) in additional agricultural production



USD 144 million (BRL 742 million) in additional tax revenues from the agricultural sector alone



42% reduction in greenhouse gas (GHG) emissions in 2025, compared to 2005 levels



Several institutions were partners in the study, such as the Climate Policy Initiative (CPI), Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Alberto Luiz Coimbra Institute for Graduate Studies and Research in Engineering, Federal University of Rio de Janeiro (COPPE/UFRJ), Institute of Applied Economic Research (IPEA), Brazilian Federation of Banks (FEBRABAN), and Brazilian Business Council for Sustainable Development (CEBDS).

A comprehensive communication and engagement strategy ensured the study's leading findings were covered in major media outlets and by influencers. Within days, the launch was reported on over 130 channels, even ten of the country's most prominent outlets. The messages reverberate in the Brazilian and international press to this day, with more than 500 spots since their launch.

The launch gathered people like Joaquim Levy, former finance minister of Brazil; Walter Schalka, president of Suzano; and Caio Koch-Weser, former German finance secretary of state; and was watched by around 800 people.

The New Economy for Brazil involved meetings with strategic actors, such as the vice president of Brazil, the minister of agriculture, the president of Banco Central, and two Presidents from the Brazilian Development Bank (BNDES), to debate the paths to a green economic recovery pointed out in the study. At the request of the Ministry of Economy's office, after the study was launched, the Climate team worked on adjusting the models to reflect COVID-19's impact on Brazil's economy and social well-being.

The study's projections have become references for decision-makers who deal with economic recovery and sustainable development challenges.



AIR QUALITY AND HEALTH IN BRAZILIAN CITIES

Air pollution kills around 51,000 Brazilians every year. To shed light on the problem and how to face it, the Climate Program conducted “The State of Air Quality in Brazil” study, the most robust analysis ever made of what’s known on how air quality and health affect one another in Brazil. The study identified gaps in economics and public policies and pointed out how the country could advance in controlling air pollution.

The WRI Brasil-coordinated process involved intense engagement and welcomed 14 experts from the International Council on Clean Transportation - Brazil (ICCT Brasil),

Amazon Environmental Research Institute (IPAM), Institute of Health and Sustainability (ISS), Instituto Clima e Sociedade (ICS), Institute of Astronomy, Geophysics and Atmospheric Sciences at USP (IAG), and Institute of Physics at USP (IFUSP), COPPE/UFRJ, Institute for Health Policy Studies (IEPS), and Fluminense Federal University (UFF).



PUBLICATION

*Executive Summary:
The State of Air
Quality in Brazil*



Belo Horizonte/MG. Photo: Rafael Tavares-Octopus Filmes/WRI Brasil.



Photo: Joa Souza/Shutterstock.



GLOBAL STRENGTHENING OF CLIMATE ACTION

Each year, WRI's global network selects the outcomes with the most significant impact from among the activities of all the offices. The New Economy for Brazil initiative was one of 2020's highlights in encouraging climate action.

The work reinforced the proposed climate agenda at a sensitive time in politics by analyzing, organizing, and engaging key actors to support policies for well-being and a green recovery in the economy.

QUALIFYING CLIMATE GOVERNANCE

WRI Brasil began customizing the Energy Policy Simulator for the GHG Emissions Registration System (SIRENE), led by Brazil's Ministry of Science, Technology, and Innovation (MCTI), using data from the 2050 Mitigation Options Project.

Brazilian policymakers will find the tool particularly useful. It will allow the Brazilian government to simulate and assess how mitigation actions impact crucial economic sectors such as transportation, industry, energy, and land use. It will also be possible to produce integrated estimates and projections for GHG emissions across these sectors and assess how different policy combinations impact emissions.

We also provide the “Greenhouse Gas Protocol Calculation Tool for Forestry in Brazil”.

The tool measures GHG emissions and removal (GGR) on rural properties. It, therefore, allows producers and companies in the forestry and agroforestry value chain to integrate emissions reports into their production strategies and annual planning and identify opportunities for GHG reduction and GGR in their chains.



PUBLICATION

Greenhouse Gas Protocol Calculation Tool for Forestry in Brazil



Itaúnas Basin/ES. Photo: Kika Gouvea/WRI Brasil.



GREEN

CITIES

The development of more efficient, inclusive, and equitable cities can converge with the low carbon transition in Brazil. WRI Brasil works to transform urban spaces that promote access to opportunities and urban resilience.

By generating knowledge, training, and organizing, we foster the compact and coordinated development of cities connected by safe active mobility and clean, quality public transportation. We act to accelerate the adoption of nature-based solutions and to unlock green financing for improving urban infrastructure.



Salvador/BA. Photo: Joa Souza/Shutterstock.

SHARED VISION FOR THE FUTURE OF PUBLIC TRANSPORTATION

The QualiÔnibus Benchmarking Group is a WRI Brasil initiative that brings together cities and companies to promote the quality of public transportation services. Faced with the challenge COVID-19 presented for mobility in the cities, the group held meetings on how to address the pandemic's impacts on public transportation.

Cities shared solutions like staggered scheduling, financing, and new public transportation concession contract models in events open to the public, extending the solutions to more than 650 people from 125 cities and 13 countries.

The Benchmarking Group has grown from 14 to 20 participants and now includes every region of the country.

The QualiÔnibus Program conducted research in partnership with the Massachusetts Institute of Technology (MIT) and a listening group to understand people's experiences and perceptions of public transportation before and during the pandemic. We also partnered with the BRT+ Center of Excellence in an initiative that investigated the changes the pandemic caused in commuting habits and work regimen in 12 cities in eight countries – including São Paulo, Rio de Janeiro, Belo Horizonte, and Porto Alegre. Thus, we supported cities and operators in implementing effective actions to resume service.



6 new cities in the Benchmarking Group



COMPLETE STREETS SOW TRANSFORMATION IN CITIES

In recent years, WRI Brasil and the National Front of Mayors (a Brazilian Mayoral organization) worked with 21 cities to train, develop, and implement complete street projects that prioritized the most-underserved users and the most sustainable modes of transportation for everyone's benefit. The success of these transformations has inspired other cities to carry out similar projects.

In 2020, Curitiba, Niterói, Mesquita, João Pessoa, and Campinas completed their pilot project jobs. Implemented along streets of different sizes and locations, **they demonstrated how flexible the complete street concept is and its potential.**

We have expanded the Network of University Professors through the Complete Street Project, which promotes the training of future Brazilian street designers. Network professors wrote case studies about complete streets in Brazil for a report to be released by WRI Brasil in 2021.



Curitiba/PR. Photo: Daniel Castellano.



São Paulo/SP. Photo: Nelson Antoine/Shutterstock.



GLOBAL SUPPORT FOR SAFE MOBILITY DURING THE PANDEMIC

With support from WRI, cities around the world took emergency measures to promote safe urban mobility during the pandemic. WRI Brasil's work with Buenos Aires and Brazilian cities on strategies and solutions for active mobility and public transportation was an integral part of that support. The initiative was included among the WRI global network's standout results in 2020.

BUENOS AIRES EXPANDS AND IMPROVES CYCLING INFRASTRUCTURE

WRI Brasil started a partnership with the city of Buenos Aires to implement road safety actions. The city is one of those chosen to participate in the third phase of the Bloomberg Philanthropies Initiative for Global Road Safety. Given the need to promote safe mobility during the pandemic, WRI Brasil provided technical support to the Argentine capital to improve its new network of bicycle lanes along avenues.

In 2020, Buenos Aires implemented 17 kilometers of new bicycle lanes on Corrientes Avenue and Córdoba Avenue, which also saw a reduction in the speed limit, from 60 km/h to 50 km/h.

The new bicycle lanes have stimulated an increase in female cyclists from 11% to almost 30% and an overall increase in the number of cyclists of 146%.

WRI Brasil's activities included road safety audits for this new cycling network's most critical and complex points, project recommendations, and technical training with online workshops on various cycling topics.



+17 km
of bicycle lanes
on prominent avenues



Speed limit
reduced to
50 km/h



146%
increase in the
number of cyclists

Buenos Aires/AR. Photo: LiAndStudio/Shutterstock.



São Paulo/SP. Photo: Wtondossantos/Shutterstock.

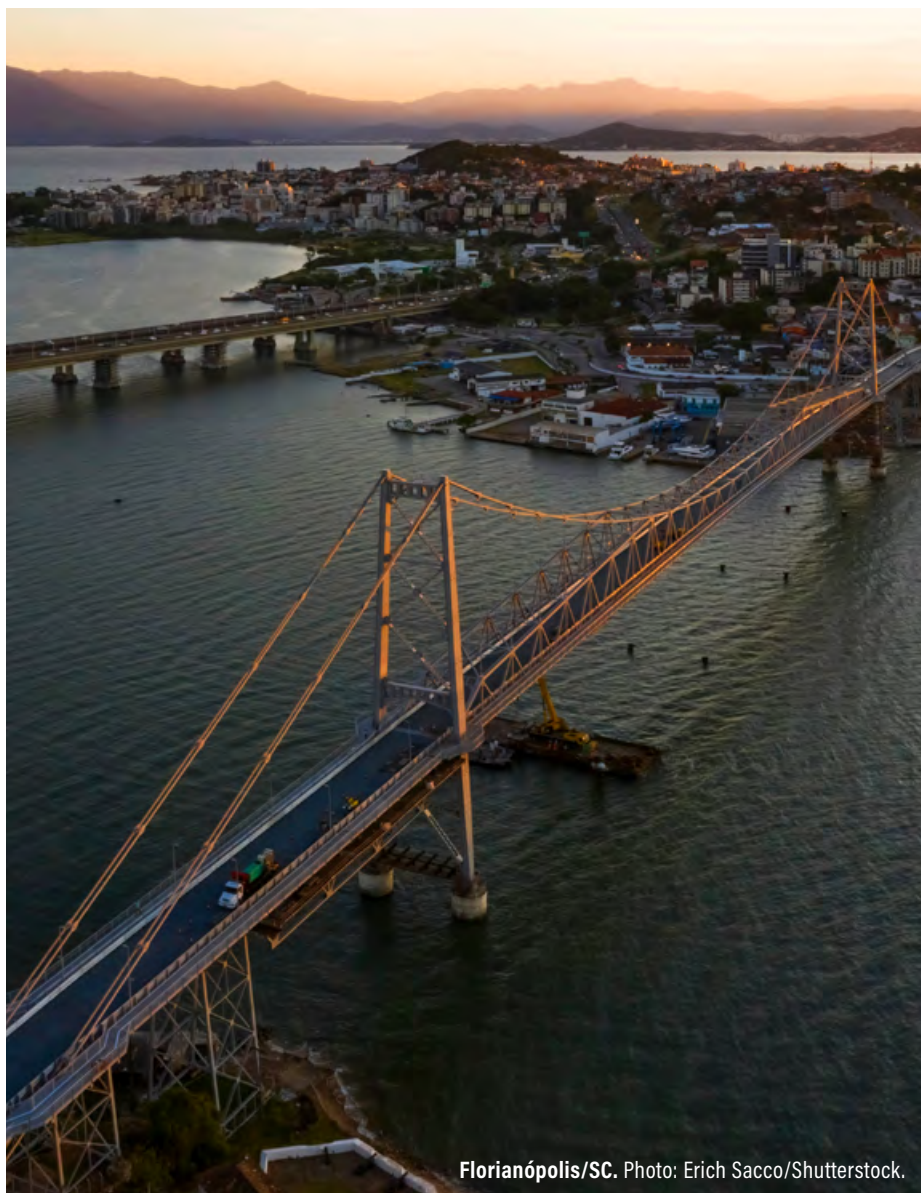
PATHS TO ELECTRIC MOBILITY IN BRAZIL

Electric buses are part of the transition to a low-carbon urban economy and are critical in building efficient and inclusive cities.

In 2020, we supported **Curitiba** and **São Paulo** in their projects to adopt battery electric buses.

We conducted a market study for Curitiba that identified the growing interest of battery electric bus manufacturers in operating in the country. This indication of more competition reveals a potential to reduce costs and leverage the transition to clean bus fleets. In São Paulo (SP), we supported the local government in evaluating the economic impacts of the fleet-renewal schedules proposed by bus operators, verifying their feasibility.

The year was also marked by the structuring of Brazil's National Electric Mobility Platform (PNME), which brings together industry, government, civil society, and academia to foster the development of this sector in the country. WRI Brasil actively participates in the steering committee and workgroup discussions.

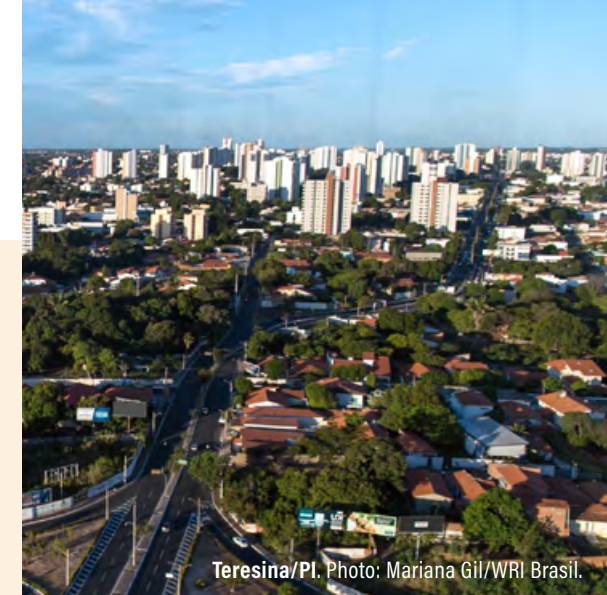


Florianópolis/SC. Photo: Erich Sacco/Shutterstock.

RESOURCES FOR INTEGRATED PLANNING

In partnership with the Brazilian Ministry of Science, Innovation, and Technology and the United Nations Environment Program (UNEP), WRI Brasil's Climate and Cities programs supported the metropolitan regions of Belém, Florianópolis, and Teresina in raising funds for a Global Environment Facility (GEF) in the amount of USD 13 million.

We helped cities define actions, targets, and indicators to mitigate GHG emissions and the conservation of biodiversity through integrated planning at the metropolitan scale. The actions will be implemented over a four-year span, starting at the end of 2021.



Teresina/PI. Photo: Mariana Gil/WRI Brasil.

TERESINA ADOPTS INNOVATIVE MASTER PLAN



Municipal master plans are one of the main opportunities and tools to promote more equitable, compact, and low-carbon cities.

WRI Brasil contributed to improving Teresina's new master plan through technical support, training, and political organization.

The plan incorporated Sustainable Transit-Oriented Development (STOD) and Land Value Capture (LVC) strategies and has the potential to benefit the 868,000 inhabitants of the city. WRI Brasil's decisive performance was one of the WRI global network's standout results in 2020.

NEW MACRO-ZONING FOR RIO DE JANEIRO

We supported the city of Rio de Janeiro in reviewing its master plan, including the new macro-zoning proposal, which defines urban development and environmental protection guidelines for different regions of the city. We also prepared a detailed study for the implementation of the STOD strategy along a BRT corridor. If approved, the territorial planning proposals could promote a more efficient and inclusive development for Rio de Janeiro.



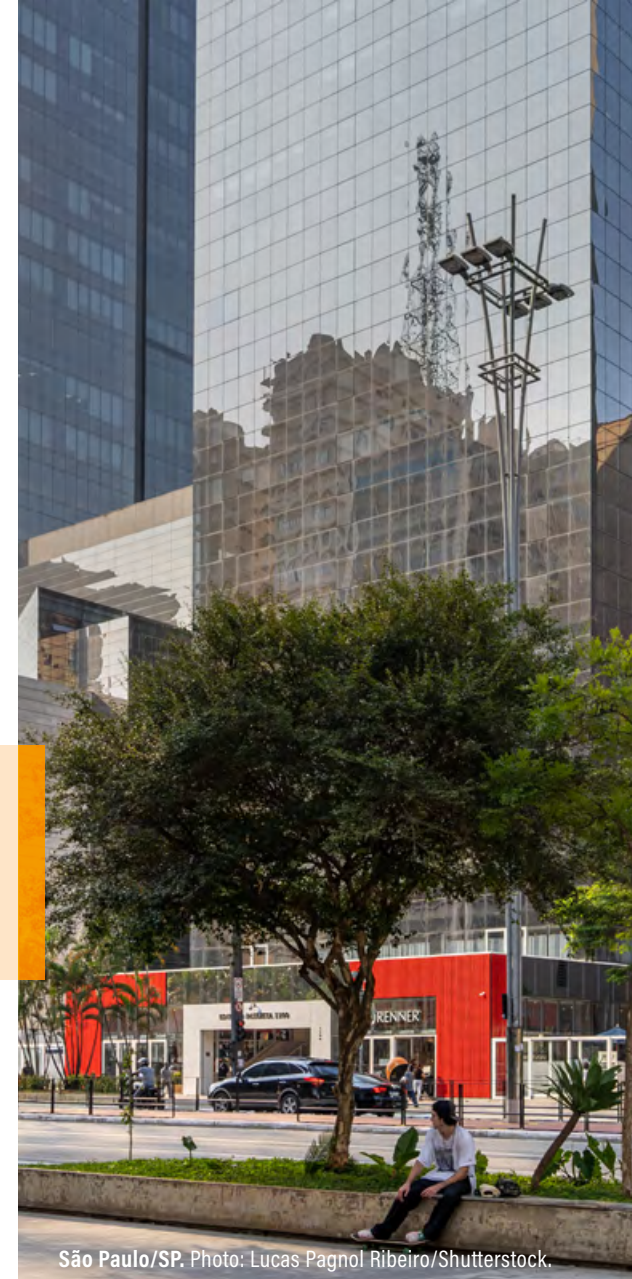
Rio de Janeiro/RJ. Photo: Guille/Flickr.

A NATIONAL VISION FOR SMART CITIES

Cities have much to gain from incorporating technology into urban infrastructure and services. But in a continent-sized country like Brazil, regional inequalities must be recognized to ensure that the digital transformation does not exclude or harm parts of the population.

The **Brazilian Letter for Smart Cities** sought to make a pact on a national vision for smart cities and support sustainable urban development.

The letter is part of the building process of the National Urban Development Policy, led by the Brazilian Ministry of Regional Development with support from the German Agency for International Cooperation (GIZ). As a partner in the process, WRI Brasil led the Territorial Diversity working group, ensuring social equity and the diversity of urban challenges related to technology were taken into account.



São Paulo/SP. Photo: Lucas Pagnol Ribeiro/Shutterstock.



SECRETARIES DEBATE URBAN DEVELOPMENT

In partnership with the National Front of Mayors, Lincoln Institute for Land Policy, Insper, and Arq. Futuro, WRI Brasil formed a group of municipal secretaries and secretaries of urban development to discuss the current and future challenges of urban planning and management in the face of the impacts of the pandemic.

Four seminars held in 2020 cleared the room for debate on the urban agenda at the municipal level and identified that regulations needed to improve to adapt urban planning for a new and future reality.

Twelve planning-portfolio holders from large Brazilian cities, such as São Paulo, Belo Horizonte, Campo Grande, Curitiba, and Fortaleza, shared perspectives on the reopening of cities, economic recovery, and urban development trends.



Belo Horizonte/MG. Photo: Nereu Jr./WRI Brasil.

UNLOCKING GREEN AND CLIMATE FINANCING

Investing in resilient, low-carbon infrastructure is essential for cities to tackle climate change with sustainable development. There is a growing flow of financing for sustainable urban projects, but technical, institutional, and political barriers hinder Brazilian municipalities' access to these funds.

WRI Brasil develops initiatives in cities and with financial institutions to unlock access to green and climate financing in Brazilian cities.

One of these initiatives is the discussions on the topic in the Financing Network for Sustainable City Infrastructure (FISC Network), coordinated by WRI Brasil with multilateral and bilateral development banks (World Bank, CAF, AFD, and EIB) and national and regional financial institutions (Caixa, BNDES, BDMG, and BRDE).

In five meetings with 24 institutions, the FISC Network promoted discussions on the barriers and opportunities for green and climate financing of urban infrastructure in Brazil. The resulting information was consolidated in a report released in 2021, the fruit of a partnership with GIZ, the European Investment Bank (EIB), and the Felicity initiative.

ACCELERATING NATURE-BASED SOLUTIONS IN CITIES

One of the main difficulties Brazilian cities face when accessing financing for sustainable infrastructure stems from the lack of technical capacity to transform initial ideas into well-structured projects. To change this situation, WRI Brasil developed the Sustainable Urban Solutions Accelerator methodology.

In 2020, a pilot project applied the methodology in technical support to nature-based solution projects in Recife, Rio Branco, and Palmas.

The Accelerator promoted mentoring and training for urban project formulators and improved the projects so they could advance in their structuring and seek financing.



Capibaribe River, Recife/PE. Photo: Phoenix1423/Shutterstock.



São Paulo/SP. Photo: Felipe Paiva/WRI Brasil

CITIES UNITED BY FORESTS

From climate resilience to people's well-being, forests provide many services to city life. The Cities4Forests Initiative has established a global network of cities dedicated to supporting and catalyzing actions to conserve and restore forests.

In 2020, WRI Brasil promoted training sessions and exchanges of experiences among the Cities4Forests cities in Brazil in eight meetings with 90 participants.

The network was joined by the municipality of Extrema and now has ten Brazilian cities. With support from WRI Brasil, Extrema's forest restoration and Payment for Environmental Services Program was expanded to two new cities. Rio Branco advanced in the elaboration of its first urban afforestation plan. We also helped Palmas regulate and implement its Municipal Green Infrastructure System and provided communication training to the municipal technical team in Salvador.

With support from the Municipality of Campinas, Water Supply and Sanitation Society (SANASA, Campinas' water company), and ICLEI - Local Governments for Sustainability, we built an investment case for natural water infrastructure in the metropolitan region of Campinas that will help make resources for restoring and protecting biodiversity feasible.

We supported a map detailing that identifies the best opportunities for conservation and restoration in the region. The work is part of elaborating an action plan for biodiversity led by ICLEI and the Reconecta Program, which could inspire other metropolitan regions to manage biodiversity and ecosystem services regionally.



FOR FORESTS

The restoration of landscapes and forests combined with low-carbon agriculture is a great opportunity for sustainable development for Brazil. The country is rich in natural resources and is home to the greatest biodiversity on the planet, but 69 million hectares of its territory are moderately or severely degraded and have a low agricultural aptitude.

The WRI Brasil Forests Program produces information and tools for restoration to accelerate and gain scale in the country. We strive to encourage efficient land use and reconcile the protection and maintenance of environmental services by developing a robust economy of sustainable forest and agricultural products.



Linhares/ES. Photo: Jackeceli Falqueto.

VERENA PROJECT SUPPORTS NATIVE TREE PLANTING

VERENA (Economic Valuation of Reforestation with Native Species and Agroforestry Systems) promotes the reforestation of degraded areas on a large scale through the silviculture of native species and integrated systems, with economic returns for rural producers and investors.

In 2020, we continued to disseminate information, design solutions, and engage partners and institutions in filling gaps, so the activity grows in Brazil.

The initiative is essential to scale the Reflorestar Program, a restoration initiative in Espírito Santo based on PES, which is a reference in the country.

We supported two leading companies in planting native trees in their expansion projects, and we maintained an ongoing dialogue with investors and supported institutions involved in native species forestry and integrated systems to access finances from investor funds and large companies.

We formalized a partnership with **WWF Brasil** and **The Nature Conservancy** to support the state of Espírito Santo in developing a **Carbon Program for Forest Restoration**.



Photo: Rachel Biderman/WRI Brasil.

KNOWLEDGE TO SCALE NATIVE SPECIES SILVICULTURE

Developing technology and adapting to legislation are two crucial factors for planting more native trees.

In 2020, we advanced in mounting the **R&D Program in Silviculture of Native Species.**

The initiative is led by the Brazilian Coalition on Climate, Forests, and Agriculture and supported by WRI Brasil and a consortium of experts and institutions. In the same Coalition, we participated in creating a task force to work on four themes: R&D, Market, Financing and Investments, and Regulatory Framework.

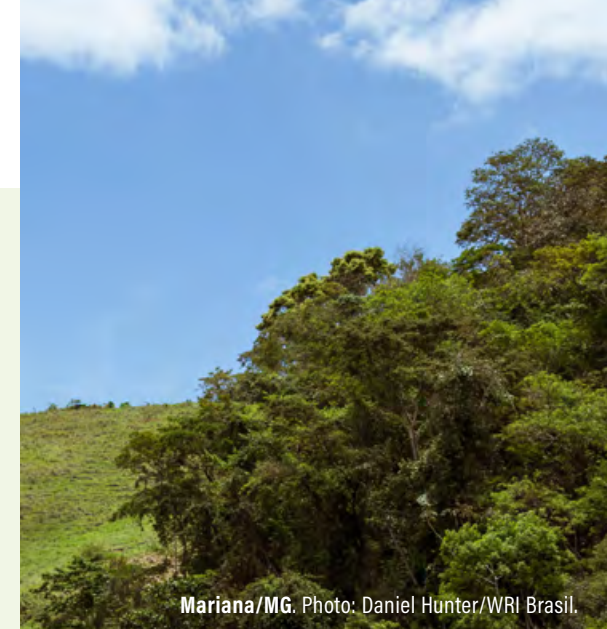
We published the “Implications of Brazilian Legislation on Planting Native Forests for Economic Gains” study, which assessed the legal framework on restoration and reforestation for economic gains at the federal level and in three states.

We will continue to support the improvement of the regulatory environment so entrepreneurs can act in accordance with the established rules and with legal certainty.



PUBLICATION

Implications of Brazilian Legislation on Planting Native Forests for Economic Gains
(in Portuguese)



Mariana/MG. Photo: Daniel Hunter/WRI Brasil.

REGULATION OF NATIVE PLANTING IN MINAS GERAIS



With support from WRI Brasil, the state of Minas Gerais approved a decree that regulates the production of native wood from reforestation. By offering legal certainty for producers to invest in the activity, the decree has the potential to scale a restoration economy in the state. The WRI global network highlighted the advancement among the most expressive results of 2020.

RESTORATION BENEFITS WOMEN IN THE AMAZON AND THE SEMI-ARID REGION

WRI Brasil has supported rural communities, especially women, who restore landscapes in the Amazon region of Pará and the semi-arid region of Bahia. Travel restrictions imposed because of the pandemic led to an interruption of in-person activities, but we continued to monitor local beneficiaries and implement activities scheduled for 2020.

In Bahia, we contributed to the cooperation agreement signed between the Regional Development and Action Company (CAR), Adapta Group, and Cooperativa Ser do Sertão, which will mobilize resources to recover degraded areas in the Pintadas municipality region.

**Twenty-five hectares
of demonstration units
with agroforestry systems
will be implemented.**

In Juruti, Pará, the partnership with PretaTerra, the Federal University of Western Pará, and with local associations and unions made it possible to move forward with the project. An online collective was created and trained to streamline agroforestry technical assistance, the elaboration of projects, and fundraising to expand areas under restoration.



Serrolândia/BA. Photo: Elton Abreu/Shutterstock.



Opportunity to restore **156 thousand hectares** of forests in Espírito Santo



Possibility of doubling agricultural GDP growth in the Rio Doce in Minas Gerais



Potential reduction of **281 thousand tons** of GHG emissions in the Gualaxo do Norte river basin (MG)

Jucu River Basin/ES. Photo: Lucas Sandonato/WRI Brasil.

LANDSCAPE RESTORATION OPPORTUNITIES

We applied the Restoration Opportunity Assessment Methodology (ROAM) in three new landscapes. The methodology considers what motivates rural communities when making its analyses to estimate the benefits of restoring landscapes and forests and to support the elaboration of restoration strategies.

Reports produced in partnership with the Renova Foundation,

Minas Gerais State Forestry Institute, and the Itaúnas and São Mateus River Basin Committees revealed great opportunities to boost restoration.

WRI Brasil supported training sessions with local organizations in the Paraíba Paulista Valley, based on the ROAM report recommendations.

We also signed work agreements with the Sanitation Company of Minas

Gerais and the Landless Rural Workers Movement and formed an alliance with Conservation International, TNC Brasil, and WWF-Brazil to optimize restoration efforts in Brazil. In addition to these partnerships is our active participation in networks such as the Brazilian Coalition on Climate, Forests and Agriculture, the Atlantic Forest Restoration Pact, and the Alliance for Restoration of the Amazon.

With partners

We supported the publication of three reports that documented the ROAM application.



PUBLICATION

Landscape and Forest Restoration Opportunities in the Minas Gerais stretch of the Rio Doce Basin
(in Portuguese)

Report by the Minas Gerais State Forest Institute.



PUBLICATION

Restoration Planning in the Itaúnas River and São Mateus River Basins
(in Portuguese)

Report by the Itaúnas Hydrographic Basin Committee and the São Mateus Hydrographic Basin Committee, Espírito Santo.



PUBLICATION

Report on restoration opportunities in the Gualaxo do Norte River Basin, Minas Gerais, Brazil
(in Portuguese)

Report by Renova Foundation, Minas Gerais.

ASSISTED NATURAL REGENERATION IN THE AMAZON

In 2020, we expanded our operations in the Amazon. A new project will promote assisted natural regeneration as an option for restoring degraded areas. Disseminating the restoration model would allow the sequestration of millions of tons of carbon from the atmosphere, making rural properties environmentally and productively more adequate and bringing countless other social, economic, and environmental benefits to the region.

The project will encourage more than **250,000 hectares to be restored through assisted natural regeneration**, focusing on three municipalities in Pará and five in Mato Grosso.

In partnership with the Instituto Centro de Vida (ICV), the Institute of People and the Environment of the Amazon (IMAZON), and Suzano, we will map success factors and priority areas for assisted natural regeneration in the region. The initiative includes implementing pilot areas and will contribute to scaling up successful initiatives in the biome.



I FACES OF RESTORATION

Clarifying the benefits of restoring forests and landscapes to society and disseminating success stories are powerful tools to accelerate restoration activity. In 2020, the Communication and Forests teams launched the *Faces of Restoration* web series. We told stories across five videos and articles about people who have restored degraded areas, transformed their lives, and are helping the country reach the ambitious goal of restoring 12 million hectares by 2030.

Passing through three Brazilian regions and biomes, the episodes showed the different contexts, motivations, and productive models from a technical and human angle. The objective is to inspire investors, public and private sectors, and producers to join this collective challenge, showing that the benefits are much greater despite the bottlenecks to be overcome.

The series allowed WRI Brasil to reach a wider audience than those typically interested in forest restoration and environmental protection. Some of the most widely-viewed channels in Brazilian media, like TV Globo's Fantástico program, aired images from the series. There have been more than 80 media mentions of the series.

We had the support of partner organizations on social media, such as the Alliance for the Restoration of the Amazon, the Atlantic Forest Restoration Pact, Brazilian Coalition on Climate, Forests, and Agriculture, WWF, Northeast Environmental Research Center (CEPAN), Sitawi, Alcoa, and the Corredor Ecológico do Vale do Paraíba in one impact campaign. Far-reaching influencers and artists shared the messages.



WATCH

Faces of Restoration



661,000
video views



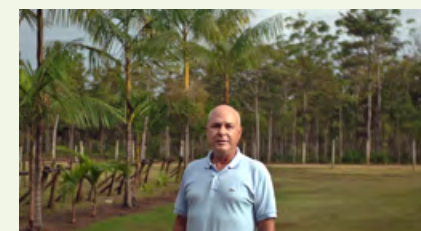
36,000
interactions



2.3 million
social media
impressions



80,000
hits on the
project website



Launched in Brazil in October 2020, **Faces of Restoration** has generated unprecedented visibility for the Forests Program's work.

**data from March 2021*



COMMUNICATION

Throughout 2020, WRI Brasil expanded its dissemination of analyses and studies on its areas of action. During the pandemic, we intensified our strategic work with the press and digital media. Traffic to the organization's website increased by more than 130%, and the webinars were a pillar of training and engagement with the organization's audiences.

webinar 03/06 14h às 16h30

COMO (RE)CONSTRUIR UM TRANSPORTE COLETIVO MELHOR?

webinar 16/07 14h às 15h30

COMO DAR ESCALA A CICLOVIAS TEMPORÁRIAS SEGURAS NA AMÉRICA LATINA?

Webinar

NOVA ECONOMIA PARA O BRASIL:
caminhos da retomada verde

WRI BRASIL | ICS

ECONOMIA VERDE E A RENOVAÇÃO DO SETOR AUTOMOTIVO

OS DESAFIOS DA QUALIDADE DO AR NO BRASIL

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QUEIMADAS: UM PROBLEMA COLETIVO

OS DESAFIOS DA QUALIDADE DO AR NO BRASIL

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O AR (POLUÍDO) QUE RESPIRAMOS

OS DESAFIOS DA QUALIDADE DO AR NO BRASIL

webinar

Marco regulatório e o plantio de florestas nativas para fins econômicos

WEBINAR

OPORTUNIDADES PARA RESTAURAR A BACIA DO RIO DOCE EM MINAS

WEBINAR

OPORTUNIDADES DE RESTAURAÇÃO FLORESTAL NAS BACIAS DOS RIOS ITAÚNAS E SÃO MATEUS (ES)

webinar 11/11 10h30 às 12h

RETOMADA DO TRANSPORTE COLETIVO:
COMO APRIMORAR OS CONTRATOS DE CONCESSÃO

webinar 04/nov - 10h às 11h30

2021-2024: UM COMPROMISSO PELA SEGURANÇA VIÁRIA NAS CIDADES PAULISTAS

com a apresentação de novo Plano Acordo Campinas SP

11 webinars
+ 3300 participations



Juruti/PA. Photo: Asteroide/WRI Brasil.

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150 new blogs

+14 k publications downloads

Aug/2020
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+42%
media
insertions

BR Economia Quarta-feira, 23 de setembro de 2021

RETOMADA VERDE

Brasil pode ganhar R\$ 2,8 trilhões com 'economia verde'

Segundo estudo, até 2030 País poderia incorporar uma Argentina à sua riqueza, além de criar mais 2 milhões de postos de trabalho

Clayton Olivieri

Um estudo divulgado nesta quarta-feira (22) aponta que o Brasil poderia incorporar uma Argentina à sua riqueza, além de criar mais 2 milhões de postos de trabalho até 2030, caso adote uma estratégia de "economia verde".

O estudo, realizado pelo Instituto de Estudos Econômicos do Rio de Janeiro (IEE) e publicado no livro "Brasil Verde: Oportunidades e Desafios da Economia Verde", aponta que o Brasil poderia gerar até R\$ 2,8 trilhões em riqueza adicional até 2030, caso adote uma estratégia de "economia verde".

O estudo também aponta que o Brasil poderia criar até 2 milhões de postos de trabalho adicionais até 2030, caso adote uma estratégia de "economia verde".

O estudo foi realizado pelo Instituto de Estudos Econômicos do Rio de Janeiro (IEE) e publicado no livro "Brasil Verde: Oportunidades e Desafios da Economia Verde".

Valor Brasil

Estudo aponta oportunidades de recuperar áreas em Mariana

Por Marcelo Casarini - De São Paulo

Com bilhões de reais em recuperação ambiental e grandes investimentos agrícolas, 77,2 mil hectares de áreas degradadas poderiam ser recuperados a partir de um valor adicional de R\$ 2,5 bilhões ao ano no longo prazo. 800 famílias estariam beneficiadas, segundo o estudo.

Após dois meses de trabalho em uma área de 287,2 mil hectares de extensão de propriedade rural.

Essas são as grandes linhas de pesquisa de um estudo realizado por pesquisadores de São Paulo, coordenado por um pesquisador brasileiro, em parceria com o governo de Minas Gerais, em avaliação da recuperação de áreas degradadas, incluindo o aproveitamento de áreas degradadas em áreas de produção de alimentos, incluindo o aproveitamento de áreas degradadas em áreas de produção de alimentos.

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ESTADÃO

NEO MONDO

Mulheres na linha de frente da restauração da Caatinga

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36 | Economia

MIRIAM LEITÃO

A renovação da economia

Como o Brasil pode ganhar R\$ 2,8 trilhões com a retomada verde? Segundo estudo, até 2030 País poderia incorporar uma Argentina à sua riqueza, além de criar mais 2 milhões de postos de trabalho.

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ECO A

Reforestar não é bom só para o meio ambiente; pode ser um bom negócio

Essas são as grandes linhas de pesquisa de um estudo realizado por pesquisadores de São Paulo, coordenado por um pesquisador brasileiro, em parceria com o governo de Minas Gerais, em avaliação da recuperação de áreas degradadas, incluindo o aproveitamento de áreas degradadas em áreas de produção de alimentos, incluindo o aproveitamento de áreas degradadas em áreas de produção de alimentos.

MIGUEL CALMON
consultor WRI Brasil

AGRICULTURA E SUSTENTABILIDADE

AGRICULTORES BAIANOS RESTAURAM ÁREAS DEGRADADAS E CRIAM FONTE DE RENDA

exame.

Como o Brasil pode ganhar R\$ 2,8 tri com a retomada verde

Um estudo divulgado nesta quarta-feira (22) aponta que o Brasil poderia incorporar uma Argentina à sua riqueza, além de criar mais 2 milhões de postos de trabalho até 2030, caso adote uma estratégia de "economia verde".

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Valor Opinião

Uma oportunidade histórica

Brasil pode se posicionar para receber investimentos com o novo acordo de mobilidade urbana.

Por Marcelo Casarini - De São Paulo

Segundo o estudo, o Brasil poderia gerar até R\$ 2,8 trilhões em riqueza adicional até 2030, caso adote uma estratégia de "economia verde".

Valor Opinião

Nova mobilidade urbana

Trabalho para agilizar o fechamento de empresas de transporte coletivo, comprometendo o emprego, gerando a cidade.

Por Marcelo Casarini - De São Paulo

Segundo o estudo, o Brasil poderia gerar até R\$ 2,8 trilhões em riqueza adicional até 2030, caso adote uma estratégia de "economia verde".

LUIS ANTONIO LINDAU
Diretor de cidades do WRI Brasil

MONGABAY

Brazil green recovery plan could boost economy, add jobs, cut emissions: Report

Um estudo divulgado nesta quarta-feira (22) aponta que o Brasil poderia incorporar uma Argentina à sua riqueza, além de criar mais 2 milhões de postos de trabalho até 2030, caso adote uma estratégia de "economia verde".

NEXO

Uma recuperação verde da América Latina é necessária

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BBC NEWS

A 'bomba-relógio' do transporte público do prefeito eleito terá em 2021

Essas são as grandes linhas de pesquisa de um estudo realizado por pesquisadores de São Paulo, coordenado por um pesquisador brasileiro, em parceria com o governo de Minas Gerais, em avaliação da recuperação de áreas degradadas, incluindo o aproveitamento de áreas degradadas em áreas de produção de alimentos, incluindo o aproveitamento de áreas degradadas em áreas de produção de alimentos.

FOLHA DE SPALHO

Chile e Colômbia fatiam contratos para reduzir metrópoles e melhorar serviço de ônibus

Essas são as grandes linhas de pesquisa de um estudo realizado por pesquisadores de São Paulo, coordenado por um pesquisador brasileiro, em parceria com o governo de Minas Gerais, em avaliação da recuperação de áreas degradadas, incluindo o aproveitamento de áreas degradadas em áreas de produção de alimentos, incluindo o aproveitamento de áreas degradadas em áreas de produção de alimentos.



BOARD AND LEADERSHIP



I BOARD OF DIRECTORS

Marcelo Furtado

Chairman of the Board of Directors and CSO and Partner, ZScore/BlockC

Manish Bapna

Executive Vice President and Managing Director, WRI

Janet Ranganathan

Vice President of Science and Research, WRI

Franklin Feder*

Former Regional Executive President for Latin America and the Caribbean, Alcoa

Orlando Strambi

Professor and Coordinator of the Department of Transportation Engineering, University of São Paulo (USP)

Anamaria Schindler

Co-President Emeritus, Ashoka

Valmir Ortega

Executive Director, Conexsus

Denise Hills**

Global Director of Sustainability, Natura

Johannes van de Ven

CEO, Good Energies

Leonardo Fleck

Program Officer, Conservation and Markets Initiatives, Gordon and Betty Moore Foundation

**Left the Board in August 2020.*

***Left the Board in November 2020.*

I AUDIT COMMITTEE

Diogo de Souza Dias

Chairman of the Audit Committee

Tiniti Matsumoto Junior

Marcelo Torres

I WRI BRASIL LEADERSHIP TEAM

Rachel Biderman*

Executive Director

Karla Battistella

Operations Director

Luis Antonio Lindau

Cities Program Director

Carolina Genin

Climate Program Director

Fernanda Boscaini**

Communications Director

**Left the organization in November 2020.*

***Acting Executive Director from November 2020.*

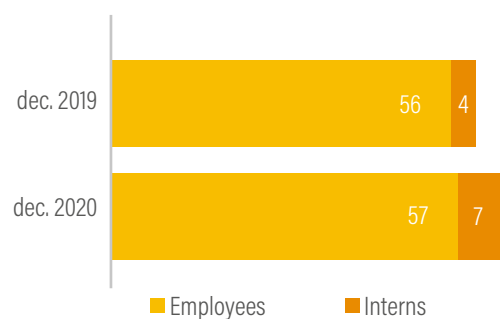


TEAM

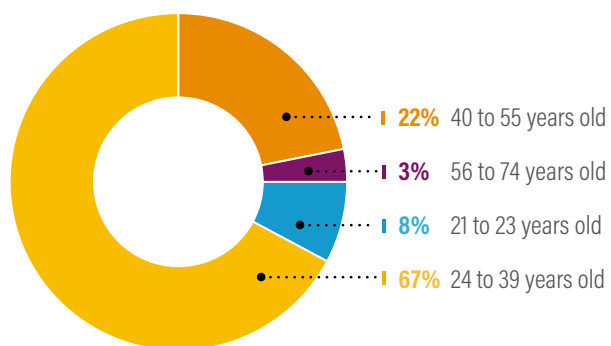


Santa Maria/ES. Photo: Lucas Sandonato/WRI Brasil.

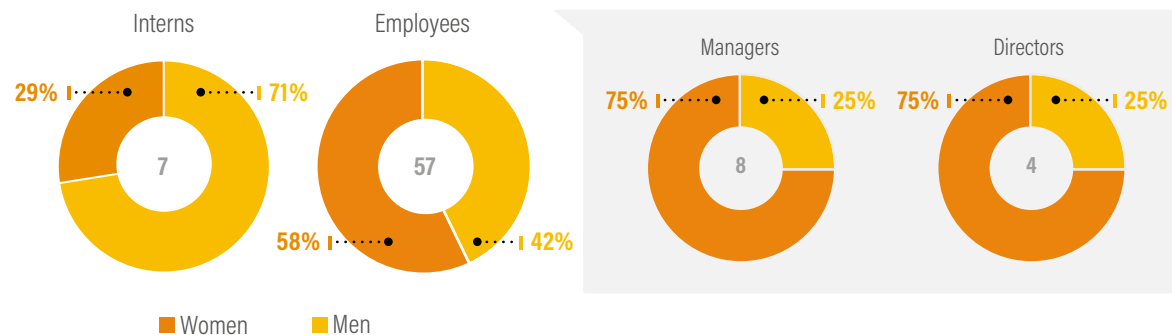
Total team



Team Composition by Age



Team Composition by Gender



I ADAPTATION TO THE PANDEMIC

WRI Brasil prioritizes the well-being of its employees and suppliers.

Given COVID-19's arrival in Brazil, we adopted new practices and precautions in March 2020 that were still in use when this report was published:

- 100% remote work since March 16, 2020;
- trips and other outside activities were canceled;
- allowance allotted for additional staff expenses;
- recommendations for working from home safely;
- more worksite physical activity;
- listening meetings and orientations.

No employees were diagnosed with COVID-19 in 2020 as a result of professional activity.



WORKING GROUPS

The WRI Brasil working groups are dedicated to advancing the discussion, information, and good practices in three areas: Data, Diversity, and Sustainability.

They are formed by employees from different internal departments and support WRI Brasil in assimilating fundamental topics for the organization's institutional and programmatic activities.

I DATA WG

Established in 2020, bringing together members of WRI Brasil's three programmatic and support areas, the Data WG works to generate a common strategy to promote data analysis. The WG established a dialogue with the global Data Lab Initiative, which supports the organization in using innovative data analysis technology, and with the Research, Data, and Innovation (RDI) Department.

The dialogue was essential to developing the group's work strategy, structured into four pillars:

Training: mapping the training needs of WRI Brasil employees and promoting opportunities for the team to absorb knowledge.

Internal data: facilitate access to internally generated databases and share more of this data between departments.

External data: survey the external data sources that projects use the most to standardize and unify the information used between the organization's different departments, making the needed data more traceable and reliable.

Strategy: to stimulate debate about data in the organization.



Photo: Marcelo Matsumoto/WRI Brasil.



Photo: Gustavo Frazão/Shutterstock.

I DIVERSITY WG

In its fourth year, the Diversity WG supported the discussions of an Action Plan on Diversity, Equity, and Inclusion (DEI) prepared by WRI Brasil with the support of an external consultant. The group also contributed to expanding guidelines for diversity in the organization's hiring policies.

With the pandemic, awareness-raising activities began to be carried out online. WG members conducted internal training on decolonialism. The Seeds of Diversity newsletters were still sent on International Women's Day, International LGBTQI+ Pride Day, and Black Awareness Day.

The dates were signified by activities with professionals linked to the themes such as, a discussion with the black entrepreneurs Mariana de Paula (LabJaca), Thiago Oliveira (Reciclar Design), and Didas Mzirai (Mucho Mangoes), whose organizations work in citizen-generated data and empowering vulnerable communities; generating income from recycling; and training and fair payment for family farming, respectively.

I SUSTAINABILITY WG

The Sustainability WG works to encourage internal actions that reflect the organization's values. In its fifth year of operation, the WG adapted itself to the pandemic, prioritizing sustainable actions that could be carried out at home and benefiting people in vulnerable situations, small producers, and the environment.

The WRI Brasil team makes financial contributions for the use of the parking lot—part of the Parking Policy the WG developed in 2020. The amount the team raised during the pandemic was donated to environmental and social non-governmental institutions. A vegetarian and vegan photography competition encouraged the WRI Brasil team to reduce the environmental impact of their food choices and awarded the winning photos with vouchers to buy from small local producers.



DONORS AND PARTNERS

- Alcoa
- ARCONIC Foundation
- Bernard van Leer Foundation
- Bloomberg Philanthropies
- Cargill
- Centro de Estudios Economicos de la Industria de la Construcción (CEEIC)
- Climate Land Use Alliance (Clua)
- Department of Business, Energy and Industrial Strategy, UK (BEIS)
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- FedEx Foundation
- Galo da Manhã
- German Agency for International Cooperation (GIZ)
- Global Environment Facility (GEF)
- Good Energies Foundation
- Gordon and Betty Moore Foundation
- Instituto Clima e Sociedade (ICS)
- Instituto de Apoio e Proteção Ambiental (Iapa)
- Instituto Humanize
- Inter-American Development Bank (IDB)
- Itaú Bank
- Local Governments for Sustainability (ICLEI)
- Ministry of the Environment, Nature Conservation, and Nuclear Safety of Germany (BMU)
- Norway's International Climate and Forest Initiative (NICFI)
- Norwegian Ministry of Climate and Environment (NMCE)
- OAK Foundation
- Pontificia Universidad Católica de Chile (PUC-CoE)
- Renova Foundation
- Stephen M. Ross Philanthropies
- The Nature Conservancy (TNC)
- Tiny Beam Fund
- Toyota Mobility Foundation
- UK Department for Environment, Food & Rural Affairs (DEFRA)
- UN Habitat
- World Bank



FINANCIAL

WRI Brasil adopts international standards for managing and controlling its resources used by the organization globally and that guarantee compliance with donor requirements and Brazilian legislation. Our Financial Statements are audited by PwC, which issued an unqualified opinion, concluding that the information was adequate.



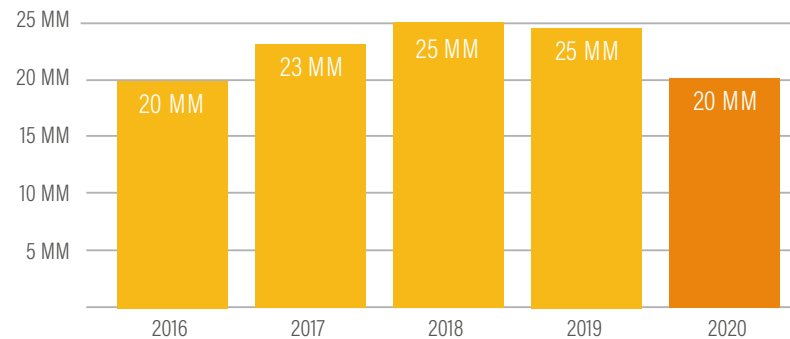
Pintadas/BA. Photo: Caroline Jacobi/WRI Brasil.

Despite the impacts of the COVID-19 pandemic and needing to adapt to social distancing, WRI Brasil maintained its revenue forecast for 2020, as shown in the graphs.

Part of the expenses for on-site activities and travel were postponed or reduced. A few seminars, meetings, and events were canceled or had their dates changed.

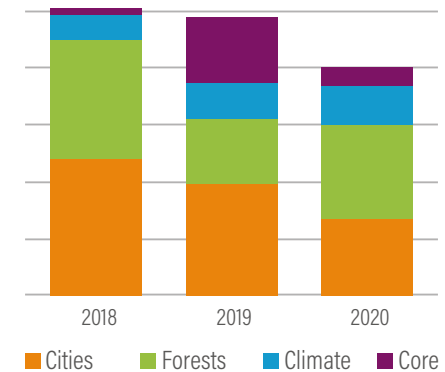
Most, however, are now being conducted online without significantly affecting project deliverables. The expected expenses for these events were reduced or postponed to 2021. No projects were canceled.

Total Revenue* from 2016 to 2020 in BRL

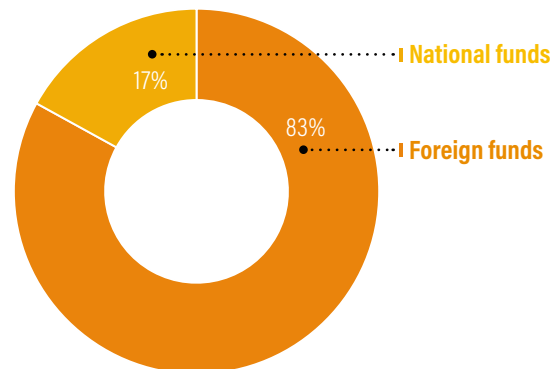


*Grants and fee for service

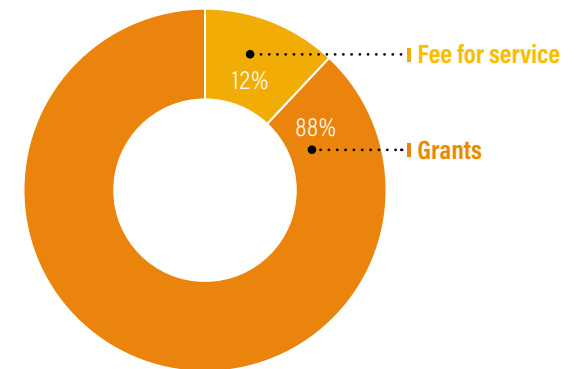
Total Revenue per Program



Composition of Revenue in 2020



Type of Revenue



+ Access the complete document of the Independent Auditor's Report



EXPLORE

Our studies are available for free at wribrasil.org.br and offer objective and data-based analyses of the latest information on the environment, climate, and development.

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