



# The Cerrado: Integrated approaches for landscape conservation

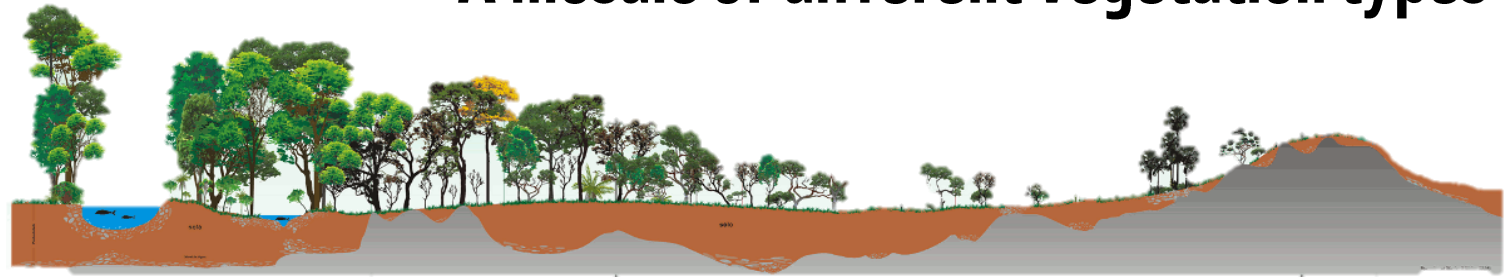


# Brazil's Cerrado



**200 million hectares:**  
Bigger than Holland, Belgium, UK, Germany,  
France, Italy and Spain combined

**A mosaic of different vegetation types**





**5% OF GLOBAL  
BIODIVERSITY**



**SOURCE OF 40% OF  
BRAZIL'S FRESHWATER**

**The Cerrado's  
Importance**



**STORES 13.7 BILLION  
TONNES OF CO<sub>2</sub>**



**TRADITIONAL COMMUNITIES'  
LIVELIHOODS**

# Cerrado's economic significance



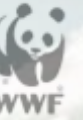
**Important agricultural hub: cattle, soy and sugar cane.**

**Agriculture is responsible for 25% of Brazil's GDP**

**90% of land is privately owned with legal clearance up to 80% per plot**



# Conversion and fragmentation key drivers



- **Global/local commodity demand – soy and cattle**
- **Land speculation**
- **Weak land and environmental governance and ineffective implementation of laws**
- **Unvalued native vegetation (natural capital)**

# Opportunity



**Rehabilitating degraded land can triple soy production and meet the expected global demand for soy and meat in the next 50 years – without clearing another hectare**





**The Cerrado goal: By 2030, a resilient, productive, and valued landscape where conversion and fragmentation of natural systems and habitat are halted, and both people and nature thrive.**



# Cerrado programme framing under Global Conservation Policies



## Global Agendas:

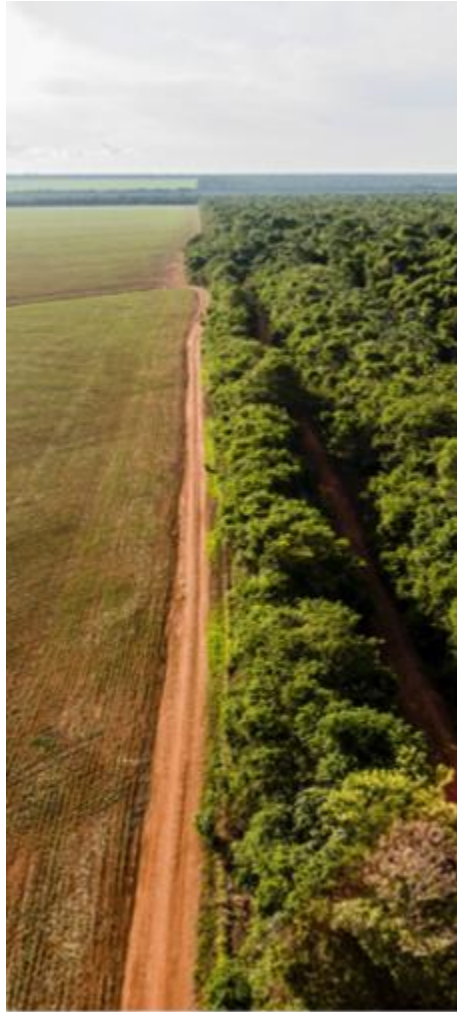
- SDGs
- CBD
- Paris agreement
- UN Decade of Ecosystem Restoration

## Brazil National Agendas:

- Nationally Determined Contributions
- National Policy on Climate Change (PNMC)



# The Cerrado: Areas of Action



Tackling conversion



Rehabilitation of pastures



Restoration



Protected Areas



Socio-biodiversity & communities

# Strategic Pathways



## Influencing Policy



Help develop, strengthen, implement mechanisms, laws, policies that eliminate conversion and fragmentation and conserve the environment

## Shifting Finance



Advocacy, benchmarking of best practices, influence of enablers/regulators to shift and scale up investment, to low carbon and conservation activities

## Engaging Markets



Promote exclusion of conversion in soy and beef and seek markets for community-led agro-extractive businesses

## Strengthening Governance / Management



Advance good governance to protect/restore habitat and resources, and rehabilitate degraded areas to support conversion-free commodity production

# WWF Brazil & partners: Successes



## Engaging markets:

- Deforestation reduced from 1 million to 600,000 ha/year in the last 5 years (via The Cerrado Working Group, the Cerrado Manifesto with a Statement of Support signed by 140+ global companies, the Sustainable Meat Declaration)

## Shifting finance:

- The ABC (Low Carbon Agriculture) Program
- LDC (soy trader) long-term loans for farmers to rehabilitate degraded pasture
- The Cerrado Funding for Soy Farmers (US \$15M)

## Advocacy and public policy influence:

- The #ampliaveadeiros campaign
- Lobbying to avoid downsizing of two Cerrado PAs
- Lobbying contributed to Congress rejecting structural changes to the Brazilian Forest Code



# Thanks



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