



# GEF PRIVATE LANDS

## CONSERVING BIODIVERSITY AND RURAL LANDSCAPES

Brazil is one of the most biodiverse countries in the world. Part of this biodiversity is being preserved inside Conservation Units and Indigenous Lands. However, more than half of the native vegetation in Brazil is located inside private areas.

In order to scale up and improve sustainable landscape management and to contribute to the conservation of biodiversity and the provision of ecosystem services in private areas in Brazil, the Ministry of Environment (MMA) and the International Institute for Sustainability (IIS), sponsored by the Global Fund for the Environment (GEF) and supported by UN-Environment, launched the GEF Private Areas Project - Realizing the Biodiversity Conservation Potential of Private Lands.

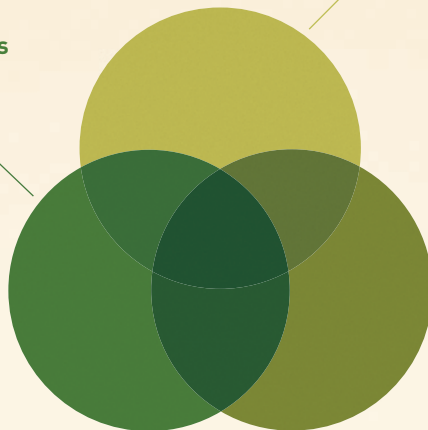
The project aims at increasing, in the long term, biodiversity conservation and the provision of ecosystem services, increasing connectivity and native vegetation cover, reducing environmental degradation in private areas, improving the conservation of threatened species and mitigating climate change.



The project comprises three components that are interrelated:

**1 Implementation of pilot areas in the Atlantic Forest and Cerrado biomes**

aiming to reduce the degree of fragmentation in productive landscapes, increasing habitat availability for threatened species and developing incentives for conservation and recovery of native vegetation;



**2 Establishment of an agreement with forestry sector companies (paper and cellulose)**

to improve biodiversity conservation and the recovery of native vegetation in their areas;

**3 Improve public capabilities**

to incorporate the conservation value of private areas in public policies

**Local Benefits**

**Component 1: Implementation of pilot areas in the Atlantic Forest and Cerrado biomes:**

- Increased income for rural landowners;
- Increased rural landowners and extension agents' knowledge about sustainable landscape management, sustainable forest management and native vegetation recovery;
- Improved adaptation of rural landowners to the Native Vegetation Protection Law (NVPL);
- Reduced costs of environmental regularization through the identification of areas with potential for natural regeneration;
- Improved local actors' knowledge and awareness about the importance of environmental and biodiversity conservation;
- Sustainable extractivism strengthened;
- Privately protected areas (private reserves of natural heritage - RPPN) strengthened;
- Improved access for financial incentives for the recovery of native vegetation by landowners.

**Component 2: Agreement with forestry sector companies**

- Increased dissemination of the importance of forestry sector companies for biodiversity conservation;
- Improved decision-making processes in areas managed by forestry sector companies, based on native vegetation restoration prioritization.

**Component 3: Improvement of public capabilities**

- Improved procedures for the sustainable management of native vegetation;
- Conservation value of private areas incorporated into policies;
- Increased local actors and policy makers' knowledge on the use of spatial databases that indicate the conservation value of private areas.

**Global Benefits**

- Biodiversity conservation;
- Increased adoption of management practices to reduce greenhouse gas emissions and increased carbon sequestration;
- Increased provision of ecosystem resources;
- Reduced forest loss and degradation.

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