

A photograph of a man in a straw hat and purple shirt reaching for a cactus in a desert landscape. The man is in the foreground, looking up at the cactus. The cactus is tall and green with many sharp spines. The background shows a desert with other cacti and a blue sky with clouds.

# 2022\_\_\_\_ ANNUAL REPORT



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**September 2023**



# LETTER OF PRESENTATION



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



The year 2022 was one of transition for Brazil, with political polarization becoming even more glaring during the presidential election. Within that turbulent scenario, collaborative work with key players in society – government bodies, civil society organizations, private companies, local and Indigenous communities, to name a few – has been one of the most effective strategies in continuing to leverage the urgently needed transition to a more sustainable world, which goes hand-in-hand with protecting the planet and its ability to fulfill the needs and aspirations of current and future generations.

That cooperation was an overarching component of most all of WRI Brasil’s projects throughout the year and is essential in catalyzing progress and establishing long-lasting relationships. The intense coordination with government institutions merits attention, which culminated in substantial results for developing innovative and inclusive public policies.

Through the Cities Program, this networking has resulted in sustainable mobility interventions and actions that have improved – and electrified – public transportation and made streets safer and more welcoming in dozens of cities. Technical support and collaboration with federal and municipal governments in areas like sustainable urban development and nature-based solutions (NBS) have been strengthened. These efforts have also contributed to a noticeable reduction in traffic deaths and injuries and were even acknowledged with the 2022 Senatran Award.

The Forests, Land Use and Agriculture Program has witnessed significant enhancements, particularly in the Amazon, Atlantic Forest and Caatinga regions. This progress is attributed to the establishment of legal frameworks in collaboration with state governments, notably Pará (PA) and Espírito Santo (ES). Additionally, the development

Teresina/PI.  
Photo: Paulo Sérgio/WRI Brasil.







of land use monitoring systems in the semi-arid regions has been instrumental in addressing the challenges faced in these areas. Our approach to supporting partners has evolved, emphasizing the stimulation of innovative projects. This has led to the launch of two key initiatives: the NBS Accelerator in Cities, which aids urban green projects in their early stages through mentoring and training, enhancing their ability to seek funding; and the Forest Business Accelerator (Aceleradora de Negócios Florestais), aimed at fostering a sustainable and regenerative forestry and agroforestry economy in the Atlantic Forest, by assisting small- and medium-sized enterprises in the sector.

In the climate sector, our collaborative efforts culminated in the completion of the research phase of the New Economy for the Brazilian Amazon (NEA-BR) initiative. This project involved 76 specialists from various scientific institutions across the country, with a focus on local and Indigenous

researchers. The study aims to demonstrate that the Legal Amazon can lead the decarbonization of the Brazilian economy while simultaneously fostering growth in major economic sectors, all without resorting to deforestation.

The subsequent pages of this report delve deeper into these initiatives and others from 2022, underscoring the breadth and excellence of WRI Brasil's work. The report highlights our strategy of promoting a just transition, particularly for the most vulnerable populations. In closing, it is imperative to acknowledge that these achievements are the result of collaborative efforts. The commitment, talent, and dedication of our team and board members, along with the unwavering support and trust of our funders, have been pivotal in realizing these successes.

Enjoy the read!

**Johannes van de Ven**

Chairman of the Board of WRI Brasil

**Cristiane Fontes**

Executive Director

Campinas/SP.  
Photo: Léo Britto - Monomito  
Filmes/WRI Brasil.



# ABOUT WRI BRASIL

WRI Brasil is a trusted partner for change. Using research-based approaches and unique coalitions, we work to meet people's essential needs, to protect and restore nature, and to stabilize the climate. 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). Founded in 1982, WRI has nearly 1,800 staff around the world, with country offices in Brazil, China, Colombia, Ethiopia, India, Indonesia, Mexico and the United States, as well as regional offices in Africa and Europe.

Niterói/RJ.  
Photo: Diego Padilha-Yantra  
Imagens/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.

## RESPECT

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

Socorro/SP.  
Photo: Andre Cherri/WRI Brasil.





# OUR APPROACH

We embrace the motto of “count it, change it, scale it” to create lasting impact. We start with rigorous research, test evidence-based approaches globally and in focus countries, and mobilize unique partnerships to affect change around the world. Some key elements of our strategic approach include:

## **WE PUT THREE INTERCONNECTED GOALS FOR PEOPLE, NATURE, AND CLIMATE AT THE CENTER OF ALL WE DO**

We work to meet people’s essential needs; protect and restore ecosystem health; and hold global warming to 1.5 degrees C and build climate-resilient communities.

## **WE SEEK SYSTEMIC CHANGE.**

We combat the main drivers of inequity, ecosystem degradation and climate change by transforming the way the world produces and uses food and energy and designs its cities — including by shifting the economics, finance and governance that underpin these three human systems.

## **WE SUPPORT TRANSITION IN KEY COUNTRIES.**

In addition to global projects, we have a coordinated regional presence in Africa and Europe and dive deep in 12 focus countries: Brazil, China, Colombia, Democratic Republic of the Congo (DRC), Ethiopia, India, Indonesia, Mexico, Republic of the Congo, Rwanda and the United States. We selected these nations because they house some of the largest populations of vulnerable people, hold much of the world’s remaining natural landscapes and produce significant greenhouse gas emissions.

## **WE FOCUS ON IMPACT.**

We measure our success not by internal benchmarks, but by whether we’ve markedly improved the world for people, nature and the climate. We root our work in evidence-based theories of change, clear targets and a process for assessing, adjusting and scaling progress.







# OUR WORK IN 2022

This report will succinctly and objectively introduce you to WRI Brasil's main actions employed throughout 2022 to bolster its mission: to move human society to live in ways that protect Earth's environment and its capacity to provide for the needs and aspirations of current and future generations. See below the most significant outcomes of the Cities, Climate and Forests, Land Use and Agriculture programs from 2022.

Guarulhos/SP.  
Photo: Roosevelt Cassio/WRI Brasil.



# CITIES



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WRI Brasil is working for more equitable cities that offer people a better quality of life through low-carbon urban transformation. We strive to increase our positive impact through four main objectives: increasing access to urban opportunities (employment, leisure, education, and good health); improving the urban built environment; reducing the vulnerability of urban populations to climatic events; and expanding access to urban finance to promote equity and resilience. Our areas of expertise include urban mobility planning, public transportation quality, electromobility, road design, financing, and urban resilience.

In recent years, the organization has dedicated significant effort towards developing projects that actively engage stakeholder networks. 2022 marked a notable year in this endeavor, with the coordination of partner networks aimed at facilitating the exchange of experiences and fostering solutions to amplify the program's positive impacts. WRI Brasil took a leading role in promoting the initiatives highlighted below:

**Nature-based solutions (NBS)**

**Coalitions for resilient and healthy communities**

**Electric buses take to the streets**

**Quality Public Transportation**

**Safer and more democratic streets**

**Articulated work with the federal government**

**Unicidades Forum**

**Publications**

Niterói/RJ.  
Photo: Diego Padilha - Yantra  
Imagens/WRI Brasil.



## Nature-based solutions (NBS)

The enhancement and reintegration of nature into cities is an essential measure for climate adaptation and equity. WRI Brasil initiated Brazil's first accelerator program for urban Nature-based solutions (NBS) in August 2022. This initiative was launched with the support of the Caterpillar Foundation, the Fundação Grupo Boticário, and the British Government. In collaboration with Cities4Forests (C4F) and Aliança Bioconexão Urbana, the NBS Accelerator in Cities Program garnered over 100 applications from every region of Brazil. Ten of those projects were selected to receive training and enhance their prospects for funding and implementation.

In Campinas, in the state of São Paulo (SP), WRI Brasil played a pivotal role in the comprehensive review of three of the municipality's environmental plans. This endeavor was undertaken with the objective of enhancing the city's resilience, placing NBS at the core of its environmental policies, actions and objectives. Following this collaborative effort, the updated plans were formally established through a municipal decree. In Salvador, in the state of Bahia (BA), WRI Brasil, in partnership with C4F and funded by the German Corporation for International Cooperation (GIZ) and C40 Cities, provided support to the city government in launching Salvador's first rain garden pilot project. WRI Brasil was involved from initial preparatory training to the actual implementation of the project.



Above: Niterói/RJ.  
Photo: Diego Padilha -  
Yantra Imagens/WRI Brasil.  
Below: Campinas, SP.  
Photo: Renan Pissolatti/WRI Brasil.





## Coalitions for resilient and healthy communities

The Transformative Urban Coalitions Project, led by WRI Brasil, works in collaboration with the United Nations University (UNU), the International Institute for Environment and Development (IIED), and the German Institute for Development and Sustainability (IDOS), with additional support from the International Climate Initiative (IKI). This project focuses on bringing together various sectors to support the development of two housing estates: Comunidade do Pilar in Recife, Pernambuco (PE), and Residencial Edgar Gayoso in Teresina, Piauí (PI). Communities are at the center of these urban laboratories, leading processes to co-create solutions to historical demands. The transformation began in 2022 with tree-planting and the construction of leisure and mobility spaces. Over the next few years, the work aims to generate lasting, resident-led transformations in the territories and help other cities find their way towards low-carbon, participatory urban development.



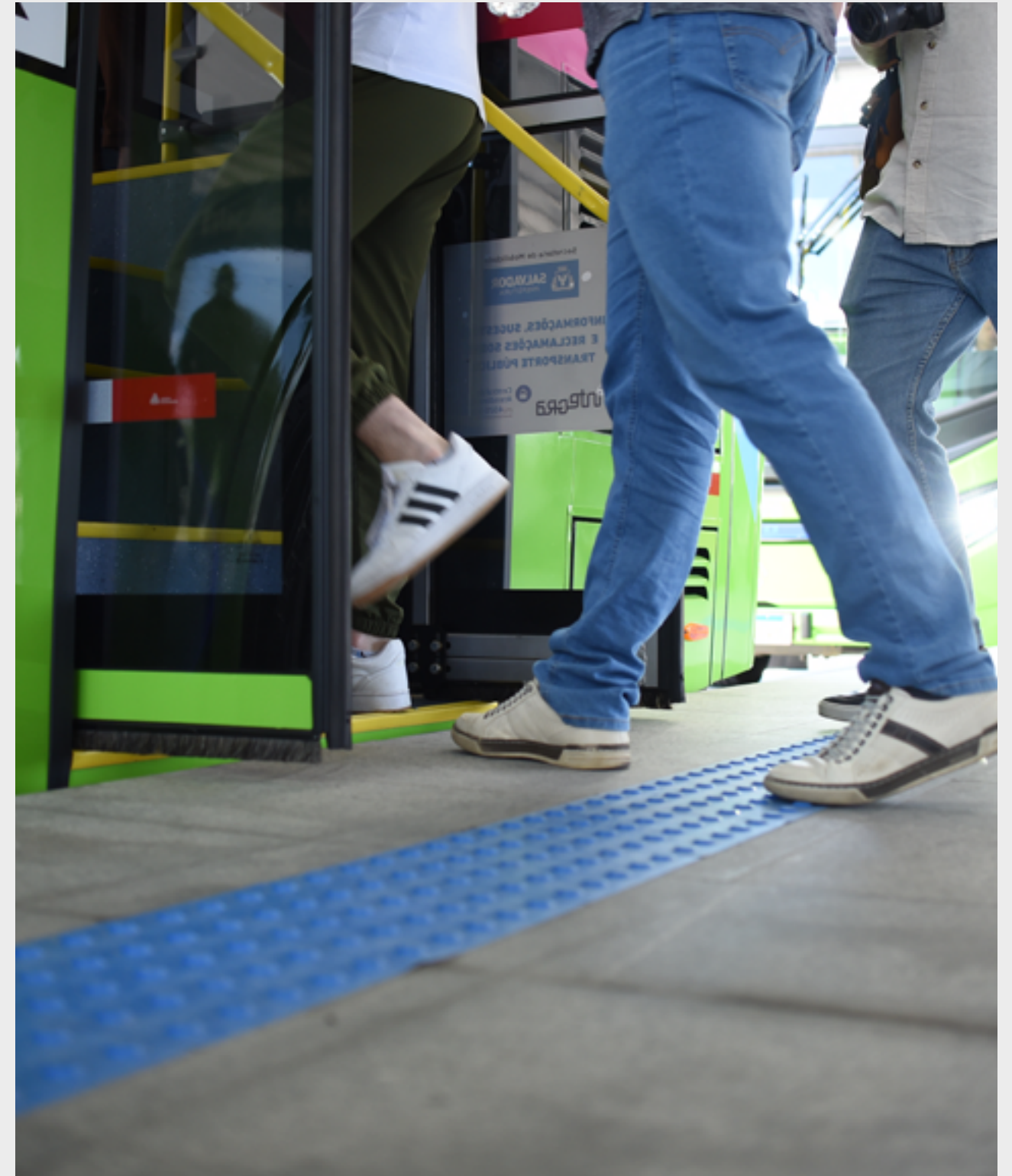
Above: Teresina/PI.  
Photo: Paulo Sérgio/WRI Brasil.  
Below: Recife/PE.  
Photo: Adriana Preta/WRI Brasil.





## Electric buses take to the streets

The electrification of public transport is a critical step towards addressing two major urban challenges: reducing carbon emissions and improving the quality of public transportation, which serves as the lifeblood of cities. Understanding the importance of this transition, WRI Brasil is actively working to expedite this process. In 2022, Salvador (Bahia) inaugurated its first BRT corridor, featuring a fleet of eight electric buses. The organization offered operational training to the city through the QualiÔnibus Program and contributed to the planning of this electrification project as a part of the TUMI E-Bus Mission. This global initiative is aimed at encouraging the adoption of 100,000 electric buses in developing countries. In Brazil, major cities such as São Paulo (São Paulo state), Rio de Janeiro (Rio de Janeiro state), Campinas (São Paulo state), and Curitiba (Paraná state) have also joined the initiative. These cities are committed to integrating electric buses into their public transport systems in the coming years. Curitiba has already begun testing electric bus models from various manufacturers.



Salvador/BA.  
Photo: Sidnei Campos  
Fotografia/WRI Brasil.





## Quality Public Transportation

In 2022, the QualiÔnibus Benchmarking Group celebrated its fifth year of operation. This group has brought together a network of 30 cities and bus operators from across Brazil, committed to enhancing the quality of bus systems. Acting as a hub for solutions, a dispatch point for information, and a monitoring center for the implementation of new practices in the sector, the group has been instrumental in identifying and understanding the impacts of these practices so that they can be shared and replicated and contribute to its renewal. The longevity of the QualiÔnibus Benchmarking Group is not just a milestone; it's a testament to the solidification of a perspective that WRI Brasil has actively promoted within the country: the collaborative search for solutions to challenges that are common across many urban environments.

Above and below: Salvador/BA.  
Photo: Sidnei Campos Fotografia/WRI Brasil.





## Safer and more democratic streets

Designing safer roads, implementing reduced speed limits, and reallocating road space to favor pedestrians are inextricably linked to building more humane cities. This concept is gaining traction in the Brazilian state of São Paulo, thanks to the SP Complete Streets Network (Rede Ruas Completas SP). This initiative unites 20 municipalities dedicated to developing policies and implementing interventions aimed at creating streets that are both welcoming and safe. In 2022, several cities in São Paulo state, including São José dos Campos, Campinas, Diadema, Registro, Guarulhos, Ribeirão Pires and Ribeirão Preto, undertook significant interventions. These improvements were a direct result of the training and technical support provided by the SP Complete Streets Network. This collaborative effort involves the National Front of Mayors (FNP, from its initials in Portuguese), the Cordial Institute, Detran-SP (São Paulo State Traffic Department), and Vital Strategies. It's spearheaded by WRI Brasil under the auspices of the Bloomberg Initiative for Global Road Safety.

In Rio de Janeiro (RJ), WRI Brasil has played a pivotal role in shaping the municipality's Road Safety Plan. In 2022, their contributions included the development of a theoretical chapter and an action plan, with contributions from civil society organizations.



São José dos Campos/SP.  
Photo: Roosevelt Cássio/WRI Brasil.





## Articulated work with the federal government

In 2022, a dynamic convergence of various work fronts resulted in a robust collaboration with numerous transit and mobility agencies of the federal government. This alliance, characterized by its intensity and scope, is poised to grow even stronger in the coming years. A prime example of this collaboration is the involvement of WRI Brasil in the Steering Group responsible for developing the National Bicycle Strategy (Estratégia Nacional da Bicicleta – Enabici). The outcomes of this initiative are set to form the cornerstone for a comprehensive national strategy on the topic. Furthermore, WRI Brasil played a pivotal role in aiding Brazil's National Traffic Department (SENATRAN) in orchestrating regional conferences focused on municipal traffic management and road safety across the country's five regions. In a joint effort with Senatran, WRI Brasil also contributed to the creation of the Pnatrans Panel.

This innovative tool is designed to track and oversee the adherence to the National Plan for Reducing Traffic Deaths and Injuries by local, state, and federal governments. Additionally, WRI Brasil delivered an initial version of three traffic manuals to the Ministry of Infrastructure, covering topics like Moderating Measures for Traffic, School Areas, and Complete Streets. The organization was also instrumental in compiling the outcomes of the participatory process for the formulation of the Sustainable Urban Development Goals (ODUS, from its initials in Portuguese). This work was showcased during the inauguration of Brazil's National Urban Development Policy (PNDU) in June 2022. As a testament to these comprehensive efforts, WRI Brasil garnered significant recognition in 2022, being honored with the Senatran Award.

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





## Unidades Forum

In 2022, WRI Brasil played a pivotal role in launching the inaugural initiatives of the Unidades Forum. This forum, established in collaboration with the National Front of Mayors (FNP, from its initials in Portuguese), served as a platform to unite urban planning and development secretaries and leaders from across Brazil. Its primary objective was to facilitate collaboration and formulate a unified agenda. This group was instrumental in creating the Mapping of Priorities for the First 100 Days of the New Government, delivering it to the federal government’s transition team, and endorsing the Cities Charter (Carta das Cidades). As 2022 drew to a close, the Unidades Forum convened its 1st Annual Meeting. This gathering brought together secretaries and leaders from 14 member municipalities to discuss the priorities for planning and sustainable urban development in Brazilian municipalities for the coming years.



Above and below:Brasília/DF.  
Photo: Pedro Cardoso/WRI Brasil.





Publications



**GUIA PARA ÁREAS DE TRÂNSITO CALMO**

This publication is available in Portuguese.

Launched in 2022, The Guide to Calm Traffic Areas (Guia para Áreas de Trânsito Calmo) outlines various strategies for the planning, design, implementation, and evaluation of low-speed areas in cities. This guide aims to provide communities and decision-makers with a robust toolkit to facilitate the adoption of traffic-calmed zones that are tailored to meet the unique needs and characteristics of their specific contexts.

[READ THE PUBLICATION](#)



**IMPACTAR TOOL**

This publication is available in Portuguese and English.

Technical note updating ImpactAr – A Tool for Valuing the Impacts of Air Quality on Health for Fleet Changes in Brazil. Launched in February 2022, it assesses the health impacts and costs stemming from changes in air quality, particularly from the electrification of urban buses in the cities of São Paulo, Rio de Janeiro, Belo Horizonte and Niterói. Its methods can be replicated in other Brazilian cities.

[READ THE PUBLICATION](#)



**PRINCÍPIOS PARA O DESENHO DE CICLOVIAS SEGURAS**

This publication is available in Portuguese.

Launched in August 2022, the Guide on Principles for Safe Cycling Design (Princípios Para o Desenho de Ciclovias Seguras) is aimed at assisting cities in making informed, rapid decisions and implementing immediate actions to enhance cycling as a safe and appealing mode of transportation both during and after the COVID-19 pandemic.

[READ THE PUBLICATION](#)



**GUIA DE ELETROMOBILIDADE**

This publication is available in Portuguese.

Released in February 2022, The Electromobility Guide: Guidelines for Structuring Public Bus Transportation Projects (Guia de Eletromobilidade: Orientações para Estruturação de Projetos no Transporte Coletivo por Ônibus) is a technical training tool for designing, structuring and implementing electrification projects for public bus transportation. Developed by the Ministry of Regional Development (Ministério do Desenvolvimento Regional - MDR) with the Inter-American Development Bank (IDB) and WRI Brasil, the publication uses a didactic approach to facilitate and promote the electrification of public transportation in Brazil.

[READ THE PUBLICATION](#)



# CLIMATE



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The organization is dedicated to stepping up Brazil's transition to a new low-carbon economy. This transition aims to reduce greenhouse gas emissions, address social inequalities, and promote the conservation of ecosystems, all while generating employment and income. It seeks to build technical capacity in the realms of public policy formation, governance and climate transparency in Brazil. This is achieved through comprehensive analyses and studies that explore viable routes for a fair economic transition applicable to the country, specific sectors, or biomes, with particular attention to the Amazon region. Additionally, the program actively mobilizes a network of influential players across government, businesses and civil society to accelerate this transition and ensure its effectiveness.

In 2022, WRI Brasil has wrapped up the research phase of the New Economy for the Brazilian Amazon (NEA-BR) initiative. This initiative is significant as it undertakes studies and fosters actions towards deforestation-free development and economic diversification in the Amazon, benefiting both the local populace and Brazil. Although the full report is scheduled for release in 2023, the conclusion of the research phase in 2022 enabled the publication of an article that defines the term 'bioeconomy.' It also facilitated engagement with key stakeholders and the establishment of technical cooperation agreements with various institutions.

Manaus/AM.  
Photo: Bruno Kelly/WRI Brasil.

Climate  
Coordination

Publications



## Climate Coordination

WRI Brasil played a pivotal role in organizing five panels at COP 27 and participated in additional events as a guest. Notable among these were panels that stimulated discourse on the Bioeconomy and Production Chains plan, financing of the Amazonian bioeconomy, and one focusing on nature-based solutions, held in collaboration with the International Union for Conservation of Nature (IUCN). The panels reached approximately 200 in-person attendees, and the sessions were recorded for broader accessibility and made available on YouTube.





Publications

BIOECONOMY FOR THE AMAZON

A working paper was released in June 2022 as a key component of the NEA-BR initiative. Available in both Portuguese and English, this document plays a vital role in contributing to the conceptualization of the term ‘bioeconomy.’ Despite gaining increasing attention in recent years, the term ‘bioeconomy’ encompasses a variety of interpretations. This study delves into the various perceptions of the bioeconomy, both in Brazil and globally, examining its different connotations, limitations, and emerging trends, particularly in the context of the Brazilian Legal Amazon. It highlights the unique requirements of the bioeconomy within the rainforest biome, emphasizing the importance of protecting and valuing the region’s rich biological, cultural, and social diversity.

READ THE PUBLICATION



This publication is available in Portuguese and English.

Above: Rio Manicoré/AM.  
Photo: Nilmar Lage/Greenpeace.  
Below: Santarém/PA.  
Photo: Caio Pederneiras/Shutterstock.





# FOREST, LAND USE AND AGRICULTURE



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WRI Brasil is committed to embedding the conservation and recovery of native vegetation in the core of Brazil's urban, state, and national economic, social, and environmental strategies. This program drives the restoration of landscapes and forests, monitors land use and rigorously evaluates and promotes sustainable agricultural production models built on the approach of protecting, producing, reducing and restoring. It operates across two principal domains: developing supportive data, methods, and analyses for public policies and engaging with local stakeholders.

In 2022, WRI Brasil played a pivotal role in collaborative restoration efforts, aligning with influential groups, such as the Atlantic Forest Restoration Pact, the Alliance for Restoration of the Amazon, the Brazilian Coalition on Climate, Forests, and Agriculture, and the Brazilian Society for Ecological Restoration (SOBRE, from its initials in Portuguese). A summary of key initiatives and studies is presented below:

**Restoration of  
Landscapes and  
Forests**

**Key success  
factors for  
Assisted Natural  
Regeneration**

**Land use  
monitoring and  
data**

**Forest Loss  
Monitoring**

**The Land  
Accelerator**

**Publications**

Campinas/SP.  
Photo: Roosevelt Cássio/WRI Brasil.



## Restoration of Landscapes and Forests

The organization's strategic coordination with state governments has been instrumental in removing barriers and advancing restoration initiatives in the Amazon and Atlantic Forest regions. Following a 2020 publication by WRI Brasil on the legislative hurdles to restoration, the organization worked with the Brazilian Coalition on Climate, Forests, and Agriculture and the Espírito Santo state government to update and modernize the state's rules for restoration. This led to Normative Instruction 008, which streamlines the bureaucracy for economically-driven native forest planting, helping the authorities to distinguish native reforestation timber from that of predatory exploitation.



Above: Lindóia/SP.  
Below: Socorro/SP.  
Photo: Andre Cherri/WRI Brasil.







WRI Brasil's partnership with the Pará state government has been key in crafting public policies to foster state restoration efforts in the Amazon. This collaboration led to the creation of a strategic framework in accordance with the state's Climate Policy and the enactment of Decree 2750, initiating the State Plan for the Recovery of Native Vegetation in Pará (Plano Estadual de Recuperação da Vegetação Nativa do Estado do Pará - PRVN-PA), launched during COP 27 in Egypt.

Regarding the Caatinga biome, the Agroforestry Practices Adapted to Climate Change for Restoration in the Semi-Arid Project (Práticas Agroflorestais Adaptadas às Mudanças Climáticas para Restauração no Semiárido), a collaboration between WRI Brasil, Cooperativa Ser do Sertão and Adapta Group, showcased significant outcomes. The project established 25 AFS demonstration units with agroforestry yards (quintais agroflorestais, in Portuguese), leveraging local women's leadership in Pintadas in the countryside of Bahia state. This initiative also employed the GHG Protocol tool to quantify carbon capture and climate benefits. Although concluded in 2022, the project sets a precedent for future Caatinga restoration efforts, with plans to expand land use mapping and local restoration agreements in the biome.

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Above and below: Monte Santo, Uauá and Pintadas/BA.  
Photo: Caroline Jacobi/WRI Brasil.





## Key success factors for Assisted Natural Regeneration

WRI Brasil, in partnership with WRI, the Institute of People and the Environment of the Amazon (Imazon), and Instituto Centro de Vida (ICV), has initiated the formation of an international network to promote Assisted Natural Regeneration (ANR) as a fundamental technique for accelerating and scaling restoration. The Assisted Natural Regeneration Alliance, launched in 2022 through workshops and direct engagement opportunities, aims to globally advance the adoption of ANR by creating a platform for technical assistance connecting project implementers with a network of peers, funders, policymakers, and researchers. This initiative is aligned with international commitments like the Paris Agreement, the Bonn Challenge, and the 20x20 Initiative and has the ultimate goal of restoring millions of hectares of degraded landscapes.





## Land use monitoring and data

A new monitoring technology developed by WRI has been deployed in Espírito Santo state and the Caatinga, enabling the identification of trees in mosaic landscapes. This preliminary data offers new insights for broader landscape management initiatives.

Linhares/ES.  
Photo: Lucas Sandonatto/WRI Brasil.





## Forest Loss Monitoring

Global Forest Watch (GFW) is a global platform for monitoring global forest loss. It examines and interprets data sourced from the University of Maryland, which maps the reduction in forest cover attributable to human activities or natural occurrences, such as wildfires. The dissemination of its annual update in Brazil focuses on primary humid tropical forests because they are the forest areas of greatest concern, given their rich biodiversity and critical role in addressing the climate emergency. This approach also differentiates from the loss in plantations.

The 2022 data release, covering the previous year, indicates that global forest loss remained distressingly high in 2021, with the tropics experiencing a significant depletion of 11.1 million hectares of tree cover. Alarming, 3.75 million hectares of this loss were in primary tropical forests, ecosystem s vital for carbon sequestration and biodiversity preservation. This loss equates to approximately ten soccer fields per minute. Brazil accounted for over 40% of the primary tropical forest loss in 2021, totaling 1.5 million hectares. This trend has been worryingly consistent in recent years in Brazil. Specifically, non-fire-related losses, predominantly linked to agricultural expansion, escalated by 9% from 2020 to 2021.





## The Land Accelerator

The Land Accelerator, an initiative under the umbrella of the global Land Accelerator Program, is strategically designed to bolster and advance a sustainable and regenerative forest economy. This program specifically targets support towards small- and medium-sized enterprises within the forestry sector. Its core objective is to foster an enabling environment conducive to scaling restoration efforts, effectively mobilizing financial resources across various supply chain segments, ensuring market accessibility for forestry products, and amplifying funding levels for implementation. In late 2022, the program initiated a call for proposals, attracting a notable response with 122 applications from small- and medium-sized enterprises engaged in activities that contribute to the restoration of the Atlantic Forest and the agroforestry chain. These applications were evaluated based on several criteria, including product innovation, territorial impact and gender diversity.

Most of the applicants are involved in reforestation with native species, implementing and managing agroforestry systems, and providing technical assistance and rural extension services to farmers. The program is poised to enter additional phases in 2023.



Above and below: Socorro/SP.  
Photo: Andre Cherri/WRI Brasil.





# Publications

## THE ROLE OF ASSISTED NATURAL REGENERATION IN ACCELERATING FOREST AND LANDSCAPE RESTORATION

This study, released in March 2022 and published by WRI Brasil, ICV, Imazon, and Suzano, presents practical experiences from the field of Assisted Natural Regeneration (ANR) around the world developed by different types of social actors and in diverse governance arrangements. The practice note shows which ANR techniques are commonly used and identifies the critical success factors for initiatives or projects that facilitate effective management of natural regeneration. The primary objective of this study was to gather data that can assist restoration project implementers, decision-makers, and investors, helping to accelerate and scale up restoration actions globally. The study is part of a project that emphasizes the significance of regeneration and restoration as key techniques for the revitalization of native vegetation, particularly in the Amazon, especially in the states of Pará and Mato Grosso.

**READ THE PUBLICATION**



This publication is available in Portuguese, Spanish, English and French.

## NATURAL INFRASTRUCTURE IN CAMPINAS' WATER SYSTEM, SÃO PAULO STATE

The study, initiated in September 2022, represents a key output of the INTERACT-Bio project, spearheaded by Local Governments for Sustainability (ICLEI). It provides water resource managers in the municipality of Campinas (São Paulo state) and the region—the Campinas Metropolitan Region (RMC) and municipalities in the Atibaia River Basin upstream of the RMC—an overview of the cost-benefit ratio and the effectiveness of natural infrastructure solutions in mitigating sediment discharge into the water bodies that serve the region. The findings of the survey reveal that forested areas can reduce watercourse turbidity by 14%, translating into potential annual savings of up to R\$8.3 million for the region’s municipalities and sanitation companies while improving the quality of the water offered to the population.

**READ THE PUBLICATION**



This publication is available in Portuguese and English.







## A PAISAGEM SOCIAL NO PLANEJAMENTO DA RESTAURAÇÃO

This report, called Social Landscape in Restoration Planning (in English), initiated in November 2022 and published by WRI Brasil, was a collaborative effort between the Institute of Energy and Environment (IEE) of the University of São Paulo (USP) and the Center for Environmental Studies and Research (Nepam) at the State University of Campinas (Unicamp). The report mapped the social actors engaged in restoration activities across three landscapes in southeastern Brazil: northern Espírito Santo state, the Doce River Basin in Minas Gerais state, and the Paraíba Valley in São Paulo state. The primary objective of this study was to gain a deeper understanding of the governance structures and dynamics in these areas, aiming to facilitate inclusive, equitable and scalable restoration processes. Furthermore, the study offered recommendations for utilizing well-established networks of local actors to speed up implementation in the field.

[READ THE PUBLICATION](#)



This publication is available in Portuguese.

Nazaré Paulista/SP.  
Photo: Fabricio Macedo/  
Wikicommons.



# COMMUNICATIONS

In 2022, set against a backdrop of intensified national election polarization, the ongoing war between Russia and Ukraine, a widespread global economic crisis and the persistent effects of the pandemic, WRI Brasil was tasked with the challenge of maintaining the relevance of its agendas for its strategic audiences. The organization persisted in fortifying its role as a substantial player in the just transition, with a global analytical perspective and local strategic action. To this end, strengthening and enhancing communication strategies aligned with short- and long-term institutional objectives was pivotal.

## Press Relations

## Digital Footprint

Socorro/SP.  
Photo: Andre Cherri/WRI Brasil.





Press Relations

Despite the challenges posed by a particularly eventful news year, WRI Brasil experienced a slight increase in media engagement, evidenced by an increase in press mentions and in the number of media outlets, both national and international. Moreover, there was a sizable increase in the number of spontaneous citations, which underscores the institute’s establishment as a trusted and authoritative source for journalists, particularly on the topics of Cities, Forests, Land Use and Agriculture and Climate.

Brumadinho/MG.  
Photo: Bruno Figueiredo/WRI Brasil.



2,8 thousand media insertions





# Digital Footprint

With regard to digital channels, WRI Brasil has implemented strategic initiatives aimed at amplifying the reach and impact of its digital communication efforts. The management of campaigns and advertisements were enhanced, with a focus on scaling the already positive outcomes observed on various social media platforms. The organization’s website was also updated, featuring a new design and an improved information architecture targeted at facilitating seamless navigation across different platforms. That yielded improvements in quality indicators, most notably in the extended duration of user engagement on the site.

New WRI Brasil website.



+37%

8.544 followers



new followers on Instagram

+27%

5.603 followers and 95,4% of engagement rate



new followers on LinkedIn

+87%



views on YouTube channel

928



thousand sessions on the website

71



blogs and articles published on the website

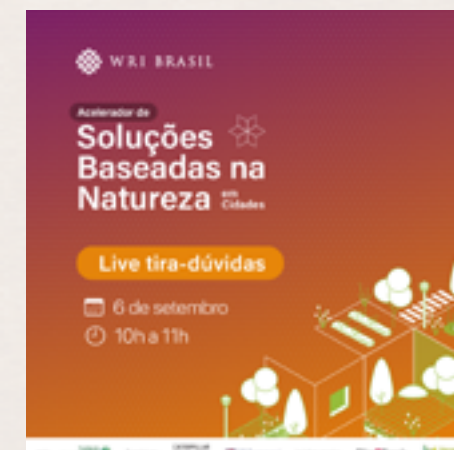




10

webinars with  
over 2,000  
participants

Click on the card to watch  
the complete webinar (in  
Portuguese).





# BOARD AND LEADERSHIP\*



WRIBRASIL.ORG.BR

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## BOARD OF DIRECTORS

Marcelo de Camargo Furtado  
*Chairman of the Board of Directors*

Anamaria Schindler

Daniel da Silva Bento Teixeira

Fernanda Lopes

Janet Ann Ranganathan

Johannes Henricus Maria Van de Ven

Leonardo Colombo Fleck

Manish Bapna

Orlando Strambi

Valmir Ortega

## AUDIT COMMITTEE

Diogo de Souza Dias  
*Chairman of the Audit Committee*

Tiniti Matsumoto Júnior

Marcelo Barros Torres Alves

## WRI BRASIL LEADERSHIP TEAM

Elizabeth Farina  
*Executive Director\*\**

Suzanna Lund  
*Operations Director*

Luis Antonio Lindau  
*Cities Program Director*

Carolina Genin  
*Climate Program Director*

Fabíola Zerbini  
*Forests, Land Use and Agriculture Director*

Fernanda Boscaini  
*Communications Director\*\*\**

\* Positions in 2022

\*\* Left the organization in November 2022

\*\*\*Acted as Interim Executive Director up from November 2022

Pindamonhangaba/SP.  
Photo: Renan Martelli da Rosa/Shutterstock.



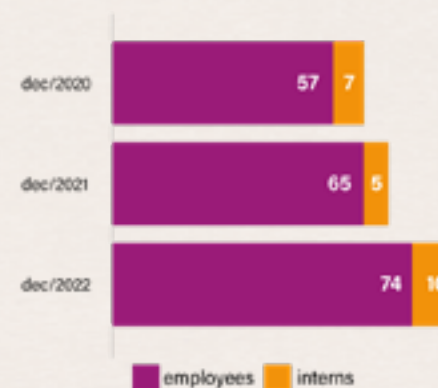
# TEAM

WRI Brasil's operational success is attributed to the diverse team of professionals from various fields who contribute directly to the organization's endeavors. The emphasis on sustained collaboration and attentive engagement with all team members has been vital. It has been instrumental in prioritizing the well-being of the staff and exploring innovative working models, especially in a context rife with uncertainties.

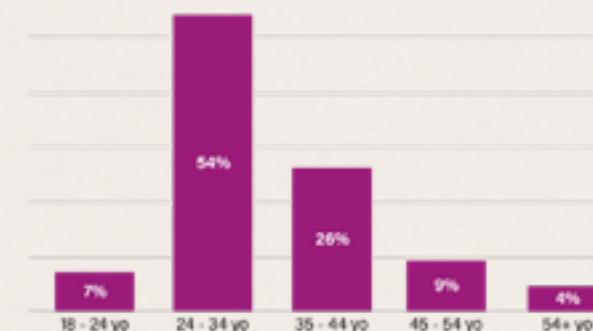
Campinas/SP.  
Photo: Roosevelt Cássio/WRI Brasil.



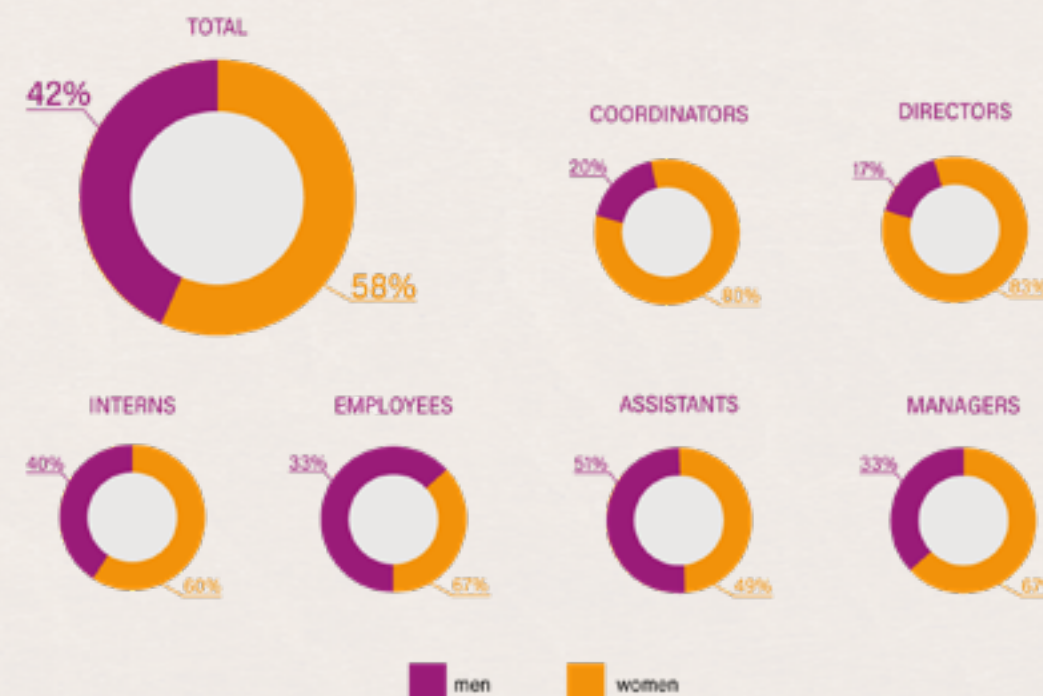
## TOTAL TEAM



## TEAM COMPOSITION BY AGE GROUP



## TEAM COMPOSITION BY GENDER





# FUNDERS



At WRI Brasil, the trust and support of our funders are fundamental for the organization to implement its strategies. Our donors and investors are aligned with our core values and objectives, which extends our potential reach and ensures that the efforts of our team translate into the expected results through shared value partnerships.

We maintain transparent relationships with each of our partners, always seeking to optimize resources, manage efficiently and engage in collaborative action with other organizations. The partnerships we have forged are vital for the sustainability and growth of the organization and the entire ecosystem of environmental organizations, and we are very grateful for every investment.

We extend our deepest gratitude to all the funders who have placed their trust in our work. Their contributions are instrumental in amplifying our impact on the planet, people, and nature.

Teresina/PI.  
 Photo: Paulo Sérgio/WRI Brasil.



- Arapyaú Institute
- Bahia Forest Forum
- Bezos Earth Fund
- Bloomberg Philanthropies
- Cargill
- Caterpillar Foundation
- CLUA (Climate and Land Use Alliance)
- Corporación Andina de Fomento
- Federal Ministry of the Environment, Nature Protection, Nuclear Safety and Consumer Protection of Germany
- FedEx Corporation
- Ford Foundation
- Fundación Avina
- German Agency for International Cooperation (GIZ)
- Good Energies Foundation
- Government of Denmark
- Humanize Institute
- Instituto Clima e Sociedade (iCS)
- International Climate Initiative of the Federal Ministry of the Environment, Nature Protection, Nuclear Safety and Consumer Protection of Germany
- International Conservation
- Joaquim Levy

- Norway's International Climate and Forest Initiative (NICFI)
- Norwegian Ministry of Climate and the Environment
- Renova Foundation
- Salesforce
- Stephen M Ross Philanthropies
- Sustainable Trade Initiative (IDH) with support from the Laudes Foundation
- UK Department of Business, Energy and Industrial Strategies
- Volkswagen Foundation
- World Resources Institute

Teresina/PI.  
Photo: Paulo Sérgio/WRI Brasil.





# FINANCIALS



The year 2022 was characterized by substantial challenges, predominantly due to the ongoing impacts of the COVID-19 pandemic, now in its third year, and the political uncertainties stemming from the presidential elections. These factors contributed to a degree of exchange rate volatility, presenting additional complexities in our operational activities, especially considering that approximately 90% of our organization's funding comes from foreign capital.

Despite these adversities, we successfully resumed and completed several projects that had been deferred during the peak

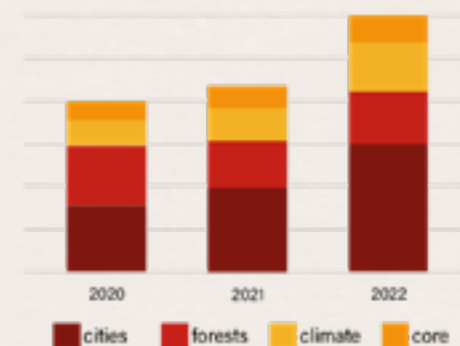
periods of the pandemic. With the gradual lifting of COVID-19 restrictions and an increased focus on mitigating the pandemic's environmental impacts, we were able to execute our activities. That led to an impressive 35% growth in our organization's revenue compared to the previous year.

Our statements of financial position underwent an audit by PricewaterhouseCoopers (PwC) and were deemed to be satisfactory in all material aspects concerning WRI Brasil's financial position.

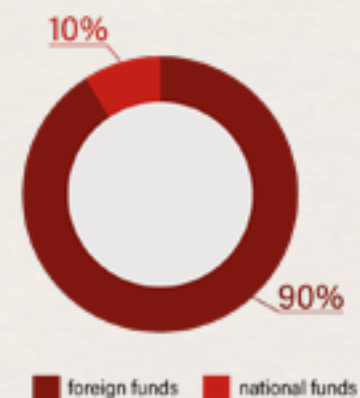
TOTAL REVENUE FROM 2018 TO 2022 IN MILLIONS OF BRL



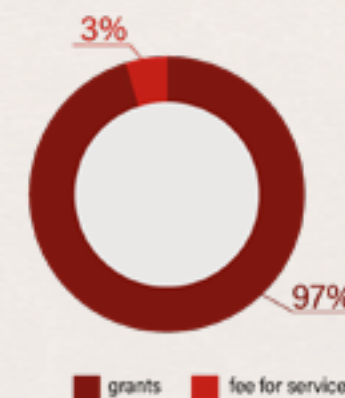
TOTAL REVENUE PER PROGRAM IN MILLIONS OF BRL



COMPOSITION OF REVENUE IN 2022



TYPE OF REVENUE IN 2022



[READ THE FULL FINANCIAL REPORT](#)





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