

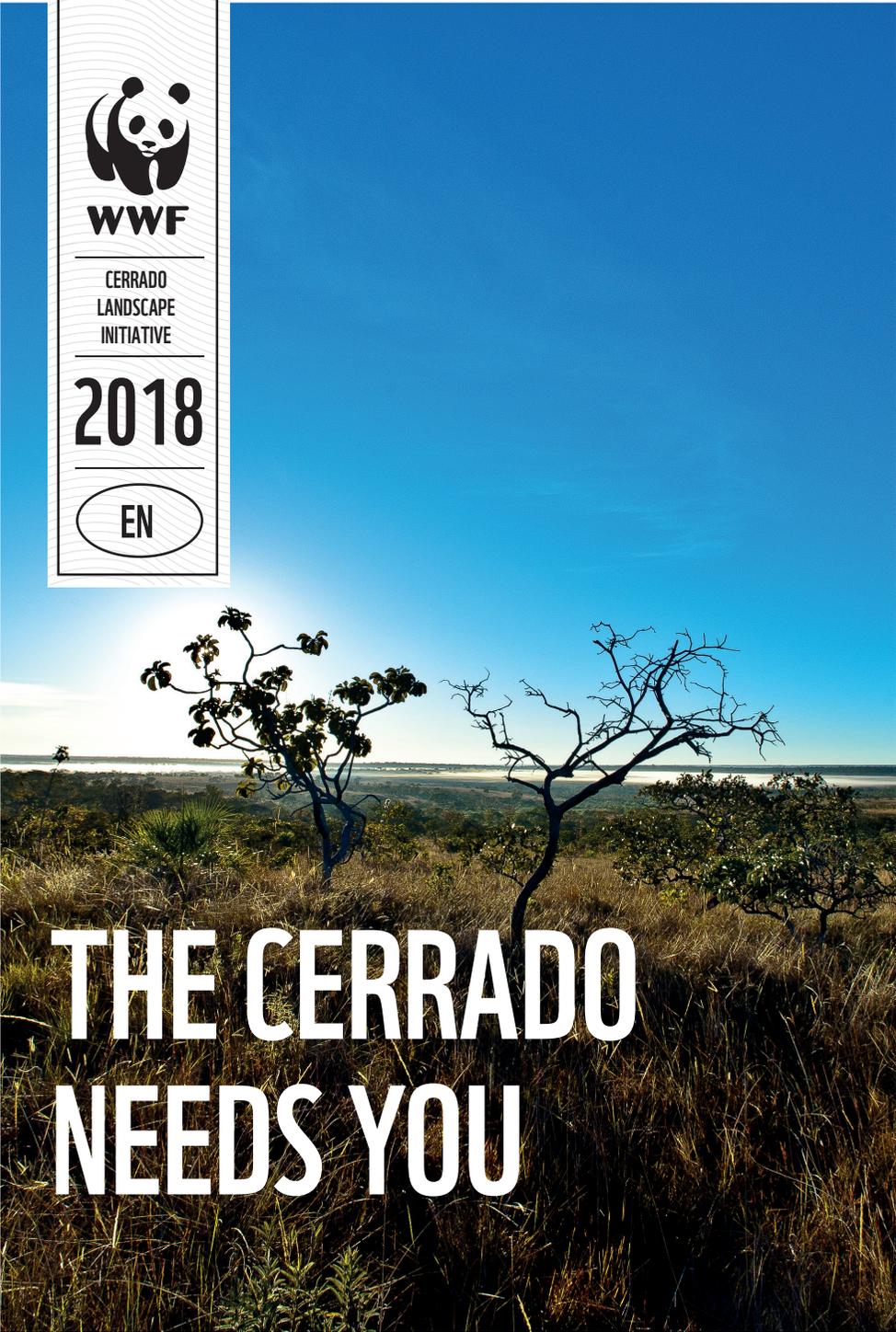


WWF

CERRADO
LANDSCAPE
INITIATIVE

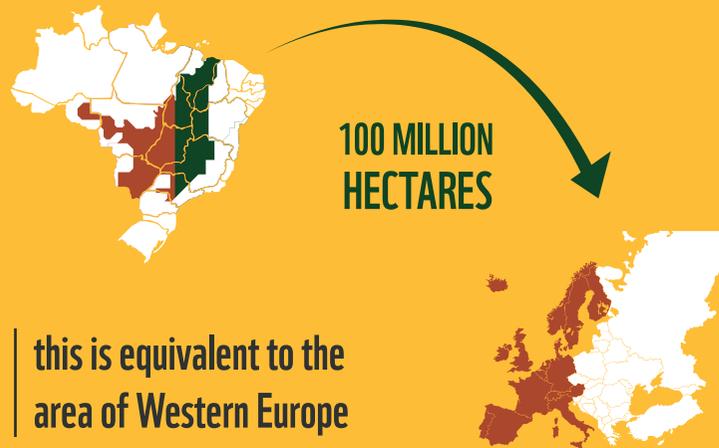
2018

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THE CERRADO NEEDS YOU

THIS POWERFUL BRAZILIAN SAVANNAH HAS ALREADY LOST HALF OF ITS VEGETATION. AND THAT'S ENOUGH!



- This worldwide hotspot boasts great biodiversity
- In the heart of Brazil, it spans 11 states plus the Federal District
- 46% of the water produced in Brazil comes from the Cerrado

1 IN 4 ENDANGERED SPECIES LIVE IN THE CERRADO



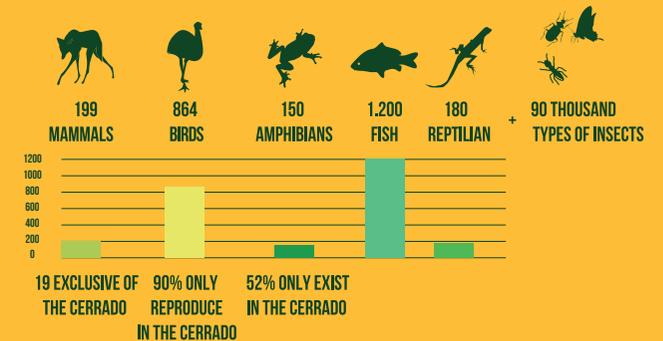
LAND USE



IN TERMS OF LEGAL PROTECTION, THIS BIOME IS THE LEAST PROTECTED.

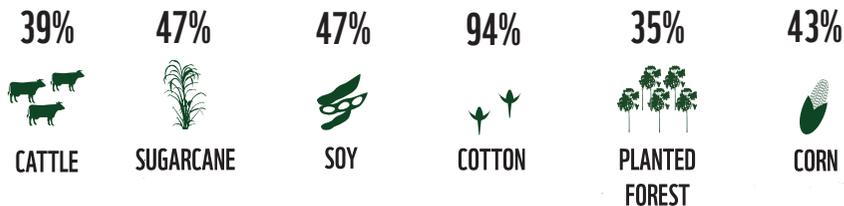
Less than 3% is covered by Protected Areas with strong restrictions relating to conversion, of a total of just 12% PA's, including indigenous areas. The Forest Code requires that 20% of the Cerrado is protected, which is much less than the 80% required in the neighbouring Amazon.

	Amazon	Cerrado
SIZE OF THE BIOME	2 X CERRADO	1/2 AMAZÔNIA
ANUAL DEFORESTATION	600K HA/YEAR	1000K HA/YEAR
FOREST CODE REQUIRES	80%	20%
PROTECTED AREAS	53%	12%



BRAZILIAN AGRICULTURE IN THE CERRADO

Cerrado is the most important biome for the production of soft commodities in Brasil, and is the region where most of the country's available area is located and the production of key commodities takes place.



Expansion in the production of commodities also threatens the maintenance of community practices and collective knowledge, these representing the cultural heritage of the Cerrado

WWF-Brazil has mapped and gathered key NGOs working in the Cerrado as the seed for the development of a broader multistakeholder platform. The initial plan is to establish the Cerrado Landscape Initiative - Aligning Conservation, Business and Social Development to consolidate a positive future for the biome.

THE VISION FOR THE FUTURE OF THE CERRADO BY 2030 IS A MORE RESILIENT, PRODUCTIVE, INCLUSIVE AND SUSTAINABLE LANDSCAPE.



Where the conversion of natural ecosystems in the biome will be halted and natural vegetation will be restored on a large scale, increasing protection of priority areas for conservation and overall connectivity and other environmental services.



Areas that have already been cleared will be used more efficiently and degraded land will be rehabilitated for production to meet the upcoming demand for Food, Feed, Fiber and Fuel.



While local businesses based on biodiversity and environmental services grow, promoting social development and alternative solutions to protect the remaining Cerrado

WE NEED TO

- **Eliminate all conversion of natural ecosystems** for soy and beef production by 2020
- **Halt conversion** of the biome by 2030
- **Restore 2 million ha of natural vegetation** by 2030
- **Rehabilitate 10 million ha of degraded pastures** by 2030, increasing cattle productivity and freeing up land for agriculture and restoration
- **Protect 17% of the Cerrado** in Conservation Units
- **Provide 20,000 families** with access to better markets for produce based on biodiversity and environmental services by 2030

To steer this process, it is important to consider the whole biome and its connection with other regions in order to gain an understanding of the best opportunities and conflicts between different land uses. The key strategies to drive this change on the ground are:

GOVERNANCE

Collaboration among stakeholders is crucial to achieve change on the desired scale of this initiative. Therefore, increasing governance at different levels is going to be key to ensure successful conservation. Many governance structures already exist for key elements of the Cerrado. Alignments among these initiatives and collaboration on specific topics will be sought to help to move towards a common vision.

MARKET ENGAGEMENT

In the context of the Cerrado, working with market actors is important to achieve two goals: to exclude the conversion of natural vegetation by the commodities supply chain and to support community-based enterprises to get better access to the market.

SHIFTING FINANCE

To achieve transformation on this scale, financing is crucial. It will be important to work on:

- (a) lending criteria that consider environmental impacts and the prevention of natural conversion;
- (b) the development and implementation of incentives for farmers beyond the legal requirements;
- (c) subsidized public credit that encourages significant technical change on the ground;
- (d) Green Funds being applied in Brazil through effective mechanisms.

STRONG PUBLIC POLICIES

Enforcement of the law (such as the Forest Code) with complementary policies (i.e. Climate-Smart Agriculture, the creation of Protected Areas, Agroecological Zoning) can support change on this scale and reduce the gap between legal conformity and desired voluntary commitment in the commodities supply chain and the conversion of natural ecosystems.

TRANSPARENCY AND SCIENCE BASED INTERVENTION

Many initiatives provide a huge amount of information on the biome, allowing stakeholders to monitor risks, make better choices in terms of land use and control the conversion of natural vegetation.

COMMUNICATION AND RAISING AWARENESS

The continuous raising of awareness about the Cerrado, its importance, the progress made in terms of its agenda and possible solutions for more sustainable development within this biome will be fundamental to this initiative.

TERRITORIAL INTELLIGENCE

To achieve a greater impact in accordance with our vision, territorial intelligence is the framework that will connect all the different strategies, establishing "where" to drive the implementation process and supporting the development of the strategies themselves.

PRACTICES | ACTIONS/INITIATIVES

FOOD

Conversion-free Landscapes - Initiative
Sustainable Agricultural Production

FINANCE

Portfolio Alignment
Soft Commodities Finance
Environmental Bonds

MARKETS

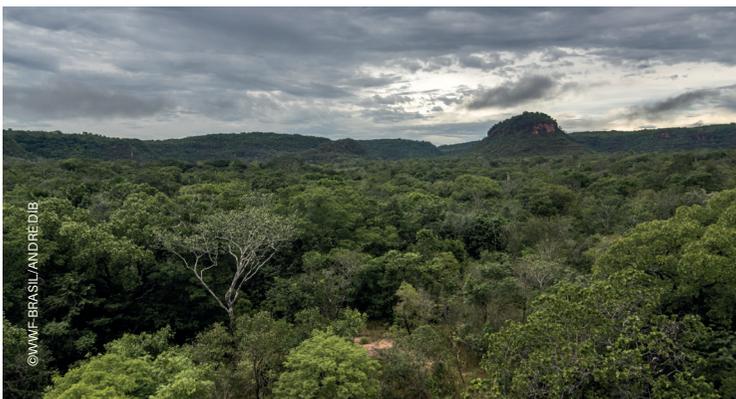
Market Transformation - Trace and Save
Market Access - Nature Pays

FOREST

Forest Landscape Restoration (FLR)
Protected & Conserved Areas (PCAs)
Deforestation/ Conversion-free Supply Chains
and Governance

WILDLIFE

Protected and Conserved Areas



BIG ACHIEVEMENTS TO CURB DEFORESTATION

In September 2017, more than 60 NGOs and research centers signed the Cerrado Manifesto, a call for action from companies and investors to defend the Brazilian Cerrado. Shortly after, 23 global companies launched a Statement of Support (SoS) for the Cerrado Manifesto, and so far 61 companies have signed this.

At the same time, the China Meat Association and 64 top leading meat companies have signed the Sustainable Meat Declaration, which includes an explicit pledge to prevent deforestation and the conversion of natural vegetation by livestock production and feed value chains.

The Cerrado Working Group, a spin-off of the Soy Working Group responsible for the Soy Moratorium in the Amazon, has become an important space for discussions on how the soy sector can eliminate the conversion of natural vegetation in the Cerrado from its supply chain. This group is made up of representatives from traders, on-demand companies, farmers, research institutes, government and civil society.

* EXCLUSIVE TO WWF NETWORK - DON'T DISCLOSE EXTERNALLY

If we use our global power,
with your help, we can trust
that we will have a prosperous
future for the Cerrado.

#TOGETHERPOSSIBLE

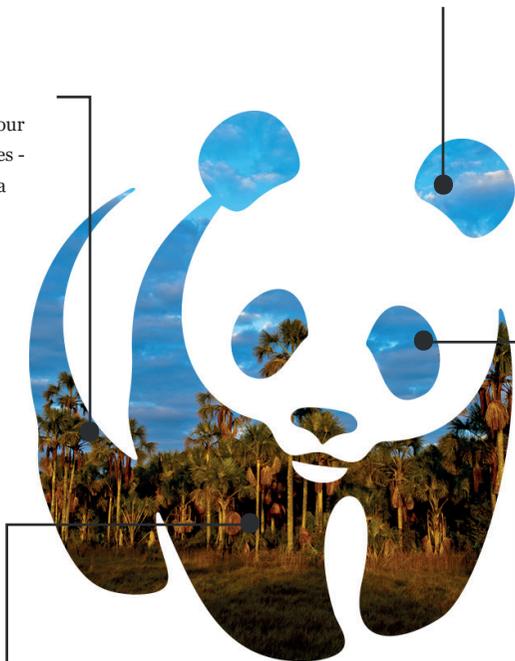
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VISION FOR THE FUTURE

The vision for the future of the Cerrado by 2030 is a more resilient, productive, inclusive and sustainable landscape.

FIVE BIOMES

It acts as a link between four of the five Brazilian biomes - Amazonia, Caatinga, Mata Atlântica, and Pantanal.



LEGAL PROTECTION

In terms of legal protection, the biome is the least protected, only 8,2% of its extension is protected areas (with strong restriction to conversion). The forest code requires for Cerrado 20% of protection.

ZERO CONVERSION

Conversion of the Cerrado reduces rains and river flows by over 20%. Plus, increases local temperatures by 1.6°C.



Why we are here?

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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