

Activities Report

Main Results of the *Brazilian Coalition* in 2018

**BRAZILIAN
COALITION**

ON CLIMATE
FORESTS AND
AGRICULTURE

www.coalizaobr.com.br/en

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PRESENTATION

After the intense positioning of 2017, the *Brazilian Coalition on Climate, Forests and Agriculture* made an important decision: to return to the origins of the movement for a positive agenda by focusing on the production of proposals for the country. That same focus that resulted in the *Brazilian Coalition's* foundation document (presented during the launch of the initiative, in 2015) guided the group's work in 2018.

In 2018, the *Brazilian Coalition* saw its members renew their energies and mobilization efforts. Around 200 people signed up to the Dialogue Forums with a challenging mission: to build a common long-term vision for land use in Brazil.

There were more than 30 meetings throughout the year to develop the document "2030-2050 Vision: The Future of Forests and Agriculture in Brazil", launched by the *Brazilian Coalition* in December 2018. The document was presented at three different moments: the United Nations Climate Change Conference (COP 24), the event "Pathways for Tomorrow" (Rio de Janeiro), and the movement's end of the year plenary (São Paulo).

While the Vision for the Future was built by the Forums, the *Brazilian Coalition* also presented its 28 proposals to the election candidates.

The document, with actions feasible to be implemented in a four-year mandate, was delivered to the main presidency candidates and amply spread by society.

This year, the *Brazilian Coalition* also promoted a scientific seminar in May, with the goal of presenting the most consistent data on the dynamics of land cover and use. The meeting gathered around 200 people and had the participation of some of the best researchers and specialists in land use in Brazil.

In 2019, the movement plans to advance towards the implementation of the election candidates proposals and of the Vision for the Future's goals as a single agenda. In this regard, three plans will be designed: action, advocacy, and communication.

Brazil will live the experience of a new government and the *Brazilian Coalition* will continue its role of building bridges of dialogue with the decision makers who have in their hands the chance to promote the low carbon economy.

Check out in this report the main highlights of the movement's work in 2018!

HIGHLIGHTS OF 2018

The report is a brief summary of the highlights of each of the movement's three lines of activity during 2018:

- 1) **Science:** *Brazilian Coalition's* seminar presents data on land use and shows the leadership of Brazil on the topic.
- 2) **Elections:** The *Brazilian Coalition* presents to the 2018 election candidates proposals to revolutionize land use in the country in only 4 years.
- 3) **Long-Term:** More than 200 members of the *Brazilian Coalition* collectively projected a vision for the future of forests and agriculture in Brazil.

Check it out:



1. Science: *Brazilian Coalition's* seminar presents data on land use and shows the leadership of Brazil on the topic

The *Brazilian Coalition* promoted, on May 17th, 2018 a [scientific seminar](#) regarding the data on land cover and use dynamics at the Santander auditorium, in São Paulo. The meeting gathered about 200 people and had the participation of some of the main researchers and specialists in land use in Brazil.

The meeting's goal was to show Brazil's enormous scientific and technological capacity in generating the best data on land use dynamics. Such data is used by all sectors, such as the agribusiness, the environmental field, the inspection sector, and Public Prosecution. In [an interview to the Brazilian Coalition's bulletin](#), Carlos Nobre, (member of the Brazilian Academy of Sciences and of the Strategic Group of the

Brazilian Coalition) one of the idealizers of the seminar, talked about Brazil's leadership and what the country needs to focus on in order to fight deforestation and increase its productivity.

To organize the event, the Brazilian Coalition created a committee composed of some of its members, which was responsible for selecting the speakers and building the schedule for the day. See [here](#) the list of researchers and specialists that participated in the debates and presented the main sources of data on land use in the country, such as the IBGE, INPE, [Terraclass Amazônia](#), [Terraclass Cerrado](#), Information Set of [LAPIG](#), [Mapbiomas](#), [Agrosat elite](#), and PROBIO (Sustainable Conservation and Use of the Brazilian Biological Diversity Project).

1. Science: *Brazilian Coalition's* seminar presents data on land use and shows the leadership of Brazil on the topic

In addition to presenting data sources and platforms, the event also raised debates regarding communication, public policies, and investment. Having quality data is essential for a transparent public debate and to guide decision-making in public or investment policies. See [here](#) the *Brazilian Coalition's* article about the event.

More information on the seminar: It is possible to watch the full seminar on the *Brazilian Coalition's* YouTube channel:

[Morning Portion: Opening, and Panels 1 and 2](#) and [Afternoon Portion: Panels 3 and 4, and Closing Remarks](#). The presentations used by our speakers are available at our [library](#). A complete report on the debates of that day will be released in 2019. Meanwhile it is possible to access an executive summary in English at the [library of the English version of the website](#).

[Watch the video](#) with the main messages of that day.



Pictures: Clóvis Fabiano. Seminar speakers.

2. Elections: The *Brazilian Coalition* presents to the 2018 election candidates proposals to revolutionize land use in the country in only 4 years.

From the *Brazilian Coalition's* [foundation document](#), the Strategic (SG) and Executive (EG) Groups, under João Paulo Capobianco's facilitation - member of SG and IDS director council - developed [28 proposals](#) to the election candidates.

All these proposals are feasible to be implemented in a four-year mandate and can help to start a revolution in land use. This revolution means to consolidate the country as an international leader on the new economy; an economy in which agricultural production walks alongside environmental conservation.

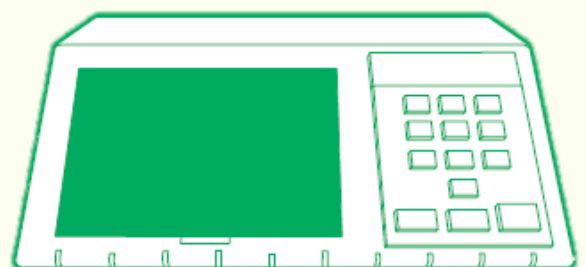
The document was released with exclusivity by the newspaper, [O Estado de S. Paulo](#), on August 3rd. By releasing its proposals, the *Brazilian Coalition* attempted to highlight the many opportunities that good land use will bring to the country, since it is connected to an extensive value chain that generates jobs in rural and urban areas - from the farmer that produces food and other forest products, such as paper, timber, and rubber, to the driver that distributes this cargo.

Moreover, good land use can be the key to solving historical problems, such as land-use planning, land grabbing, and violence in rural areas,

improving the business environment and making the relationships in those areas fairer to all Brazilians.

[Click here](#) and check out the report that summarizes the main results obtained with the development of the proposals and their release to the candidates.

The main presidential candidates and their campaign teams received the document. The document was also delivered to many other key-stakeholders of the elections. To help spread its proposals, the *Brazilian Coalition* created a special [hotsite](#). Through the page it was possible to send automatic messages to presidential candidates (section [PRESSIONE!](#)), reinforcing the person's support for the *Brazilian Coalition's* proposals.



2. Elections: The *Brazilian Coalition* presents to the 2018 election candidates proposals to revolutionize land use in the country in only 4 years.

Additionally, it was also possible to download materials to help promote the document, such as an email model and social media illustrations

(section [DOWNLOADS](#)).

Through the hot site, 81 emails were sent to presidential candidates and 717 promotion materials were downloaded. The webpage was accessed 2,753 times.

The campaign offered voters a thought provoking question: “Does your candidate know the opportunities of the climate, forests, and agriculture agenda?”.

The hot site’s presentation text emphasized that “it is not easy to reach a consensus when there are different points of view” and that “in politics, it is common to see candidates defending divergent proposals and it is up to the voter to choose on what side they want to be”. Despite that, the *Brazilian Coalition* - composed of representatives of the agribusiness, academia, financial sector, and civil society entities that defend the environment - was able to come to a consensus on 28 proposals.

Therefore: “there is no side to choose: agricultural production can and should walk alongside

environmental conservation”. After presenting the proposals to the election candidates and society, the *Brazilian Coalition* worked on more actions related to the elections:

- On October 18th, the *Coalition* released a [letter](#) addressed to the candidates of the presidential election’s second round, with the goal of reaffirming some of the main principles of the *Brazilian Coalition*: the importance of the Paris Agreement, of strengthening the fight against illegalities in the forest sector, of the implementation of the Forest Code, and of democracy.
 - On October 30th, after the elections, the *Brazilian Coalition* issued a [statement](#) about the movement’s concern regarding the news that the president-elect, Jair Bolsonaro, and his team were considering to merge the Ministries of Environment and Agriculture. The government backed down on that decision, after pressure from different entities.
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3. Long-Term: more than 200 members of the *Brazilian Coalition* collectively projected a vision for the future of forests and agriculture in Brazil

In 2018, the *Brazilian Coalition on Climate, Forests and Agriculture* saw its members renew their energy and mobilization efforts. About 200 people signed up to the [Dialogue Forums launched in April](#) (which would substitute the former Work Groups - WGs) with a challenging mission: to build a common long-term vision for land use in Brazil.

To access the publication, [click here](#).

To access the Executive Summary, [click here](#).

To watch the video about the vision of the future, [click here](#).

There were more than 30 meetings throughout the year to develop the document "[2030-2050 Vision: The Future of Forests and Agriculture in Brazil](#)", released on December 3rd, 2018, as [published by the Folha de S. Paulo](#).

In a world threatened by climate change, activities related to land use are an important part of the solution. *Brazilian Coalition's* vision for the future seeks to promote everybody's welfare by occupying rural areas with conditions that allow people to produce more and better, to value forests, to end deforestation, and to make economic policies and instruments aimed at this purpose feasible. In other words, it seeks to promote a **harmonic, inclusive, and sustainable land use in Brazil.**

3. Long-Term: more than 200 members of the *Brazilian Coalition* collectively projected a vision for the future of forests and agriculture in Brazil

In this publication, the members of the movement projected a future dreamt by them for 2030 and 2050. To consider the future of forests and agriculture is a way to place land use as a developmental agenda for the country and to consolidate Brazil's global leadership in the low carbon economy.

The publication was distributed during the 24th United Nations Climate Change Conference (COP 24),

in Katowice, Poland, at the event "Pathways for Tomorrow" carried out by BNDES and Cebri, and with the participation of the *Brazilian Coalition*. The publication was also presented in the end of the year plenary on December 19th.

At COP 24 and BNDES, the document started to be delivered to key stakeholders that can help the *Brazilian Coalition* to make their vision a reality.



MAIN CONNECTIONS WITH THE GOVERNMENT AND OTHER STAKEHOLDERS

The main connections the *Brazilian Coalition* has developed with the government and other sectors that are important to the advancement of its agenda in 2018 were due to the delivery of the 28 proposals to election candidates (between August and November) and of the Vision for the Future (December).

• PROPOSALS TO ELECTION CANDIDATES

The *Brazilian Coalition* has delivered the document with the [28 proposals](#) to the main Presidential candidates and key-members of the campaign teams. In addition, almost **3 thousand** copies of the material were distributed in events and forums related to the proposals. See below the full list and in the Annex the main pictures. **Presidential Candidates:**

- Álvaro Dias (advisory)
- Ciro Gomes (coordinator of the governmental program, Nelson Marconi)
- Fernando Haddad and Manuela d'Ávila
- Geraldo Alckmin and Ana Amélia Lemos
- Guilherme Boulos and Sônia Guajajara
- **Jair Bolsonaro and Hamilton Mourão** (hand-delivered to the vice-president and via mail in two addresses: the office of the

congressman at the House of Representatives and Bozano Investimentos, Paulo Guedes' enterprise)

- João Amoedo (vice, Christian Lohbauer)
- Marina Silva

Candidates for governor (sent via personalized emails):

- BA: **Rui Costa (PT)** and José Ronaldo (DEM)
- MG: Antonio Anastasia (PSDB) and Fernando Pimentel (PT)
- MS: **Reinaldo Azambuja (PSDB)** and Juiz Odilon (PDT)
- MT: **Mauro Mendes (DEM)** and Pedro Taques (PSDB) - also hand-delivered
- PA: **Helder Barbalho (MDB)** and Paulo Rocha (PT)
- SP: **João Dória (PSDB)** and Paulo Skaf (MDB)

MAIN CONNECTIONS WITH THE GOVERNMENT AND OTHER STAKEHOLDERS

• PROPOSALS TO ELECTION CANDIDATES

Ministries:

- Ministry of Agriculture, Livestock, and Supply (MAPA): Minister Blairo Maggi and ministry team (Marcelo Osório, Eumar Novacki, Pedro Neto, Sidney Medeiros, and Elvison Ramos)
- Ministry of the Environment (MMA): Minister Edson Duarte, Suely Araújo (president of Ibama), and Raimundo Deusdará (general director of the Brazilian Forest Service - SFB), as well as some people from the ministry team and the bodies Ibama, ICMBio, and SFB (Adriano Oliveira, Hugo Mendes, Jair Schmitt, Gabriel Lui, Raul Oliveira, Raul Trindade, Márcia David, Antônio Prado, Marcus Alves, Cristina Galvão Alves, Carlos Eduardo Sturm, André Socrates, Ana Clara Domingos, Ana Alice Marques, and Paulo Carneiro)

Congressmen and candidates of the legislative: Delivery to all acting congressmen and senators (approximately 600 names) via email.

- Andre Meirinho, state representative candidate with the PP/SC
- **Arnaldo Jardim, congressman candidate with the PPS**
- Gilberto Natalini, councilman of São Paulo, congressman candidate with the PV
- Israel Rocha, congressman candidate with the PSB
- Jilmar Tatto, senator candidate in São Paulo with the PT;
- Leonardo Secchi, state representative candidate with the PSB/SC
- Lucas Gotardo, congressman candidate with the PSB
- **Marina Helou, state representative candidate with the REDE/SP**
- Nikolas Reis, state representative candidate with the PSB/SC
- **Paulinha, state representative candidate with the PDT/SC**
- Ricardo Tripoli, congressman and candidate to the senate in São Paulo with the PSDB
- **Rodrigo Agostinho, congressman candidate with the PSB**
- Sérgio Verde, state representative candidate with the PSOL/RJ
- **Tereza Cristina, congresswoman, candidate to reelection with the DEM, future Minister of Agriculture and current president of the Agricultural Parliamentary Front**
- Warwick Manfrinato, congressman candidate with the PV

*Highlighted names: elected candidates

MAIN CONNECTIONS WITH THE GOVERNMENT AND OTHER STAKEHOLDERS

• PROPOSALS TO ELECTION CANDIDATES

Other stakeholders:

- Adalberto Veríssimo, senior researcher and co-founder of Imazon
 - Anamaria Schindler, Ashoka emeritus co-president
 - André Baby, secretary of the Environment;
 - Bernard Appy, director of the Center for Fiscal Citizenship (CCiF)
 - BNDES: Marcos Ferrari (director of Government and Infrastructure), Daniela Baccas (chief of the Socio-Environmental Department), Gabriel Visconti (superintendent of the Public and Socio-Environmental Management Area), Luis Otavio Reiff (manager of the Institutional Relations Department), and Nabil Kadri (chief of the Government and Infrastructure Directory Cabinet)
 - Caio Penido, president of the GTPS and member of the Administrative Council of the Roncador Group
 - Célia Cruz, executive director of the Corporate Citizenship Institute- ICE
 - Sustainability Committee of the Brazilian Rural Society (SRB)
 - Board of directors of the Folha de S. Paulo: Maria Cristina Frias (newsroom director), Sergio Davila (executive editor), Roberto Dias (newsroom-production secretary), Vinícius Mota (newsroom-editing secretary), Eduardo Scolese (daily editor), Gustavo Patu (opinion editor), and Marcelo Leite (special reporter)
 - Board of directors of the following parties: PT, PSDB, REDE, PDT, and PSL (mailed)
 - Eduardo Giannetti, economist, professor of INSPER
 - Embassy of Norway
 - Francisco Gaetani, former head of office of Minister Izabella Teixeira
 - Gilberto Dimenstein, creator of the portal Catraca Livre
 - Izabella Teixeira, former Minister of the Environment
 - João Henrique Hummel, director of IPA
 - Joaquim Levy, former Minister of Finances and current general-director and the new president of the National Bank for Economic and Social Development (BNDES)
 - José Roberto Mendonça, consultant of MB Associates
 - Júlio Cargnino, president of the Rural Channel
 - Leontino Balbo, owner of Usina São Francisco
 - Maicon Buckeridge, professor of the Advanced Studies Institute (IEA) of USP
 - Marcos Jank, CEO Asia-Brazil Agro Alliance
 - Marcos Lisboa, president of Inesper
 - Mário Sérgio Vasconcelos and Febraban's Sustainability Committee
 - Maurício Lopes, president of Embrapa
 - Members of the Brazilian Forum on Climate Change (FBMC)
 - Paul Polman, CEO of Unilever
 - Paulo Artaxo, professor of USP and member of the Intergovernmental Panel on Climate Change (IPCC)
 - Paulo Saldiva, director of IEA-USP
 - Rajiv Joshi, managing director of The B Team;
 - Ricardo Abramovay, professor of the Department of Economy of FEA-USP
 - Ricardo Amorim, economist, television personality, and president of RICAM Consultoria
 - Roberto Rodrigues, former Minister of Agriculture and coordinator of GVAgro
 - Roberto Schaeffer, professor of Energy Economy of the Energetic Planning Program of COPPE/UFRJ
 - Sérgio Amaral, ambassador
 - Thaís Corral, one of the founders of the Human Development Network- REDEH
-

MAIN CONNECTIONS WITH THE GOVERNMENT AND OTHER STAKEHOLDERS

• PROPOSALS TO ELECTION CANDIDATES

Events: presentation and distribution of the documents.

- Brazilian Agribusiness Congress
 - Annual MapBiomass Seminar
 - 2018 Platform: Brazil of Tomorrow - theme food
 - 2018 Platform: Brazil of Tomorrow - theme forests
 - First Congress on the Management of the Amazon - AMAS
 - A Amazônia tem pressa (The Amazon is in a hurry)
 - Political act “Development forever - priority environmental commitments in 2018 elections”
 - Sustainable 2018
 - Conference Ethos São Paulo
- 2018
- Virada Política Paulista (Paulista Political Turn)
 - Second Symposium on Native Tree Species
 - BNDES event - “Pathways for tomorrow”
 - SOBRE 2018
 - Environmental Breakfast of the Ministry of Mines and Energy
 - Conference Ethos Belém 2018
 - Climate Change Conference - COP 24

Political groups:

- Political Action for Sustainability - RAPS
 - Now Movement!
-

MAIN CONNECTIONS WITH THE GOVERNMENT AND OTHER STAKEHOLDERS

• VISION FOR THE FUTURE OF FORESTS AND AGRICULTURE

The [document](#) “2030-2050 Vision: The Future of Forests and Agriculture in Brazil” was launched in December 2018 by the *Coalition* and presented during the 24th edition of the United Nations Climate Change Conference (COP 24) in the event “Pathways for Tomorrow”, carried out by CEBRI and BNDES. See below the list of the main stakeholders that have already received the Vision document and in the annex the main pictures:

- Alfredo Sirkis, executive coordinator of the Brazilian Forum on Climate Change
 - Edson Duarte, Minister of the Environment
 - Evandro Gussi, congressman (at the time)
 - Hamilton Mourão, vice- president of Brazil
 - Joaquim Levy, president of BNDES
 - Jorge Viana, senator of Acre (at the time)
 - Muni Lourenço, vice-president of CNA
 - Ricardo Ramos, director of BNDES
 - Suely Araújo, president of Ibama (at the time)
 - Tabata Amaral, congresswoman
 - Thales Belo, secretary of Pará’s Environment and Sustainability (at the time)
-

COMMUNICATION PRODUCTS

• SCIENTIFIC SEMINAR

[Video](#) with the main messages of the scientific seminar

[YouTube](#): watch the full scientific seminar: [Morning Portion: Opening and Panels 1 and 2](#) and [Afternoon Portion: Panels 2 and 3, and Closing Remarks](#).

[Executive Summary](#) about the debates of the day (only in English).
Obs.: a full report about the event will be released in 2019.

• PROPOSALS TO ELECTION CANDIDATES

[Publication](#) with the 28 proposals to election candidates ([summarized version in English](#) also available)

Special [Hotsite](#) to send automatic messages to presidential candidates to encourage their adherence to the *Coalition's* 28 proposals and to make materials that would help the promotion of the document available.

[Report](#) that summarizes the main results obtained with developing the proposals and their release to the candidates.

[Press](#): the release of the proposals had an impact in more than 170 articles in the media. Over the elections, other actions of the *Brazilian Coalition* also brought visibility to the document, and because of this, the total amount of references to the proposals in the media reached 250 outlets.

[Social media](#): The news about the release of the 28 proposals reached more than a hundred thousand people through the *Brazilian Coalition* social media. Over the elections, internet posts related to the proposals reached a total public of 410,000 users.

COMMUNICATION PRODUCTS

• VISION FOR THE FUTURE OF FORESTS AND AGRICULTURE

[Publication](#) “2030-2050 Vision: The Future of Forests and Agriculture in Brazil”

[Executive summary](#) of the Vision for the Future

[Video](#) about the Vision for the Future

[Press](#): News about the release of *Brazilian Coalition's* Vision for the Future reached more than 150 media outlets.

[Social media](#): News about the release of *Brazilian Coalition's* Vision for the Future reached more than 170,000 people through *Brazilian Coalition's* social media.

• OTHERS

[Statements](#): In 2018, the *Brazilian Coalition* suspended its statements to focus on the development of proposals to election candidates and of the vision for the future. However, some statements regarding topics already approached by the movement were made. There were seven statements throughout the year.

[Bulletins](#): Seven bulletins were published throughout the year. They were all focused in communicating the progress of *Brazilian Coalition's* three fronts of action in 2018 (scientific seminar, elections, and vision). The amount was lower than the volume of bulletins in 2017 since the medium-term projects developed by the movement were more focused.

[Mention in the press](#): Over 2018, the *Brazilian Coalition* was mentioned 519 times in the press, an increase of 227% in comparison with 2017.

[Reach in Social Media](#): The *Brazilian Coalition* increased its presence in social media. On Facebook, the number of page likes increased 50% (from 1,942 to 3,921 likes). The average reach was 60% higher than in 2017 (from 1,200 to 1,976 unique users per day) and the total amount of posts was 228. *Brazilian Coalition's* LinkedIn, created in the end of 2017, has 484 followers and the YouTube channel has 205 people subscribed.

Follow the *Brazilian Coalition* on social media:



facebook.com/coalizaobrasil/



linkedin.com/company/coalizaobrasil



youtube.com/CoalizaoBrasil

MAIN NATIONAL AND INTERNATIONAL MEETINGS

The *Brazilian Coalition* organized 5 large events in 2018. See below the main moments of the year:

• SCIENTIFIC SEMINAR

The *Brazilian Coalition* promoted a scientific seminar regarding the data on land cover and use dynamics, on May 17th, 2018 in São Paulo. The meeting gathered around 200 people and had the participation of some of the best researchers and specialists in land use in Brazil. The meeting had the goal of demonstrating Brazil's huge scientific and technological capacity to generate the best data on land use dynamics [[learn more](#)].



Picture: Clóvis Fabiano

MAIN NATIONAL AND INTERNATIONAL MEETINGS

• *BRAZILIAN COALITION'S PLENARIES*

On June 13th, the *Brazilian Coalition* carried out in São Paulo its first plenary of 2018, at Tucarena theater in the Santander auditorium, marking the movement's 3 year anniversary. About 80 people were there in person to follow the meeting, as well as 20 people watching live on the internet. In addition to bringing the first results of the Dialogue Forums work and of the development of the proposals to the candidates, the meeting set the transition of the *Brazilian Coalition's* facilitators. Marcelo Furtado said farewell to the movement's facilitation, continuing as a member of the Strategic Group. Since January, André Guimarães had already been acting as a co-facilitator alongside Furtado and, since then, started to share this representation with Luiz Cornacchioni, executive-director of the Brazilian Agribusiness Association (Abag) [[learn more](#)].

The last plenary of the year happened on December, 19th at FGV in São Paulo, to an audience of about 60 people. The event set the end of a strategic year, in which the *Brazilian Coalition* focused on its original mission: to present to the country proposals to advance the low carbon economy [[learn more](#)].



Picture: Fernanda Macedo / Brazilian Coalition. Above, June plenary. Below, December plenary.

MAIN NATIONAL AND INTERNATIONAL MEETINGS

• EVENTS AT COP 24

At the *side event* organized by WRI International and the *Brazilian Coalition*, on December 11th, during the 24th United Nations Climate Change Conference (COP 24) at Katowice, Poland, different countries came to the table to discuss long-term strategies to implement and increase the ambition of their climate goals (NDCs). Approximately 80 people followed the event and the *Brazilian Coalition* presented its Vision for the Future to an international audience.

André Guimarães, co-facilitator of the *Brazilian Coalition*, was a member of the table next to Medrilzam, vice-minister of Natural Resources of Bappenas (Indonesia), Alexis Bonnell, director of Agence Française de Développement, Ingrid-Gabriela Hoven, general-director of global matters of the German Federal Ministry of Economic Cooperation and Development (BMZ), and Andrés Flores, director of Climate Change and Energy of WRI Mexico. The debate was moderated by Manish Bapna, executive vice-president and administrative director of WRI International [[learn more](#)].

The *Coalition* presented its Vision for the Future also at the Brazilian Pavilion that admitted 40 people and, by December 12th, had reached its maximum capacity. The debate table had representatives from the four Dialogue Forums: André Guimarães (co-facilitator of the *Brazilian Coalition* and executive-director of IPAM, representing the Deforestation Forum and acting as the moderator of the table), Ana Carolina Szklo (director of Cebds Institutional Development and leader of the Public Policies and Economic Instruments Forum), Elizabeth Farina (CEO of the Brazilian Sugarcane Industry Association at the time, representing the Agriculture and Forestry Forum), and Paulo Barreto (senior researcher of Imazon and leader of the Native Forest Forum) [[learn more](#)].



Picture: On the left, side event (Fernanda Macedo/Brazilian Coalition). On the right, event at Brazil Space (Posdrawiam Serdecznie)

MAIN NATIONAL AND INTERNATIONAL MEETINGS

• DIALOGUES FOR TOMORROW OF BNDES

On December 12th, concurrently with the *Coalition's* event at COP 24, some of the leaders of the Forums presented the Vision for the Future in the seminar “Pathways for Tomorrow: the role of Development Banks in building the future”, promoted by the International Relations Brazilian Center (CEBRI) in partnership with the BNDES, at Rio de Janeiro. Beto Mesquita (director of BVRio and representing the leadership of the Deforestation Forum) moderated the debate that had the participation of Eduardo Bastos (executive director of AIPC - National Association of Cocoa Processing Industries and leader of the Agriculture and Forestry Forum), Miguel Calmon (senior consultant of the Forest program of WRI Brazil and leader of the Native Forest Forum), and Kalil Cury (partner of Partner Desenvolvimento and leader of the Public Policies and Economic Instruments Forum), as well as Gabriel Visconti, superintendent of the Public and Socio-Environmental Management Area of the BNDES [[learn more](#)].



Picture: Promotion

CHANGES IN GOVERNANCE

In 2018, the Governance of the *Brazilian Coalition* went through some changes. The Dialogue Forums, launched on April 2018, substituted the former Work Groups. Through an unprecedented mobilization, the Forums gathered more than 200 people from over 150 organizations (among members and non-members) interested in building the movement's Vision for the Future together.

Moreover, the Plenary on June 13th signaled the transition of facilitators of the *Brazilian Coalition*. Marcelo Furtado said farewell to the movement's facilitation, continuing as a member of the Strategic Group (SG). Since January, André Guimarães already had been acting as a co-facilitator alongside Furtado, and is now sharing this representation with Luiz Cornacchioni, executive-director of the Brazilian Agribusiness Association (Abag) [[learn more](#)].

Guimarães and Cornacchioni are the movement's third term of office facilitators. Before Furtado, Roberto Waack, current president of Renova Foundation and member of the GE, occupied this position that, by determination of the group, is renewed every two years.

WORK OF THE DIALOGUE FORUMS

DIALOGUE FORUMS

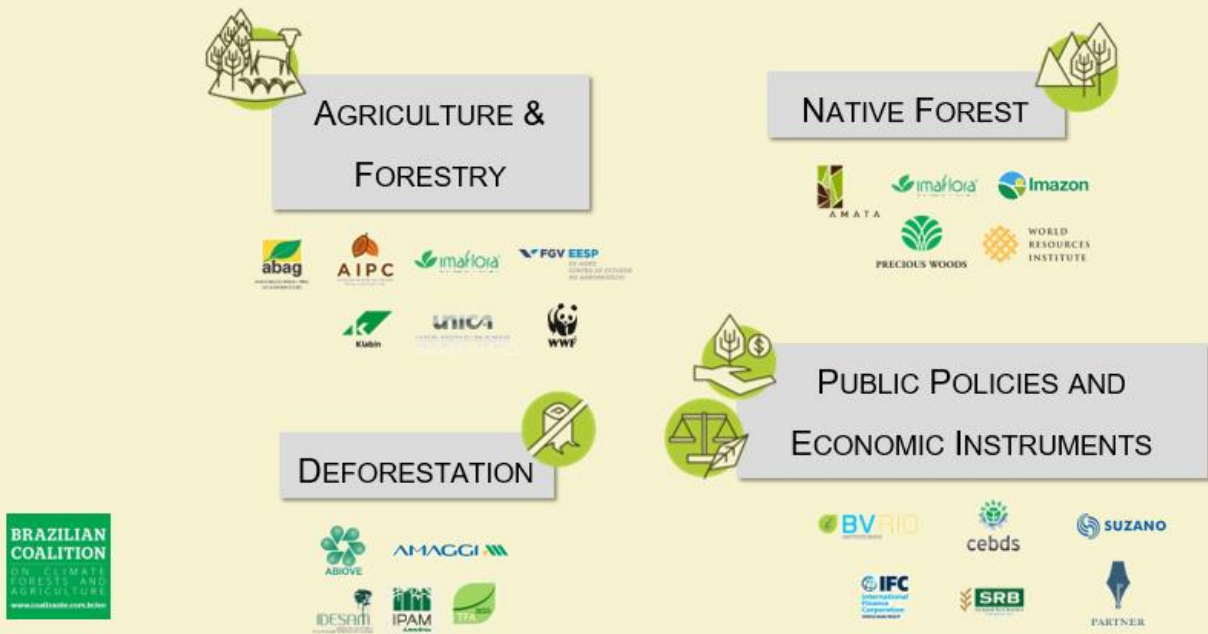


Illustration: Dialogue Forums of the Brazilian Coalition and their Leadership Groups

The main contribution of the Forums in 2018 was the publication of the Vision.

Once this step was concluded, they began to design the action plan that will make this Vision become a reality.

At the movement's end of the year plenary, the Forums presented the beginning of this work that starts with the prioritization of the actions most urgent to 2019:

WORK OF THE DIALOGUE FORUMS

• AGRICULTURE AND FORESTRY DIALOGUE FORUM

One of the Forum's priorities is to revise the Plan and Program on Low Carbon Agriculture (ABC). The goal is to simplify and reduce bureaucracy and hone the diffusion of ABC practices. Currently, the ABC Plan still represents a small part of agricultural financing in Brazil.

Another central topic is the strengthening of the Technical Assistance and Rural Extension (ATER) to rural producers that wish to adopt low carbon practices, with emphasis on family agriculture. Large producers have financial conditions to hire specialized knowledge in this theme. However, for the ABC to be viable to small producers, government officials need to assist in this transition.

Another priority of the Forum is to promote renewable energy generation, especially biomass from sugar cane or dedicated forests, and biogas to generate bioelectricity. To this end, it will be necessary to establish regular hiring rules via auction.

In the case of the RenovaBio program, advocacy actions should be the focus of the *Brazilian Coalition* to improve the program's regulation.

Leaders of the Forum: Fibria (Carlos Roxo), GVAgro (Ângelo Gurgel), Imaflora (Ciniro Costa Júnior), AIPC (Eduardo Bastos), Klabin (Ivone Namikawa), UNICA (Júlia Tauszig), WWF (Leda Tavares), and Abag (Juliana Monti)

WORK OF THE DIALOGUE FORUMS

• NATIVE FOREST DIALOGUE FORUM

For the Native Forest Forum, increasing the recognition and economic and social value of forests and other natural ecosystems is central. It is necessary to inform those who benefit from it that a forest standing is not only important for the environment, but also from the social and economic points of view.

Moreover, to follow the Brazilian goal of restoring 12 million hectares it will be essential to gather efforts so that monitoring of large scale restoration and reforestation actions become available by the end of 2019.

Forest concessions also need to be prioritized, increasing their scale and viability with economic incentives. Concessions can be an important solution for the destination of public areas that do not have a defined use today.

The focus on the legal market of forest products is also an action listed by the Forum for next year. The timber producer has a role in conservation, as well as the consumer of this product.

Advancing native species forestry and Research & Development will be environmentally and economically beneficial. To develop and provide restoration models and good business examples is the initial step to guarantee natives their market, just as it was done with pines and eucalyptus.

Leaders of the Forum: WRI (Miguel Calmon), Amata (Dario Guarita Neto), Precious Woods (Jeanicolau de Lacerda), Imaflora (Leonardo Sobral), and Imazon (Paulo Barreto).

WORK OF THE DIALOGUE FORUMS

• DEFORESTATION DIALOGUE FORUM

To put an end to deforestation in Brazil by 2050, the first steps listed by the Forum include the construction of a task force between society and the government to analyze the recent dataset of the past 10 years. Transparent and official monitoring will be the key, considering the data available by the government and civil society.

Another urgent action is to make it clear to the new government and other public and private stakeholders the need for zero tolerance with illegal deforestation. To this end, the Forum suggests to strengthen oversight actions and punishment systems, and to quickly and broadly allocate unassigned public areas. It also suggests to fully implement the Forest Code, by validating the Rural Environmental Registry (CAR), regulating the Environmental Regulation Program (PRA), and advancing the operationalization of the Environmental Reserve Quotas (CRA). These immediate actions aim to enforce the law and guarantee that illegalities do not occur.

Searching for ways to point out the economic perspective of sustainability, the sustainable use of the forest, and the reduction of deforestation can boost the expansion of agriculture without compromising the forest still standing. The Forum proposes to create mechanisms of conservation and deforestation reduction, aligned with environmental services, compensation mechanisms, and the promotion of forest management and of the socio-biodiversity chain.

Leaders of the Forum: IPAM (Paulo Moutinho), Abiove (André Nassar), TFA (Fabiola Zerbini), Amaggi (Juliana Lopes), and Idesam (Pedro Soares)

WORK OF THE DIALOGUE FORUMS

• PUBLIC POLICIES AND ECONOMIC INSTRUMENTS DIALOGUE FORUM

To make the end of deforestation, the valorization of native forests, and a sustainable agriculture and forestry viable, the creation of public policies and financial instruments are crucial.

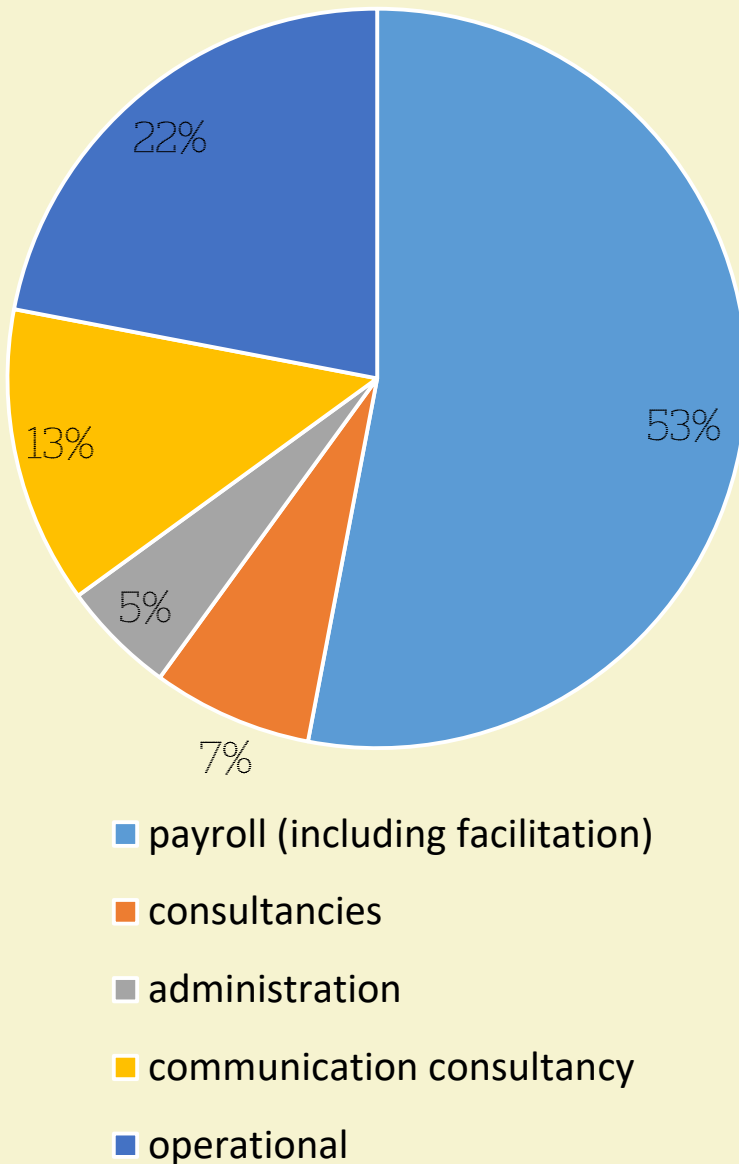
This Forum has elected the carbon market, the implementation of the Forest Code, the ABC Plan, the green bonds, and the fulfillment of the Sustainable Development Goals (ODS) as priority actions for 2019.

Leaders of the Forum: Cebds (Ana Carolina Szklo), IFC (Diogo Bardal), Fibria (João Augusti), SRB (João Adrien), BVRio (Beto Mesquita), and Partner Desenvolvimento (Kalil Cury).

[Click here](#) to sign up for the Dialogue Forums and participate in the debates!

ACCOUNTABILITY

See below a chart regarding *Brazilian Coalition's* main expenses in 2018:



Total spent in 2018: R\$1,675,442.74

LESSONS LEARNED AND OUTLOOK FOR 2019

The year of 2018 was essential for the members of the *Brazilian Coalition* to be able to strengthen the principles of the movement and resume the movement's original idea: to develop proposals so that Brazil can increasingly advance and consolidate as the world leader of the low carbon economy.

Due to the Strategic Group's decision to suspend the *Brazilian Coalition's* statements while the movement focused on developing proposals to election candidates and the Vision for the Future, many topics of the climate, forests, and agriculture agenda became a part of the country's public debates.

Although the movement did not publicly manifest about some of the topics, the leadership followed the news and searched for ways to address these themes' most important points as part of the proposals the movement developed.

The election period presented itself as a window of opportunity to give visibility to the *Brazilian Coalition's* agenda. Brazilians are more interested in talking about politics and the *Brazilian Coalition* seized the moment to shed light on some of the main proposals.

about the future. Because of the newly elected government, the *Coalition* will have new challenges to create communication channels with the decision-makers, but it can't lose sight of what fundamentally guides the movement: long-term solutions.

The *Brazilian Coalition* ended 2018 with a lot of lessons learned and with the certainty that thinking about the future is the only way to make the low carbon economy viable. It is tempting to strictly act on reactions to present facts and actions, such as misleading bills and decrees, but to create a planning and commitment culture with society requires to look beyond that.

In 2019, the *Brazilian Coalition* already started to take its proposals to new rulers. Three plans will be developed for this: Action Plan (with how to implement the movement's proposals step by step), Advocacy Plan (the best strategy to dialogue with public authority stakeholders), and Communication Plan (how to increase society's interest and mobilize it to make the low carbon economy a common interest).

Every partner and member of the *Brazilian Coalition* is invited to help with this mission! We appreciate the participation of so many people in 2018 and we are available to clarify any questions or to receive suggestions and comments. Write to comunicacao@coalizaobrasil.org.

THANK YOU TO THE SPONSORS OF 2018

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ANNEX – Pictures of the delivery of the *Brazilian Coalition’s* 28 proposals to 2018 election candidates and other names/organizations (Figures 1 to 4)



Figure 1. Delivery of the election document to presidential candidates of 2018 and their representatives – General Hamilton Mourão, advisory of Álvaro Dias, Marina Silva, Ana Amélia Lemos, Guilherme Boulos and Sônia Guajajara, Fernando Haddad, Geraldo Alckmin, and Nelson Marconi (coordinator of *Ciro Gomes* government plan).

ANNEX – Pictures of the delivery of the *Brazilian Coalition’s* 28 proposals to 2018 election candidates and other names/organizations (Figures 1 to 4)



Figure 2. Delivery of the election document to other stakeholders – Pedro Taques (PSDB-MT), Rep. Tereza Cristina, Jair Schmitt (MMA), Ambassador Sérgio Amaral, Minister Blairo Maggi, Paul Polman (Unilever), Rajiv Joshi (The B Team), André Baby (SEMA-MT), former Minister Joaquim Levy, João Henrique Hummel (IPA), Jilmar Tatto (PT-SP), and Pedro Neto (MAPA).

ANNEX – Pictures of the delivery of the *Brazilian Coalition’s* 28 proposals to 2018 election candidates and other names/organizations (Figures 1 to 4)

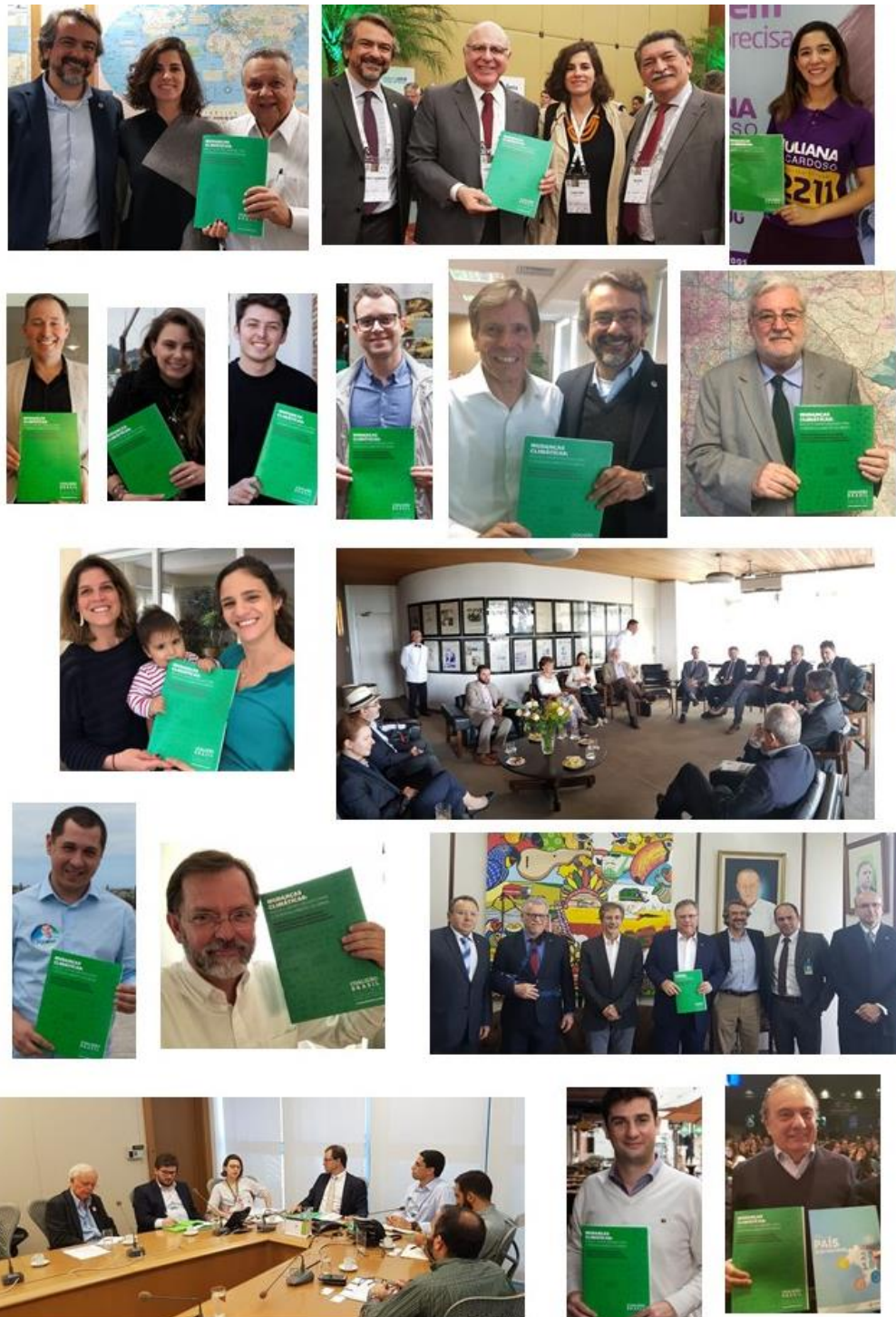


Figure 3. Delivery of the election document to other stakeholders – former Minister Roberto Rodrigues, Rep. Arnaldo Jardim, Juliana Cardoso (PR-SP), Leonardo Secchi (PSB-SC), Paulinha (PDT-SC), Israel Rocha (PSB-SC), Lucas Gotardo (PSB-SC), Mário Sérgio Vasconcelos (FEBRABAN), Gilberto Natalini (PV-SP), Marina Helou (REDE-SP), board of directors of Folha de S. Paulo, Nikolas Reis (PSB-SC), Warwick Manfrinato (PV-SP), MAPA team, BNDES board of directors, André Meirinho (PP-SC), and Rep. Ricardo Tripoli.

ANNEX – Pictures of the delivery of the *Brazilian Coalition’s* 28 proposals to 2018 election candidates and other names/organizations (Figures 1 to 4)



Figure 4. Presentation and distribution of the election document at events – Annual MapBiomass Seminar, Political Act “Development forever – priority environmental commitments in 2018 elections”, Sustainable 2018, The Amazon is in a hurry, Ethos Conference São Paulo 2018, Second Symposium on Native Tree Species, and First Congress on the Management of the Amazon – AMAS.

ANNEX – Pictures of the delivery of the *Brazilian Coalition’s Vision for the Future* to key stakeholders (Figure 5)



Figure 5. Delivery of the *Vision for the Future* to key stakeholders: Edson Duarte, Minister of the Environment; Alfredo Sirkis, executive coordinator of the Brazilian Forum on Climate Change; Evandro Gussi, congressman (at the time); Suely Araújo, president of Ibama (at the time); Hamilton Mourão, vice-president of Brazil; Ricardo Ramos, director of BNDES; Muni Lourenço, vice-president of CNA; Jorge Viana, senator of Acre (at the time); Tabata Amaral, congresswoman; Thales Belo, secretary of the Environment and Sustainability of Pará (at the time); Joaquim Levy, president of BNDES.