



ARAUCARIA FOREST. OUR NATURAL HERITAGE. HELP US SAVE IT FROM EXTINCTION

ARAUCARIA FOREST ADOPTION PROGRAM



HELP PROTECT  
ONE OF THE  
WORLD'S TRULY  
UNIQUE FORESTS

# RESPECT IT, OR IT WILL VANISH

The Araucária Forest is a biome of rare beauty and of great importance in terms of its biological diversity. This type of forest exists only in the south of Brazil and is now on the verge of extinction, with scattered remnants representing less than 3% of its original area. The situation is even more dramatic in the State of Paraná, where there once were more than 8 million hectares of Araucária forest. Today less than 0.5% (40,000 ha) remains in Paraná.

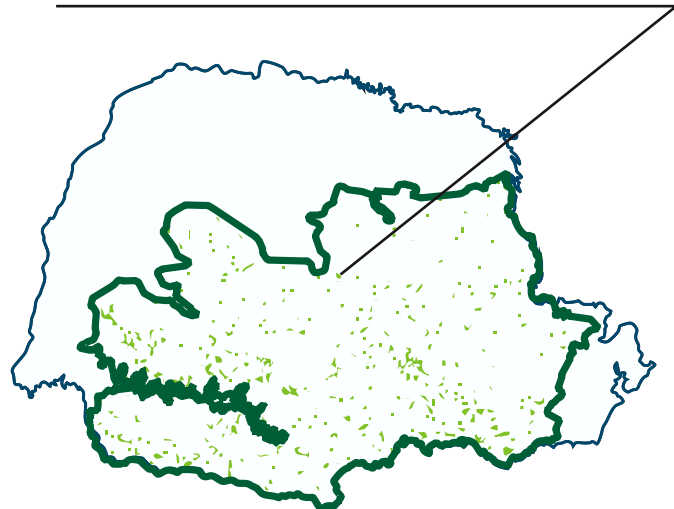
To prevent the complete disappearance of Araucaria Forest and the rich history associated with it, two NGOs, the Society for Wildlife Research and Environmental Education (SPVS) and Natural Partners have joined forces to launch an "Adoption Program" for remnant areas of the forest. The Program has support from Positivo Group (The largest Brazilian educational corporation). This pioneering initiative aims to encourage the 'drawing together' of those who, with the support of the two NGOs, can help save the Araucária Forest: local companies and landowners who still have well-conserved remnant areas.

Through the Adoption Program, the owners of the remnant areas receive financial support of local companies to continue protecting them. Everyone wins. Adopting companies are recognized for their participation in a Program that will help ensure the continuance of the unique natural landscape and biodiversity of southern Brazil. For owners of high-quality remnant areas, the Program offsets a series of costs they incur to maintain the remnant areas without losing ownership. And the Araucária forest itself gains even more. It continues to live!

● Original area of the Araucaria forest cover in the State of Paraná



● Present remnant areas of the Araucaria forest



■ Forest cover

— Original extent of the Araucaria forest biome



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## HOW IT WORKS

The majority of Araucária remnant areas are in the hands of private landowners, who have fought to protect them but now are under great pressure to log the areas and engage in more conventional economic activities.

With the Adoption Program of SPVS/Natural Partners, remnant owners gain the support they need to develop a concerted effort to preserve their areas. The adopting firm contributes the funds necessary to make this possible. The funded activities are directly supervised by SPVS and Natural Partners, who guarantee that the funds are properly invested and transparent reporting is provided.

## ADOPTION PROCESS

SPVS and Natural Partners maintain a registry of well-preserved areas of Araucária Forest and have made contacts with the respective landowners to determine their interest in participating in the Program. Once verification is complete, high-quality remnants of willing owners are “put up for adoption” by interested companies or persons, who wish to contribute to preserving the State's natural heritage. A company or person adopting an area commits to provide the funds necessary to ensure its ongoing care and preservation, thus obviating the temptation of owners to sell. SPVS and Natural Partners, in turn, commit to providing fiscal oversight and supervision of the preservation work.





Pictures: Zig Koch [[www.zigkoch.com](http://www.zigkoch.com)]

#### PARTNERSHIP FOR BIODIVERSITY

SPVS, the Society for Wildlife Research and Environmental Education, is recognized as one of the most serious organizations working for nature conservation in Brazil. It was founded in 1984 in Curitiba, State of Paraná. Among its initiatives are projects to protect local ecosystems and a number of highly endangered species; ecosystem restoration projects; and environmental awareness campaigns.

Natural Partners is an international nonprofit founded in 2003 to provide support to grassroots environmental groups in their efforts to raise funds for and manage large-scale integrated conservation projects of the type that are required today to establish and manage individual protected areas as well as 'green corridors'. NP encourages outreach to local businesses and communities to gain vital support and to promote sustainable uses of local natural resources.

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