

**BRAZILIAN
COALITION**

ON CLIMATE
FORESTS AND
AGRICULTURE

www.coalizaobr.com.br/en

2019 ACTIVITY REPORT



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Presentation

**BRAZILIAN
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www.coalizaobr.com.br/en

In 2019, *Brazilian Coalition* faced the enormous challenge of building dialogue with a new government.

We reached December with **more than 30 meetings** with ministries and parliamentarians. The movement achieved the objective of presenting its proposals to decision makers and did its part to show that the implementation of this agenda is a great opportunity for the country.

The **Task Forces**, subgroups of the Coalition Dialogue Forums, started to work in practice this year and had fundamental contributions, such as the monitoring of the regulation of the National Policy for Environmental Services (PSA, in Portuguese), debates on the carbon market, advances to a restoration monitoring platform, contributions for the Low-Carbon Agriculture (ABC) programme, among other actions.

All activities planned and implemented by the Coalition are available at the **Action Plan Platform**, launched at the 2nd Plenary Session of 2019.

Amid a sad scenario of crisis in the Amazon, the Coalition expanded its **presence in international debates**, such as the Latin America and Caribbean Climate Week, Climate Week NYC and COP 25.

Showing the world the mobilization of sectors that exists in Brazilian society is essential to value forests and our sustainable production potential.

We **thank all partners** who contributed and followed our work in 2019. Especially to the more than 150 participants in the Dialogue Forums and other governance bodies, the Coalition partners in the government and our funders.

Note: In addition to the blue hyperlinks, click on the images or videos with these icons to access the contents. Not all have an English version :

**CHECK OUT IN THIS REPORT
THE HIGHLIGHTS OF THE 2019
COALITION WORK:**



2019 Highlights



Opening doors with the new government

To initiate dialogue with a new government, the Coalition needed to structure an agenda that was capable of synthesizing its broad set of proposals, especially those developed in 2018 ([28 proposals for 2018 election candidates](#) and [Vision 2030-2050: The Future of Forests and Agriculture in Brazil](#)).

To this end, in February, the movement brought together the Leaders of the four Dialogue Forums and the Executive and Strategic Groups in order to elect the priority actions for the years 2019 and 2020.

Six priority actions were chosen, organized into two central pillars. At Coalition meetings with government representatives, members presented this agenda.

BRAZILIAN COALITION GOVERNMENT AGENDA

PILLARS



SECURITY
AND
COMBATING
ILLEGALITY



INNOVATION IN
AGRICULTURE
FINANCING

1 UNDESIGNATED
PUBLIC FORESTS



2 ECONOMIC VALUE OF
FORESTS



3 LOW CARBON
ENERGY SOURCES



4 LOW CARBON
AGRICULTURE



5 FOREST CODE



6 SOIL USE
MONITORING



PRIORITY ACTIONS 2019-2020

2019 Highlights



Opening doors with the new government

There were **37 meetings** with government officials, involving more than **30 Coalition representatives** and **81 representatives of the Executive, Legislative and Judiciary branches**.

- Meetings with the ministries of **Agriculture** (MAPA), **Environment** (MMA), **Economy** (ME), **Defense** (MD), **Science and Technology** (MCTIC) and **Foreign Relations** (MRE).
- Dialogue with **senators and representatives** of the Environmentalist Parliamentary Front and of the Parliamentary Agricultural Front.



2019 Highlights

Greater performance in Congress

Since its creation, the Coalition's advocacy focus had been on dialogue with Ministries. However, in 2019, the movement began to interact more strategically with Congress as well.

With the support of the **Institute for Democracy and Sustainability (IDS)**, Coalition carried out a mapping of the parliamentarians and their interest in relation to the climate, forests and agriculture agenda and started to continuously monitor the activities in Congress, through meetings and public hearings related to these themes.

The Coalition also became part of the **Collaborative Advocacy Network (RAC)**, which provides a monitoring of bills and provisional measures related to the socio-environmental area. In addition, the movement followed the partnership with **Political Action Network for Sustainability (RAPS)**, which brings together 177 representatives, who have followed the Coalition's work on the main agro-environmental agendas that are being discussed in Congress.



Senate Public Hearing on Low Carbon Agriculture - 10/10/19



Senate Public Hearing on the Forest Code - 08/22/2019



Public Senate Hearing on Green Tax and Credit Instruments - 10/16/2019



Participation in the meeting of RAPS Leaders 2019 - 04/27/19

2019 Highlights

Greater performance in Congress

Agroenvironmental convergence

On Environment Day, June 5, the Coalition announced the launch of the [Agroenvironmental Subcommittee](#). Linked to the Environment and Sustainable Development Commission (CMADS) of the Chamber of Deputies, the agro-environmental subcommittee was created to debate **points of common interest among parliamentarians defending the environment and agriculture**. The initiative was the result of an articulation that had been under construction since 2018 between the Coalition and leaders of the Parliamentary Fronts, Environmentalist and Agriculture, and the teams of CMADS and Instituto Pensar Agropecuária (IPA).

Although it has no deliberative power, the agroenvironmental subcommittee innovated by creating an official space to discuss convergence. After its creation, subcommittee parliamentarians participated in important agreements for the **defense of the Forest Code** and for the **Payment for Environmental Services** (PSA).

An example of the subcommittee's contribution was the approval of the **Provisional Measure 884**, that made the Rural Environmental Registry (CAR) perennial, with no defined term. In the process of being processed in the Chamber, an agreement was made to suppress the part of the text that regularized properties if the states did not call the owners within three days after joining the Environmental Regularization Program (PRA), a fundamental adjustment to guarantee the integrity of the Forest Code and enable the solution of the Brazilian environmental liability. The final text of the measure was the result of a process of articulation between various actors, such as the Brazilian Coalition, the Observatory of the Forest Code, the Parliamentary Fronts of Agriculture and the Environment and the Ministries of Agriculture and the Environment, which interacted through the Agro-Environmental Subcommittee.

The lessons learned from the creation of the subcommittee were the focus of an event in the **Climate Conference (COP) 25**, in Madrid, in which deputy Zé Vitor (chairman of the subcommittee), deputy Rodrigo Agostinho (chairman of CMADS) and deputy Camilo Capiberibe (rapporteur for the PSA Bill in the Chamber), participated in a debate, moderated by the associate director of Climate Policy Initiative, Joana Chiavari, on the challenge of agro-environmental convergence in Congress. Know more :

Estadão's launch news:

Subcommittee video:



ESTADÃO Política

Câmara terá subcomissão para debater interesses do agronegócio e de ambientalistas

Grupo deve começar a trabalhar ainda este mês; objetivo é 'sentar na mesma mesa' e encontrar consensos, dizem integrantes

Paulo Beraldo, O Estado de S.Paulo
05 de junho de 2019 | 15h39



Deputado Zé Vitor (PL/MG), presidente da subcomissão agroambiental

2019 Highlights

Greater performance in Congress

Defense of the Forest Code

More than 20 legislative proposals that were pending in Congress in 2019 threatened to weaken the Forest Code, one of the most important laws in Brazil to define the rules between agricultural production and environmental conservation.

Faced with this scenario, the Coalition started a **campaign in defense of this legislation**, asking Congress and the government to focus their efforts on the next steps necessary for the **effective and immediate implementation of the law**.

Check out the main content produced by the Coalition on the topic. The material was widely disseminated to the Executive and Legislative branches, with strategic support from the Collaborative Advocacy Network (RAC).

Coalition Positioning:



COALIZÃO BRASIL
C L I M A
F L O R E S T A S E
A G R I C U L T U R A
www.coalizaobr.com.br

Forest Code: it's time to implement, not to modify

April 24, 2019



Videos with Coalition spokespersons



Há 7 anos, a Lei Federal 12.651/12, conhecida como **Código Florestal**, foi aprovada.



Coalition interviews and opinion articles:



NEXO

ENTREVISTA

Ele representa o agronegócio. E é contra mudar regra ambiental

Mariana Vick 05 Mai 2019 (atualizado 11/Mai 16h26)

Para Luiz Cornacchioni, 'não dá para negar a mudança climática'. Diretor-executivo de entidade do setor de produção diz ainda que alterações em Código Florestal e saída do Acordo de Paris seriam 'retrocesso'



Valor ECONÔMICO

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Colunistas | Comentários

21/05/2019 às 05h00

O Código Florestal não pode mais esperar

Por André Guimarães, Luiz Cornacchioni e Paulo Hartung



PODER360 Diretor de Redação: Fernando Rodrigues

opinião

Desmonte do Código Florestal não interessa ao agronegócio, diz Paulo Hartung



Over 60 press mentions about the Coalition campaign >> [Clipping](#)

2019 Highlights



Partnership with the Executive Branch

Undesignated Public Forests

Among the Coalition's 6 priority actions for 2019 and 2020 is the allocation of more than 65 million hectares of public forests in the Amazon that today have no defined purpose. Therefore, these areas have been **the focus of land grabbing and illegal deforestation**.

The Coalition took this information to the Ministries of Agriculture (MAPA) and Economy (ME) to obtain government assistance in a strategy for the destination of these areas.

Together with **Brazilian Forest Service (SFB)**, linked to MAPA, the Coalition started a working group to consolidate data on these areas. In dialogues with **Federal Properties Management Office (SPU)**, part of the ME, the movement sought to map the government process responsible for the destination of public forests.

The project is still in progress. A few months ago, the Coalition also started an internal work to build a legislative proposal dedicated to these forests, as a way to seek a solution to the problem through National Congress.



SFB team

Rural Credit in line with the Forest Code

Integrating the Forest Code with public incentive instruments for agriculture, such as the Safra Plan, is the greatest lever for increasing agricultural productivity combined with the conservation of forests.

For this reason, the Coalition started a dialogue with **ministries of Economy, Agriculture and Environment**, in a partnership led by the Climate Policy Initiative (CPI), with the objective of creating criteria in the granting of rural credit that can privilege producers in compliance with the Forest Code.

The project has assessed the impacts of **expansion of credit limits for producers in compliance with the Forest Code**. The proposal was presented by the Ministry of Economy in a Working Group between the ministries and the Central Bank of Brazil that discusses rural credit and is in the process of improving with these actors.



ME, MAPA and MMA team

2019 Highlights



Actions focused on the Amazon

Between August 2018 and July 2019, deforestation in the Amazon increased 29.5%, reaching 9,762 km², compared to 7,536 km² of deforested area in the previous period. As a result of this increase in deforestation, August 2019 recorded the largest number of fires in the Amazon in the last nine years. The issue caught the attention not only of Brazilians, but also of the international community.

The Coalition released a **manifest to the President of the Republic**, Jair Bolsonaro, in which they expressed their concern about the escalation of deforestation and illegal activities in the forest. The movement argued that retaking control of deforestation and fighting illegality are premises for a Brazil that wants to be an agroenvironmental leader.

	<p><u>Taking back control of deforestation and combating illegality are premises for a Brazil that wants to be an agro-environmental leader</u></p> <p>August 28, 2019 </p>
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In addition to positioning itself, the Coalition also bet on **initiatives to inform and mobilize the general public and decision makers** on critical issues for the Amazon.

The campaign **Seja Legal com a Amazônia** aims to demand more effective actions from the government to land grabbing of public lands. It is signed by representatives of agribusiness and civil society, including the Coalition.



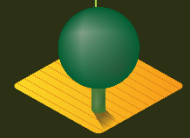
The **Possible Amazon** initiative aims to engage the private sector to show a serious, committed Brazil that does not agree with any illegal activity in the Amazon, especially illegal deforestation, illegal logging and illegal mining. The initiative is also an invitation to dialogue in search of sustainable proposals for the region. The Coalition is one of the signatories to the initiative.



possible amazon

See below a summary of these initiatives :

2019 Highlights



**SEJA LEGAL
COM A AMAZÔNIA**

Actions focused on the Amazon

About **60% of Amazonian forests are on public land**. It is a heritage that belongs to all Brazilians. However, more than 40% of the region's deforestation occurs in these areas. The invasion and theft of public lands is one of the main vectors of illegality in the forest and causes damage to the environment, people and the economy.

Launched on September 5, Amazon Day, the campaign promoted an **action at Parque Trianon**, simulating the sale of the area that concentrates 48 thousand square meters of forest in the heart of São Paulo. The idea was to bring the problem of land grabbing to the reality of those who live far from the Amazon. See how the action was, conceived by the agency Africa :



In 2019, there were **88 campaign mentions** in communication vehicles and two press conferences. At the Climate Conference (COP) 25, in Madrid, four videos were released showing dialogues between land grabbers recorded by the Federal Police. The videos were produced by Pindorama Filmes, a campaign partner :

How does
land grabbing
operate
in the Amazon?

Why do
land grabbers hate
law enforcement?

Are you gaining
anything with
land grabbing
in the Amazon?

Do you know
what's going on
in the Amazon?

Through the campaign website, it is possible to sign a manifesto and send it by e-mail to the Attorney General and the Minister of Justice, asking for support for measures to combat these illegalities in the Amazon. **More than 1,700 messages to the authorities** were sent . The campaign was also widely publicized on social networks and reached an **audience of 547 thousand people**.

This campaign was conceived and coordinated by the agency Mundo que Queremos.

ACCESS AND SUPPORT THE CAMPAIGN :
sejalegalcomaamazonia.org.br

2019 Highlights



possible amazon

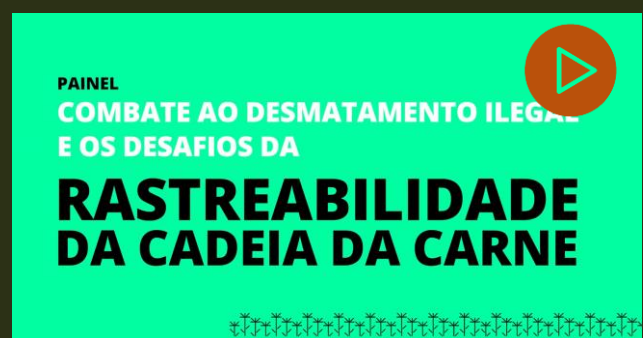
Actions focused on the Amazon

The Possible Amazon initiative was launched during the **Climate Week NYC** with an event, on September 22, which was attended by about 100 people, including businessmen, scientists, representatives of the government, civil society and Amazonian populations. It is a call to the private sector for the joint search for a path of **sustainable development for the Amazon**, that reinforces the **combating illegality** and generate benefits for the people of the region.

In the midst of a sad crisis scenario in the Amazon, the initiative took the **voice of businessmen** to international forums willing to act for a different reality in the region. There are more than 30 companies interested in engaging more actively. In partnership with O2 Filmes, a video was released on the concept of the initiative. Check out:



There were **43 mentions of the initiative in the press**. At the **Climate Change Conference (COP 25)**, the Possible Amazon initiative promoted some debates, such as the importance of **meat traceability** to combat illegality in production chains, and **business cases** in the region. Check out:



ACCESS AND SUPPORT THE INITIATIVE:
amazoniapossivel.com.br/en

2019 Highlights

Appreciation of Science



Good data can produce consistent information for decision making, while bad data can create short-range or misleading policies and analyzes. It was based on this premise that the Coalition decided to organize a scientific seminar in 2018 with the **leading experts on the topic of land use**.

In 2019, the Coalition launched a **report drawn up from the debates** of this seminar, with the aim of bringing the science of generating data obtained by Earth observation satellites to all those interested in the topic.

Brazil is recognized as a **world leadership in land cover and land use technologies**. In the early 1970s, when the first Earth observation satellites were launched, the country, in a pioneering way, began to develop technologies to monitor the natural resources and changes in the vegetation cover of the Brazilian territory.



The report was released on a **press conference**, August 9, during the Brazilian Congress of Environmental Journalism. The members of the Coalition Strategic Group, Carlos Nobre, a member of the Brazilian Academy of Sciences, and Beto Mesquita, director of policies and institutional relations at the BVRio Institute and a member of the Diálogo Florestal organization, met the journalists.



Press conference to launch the report

2019 Highlights

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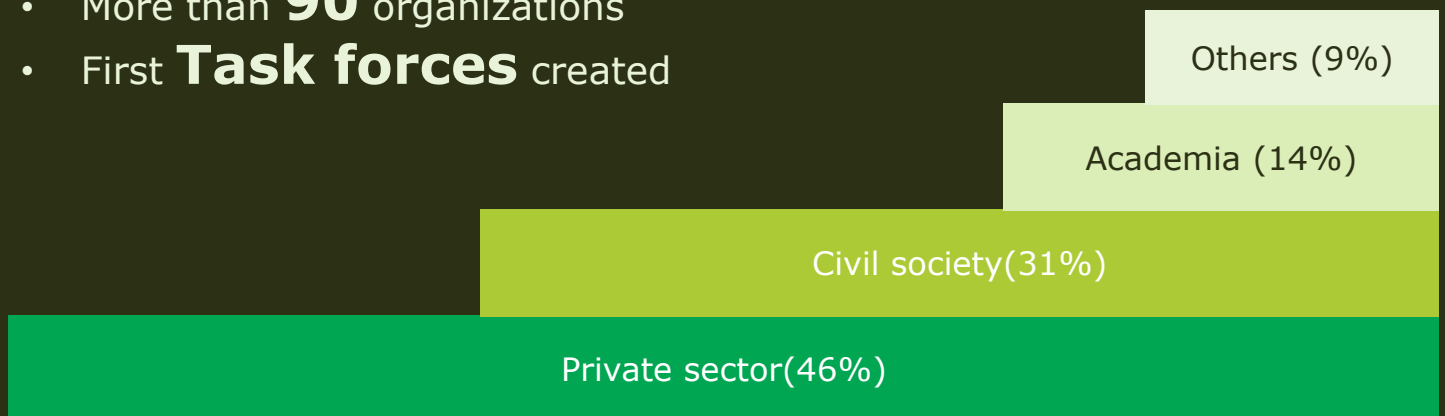
Coalition network engagement

DIALOGUE FORUMS

Activities of the Dialogue Forums in 2019 :

- **80** meetings, calls and webinars of forums and task forces in 2019
- More than **150** participants
- More than **90** organizations
- First **Task forces** created

Profile of the participants :



Action Plan Platform

Follow **all the actions planned** and developed by the Dialogue Forums and Task Forces from this platform. From the six priority actions, it is possible to see what the Coalition is developing in each of them



[CLICK HERE](#) TO PARTICIPATE IN THE DIALOGUE FORUMS

DIALOGUE FORUMS AND LEADERSHIP GROUPS



AGRICULTURE AND FORESTRY

- Angelo Gurgel, GVAgro*
- Ciniro Costa Junior, Imaflora
- Eduardo Bastos, Bayer
- Ivone Namikawa, Klabin
- Leda Tavares, WWF
- Lucas Ribeiro, Abag



DEFORESTATION

- Fabíola Zerbini, TFA
- Juliana de Lavor Lopes, Amaggi
- Paulo Moutinho, IPAM
- Pedro Soares, IDESAM



NATIVE FOREST

- Ana Leite Bastos, Amata
- Leonardo Sobral, Imaflora
- Miguel Calmon, WRI
- Paulo Barreto, Imazon
- Jeanicolau de Lacerda, Precious Woods*



PUBLIC POLICIES AND ECONOMIC INSTRUMENTS

- Andreia Bonzo, Pinheiro Neto Advogados
- Beto Mesquita, BVRio
- Diogo Bardal, IFC
- Kalil Cury, Partner Desenvolvimento
- Rodrigo Lima, Agroicone

TASK FORCES AND LEADERSHIP

GREEN FINANCE

Luciane Moessa - Soluções Inclusivas Sustentáveis (SIS)

RURAL CREDIT

Juliano Assunção - CPI

BIOENERGY

Nathalia Granato - Ibá

DEFORESTATION DATA

Clarissa Gandour - CPI

ILLEGAL DEFORESTATION WORKSHOP

Juliana de Lavor Lopes - Amaggi; Paulo Moutinho - IPAM; e Pedro Soares - Idesam

RESTORATION MONITORING

Andréia Pinto - Imazon; Marcelo Matsumoto - WRI Brasil; Rubens Benini - TNC

RESTORATION DEMANDS

Miguel Calmon - WRI Brasil

FOREST CONCESSIONS

**Ana Bastos - Amata
Leonardo Sobral - Imaflora**

BIOECONOMY

Eduardo Roxo - Atina

PAYMENT FOR ENVIRONMENTAL SERVICES (PSA)

Érika Pinto - IPAM

CARBON MARKET

Pedro Soares - Idesam

TERRITORIAL PLANNING MONITORING

Andreia Bonzo - Pinheiro Neto Advogados; Mônica Dias - Audsat

LAND OWNERSHIP LEGALIZATION

Joana Chiavari - CPI

INTERNATIONAL STRATEGY

Eduardo Bastos - Bayer

Key:

- Started in 2019
- Ended in 2019
- Started in 2020

2019 Highlights



Coalition network engagement

DIALOGUE FORUM: AGRICULTURE AND FORESTRY

Among the year's results of this forum are contributions to the **2019-2020 Agricultural and Livestock Plan**, which were handed over to the Ministry of Agriculture. The group also contributed to a study by Agroicone, in partnership with MAPA, for the Review of the ABC Plan and for the [review of the National Policy on Climate Change](#), which was conducted by the Senate Environment Committee and presented to the public at COP 25, in Madrid.

The **Rural Credit Task Force** made several advances in bringing together the ministries of Economy, Agriculture and Environment in a debate on how to promote greater alignment of credit policies with the implementation of the Forest Code. The initiative became one of the Coalition's partnerships with the Executive Branch and hopes to achieve the final result in 2020.

There were also dialogues with the **Organization of Cooperatives of Brazil (OCB)** and **Embrapa**, through participation and monitoring of meetings of the ABC Platform, in order to present the forum's vision and identify synergies.

In 2020, the forum intends to hold a webinar on how bioenergy can become

more representative in the country's energy matrix, an initiative led by the **Bioenergy Task Force**.

Another theme that will be the focus of the forum next year is **Green Finance**, which will have a task force dedicated to the theme.

In addition, the group intends to act by integrating the projects of Coalition members related to **Technical Assistance and Rural Extension (Ater) and disseminating low-carbon agriculture practices**, in order to give more scale and scope to these initiatives.

Leaders of the Forum and Task Forces in 2019 :



LEARN MORE ABOUT THE ACTION PLAN OF THIS FORUM [HERE](#).

2019 Highlights



Coalition network engagement

DIALOGUE FORUM: DEFORESTATION

In 2019, the forum promoted a **webinar on monitoring legal and illegal deforestation** with MapBiomas and the Centro de Vida Institute (ICV), to understand how these entities carry out this work and what the Coalition can do to contribute to monitoring.

Together with the Native Forest Forum, the group started the project in **partnership with the Executive Branch for the destination of undesignated public forests**. One of the main points is to verify how much of the undesignated areas there are in the country and the possible actions that can guarantee the conservation or the sustainable use of these areas.

For 2020, the forum plans to develop communication material on deforestation in order to clarify the doubts of the private sector and international investors in relation to the correct numbers of

the clearing of native vegetation in the country. For this purpose, the **Task Force on Deforestation Data** was created, which will have the objective of preparing this material with the group.

Another expectation of the forum for 2020 is to develop a **strategy to combat illegal deforestation**. As part of this strategy, a workshop will be held to identify the sources and causes of vegetation clearing and how to target combat actions, identify what should be done by the government, what can be done by other sectors of society and what key partnerships could be built.

Leaders of the Forum and Task Forces in 2019 :



CLIMATE
POLICY
INITIATIVE

LEARN MORE ABOUT THE ACTION PLAN OF THIS FORUM [HERE](#).

2019 Highlights



Coalition network engagement

DIALOGUE FORUM: NATIVE FOREST

In 2019, the forum organized the presentation of the results of the study on the role of **Research & Development (R&D) for forestry of native species** in the country. The document [*Research Gaps and Priorities in Silviculture of Native Species in Brazil*](#), prepared by WRI Brasil with support from the World Bank, PROFOR and Coalition, was launched during the 25th World Congress of IUFRO - International Union of Forest Research Organizations - in Curitiba, in early October.

This work will advance through the development of a **R&D Platform for native species**, which should now go through stages of defining the executive plan, governance and fundraising. The expectation is to have a preliminary version already next year.

The forum also contributed to the elaboration of a Term of Reference (TDR) for carrying out a study, contracted by the Partnership for Forests organization, which will identify the **demands for restoration** arising from legal or juridical mechanisms. The idea is to monitor the progress of this study next year.

Throughout 2019, this forum was also involved in the project on **undesignated public forests**, involving meetings with the Brazilian Forest Service (SFB) and the Federal Patrimony Secretariat (SPU).

Another important work started in 2019 was the discussion on **restoration monitoring** in the country. In August, the Coalition and the

Pact for the Restoration of the Atlantic Forest held a workshop with several researchers, specialists and managers involved with the theme and, from this event, a task force was created that has been discussing the development of a national platform for monitoring of restoration and reforestation. The plan is to have a pilot version for some biomes operating by the middle of 2020.

For 2020, talks are expected to be held with MAPA / SFB, MMA / IBAMA, MPF and the private sector for the preparation of proposals that will make it possible to **expand the forest concession** in areas of undesignated public forests.

The forum also plans to raise numbers that allow a better understanding of the value of the forest and expand the discussion to create a definition and classification of what the **bioeconomy** is in Brazil.

Leaders of the Forum and Task Forces in 2019 :



LEARN MORE ABOUT THE ACTION PLAN OF THIS FORUM [HERE](#).

2019 Highlights



Coalition network engagement

DIALOGUE FORUM: PUBLIC POLICIES AND ECONOMIC INSTRUMENTS

In view of the challenge of influencing the Brazilian government's position at COP 25 in Madrid, the forum created the **Carbon Market Task Force**, which produced [white paper](#) with four pillars to guarantee the environmental integrity of the results-based payment systems. The document was presented at the Latin America and Caribbean Climate Week in August.

To accompany and technically analyze the **Bill on Payment for Environmental Services (PSA)**, which began to circulate in Congress in 2019, the forum created a task force dedicated to the topic. The bill was approved in the Chamber and is now in the Senate. The Coalition's task force believes that adjustments to the project are necessary in order not to derail the few existing and successful PSA initiatives in the country.

Another task force, dedicated to the **monitoring of territorial ordering**, was created to dialogue with the National System for the Management of Territorial Information (Sinter), of the Federal Revenue, and with the Land Governance Group, of Unicamp. The next step is to conduct a webinar to understand how the Coalition can contribute to the theme.

There were also approximations with

Febraban, Observatory of the Forest Code and Consortium of Governors of the Amazon, in order to present the current priorities of the forum related to green and ODS titles and implementation of the Forest Code and to identify possible synergies.

In 2020, the forum will continue to monitor the **PSA bill** and has the great challenge of starting and operating a new task force to follow the **Provisional Measure (MP) 910**, issued by the government in December, which deals with land ownership legalization. In addition, the forum will be responsible for the task force that will create a strategy for the international climate and biodiversity agenda in 2020.

Leaders of the Forum and Task Forces in 2019 :



LEARN MORE ABOUT THE ACTION PLAN OF THIS FORUM [HERE](#).

2019 Highlights



National and international events

In 2019, the Coalition promoted or participated in **39 events** in Brazil and abroad to present the initiative, its proposals and contribute to the dialogue between different sectors of society. The Coalition's presence in **international** forums and meetings was expanded, with an emphasis on participation in the climate weeks in Latin America and New York (Climate Week Caribbean and Latin America and Climate Week NYC) and in the Climate Change Conference (COP 25). Check out some highlights:

1st Coalition Plenary 2019 (06/11)

Advocacy was the theme of the table with the participation of João Hummel, from the Pensar Agro Institute, André Lima, from IDS, Monica Sodr , from RAPS, and Sergio Abranches, sociologist, journalist and columnist at CBN.



2nd Coalition Plenary 2019 (12/03)

With the presence of the former ministers of Environment, Sarney Filho, and Agriculture, Blairo Maggi, the Coalition discussed the challenge of an agro environmental agenda



2019 Highlights



National and international events

Dialogue Forum Meetings

Each year the leaders of the Dialogue Forums meet twice to align their work plan. In addition to these meetings, they also promoted two events. On August 6, the Native Forest Forum held the workshop "How to monitor reforestation and restoration of native vegetation in Brazil". On 11/12, the Agriculture and Forestry Forum participated in the organization, with the ABC Observatory, of the Financing of Sustainable Agriculture Workshop



Restoration Workshop - 08/06/19



ABC Financing Workshop - 11/12/19



General Forum meetings



Immersion of leaders - 08/20/19

Press conferences

The Coalition held three press conferences in 2019. The first to release the report with data on the country's leadership in land cover and land use technologies. The other two press conferences addressed the *Seja Legal com a Amazônia* campaign, at its launch and at COP 25.



Report launch - 08/09/19



COP 25 - 12/11/19



Launch of the campaign - 09/06/19

2019 Highlights

National and international events



Latin America and New York Climate Weeks

In August, the Coalition participated in the Climate Week regional meeting, held in Salvador, in which it launched its paper on the carbon market. In September, the movement participated in Climate Week NYC, with the debut of the Possible Amazon initiative, amid a scenario of increased fires in the region, in addition to several other dialogues with investors, scientists, companies and civil society.



Positive incentives and challenges for action, Climate Week Salvador – 08/21/19



Positive incentives and challenges for action, Climate Week Salvador – 08/21/19



Amazônia Possível Launch, Climate Week NYC – 09/22/19



Brazil and the Paris Agreement, Climate Week NYC – 09/24/19



Colective Action for a Forest Positive Future, Climate Week NYC – 09/23/19



Amazon Scientists Meeting, Climate Week NYC – 09/21/19

2019 Highlights



National and international events

Climate Change Conference (COP 25)

In December, the Coalition had its largest participation in a COP since the year of its launch, at COP 21 (Paris). In Madrid, the movement promoted **10 events** with the participation of representatives from the **Executive and Legislative Branches, the private sector, civil society and academia**. The main messages brought by the Coalition to the COP were: the search for **agroenvironmental convergence** in Congress, innovation in **financing land use**, combating **land grabbing** and encouraging **meat traceability** in the Amazon. It was also the first time that the movement participated in **Forest Day**, UNFCCC's official program for the thematic day of forests. In its side event, the Coalition started a dialogue with the Global Environmental Institute (GEI), a Chinese organization.

Forest Day – 12/05/19



A dialogue on climate ambition - 12/09/19



Innovation in financing agriculture - 12/09/19



Agroenvironmental Convergence in Congress - 12/09/19



Combating land grabbing and meat traceability - 12/09/19



Business Initiatives for the Amazon - 12/09/19



Nature-based solutions in Brazil and China - 12/12/19



2019 Highlights



COMMUNICATION RESULTS

- 849 mentions in [press](#) *
- 17 events and 4 webinars held
- 7 [newsletters](#)
- 6 [position papers](#)
- 22 [videos](#)*
- 1 new report ([Scientific Seminar](#))
- Partnership with [Revista Agroanalysis](#) from FGV
- 100% increase in the number of followers on Facebook, LinkedIn and YouTube (10,000 people)
- Presence in 2 new social networks (Instagram and Twitter)

** Considers press mentions and videos related to the Seja Legal com a Amazônia campaign and the Possible Amazon initiative*

FOLLOW THE COALITION ON SOCIAL NETWORKS :



Click on the logos



2019 Highlights

**BRAZILIAN
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ON CLIMATE
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Team Changes

In 2019, Luana Maia, **Executive Coordinator of Coalition**, left office at the end of September, with the intention of treading new professional paths. Luana was with the Coalition from the beginning: she was one of those responsible for taking the idea of creating a multisectoral movement on behalf of the low-carbon economy and the climate, forests and agriculture agenda, making it a reality. The Coalition thanks Luana immensely and wishes a very successful path!

The **executive coordination team** was reorganized and continues to count on Fernanda Macedo, as Communication and Advocacy Coordinator, Laura Lamonica, as Institutional Relations Coordinator, Maiara Beckrich, as Management Advisor and, since October, Joice Oliveira, Administrative Assistant.

Since October 2019, the Coalition also has two more strategic supports. A partnership focused on advocacy with **Institute for Democracy and Sustainability (IDS)**, through which André Lima, coordinator of the Radar Clima & Sustainability Project, has made efforts to articulate and dialogue with the government, especially with parliamentarians.

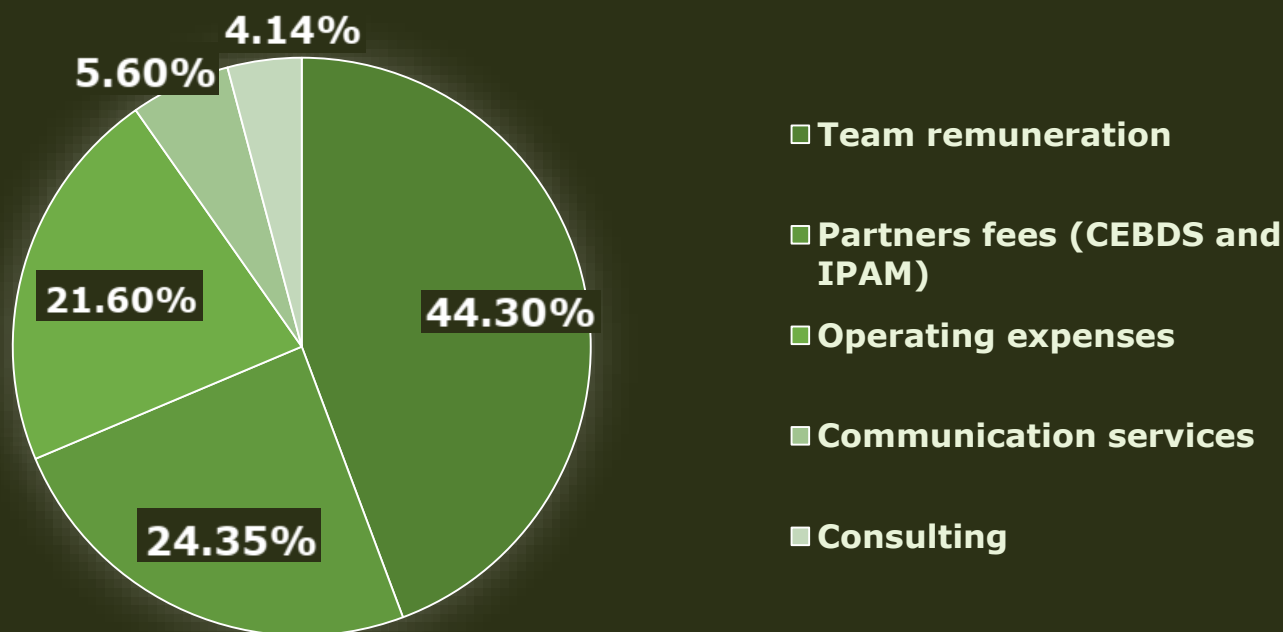
And also a reinforcement for communication actions with the **agency Bem Comunicar**, for the production of newsletters and the management of social networks.

In addition to this restructuring of the team and new strategic support, some names of the Strategic and Executive Groups and the Leaders of the Dialogue Forums changed throughout the year. Check the composition of governance in the section ABOUT THE COALITION, as it was on 12/31/2019.



Accountability

Below is a brief account of the Coalition's main spending in 2019.
The total spent in 2019 was R\$ 1,350,404.73.



- **Team remuneration (44.30%)** consists of the expenses of four people dedicated entirely to the Coalition (Communication and Advocacy Coordinator, Institutional Relations Coordinator, Management Advisor and Administrative Assistant). In 2019, expenses related to the partial work of the former Executive Coordinator also entered this category.
- **Partners fees (24.35%)** corresponds to the expense of legal and administrative-financial support provided by CEBDS and the compensation for the time spent in facilitating the movement to the organization of the third sector, granted by IPAM.
- **Operating expenses (21.60%)** are those related to travel expenses, material printing, deliveries, etc.
- In the category of **communication services (5.60%)**, there is the support provided by the agency responsible for the Coalition's newsletters and social networks, expenses related to the movement's websites and email marketing and general expenses, such as layout, translation and proofreading.
- In **consulting (4.14%)** are the expenses related to the partnership with IDS to act in advocacy, started in the second half of 2019.

Note: The expense categories presented were revised in relation to the structure presented in the previous report to more recently represent the Coalition's spending profile today. For comparison purposes, if the same rule of 2018 was followed, the percentages would be: Payroll 53%; Consulting 7%; Administration 5%; Communication Advisory 13%; and Operational 22%.



Outlook for 2020

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The Coalition intends to take some of the lessons learned in 2019 to its planning in 2020. Among them is the importance of promoting greater **proximity and presence in the National Congress**. There is a great space to build common actions for the defenders of agriculture and the environment, whether to fight against setbacks, as in the defense by the Forest Code, or in favor of positive guidelines for the country, as in the advances related to Payments for Environmental Services.

The continuity of projects in **partnership with the key Ministries** needs to be assured, because the potential for transformation is enormous and will only be realized through dialogue and interaction between the government and the different sectors of society. Targeting public forests is a key action in combating crime. And rural credit is one of the main drivers of good practices in the field.

The crisis in the Amazon, generated by the increase in deforestation and fires, proved how much the country's image facing investors and consumers depends on a sustainable development plan for the region. For this reason, in 2020, the Coalition intends to continue with the initiatives that helped to communicate to the general public and decision makers the **challenges and solutions for the Amazon**, as the campaign against land grabbing (Seja Legal com a Amazônia) and the private sector called for greater engagement on this agenda (Possible Amazon).

At the present political and economic moment, the Coalition also has the mission of **strengthen private sector participation and voice** in the movement. At the first meeting of the Strategic Group in 2020, a debate was started on how to bring together entrepreneurs and companies linked to agribusiness and forests in the governance of the Coalition.

The year 2020 had a first key moment at the World Economic Forum in Davos, announcing that the climate has once and for all entered the risk radar of investors and economic leaders globally. Other important moments will come this year, when the implementation of the Paris Agreement begins, such as the COP of Biodiversity, in October, in China, and the COP of Climate, in November, in the United Kingdom. Therefore, the Coalition will build a **strategy for the international climate and biodiversity agenda** that can take the proposals and the voice of Brazilian society to the world.

In addition, the **Action Plan**, initiated by the Dialogue Forums in 2019 and published on the online platform, it will continue to improve in order to implement the movement's 2030-2050 Vision.

We hope to **remain united in 2020**, with the help and partnership of all actors on the climate, forestry and agriculture agenda who recognize the importance of dialogue and the search for a development that benefits society as a whole.

Let's move forward!



Acknowledgments

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Governance

MORE THAN 200 MEMBERS

*210 members at the end of 2019

GOVERNANCE STRUCTURE

Plenary

Strategic Group(GE)

Executive Group(GX)

Executive coordination & Cofacilitators

DIALOGUE FORUMS

Native forest

Agriculture and
forestry

Public policies and
economic
instruments

Deforestation

TASK FORCES

Check out:

- Updated list of members [here](#)
- List of participants from governance bodies [here](#)

OUR LEADERSHIP

STRATEGIC GROUP LEADERSHIP (on 12/31/2019)



Beto Mesquita -
Diálogo Florestal



Marina Grossi -
Cebds



Roberto Waack



Carlos Nobre



Maurício Voivodic -
WWF



Rodrigo Castro -
Solidaridad Network



Guilherme Leal



Paulo Hartung -
Ibá



Sérgio Mindlin



João Paulo Capobianco -
IDS



Rachel Biderman -
WRI



Sylvia Coutinho -
UBS Brasil



José Luciano Penido



Ricardo Young -
Instituto Ethos



Tasso Azevedo

LEADERSHIP OF THE EXECUTIVE GROUP (on 12/31/2019)



Carlos Roxo



Ivone Namikawa -
Klabin



Rubens Benini -
TNC



Eduardo Bastos -
Bayer



Juliana de Lavor Lopes -
Amaggi



Yuri Feres -
Cargill



Fabíola Zerbin -
TFA



Renata Piazzon -
Instituto Arapyáú

EXECUTIVE COORDINATION (on 12/31/2019)



André Guimarães -
IPAM and cofacilitator



Luiz Cornacchioni -
Abag and cofacilitator



Fernanda Macedo,
Communication and Advocacy Coordinator



Laura Lamonica,
Institutional Relations Coordinator



Maiara Beckrich,
Management Advisor



Joice Oliveira,
Administrative Assistant

OUR LEADERSHIP

LEADERS OF THE DIALOGUE FORUMS AND TASK FORCES (on 12/31/2019)



Ana Leite Bastos -
Amata



Fabíola Zerbini -
TFA



Marcelo
Matsumoto - **WRI**



Andreia Bonzo -
**Pinheiro Neto
Advogados**



Ivone Namikawa -
Klabin



Miguel Calmon -
WRI



Andréia Pinto -
Imazon



Jeanicolau de
Lacerda - Precious
Woods



Mônica Dias -
Audsat



Angelo Gurgel -
GVAgro



Joana Chiavari -
CPI



Nathalia Granato
- **Ibá**



Beto Mesquita -
BVRio



Juliana de Lavor
Lopes - **Amaggi**



Paulo Barreto -
Imazon



Ciniro Costa
Junior -
Imaflora



Juliano Assunção
- **CPI**



Paulo Moutinho -
IPAM



Clarissa Gandour
- **CPI**



Kalil Cury -
**Partner
Desenvolvimento**



Pedro Soares -
IDESAM



Diogo Bardal -
IFC



Leda Tavares -
WWF



Rodrigo Ciriello -
Futuro Florestal



Eduardo Bastos -
Bayer



Leonardo Sobral -
Imaflora



Rodrigo Lima -
Agroicone



Eduardo Roxo -
Atina



Lucas Ribeiro -
Abag



Rubens Benini -
TNC



Érika Pinto -
IPAM



Luciane Moessa -
**Soluções Inclusivas
Sustentáveis**



Long-term vision of the Coalition with goals that members want to see realized in the horizons of 2030 and 2050



28 proposals for candidates to the **2018 elections** feasible for implementation in the period of a term (four years)



10 Coalition commitments that summarize its base document



Base document that marks the launch of the Coalition in 2015



Thanks for reading!

Questions and suggestions:
admin@coalizaobrasil.org

