



2022 ANNUAL REPORT

IN 2022

We initiated a process of
**RENEWING INSTITUTIONAL
LEADERSHIP, RELOCATED
OUR HEADQUARTERS,
REFINED OUR STRATEGY TO
STRENGTHEN OUR COMMITMENT
TO THE PRESERVATION
OF THE ATLANTIC FOREST.**

Through our outreach efforts
ON SOCIAL MEDIA,
we were able to engage with
OVER 2 MILLION INDIVIDUALS
and received coverage in over
3,600 NEWS REPORTS.

We actively endorse
the reinforcement of
27 CONSERVATION UNITS
and advocate for the
ESTABLISHMENT OF NEW ONES.

We've observed
**A 66% SURGE IN DEFORESTATION
COMPARED TO THE PREVIOUS YEAR.**

21,000 hectares of the Atlantic Forest
(equivalent to 21,000 soccer fields) were
cleared between 2020 and 2021, compared
to 13,000 hectares between 2019-2020.

We have dispatched a letter to the election
candidates, providing them with recommendations
for the incoming federal and state administrations.
**WE UNDERScoreD THE UTMOST IMPORTANCE
OF PRIORITIZING THE ENVIRONMENTAL
AGENDA IN PUBLIC GOVERNANCE
TO FOSTER THE COUNTRY'S DEVELOPMENT.**

In an article published in the journal
Perspectives in Ecology and Conservation and
during a seminar hosted by Folha de S.Paulo,
**WE SHED LIGHT ON VALUABLE INSIGHTS
AND EXPERIENCES DERIVED FROM THE
ATLANTIC FOREST THAT CAN HELP AVERT THE
POINT OF NO RETURN IN THE AMAZON.**

IN 2022

We discovered that

**HALF OF THE FOOD CONSUMED
IN THE COUNTRY ORIGINATES
FROM THE ATLANTIC FOREST.**

We have reported that, out
of the 146 monitoring points
across 90 rivers in the biome,

**A MERE 7% DEMONSTRATE
GOOD WATER QUALITY.**

23,000 HECTARES

**OF NATURAL FORESTS,
PLANTED BY THE FOUNDATION,
ARE CURRENTLY THRIVING AND
BEING CLOSELY MONITORED —**

this is equivalent to the size of Recife.

**THESE RESULTS STEM FROM
OUR DEDICATED 28-YEAR-LONG
RESTORATION EFFORTS.**

We have officially become partners of the
UN DECADE ON ECOSYSTEM RESTORATION.

This collaboration coincides with the announcement of

THE ATLANTIC FOREST AS ONE OF THE PLANET'S 10 FLAGSHIP ECOSYSTEMS.

**OUR ORGANIZATION SHOWCASED
THE ATLANTIC FOREST AT SEVERAL SIGNIFICANT
ENVIRONMENTAL EVENTS GLOBALLY,**

including the Climate Conference (COP27)
and the Biodiversity Conference (COP15).

We participated in the

#WEARETHEOCEAN

campaign,
the largest campaign
FOR OCEAN PROTECTION.

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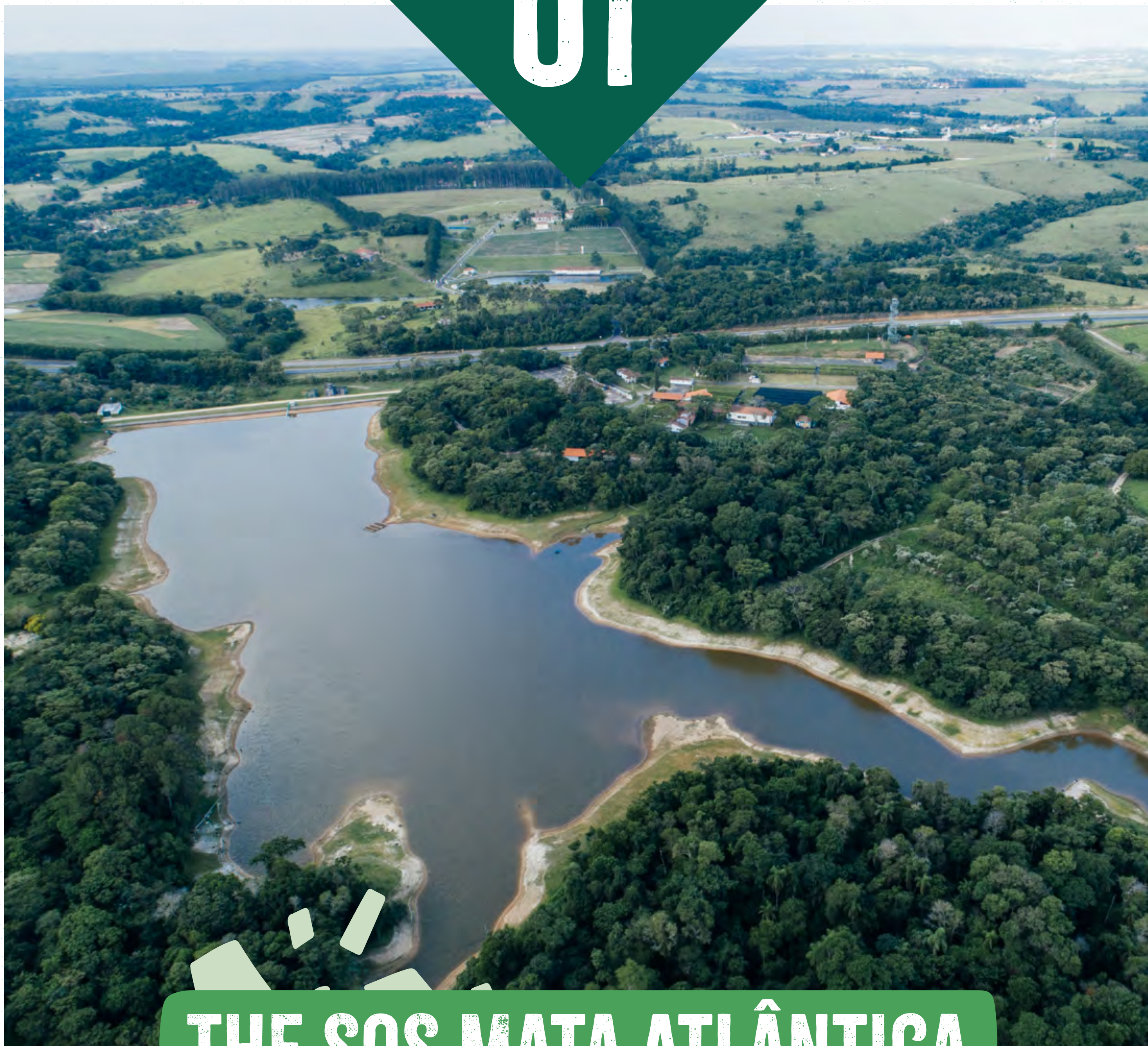
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FINANCIAL REPORT

01



THE SOS MATA ATLÂNTICA FOUNDATION

1.1 | OVERCOMING CHALLENGES, NEWS, AND ACHIEVEMENTS



A YEAR OF MANY SUCCESSES!

In 2022, the SOS Mata Atlântica Foundation underwent significant institutional changes, with alterations in the Presidency and Executive Board, and relocation of our headquarters from São Paulo to Itu, in the interior of the state.

The chosen municipality already housed our Forest Experiment Center (CEF), which has just turned 15 years old and has received over 60,000 visitors during this period. Even four-time Formula 1 champion [Sebastian Vettel](#) visited our new home in November.

Throughout this year, [we released eight studies](#), with highlights on deforestation data in the biome—in addition to the [Atlantic Forest Atlas](#), we started the [Deforestation Alert System](#); reports on water quality in rivers; an analysis of [food production in the biome](#); and a scientific

article in the [Perspectives in Ecology and Conservation journal](#), with lessons and experiences to prevent the trajectory of destruction of the Atlantic Forest from repeating in the Amazon.

All of this knowledge production, along with our other positions and articles, received significant attention in national and international media outlets such as [Jornal Nacional](#), [Folha de S.Paulo](#), [Valor Econômico](#), [CNN](#) and [Deutsche Welle](#).

During the same period, we participated in major global environmental events, such as the Climate Conference (COP27 in Egypt) and the Biodiversity Conference (COP15 in Canada).



We are now official partners of the [UN Decade on Ecosystem Restoration](#) and are delighted with the choice of the Atlantic Forest as one of the [10 reference ecosystems](#) on the topic. The biome competed with 156 initiatives and was recognized for the successful restoration actions already carried out and its great future potential. We hope this can channel more resources, partnerships, and projects to scale up and accelerate the restoration of the Atlantic Forest, which is essential for biodiversity conservation, climate change mitigation and adaptation, and the provision of essential ecosystem services to the Brazilian population and the planet.



DÉCADA DAS NAÇÕES UNIDAS DA
**RESTAURAÇÃO
DE ECOSSISTEMAS**
2021-2030



In the political realm, elections dominated the second half of the year. We prepared and released our recommendations to candidates, outlined in the letter "[Resuming Development](#)." We worked hard with other organizations and committed lawmakers to prevent further setbacks in the National Congress and successfully block anti-environmental bills in most cases. We also engaged in dialogue and offered proposals to the transition team of the new government.

In 2023, we face the challenge of reconstruction. It will be necessary to overturn decrees and actions that dismantled Brazil's environmental legislation and promote a broad agenda for decarbonization of the economy, through policies aligned with the climate emergency and socio-environmental equity.

Brazil has lost its position as a global environmental leader, but the climate emergency, despite being a threat, can be an opportunity for the country to regain its position and create development opportunities. **Halting deforestation and restoring ecosystems are essential for a prosperous and fair future for Brazilians.**

The SOS Mata Atlântica Foundation believes that putting the environment first is crucial for Brazil to regain its credibility. We are committed to doing our part for a greener and bluer future, and we know we can't do it alone. Throughout our journey, we will be supported by our volunteers, donors, partners, advisors, and dedicated team, to whom we express our gratitude for their unwavering support, dedication, and commitment.

 **MARCIA HIROTA**
Chairperson of the
Administrative Council

 **LUÍS FERNANDO
GUEDES PINTO**
Executive Director

1.2 | REVIVING OUR EARTH: THE URGENT NEED FOR A GREENER FUTURE

Renewal was the keyword for SOS Mata Atlântica in 2022. It recognized its journey, reinforced its principles, and acknowledged that change can strengthen its work for the cause. As a result, the Foundation announced transitions in its leadership and council positions to further strengthen its impact. Marcia Hirota, who held various positions in the Foundation and most recently served as Executive Director, passed the baton to Luís Fernando Guedes Pinto, previously the Director of Knowledge. Marcia assumed the role of Chairperson of the Administrative Council, becoming the first woman to hold this position.

Our challenge as a Board is to ensure that SOS Mata Atlântica maintains its identity while also stepping out of its comfort zone. We want to continue being a lean, cohesive, and motivated organization, with different generations working in an agile manner, but we also aspire to increase our impact"



MARCIA HIROTA

Chairperson of the
Administrative Council

This is all part of a continuous renewal that the Institution needs to lead to always have new energy, as our challenge is immense. Therefore, we also need new minds, new forces, new relationships, and ways of operating, always keeping an eye on the future."

**LUÍS FERNANDO
GUEDES PINTO**

Executive Director



Check out the interview with Luís Fernando Pinto and Marcia Hirota published in September on our website





1.3 | FOUNDATION ANNOUNCES NEW HEADQUARTERS DURING ATLANTIC FOREST MONTH CELEBRATIONS

SOS Mata Atlântica will be relocating to Itu, a city in the interior of São Paulo, after spending 11 years at Conjunto Nacional in the heart of São Paulo city. The organization has been running the SOS Mata Atlântica Forest Experiment Center - Grupo HEINEKEN in Itu since 2007, where they have restored 386 hectares of forest, up from 49 hectares upon their arrival.

The new headquarters boasts a plant nursery that can produce 750 thousand seedlings per year, as well as an auditorium, a sensory garden, a trail, and a lookout point. Itu is also where SOS Mata Atlântica has planted the most native tree seedlings for biome restoration - over 1.5 million. The Foundation has a long-standing history of working in the municipality.

Learn about the
Forest Experiment Center (CEF)



Witness the transformation
of the area through the
organization's restoration work

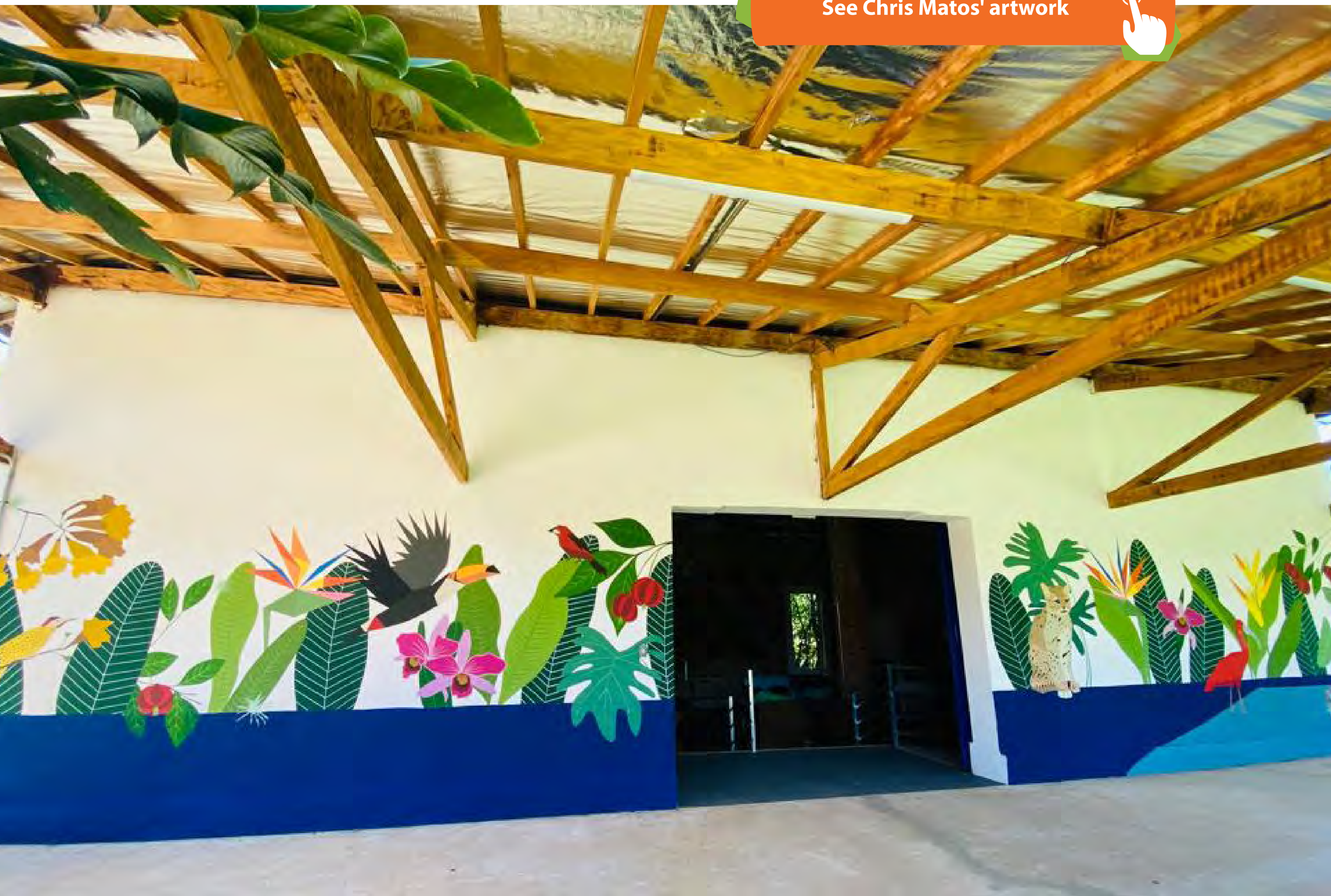


Renovations and Art Installations at the Forest Experiment Center (CEF)

The SOS Mata Atlântica - Grupo HEINEKEN Forest Experiment Center (CEF) has undergone several improvements to enhance visitors' experience, including new identification signs for the headquarters and the environmental education trail. The site now boasts beautiful paintings by Chris Matos, who drew inspiration from the fauna and flora of the biome.

The artwork features species such as jaguars, guarás, and orchids, providing visitors with a captivating and informative experience.

See Chris Matos' artwork



02



MOBILIZATION



SOS Mata Atlântica recognizes the importance of communication and mobilization in its activities. In the current era of fake news, social media overload, and attempts to undermine environmental agendas, SOS Mata Atlântica is taking a strategic approach to increase its communication channels and press presence. The aim is to engage in key environmental debates and raise awareness of the Mata Atlântica worldwide. The Foundation collaborates with opinion leaders and influencers and shares accessible technical information to reinforce its commitment to conserving and restoring the biome, generating knowledge, and promoting public policies. SOS Mata Atlântica's credibility is one of its greatest assets, making it a reference and an example of environmental education, a strategic partner for companies, and a promoter of public policies."

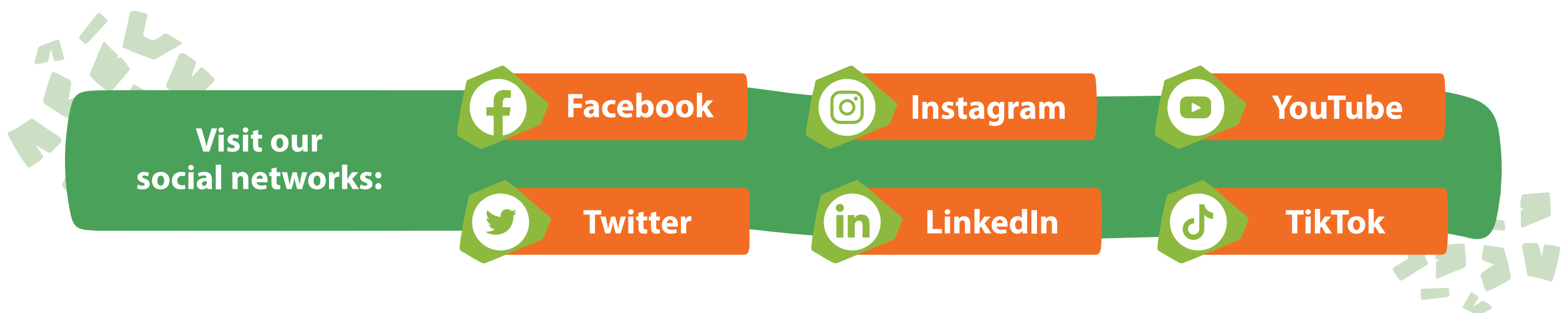
AFRA BALAZINA

Mobilization Director



2.1 | INFORMATION ABOUT THE BIOME REACHES OVER 2 MILLION PEOPLE

SOS Mata Atlântica has social media active accounts on various platforms, such as Facebook (1.8 million followers), YouTube (10.5 thousand subscribers), Instagram (210 thousand followers), LinkedIn (46 thousand followers), TikTok (104 thousand followers), and Twitter (163 thousand followers). The foundation's social media presence reaches a total audience of over 2.3 million people, with Instagram having the largest number of active followers: in 2022 alone it engaged with over 2 million people. SOS Mata Atlântica aims to spread awareness and knowledge about the Mata Atlântica biome, its benefits, and the threats it faces. The majority of the Brazilian population lives in areas covered by this forest, yet the knowledge about it is not widespread. To address this, the foundation constantly seeks to increase the reach of its communications through partnerships with other organizations, opinion leaders, and by disseminating technical knowledge in an accessible way.



SOS Mata Atlântica is the Leading Environmental NGO in Brazil on TikTok

SOS Mata Atlântica has established itself as the leading environmental organization in Brazil's third sector on TikTok, with more than 100 thousand followers on its profile. By creating an account on the platform, the Foundation has been able to extend the reach of its projects and share intriguing information about the biome, environmental campaigns, and behind-the-scenes activities.

Access SOS Mata Atlântica's
TikTok profile



Working with Digital Influencers

SOS Mata Atlântica's communication strategy in 2022 included targeting digital influencers, including people from different backgrounds, celebrities, artists, and professionals. Individuals with a large following on social media have the power to shape public opinion and influence behavior through the content they share, including information related to specific topics and their daily routines. By involving this group, the Foundation hoped to reach out to audiences who may not be familiar with environmental issues and raise awareness about the importance of conservation and restoration efforts. Among the influencers who engaged with SOS Mata Atlântica's content in 2022 were German Formula 1 four-time world champion [Sebastian Vettel](#); actors and environmental enthusiasts [Mateus Solano](#) and [Rafael Cardoso](#); the model and indigenous activist [Noah Alef](#); singer [Mia Wicthoff](#); illustrator [Petit Abel](#); researcher and activist [Ellen Monielle](#); nutritionist [Alessandra Luglio](#); actor and director [Wagner Santisteban](#); singer [Mariana Nolasco](#); artist, author, and activist [Laila Zaid](#); environmentalist [Daniel Cady](#); and model [Alex Trevelin](#).



2.2 | THE MEDIA: AN IMPORTANT PARTNER IN RAISING AWARENESS ABOUT THE ATLANTIC FOREST GLOBALLY

In 2022, SOS Mata Atlântica's projects and research, as well as interviews and comments from its team, were featured in 3,615 media reports across various platforms, including TV, print media, online media, and radio broadcasts, with 23 international mentions. The media coverage had a commercial value equivalent to over R\$ 354 million Brazilian Reais. To achieve these results, the institution actively provides story suggestions to leading media outlets and responds to spontaneous requests from journalists, establishing itself as a reference in environmental issues in the country. The media coverage focused on critical topics such as deforestation (over 1,000 publications), river conservation in the Atlantic Forest (over 750 publications), and biome restoration (over 700 publications). Additionally, the Foundation invests in capacity building for institutional spokespersons and works to continuously engage and raise awareness among journalists.

Below are some examples of prominent articles that feature the Foundation's projects and outcomes:

"The cities' solution to preserve the Atlantic Forest"
(A solução das cidades para preservar a Mata Atlântica)
[O Globo \(14/1/22\)](#)

"With climate emergency, companies seek visibility in the Atlantic Forest" (Com emergência climática, empresas buscam vitrine na Mata Atlântica)
[Folha de S.Paulo \(22/1/22\)](#)

"Atlantic Forest gains more precise deforestation alert system" (Mata Atlântica ganha sistema mais preciso de alertas de desmatamento)
[Folha de S.Paulo \(3/2/22\)](#)

"World Water Day" (Dia Mundial da Água)
[Jornal Nacional \(22/3/22\)](#)

"Atlantic Forest Atlas" (Atlas da Mata Atlântica)
[Jornal Nacional \(24/5/22\)](#)

"Atlantic Forest Atlas" (Atlas da Mata Atlântica)
[Bom Dia Brasil \(25/5/22\)](#)

"Atlantic Forest Atlas" (Atlas da Mata Atlântica)
[AFP - France Presse \(25/5/22\)](#)

"São Paulo concentrates Atlantic Forest deforestation in the Metropolitan Region"
(São Paulo concentra desmatamento da Mata Atlântica na Região Metropolitana)
[Rádio CBN \(21/7/22\)](#)

"SAD Atlantic Forest" (SAD Mata Atlântica)
[Jornal Hoje \(2/9/22\)](#)

News report on deforestation and restoration of the Atlantic Forest | [CNN Internacional \(16/11/22\)](#)

"Why the Atlantic Forest is a worldwide reference for restoration" (Por que a Mata Atlântica é a referência mundial de restauração) | [DW Brasil \(17/12/22\)](#)

2.3 | ATLANTIC FOREST CELEBRATIONS RESUME IN-PERSON ACTIVITIES AND MARK THE LAUNCH OF SIGNIFICANT ANNOUNCEMENTS AND RESULTS

The 2022 celebration of the Month of the Atlantic Forest, known as [Viva a Mata](#), had the theme "Act Always" and aimed to encourage the resumption of in-person activities for forest conservation after two years of pandemic-related health measures. The Brazilian Museum of Sculpture and Ecology (MuBE) partnered with the Foundation for this event, which was supported by Coca-Cola FEMSA Brasil, Ypê, and iFood. Viva a Mata featured a range of activities as part of its program, including:

Check out photos of the event



Volunteer Action at the SOS Mata Atlântica Center for Forest Experiments - HEINEKEN Group

The [action marked the opening of Viva a Mata](#) and the resumption of public and in-person visits to the Forest Experiment Center located in the municipality of Itu (SP).

On Saturday, May 14th, over 120 visitors were able to learn more about our work and participate in a tree planting activity with native tree seedlings from the biome. The Porteira Aberta event also featured Charlie Brown and Snoopy mascots as part of the [#TakeCareofTheEarth](#) campaign, in partnership with Peanuts.



Volunteer Action at Villa-Lobos Park

On May 21st and 22nd, SOS Mata Atlântica organized an [environmental education event at Villa-Lobos Park](#) in São Paulo, Brazil. The event started with a tour to identify native species in the park and a clean-up effort. The Foundation set up a tent at the location and distributed 2,000 seedlings of pitanga, a native tree of the Atlantic Forest. The staff also engaged with visitors, discussing the importance of conserving and restoring the biome.



2022 Viva a Mata Ceremony

On the evening of May 25th, the SOS Mata Atlântica Foundation hosted the [Viva a Mata 2022 ceremony](#) at MuBE in São Paulo, which was attended by guests in person and virtually. The event, which has a 15-year history, launched the latest data from the Atlantic Forest Atlas and the book ["30 years of conservation of the Atlantic Forest biodiversity hotspot: challenges, progress, and a look to the future"](#) (30 anos de conservação do hotspot de biodiversidade da Mata Atlântica: desafios, avanços e um olhar para o futuro). The ceremony was an exciting affair, as the Foundation announced the renewal of its Presidency and Board of Directors, as well as the formalization of its headquarters relocation to Itu (SP). A cocktail reception followed the ceremony to celebrate the advancements in biome conservation.

[Check out the full event here](#)



Walk along Corujas Creek

As a final event of the 2022 Viva a Mata, the SOS Mata Atlântica Foundation invited the public to take part in a [walk along the Corujas Creek](#) in São Paulo, Brazil. The walk was led by volunteers from the Observando os Rios Project and local residents of the Sumarezinho neighborhood. Along the way, participants had the chance to identify urban springs, gain knowledge on the significance of water resources, visit a linear park and a community garden, and engage in a river water monitoring activity.



2.4 | INTERVIEWS POINT THE WAY TO MAKE CONSERVATION A LIFE MISSION

SOS Mata Atlântica's "Interview of the Month" spotlights individuals who dedicate their professional and personal lives to nature conservation, with the aim of recognizing their efforts and inspiring others to join the cause. The interviews are featured on the Foundation's website, which provides guests with a platform to share their motivations, stories, and curious facts related to the Atlantic Forest biome. Some of these guests have been part of the Foundation's history, such as botanist and biologist Gustavo Martinelli. Others are bringing the biome into the homes of Brazilians in new formats, such as chef Bel Coelho. But they all have one thing in common: the commitment to preserving biodiversity as a life mission.

Check out some of the interviews:

GUSTAVO MARTINELLI:

Journey, experience, and numerous expeditions with indigenous peoples



CHEF BEL COELHO:

"We eat biomes" (Comemos biomas) - the relationship between food and conservation



MALU RIBEIRO:

"The cattle won't make it through the Atlantic Forest" (A boiada não vai passar na Mata Atlântica)



CLAYTON LINO:

A naturalist in the 21st century



NATALIE UNTERSTELL:

Pathways to decarbonization, climate justice, and public policies



MATEUS SOLANO:

Care, patience, love, vision, and beyond reach to care for the future of the planet



2.5 | NEW HEADQUARTERS RESUMES PUBLIC VISITS AND IN-PERSON ENVIRONMENTAL EDUCATION

Due to the pandemic, in-person activities at the SOS Mata Atlântica Center for Forest Experiments - HEINEKEN Group, which had been ongoing since 2010, were temporarily suspended to ensure the safety of visitors and staff. During the first semester, SOS Mata Atlântica Foundation reopened its doors to the public and resumed hosting events such as "Porteira Aberta" and visits from partner companies. In the second semester, environmental education activities were also resumed. The first edition of "Porteira Aberta" took place in May, which coincides with the Month of the Atlantic Forest, and was part of the larger event "Viva a Mata". In August, the "Flavors of the Atlantic Forest" (Sabores da Mata Atlântica) event featured typical foods from the biome, and in September, visitors participated in the playful activity "Contos das árvores" using the [NatuContos app](#). In November, we held the year's last edition: "Atlantic Forest Species" (Espécies da Mata Atlântica). This event focused on teaching visitors about the native trees of the biome and sharing knowledge about the over 200 bird species already registered at the center's headquarters.





Raising Awareness Through Visits to SOS Mata Atlântica Foundation's Headquarters

The Center for Forest Experiments has welcomed over 2,000 visitors since the beginning of Porteira Aberta. The activity is part of the Foundation's visitation efforts, which also includes courses, events, corporate visits, and specific projects. The Foundation highly values in-person activities as they provide opportunities for participants to connect with nature and learn about environmental conservation, which is important for the conservation and recovery of the biome, especially due to their potential for raising awareness. For this reason, we constantly seek to promote new activities and improvements that enhance participants' experience. One such initiative is "Learning from the Atlantic Forest" (Aprendendo com a Mata Atlântica), which is run by the Foundation with the support of HEINEKEN Group. The project has brought over 1,200 visitors to the Center for Forest Experiments in 2022 alone, and since its inception in 2010 has been responsible for the visitation of 48,000 people, out of over 60,000 throughout the existence of the Center for Forest Experiments.

Vettel Visits the SOS Mata Atlântica Foundation

In November 2022, SOS Mata Atlântica had the honor of receiving a visit from Sebastian Vettel, the four-time Formula 1 champion, known for his engagement in socio-environmental causes. During the visit, Vettel was introduced to the Foundation's projects, forest restoration work, native tree seedling production nursery, and the challenges and opportunities for biome conservation.

"I learned how good actions like this make a difference for the environment. Initiatives like those of SOS Mata Atlântica are important for everyone," said Sebastian Vettel after the visit.



Learn more



Check out the video of his visit



2.6 | TRAINING TEACHERS AND STUDENTS TO CONSERVE WATER RESOURCES CAN LEAD TO POSITIVE CHANGE

From April to June 2022, the SOS Mata Atlântica Foundation held the 2nd edition of the online course "[Clean Water](#)," with the goal of helping teachers, university students, and other interested parties expand their knowledge about the water cycle, pollution and sewage, scarcity and abundance of water resources, and how these topics are connected to society at large. The 34-hour course had four modules, featuring presentations by experts, readings, supplementary materials, and activities, and was executed and certified by Instituto Singularidades. The course received 6,720 registrations from 26 states, with 645 participants completing the course. Of those who completed the course, 241 submitted Action Plans outlining strategies for addressing water conservation challenges.

We believe that practical activities are essential for building environmental education. Therefore, we considered it crucial to resume in-person activities in 2022 after two years of the pandemic, but we faced a challenging scenario, especially with the school audience. Meetings and discussions with teachers helped us understand the changing landscape and how students would respond to it, as well as allowing us to propose new strategies that would more effectively assist educators in the classroom. These meetings also helped us propose initiatives that would attract more interest from students. However, we did not abandon online activities, as we understand that they enable us to reach educators and interested individuals who would not be able to attend our in-person events."

KELLY DE MARCHI

Environmental Education
Coordinator





2.7 | LESSONS FROM MATA ATLÂNTICA REACH HIGH SCHOOLS ACROSS THE COUNTRY

We organized the "[Mata Atlântica Goes to School](#)" (Mata Atlântica vai à escola) initiative in 2022 to provide online training for 3000 high school teachers from public and private schools all over Brazil. Of these, 612 had a participation rate above 70% of the proposed workload (52 hours). The course, which was supported by the HEINEKEN Group, focused on the teaching practice of Natural Sciences and Technologies, in line with the National Common Curricular Base (BNCC). The most recent edition promoted reflections on socio-environmental education within the context of SOS Mata Atlântica's causes, such as: Forest Restoration, Clean Water, and Protected Areas.

03



PUBLIC POLICIES



In 2022, the Brazilian environmental and democracy agenda encountered a host of challenges that required a strong defense of climate change and combating deforestation, necessitating the strengthening of the socio-environmental movement. It was a time to resume face-to-face meetings and incorporate tools and forms of articulation into our work that the pandemic forced us to temporarily suspend, such as street demonstrations. Despite the difficulties, particularly in the political scenario, SOS Mata Atlântica Foundation persevered with hope and a steadfast commitment to restoring the Atlantic Forest as a critical contribution to future generations. The year underscored the importance of prioritizing the environmental agenda as a strategic priority through knowledge, technology, participation, and governance."


MALU RIBEIRO


Public Policy Director



3.1 | CHALLENGES FOR THE NEXT EXECUTIVE AND LEGISLATIVE ADMINISTRATIONS IN RESUMING DEVELOPMENT


The [SOS Mata Atlântica Foundation](#) released a document in July 2022 titled "[Resuming Development](#)" ([Retomar o Desenvolvimento](#)), which outlined environmental proposals organized into eight categories: Climate Change; Forests; Promotion of Public Appreciation for Parks and Reserves; Clean Water; Marine Protection; Management and Governance; Economic Instruments; and Atlantic Forest. The document was aimed at candidates running for executive and legislative positions from 2023 onward, emphasizing the importance of prioritizing the environmental agenda in Brazil to restore its international credibility. The proposals emphasized the need to end deforestation, restore areas of the Atlantic Forest, and define strategies to limit global warming.






Florestas

Assumir a floresta como oportunidade de negócios sustentáveis;
Elaborar estratégias de restauração que levem em conta o valor da biodiversidade na produção agrícola livre de desmatamento;
Dar atenção especial às comunidades tradicionais que vivem na e da floresta, promovendo a regularização fundiária e a geração de renda para essas populações.




Gestão e Governança

Implementar os Planos Nacionais de Gerenciamento Costeiro e de Contingência e consolidar os Planos Estaduais nos 14 estados da Mata Atlântica que fazem divisa com o Oceano, de forma transparente e com participação da sociedade.
Assegurar que diferentes ecossistemas costeiros e marinhos estejam protegidos por unidades de conservação, priorizando áreas de alta importância biológica ou ainda pouco conhecidas, como recifes de águas profundas.




Valorização de Parques e Reservas

Fortalecer o Sistema Nacional de Unidades de Conservação e o ICMBio; investir em capacitação técnica e incentivar visão empresarial em suas ações;
Manter o rito de criação de unidades de conservação públicas e privadas, como as Reservas Particulares do Patrimônio Natural e vetar integralmente iniciativas que busquem desafetar e reduzir áreas protegidas;
Garantir o uso público dos Parques Nacionais, promovendo concessões de serviços, turismo e negócios sustentáveis, com envolvimento das comunidades locais e controle social, criando modelos adequados às diferentes situações.




Gestão e Governança

Coordenar a agenda do Clima de forma estratégica na Presidência da República para elevar o tema à política de Estado;
Fortalecer o Ministério do Meio Ambiente, o Ibama e o ICMBio, com recuperação dos orçamentos, contratação de agentes, valorização profissional e reativação dos instrumentos da Política Nacional do Meio Ambiente;
Restabelecer a governança, a participação da sociedade civil e da comunidade científica na formulação de políticas públicas e restaurar a representatividade do Conama (Conselho Nacional do Meio Ambiente) como a instância superior do Sistema Nacional do Meio Ambiente).




Água Limpa

Reconhecer na Constituição Federal o direito fundamental de acesso da população à água limpa e ao saneamento básico;
Garantir a implementação da Lei das Águas do Brasil (9433/2007); fortalecer Comitês de Bacias Hidrográficas e os instrumentos de gestão: Planos de Bacia, Cobrança pelo Uso da Água, Outorga e Enquadramento das Classes de Água.
Adotar metas progressivas de qualidade da água, com fim da Classe 4 para garantir os usos múltiplos e promover segurança hídrica.



Instrumentos Econômicos

Criar mercado regulado de carbono e dar condições para um mercado livre, com regulamentações claras, definição objetiva de créditos de carbono e precificação de emissões domésticas;
Conferir aos serviços ambientais e ecossistêmicos a mesma atenção dada às políticas para o clima, adotando o conceito jurídico de fauna e flora protegidas para induzir o investimento na sua preservação;
Estimular o surgimento de startups voltadas ao uso responsável de componentes da floresta, como as que já existem na área farmacêutica e de cosméticos.




Proteção do Mar

Aprovar e implementar a Lei do Mar (Projeto de Lei 6.969/2013), marco regulatório do bioma marítimo-costeiro para sua conservação e uso sustentável;

Acesse o documento completo com as Propostas e Contribuições da Mata Atlântica para Retomada do Desenvolvimento do Brasil. Vote pela Mata Atlântica: www.sosma.org.br

www.sosma.org.br



The document called for the commitments presented to be fully achieved by 2030 and incorporated into the government programs of future leaders. While all proposals were feasible, they would require the implementation of partnerships among governments, civil society, the private sector, and academia, with transparency and participation being key elements.

3.2 | DISMANTLING PUBLIC POLICIES: A SERIOUS THREAT TO THE CONSERVATION OF BRAZILIAN BIOMES

In 2022, the Brazilian National Congress approved several bills that posed significant threats to the environment, undermining the protection of forests, traditional communities, climate, and water security. These bills legalized land grabbing, favored deforestation, relaxed environmental licensing, expanded the use of pesticides, and hindered social participation, leading them to be called the **"Destruction Package"**. In response, SOS Mata Atlântica and other organizations working on the environmental agenda increased public awareness and made information readily available. They called for public demonstrations and digital mobilizations to prevent these setbacks from being enacted into law.

One of the ways in which the Foundation acted to prevent the progress of the bills was by participating in events such as the "Environmental Coffee: the wreckage of misgovernment" (Café Ambiental: o saldão do desgoverno). This event was held shortly after the approval of measures that represented a significant loss for the Atlantic Forest, such as PL 364, which allows for the cultivation of exotic species in high altitude fields. The primary objective of the event was to promote debate with parliamentarians, gather data that proves the unconstitutionality of the approved texts before the Committee on Constitution and Justice, and prevent the progress of other projects still under consideration.

[Learn more](#)

3.3 | PROTESTERS GATHER IN BRASÍLIA TO ADVOCATE FOR THE CONSERVATION OF BRAZIL'S NATURAL HERITAGE

In March 2022, SOS Mata Atlântica joined over 230 organizations and 40 artists in the [Act for the Earth](#). The event began with a hearing at the Senate's Committee on Environment, where measures to combat deforestation and wildfires were discussed. Afterwards, a group led by musician Caetano Veloso delivered a letter to the justices of the Supreme Federal Court (STF) with demands and concerns regarding the negative impacts of the "Destruction Package". The group also met with the President of the Senate, Rodrigo Pacheco (PSD-MG) and other senators to ask for their support in preventing the dismantling of environmental public policies. The Act for the Earth brought together more than 15,000 protesters and ended with speeches from conservation organizations and a musical performance in front of the Congress.



The coverage of the Act for the Earth event also generated a significant impact on social media. SOS Mata Atlântica shared exclusive videos and testimonials recorded by artists like [Daniela Mercury](#), [Emicida](#) and [Rafa Kalimann](#). This social media presence was crucial in raising awareness about the Foundation's political work, resulting in a 434% increase in engagement on Instagram.

[Learn more](#)


3.4 | THE PLANOS DA MATA PROJECT: ENCOURAGING AND STRENGTHENING GOVERNANCE IN MUNICIPALITIES

The Planos da Mata Project, a partnership between SOS Mata Atlântica and Suzano, is focused on promoting the development and implementation of Municipal Plans for the Atlantic Forest (PMMA) in 35 municipalities across four states: Espírito Santo, Bahia, Minas Gerais, and São Paulo. These plans collect data on conservation, restoration, and sustainable use of natural areas, which can inform the development of priority actions for conservation, the promotion of more sustainable economic activities, and the implementation of public policies that prioritize the environment, climate balance, and the maintenance of essential ecosystem services, such as water.

Learn more about the
organizations and municipalities
that are part of the project



3.5 | COLLABORATIVE STRATEGIES FOR EFFECTIVE ENVIRONMENTAL ACTION AND RESULTS

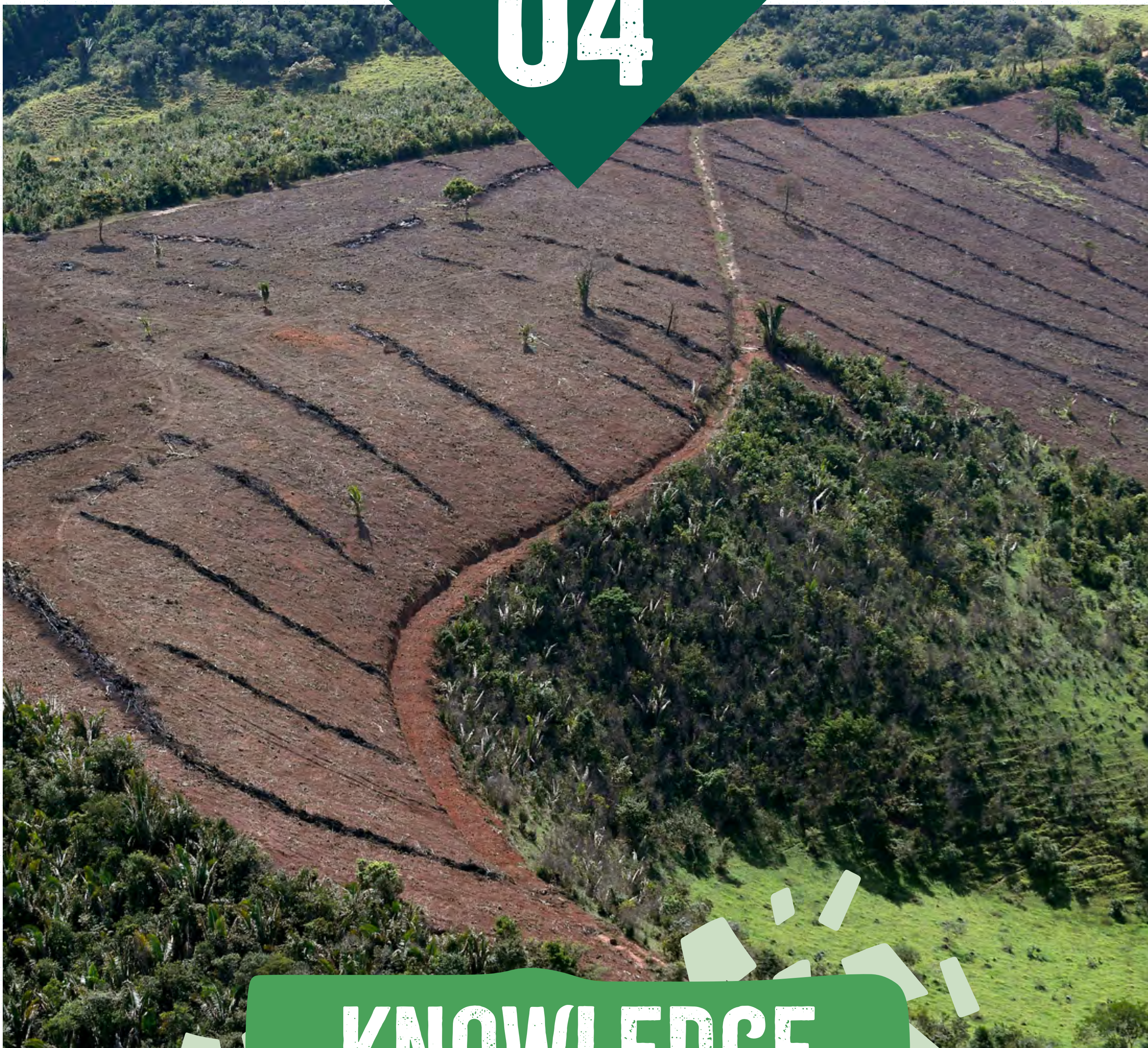
Collaboration among different organizations is crucial for achieving success in larger-scale initiatives, broader social mobilization, and a more strategic approach to promoting public policies, as well as providing an important channel for dialogue and knowledge exchange. Networks and Observatories provide a vital platform for such collaboration. The SOS Mata Atlântica Foundation recognizes this and participates in major Networks and Observatories that align with its areas of focus, including the Atlantic Forest NGO Network, the Climate Observatory, the Pro-Conservation Units Coalition, the Water Governance Observatory, and the Forest Code Observatory.

Collaborating with the Environmentalist Parliamentary Front

The SOS Mata Atlântica Foundation partners with the [Environmentalist Parliamentary Front](#) - a non-partisan movement that unites federal deputies and senators in various thematic working groups. The Front's primary objective is to ensure compliance with Brazilian environmental laws, implement Agenda 21 and the Convention on Biological Diversity, ensure the success of international agreements and goals, propose legislative measures to improve legal frameworks, and promote cooperation to resolve conflicts and reduce risks to Brazilian biomes. Within this partnership, the Foundation shares technical information to support the work of deputies and senators, collaborates in events and debates, and actively contributes to discussions and actions for civil society mobilization.



04



KNOWLEDGE



The SOS Mata Atlântica Foundation's Knowledge area has been actively producing valuable information, despite skepticism towards science. Along with its regular publications such as the Atlas of the Atlantic Forest and the Observando os Rios Report, the Foundation has launched new content that contributes to understanding and conserving the biome. In 2022, the Foundation released the Atlantic Forest Deforestation Alerts System (SAD Mata Atlântica), conducted an innovative study on food production in the biome, and published an article in the Perspectives in Ecology and Conservation journal sharing lessons on governance from the Atlantic Forest for the preservation of the Amazon. These products also address climate issues in Brazil, which was a major theme of the year, especially with Brazil's active involvement in the 27th Climate Conference in Egypt."

**LUÍS FERNANDO
GUEDES PINTO**

Executive Director



4.1 | DEFORESTATION OF OVER 21,000 HECTARES OF ATLANTIC FOREST

In February 2022, the SOS Mata Atlântica Foundation partnered with ArcPlan and MapBiomas to launch the [Atlantic Forest Deforestation Alerts System \(SAD Mata Atlântica\)](#). This system allows for the monitoring and dissemination of information regarding deforestation in the Atlantic Forest biome. The system releases data quarterly in bulletins and compiles it semi-annually in reports, using a methodology that takes into account the loss of natural areas from 0.3 hectares. This approach has helped to identify new deforestation patterns.





[The first report was released in September 2022](#), indicating that 21,302 hectares (an area equivalent to about 117 soccer fields) were deforested during the period, with Bahia, Minas Gerais, Paraná, Piauí, and Santa Catarina accounting for 81% of all deforested areas in the country. The report also revealed that the majority of deforestation (35%) during this period was larger than 3 hectares, with agriculture and urban expansion as the main drivers, with 90.5% and 4%, respectively.

[The latest bulletin](#), covering January to October 2022, showed a total of 48,660 hectares deforested. Bahia (15,814 hectares), Minas Gerais (14,439 hectares), and Piauí (6,232 hectares) were the states with the largest degraded areas, and agriculture was the main driver for deforestation (86.4%).

[Access the bulletins and reports](#)



4.2 | TEN CITIES ACCOUNT FOR 27% OF DEFORESTATION IN THE ATLANTIC FOREST

Deforestation in the Atlantic Forest increased by 66% between 2020 and 2021 compared to the previous year (2019-2020). According to the Atlas of the Atlantic Forest, the period saw the loss of 21,642 hectares of natural areas, which is equivalent to a loss of 59 forest hectares per day or 2.5 hectares per hour, and the emission of 10.3 million tons of CO₂ into the atmosphere. The report showed that 27% of the deforested areas were concentrated in ten cities across Minas Gerais, Bahia, Paraná, and Mato Grosso do Sul. Baianópolis was the municipality with the highest rate of deforestation, accounting for 1,686 hectares. The Atlantic Forest Atlas has been developed since 1989 in partnership between the SOS Mata Atlântica Foundation and the National Institute for Space Research (INPE). It provides valuable data to public authorities to verify the legality of deforestation and to take appropriate measures. The data is also used to promote public policies for the prevention, conservation, and recovery of priority areas.

Access the
2022 Atlas of the Atlantic Forest report



The fact that a single municipality is destroying an area of the Atlantic Forest equivalent to four soccer fields every day is extremely concerning. This directly impacts air quality, climate regulation, and water supply. Restoring the Atlantic Forest is an urgent task as it is one of the biomes that needs rehabilitation to achieve the goal of limiting temperature increase to 1.5°C, as outlined in the Paris Agreement. However, we are currently not only planting very little but also causing more and more destruction."

**LUÍS FERNANDO
GUEDES PINTO**

Executive Director



4.3 | HALF OF THE FOOD PRODUCED IN BRAZIL ORIGINATES FROM THE ATLANTIC FOREST

The SOS Atlantic Forest Foundation, in partnership with the Josué de Castro Chair, conducted a comprehensive study on "Food Production in the Atlantic Forest." The findings indicate that despite occupying only 27% of the total agribusiness area in Brazil, the biome produces 50% of the food consumed directly by the Brazilian population. This information sheds light on important trends and opportunities for preserving the biome, promoting sustainable use of its areas, and achieving water neutrality in emissions. This is particularly significant considering that the agricultural sector is responsible for a substantial 26% of total greenhouse gas emissions (GHG).



Read the study



“

Undoubtedly, the Atlantic Forest has the potential to become a region with a new agroecological and healthy paradigm, replacing current technologies at scale and hegemonic. However, achieving this requires the resumption, strengthening, and effective implementation of guiding policies such as the Atlantic Forest Law, the Forest Code, the National Program for Strengthening Family Agriculture (Pronaf), and the Food Acquisition Program (PAA), among others. These policies must be combined with an integrated vision and coordinated efforts to achieve a sustainable and healthy agri-food system."

GERD SPAROVEK

Coordinator of Geolab/USP



4.4 | IMPORTANT LESSONS FROM THE ATLANTIC FOREST FOR THE CONSERVATION OF THE AMAZON

The Atlantic Forest and the Amazon are both tropical forests of significant importance to the world. However, their conservation statuses differ greatly, with the Atlantic Forest having already fallen below the desirable minimum (24%) for its existence, which is 30% forest coverage. The Amazon, on the other hand, still has the majority of its territory above this percentage. To analyze lessons from the Atlantic Forest and prevent the collapse of the Amazon, the SOS Mata Atlântica Foundation partnered with Embrapa, the University of Oxford, and the State University of Feira de Santana to publish

"Governance lessons from the Atlantic Forest to the conservation of the Amazon" in the journal *Perspectives in Ecology and Conservation*. The authors highlighted the need for deforestation control, the development of strategies for creating protected areas, improvements to legal mechanisms (such as the Atlantic Forest Law), and implementation of restoration projects as crucial lessons for the conservation of both forests.

[Click here to read the full article](#)



An online event was organized in partnership with Folha de S.Paulo to discuss the article. The event featured a presentation of the study results by Luís Fernando Guedes Pinto, the executive director of SOS Mata Atlântica, and a moderated dialogue with invited experts. Ana Carolina Amaral, the author of the *Ambiência na Folha* blog and executive secretary of the Brazilian Network of Environmental Journalism, moderated the discussion. The invited experts included Gabriel Lui, coordinator of the land-use portfolio of the Climate and Society Institute (iCS), and Caetano Scannavino, coordinator of the NGO Projeto Saúde & Alegria and a member of the coordination team for Climate Observatory.

[Watch the event](#)



4.5 | THREE DECADES OF CONSERVATION HISTORY IN THE ATLANTIC FOREST

The SOS Mata Atlântica Foundation has published a book titled "30 Years of Conservation of the Atlantic Forest Biodiversity Hotspot: Challenges, Advances, and a Look to the Future" (30 anos de Conservação do Hotspot de Biodiversidade da Mata Atlântica: desafios, avanços e um olhar para o futuro), which showcases the ongoing efforts, progress, achievements and challenges in protecting and restoring the Brazilian Atlantic Forest. Organized by biologist Luiz Paulo Pinto and environmentalist Marcia Hirota, the book also makes suggestions for the future of the biome, including forest recovery and transitioning to a green economy.

“

The hope is that this reflection can inspire new proposals and ideas, foster improvements, redirect efforts, devise new strategies, and create more enduring solutions for protecting the Atlantic Forest. It can also serve as a source of inspiration and learning for other biodiversity hotspots around the world and for other regions of the planet currently experiencing environmental transformation. Some areas of the Brazilian Amazon are already undergoing a rapid process of degradation, similar to a typical hotspot environment.”

MARCIA HIROTA

Chairperson of the
Administrative Council



[Access the book here](#)



Luiz Paulo Pinto



We deeply regret the loss of Luiz Paulo Pinto, a biologist, collaborator, and consultant of SOS Mata Atlântica for many years, who passed away a few months before the launch of the book. Luiz dedicated his life and career to the conservation of Brazilian biodiversity and played a crucial role in the defense of the Atlantic Forest. His legacy will continue to inspire all those who carry on his work. The book launch was dedicated to his memory, where we remembered his life and work, shared memories, and emphasized the importance of his contributions as a way of honoring the invaluable heritage he left behind in this world.

Remember some of
the most significant facts from
Luiz Paulo Pinto's trajectory



4.6 | PROGRESS OF FOREST CODE IMPLEMENTATION TRACKED BY DATA COLLECTION PLATFORM

[The Forest Code Platform \(Plataforma do Código Florestal na Mata Atlântica\)](#) was launched in July 2022 through a partnership between SOS Mata Atlântica, Imaflora, the Forest Code Observatory, and GeoLab Esalq/USP. The launch event was held [online](#) and brought together experts in Brazilian biodiversity conservation. This free platform presents a range of data in tables, graphs, and maps to provide indicators on the implementation of the Forest Code (Law No. 12,651/2012) in the Atlantic Forest.

In addition to showing the native vegetation deficit or surplus in Permanent Preservation Areas (APPs) and Legal Reserves, the tool offers other relevant information as well. Its main objective is to increase transparency in legislation and assist in the development of State Environmental Regularization Programs (PRA), private commitments, public and private investments, and decision-making on territorial planning.



Visit the platform



05



CLEAN WATER



“Strategies for water conservation and water quality maintenance are of utmost importance in the present scenario of climate change and extreme natural events, whether due to a lack or a surplus of water. Despite this, making water a priority topic and incorporating it into environmental discussions remains a challenge. In Brazil, rivers continue to receive high levels of sewage and solid waste, and the progress of Proposed Constitutional Amendment No. 06, which recognizes water as a human right, has stalled in the Chamber of Deputies. The consequences of this neglect were observed in the 2022 reports, which continue to point to alarming indicators in the care of Brazilian water resources.”

GUSTAVO VERONESI

Coordinator of the
Observing the Rivers Program



5.1 | A WIDE DISPARITY BETWEEN THE RIVERS WE HAVE, AND THE RIVERS WE WANT

In September 2022, on Tietê River Day, we unveiled the latest version of our monitoring report on the river and its basin. The report revealed an increase of over 40% in the pollution area of the monitored stretches, with low water quality now spanning 122 kilometers. The data was collected from 55 collection points across 31 rivers in the Tietê basin, using the Water Quality Index (IQA) analysis, and with the support of 35 volunteer groups led by the SOS Mata Atlântica Foundation between September 2021 and August 2022. We launched the report during an event titled 'The rivers we have, the rivers we want' at the Brazilian Museum of Sculpture and Ecology (MuBE). The event was attended by notable individuals such as Amanda Costa, Andrea Ferreira, Hélio Suleiman, Marta Angela Marcondes, and Wagner Casadei.

[Access the report](#)





Water quality in the Tietê river basin has deteriorated due to various factors such as sewage, waste, agricultural chemicals, vehicle emissions, and urbanization. The loss of riparian forests due to intensive land use can also have a significant impact on water quality. In order to address this issue, improving sanitation infrastructure in Greater São Paulo and other municipalities is one potential solution to protect public health and enhance water quality across the entire basin."

GUSTAVO VERONESI

Coordinator of the
Observing the Rivers Program



5.2 | OBSERVANDO OS RIOS PROGRAM: MORE THAN 20% OF MONITORING POINTS REVEAL POOR WATER QUALITY

The “Water Quality Portrait in the Atlantic Forest River Basins” (Retrato da qualidade da água nas bacias hidrográficas da Mata Atlântica) report revealed that only 7% of the tested river points were found to have good water quality, indicating that the resource is no longer suitable for agricultural, industrial, or human consumption purposes, while 20% had poor or very poor quality. The report, [which was released on World Water Day in March 2022](#), was based on data collected between January and December 2021 from 146 collection points in 90 rivers and water bodies by 106 volunteer groups. The study covered 16 states in the biome's occurrence area and showed that there was little change in the situation compared to the previous period: 88 points remained stable, 45 points deteriorated, and only 13 points improved. The Observando os Rios Program organized the study, which has been supported by Ypê since 2015.

Access the report



The report's findings emphasize the need for public administration bodies to take special measures to manage water resources effectively. A lasting change in the current situation requires the implementation of public policies that prioritize water resource management. Additionally, it is crucial for civil society to hold public officials accountable and monitor the implementation of these measures. This collaborative effort is important to benefit the entire population."

CESAR PEGORARO

Community Outreach Coordinator
for the Observando os Rios Program





5.3 | THE ISSUE OF SOLID WASTE IN BRAZILIAN RIVERS

The [Plastic-Free Rivers](#) (Rios Sem Plástico) project began in 2021 and has achieved a significant milestone by collecting one ton of solid waste in a pilot project on the Tietê River. An eco-barrier was installed to block plastic and facilitate its removal and measurement. The project aims to encourage clean-up campaigns, promote proper disposal of plastics, and propose effective solutions to improve the conservation of the Atlantic Forest river basins. The project also benefits cooperative families who receive materials for disposal and engages in awareness-raising activities. It also seeks to push for improvements in public policies.

06



RESTORATION



The restoration of the Atlantic Forest has been identified as one of the top global priorities for the next decade. The Foundation has extensive experience in this field. We have successfully restored numerous forests in the biome, making us one of the leading institutions in this area. Our expertise can provide valuable contributions to developing effective strategies for forest restoration, overcoming remaining challenges, and establishing a coordinated approach with our partners. Our restoration work is carried out alongside conservation activities in the remaining fragments of the biome, which can serve as a model for conservation and restoration efforts in other Brazilian biomes."

**RAFAEL BITANTE
FERNANDES**

Forest Restoration Manager





6.1 |

RESTORATION EFFORTS WITH THE CAPACITY TO OFFSET 104 TONS OF CO₂ EMISSIONS

Restoring the Atlantic Forest is one of our top priorities. That's why we're always looking to expand the areas under restoration, improve our efforts to maintain and monitor planted forests, engage new partners and funders in our actions, and inspire similar initiatives led by other organizations. In 2022, the Foundation launched 27 new restoration projects in 19 municipalities, with the states of São Paulo and Minas Gerais being the most significant beneficiaries. These activities, which involved voluntary contributions from the private sector and agreements through Environmental Recovery Commitment Terms (TCRA), led to the restoration of 250 hectares of the Atlantic Forest. In maintenance activities, we are currently working on over 1,100 hectares distributed across 24 municipalities in the biome's occurrence area.

Restoring the Atlantic Forest provides a range of benefits beyond the preservation of biodiversity and essential ecosystem services, such as water supply, pollination, and food production. It also plays a direct role in mitigating the effects of climate change by offsetting greenhouse gas emissions - a significant risk to human survival and business sustainability. In 2022 alone, the planting of new forest areas by SOS Mata Atlântica was able to offset the emission of 104 tons of CO₂.

Moreover, restoration activities create employment opportunities in the environmental sector. [A groundbreaking study published in the journal People and Nature in 2022](#) showed that restoration in Brazil has the potential to create 42 new jobs per 100 hectares restored, encompassing activities such as seed collection, seedling production, planting, area maintenance, and technical assistance.



6.2 | MAJOR CONTRIBUTOR TO REFORESTATION EFFORTS IN THE ATLANTIC FOREST BIOME

SOS Mata Atlântica, with more than 30 years of experience in restoring the Atlantic Forest biome, [has released a report on the eve of Soil Conservation Day](#) that summarizes its main achievements, including project histories, scientific research, and policy contributions. In 2022, the Foundation planted almost 42 million native tree seedlings, restoring almost 23,000 hectares of forests. Itu, a city in the state of São Paulo, received the largest share of these contributions. As a result of these efforts, the Foundation has emerged as a leading organization in the restoration of the Atlantic Forest biome, having restored a significant amount of forests. We hope that sharing this information will inspire others to directly contribute to the restoration of the Atlantic Forest.



[Access the report](#)





Restoring the Atlantic Forest: A Global Priority and Promising Action

At the 15th edition of the Conference of the Parties (COP15) on Biodiversity, the United Nations (UN) acknowledged the restoration of the Atlantic Forest biome as one of the 10 flagship initiatives of the [Decade on Ecosystem Restoration](#). The proposal competed with 156 proposals, each evaluated against 20 technical criteria. This global initiative seeks to restore and conserve ecosystems worldwide from 2021 to 2030, with the goal of improving life on the planet, combating climate change, and reversing the decline of biodiversity. With over 30 years of experience in restoration, SOS Mata Atlântica serves as a reference for other initiatives and organizations throughout the biome. The Foundation's report on its restoration actions aims to inspire society as a whole to commit to the conservation and restoration of the Atlantic Forest.

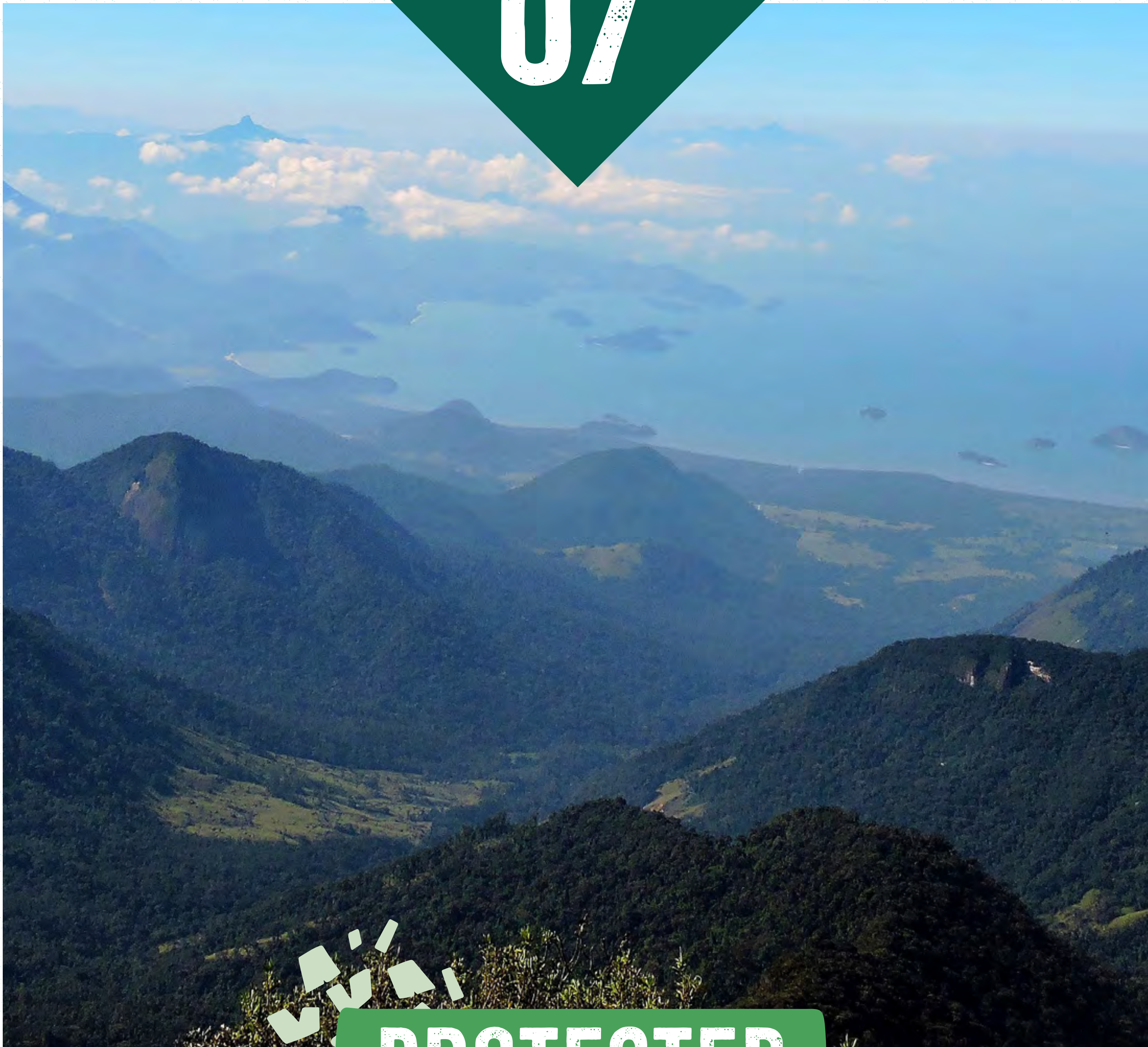
6.3 | RESTORATION OF THE ATLANTIC FOREST BIOME HIGHLIGHTED AT BRAZIL'S LARGEST CONFERENCE ON THE TOPIC

The [IV Brazilian Conference on Ecological Restoration](#) took place in Vitória, ES, from November 28 to December 2, under the theme "Multifunctional Restoration and Climate Change" (Restauração Multifuncional e Mudanças Climáticas). This biennial conference aimed to facilitate discussions, technical collaboration, and the exchange of experiences and best practices in the field of ecological restoration, guiding decision-making and public policies.

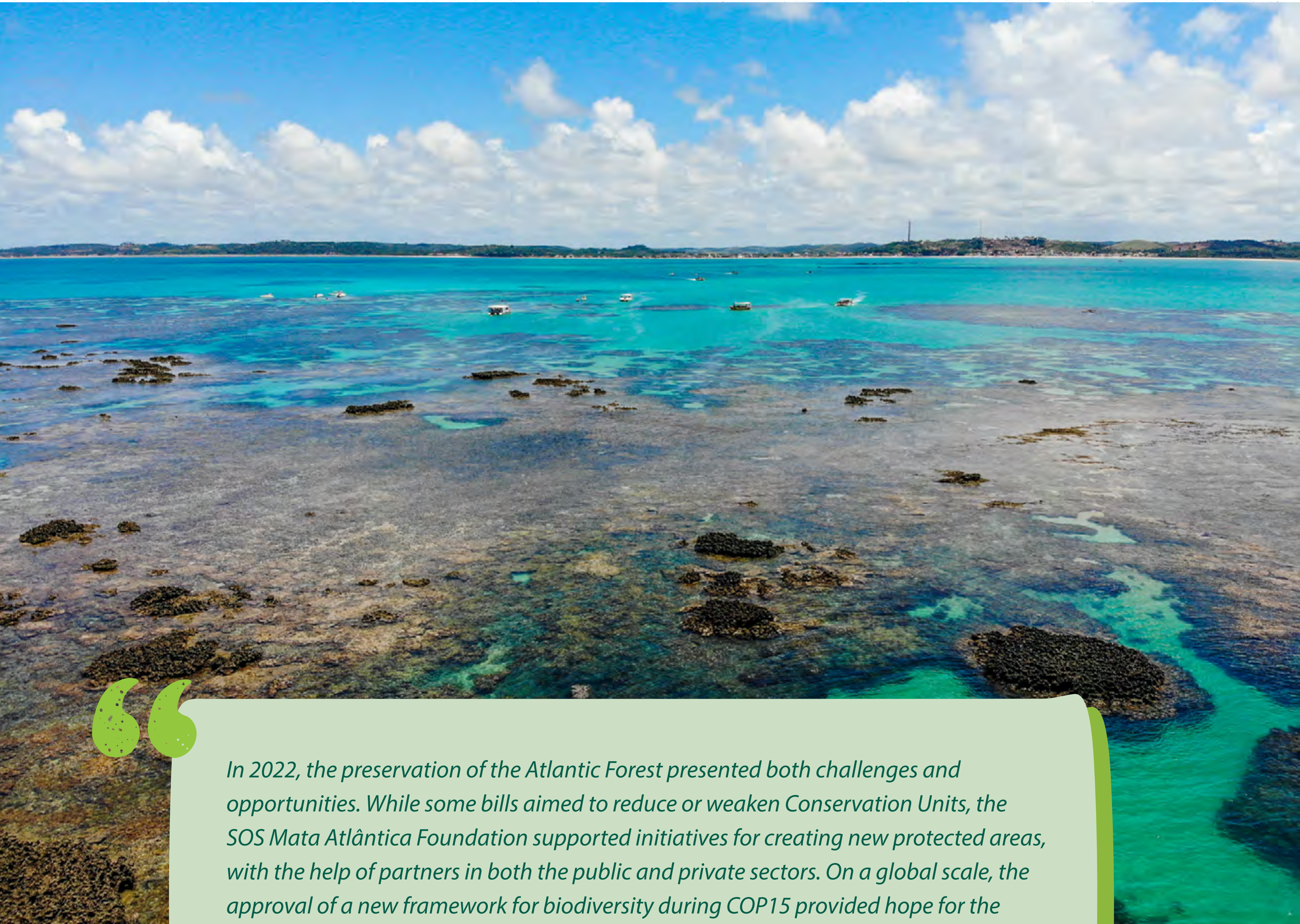
The [SOS Mata Atlântica team, directly involved in restoration activities, participated in the Conference](#), sharing their experience and results from over 30 years of restoration in the Atlantic Forest biome. The Foundation contributed to discussions on potential advancements in the field and provided suggestions, reaffirming its institutional commitment to restore the biome and achieve the goals proposed within the Decade on Ecosystem Restoration.



07



PROTECTED AREAS



“

In 2022, the preservation of the Atlantic Forest presented both challenges and opportunities. While some bills aimed to reduce or weaken Conservation Units, the SOS Mata Atlântica Foundation supported initiatives for creating new protected areas, with the help of partners in both the public and private sectors. On a global scale, the approval of a new framework for biodiversity during COP15 provided hope for the restoration and conservation of biomes like the Atlantic Forest. Looking forward to 2023, the Foundation hopes to achieve better results in protecting forests and building new partnerships, while remaining vigilant against setbacks that threaten the defense of the National System of Conservation Units."

**DIEGO IGAWA
MARTINEZ**

Project Coordinator



7.1 | SOS MATA ATLÂNTICA FOUNDATION'S ROLE IN THE GLOBAL CAMPAIGN FOR OCEAN CONSERVATION

In April 2022, the web series "[Eyes of the Sea](#)" (Olhos do Mar) was launched as part of the #WeAreOneOcean international campaign, led by WSL Pure. The campaign's goal is to encourage surfers and ocean enthusiasts to use their voices to safeguard 30% of marine areas worldwide by 2030. Released in partnership with SOS Mata Atlântica, the five Brazilian episodes showcase characters who are involved in working, experiencing, or defending oceans and coastal ecosystems through their activities, mobilization efforts, and engagement in national public policies. The episodes are available online and feature Sé Silva, Lika Souza, João Malavolta, Bruno Stefanis, and Nathany Herrera.



1ST EPISODE | SÉ SILVA

Protected areas and the manatee



Click on the image or title to watch the video.



2ND EPISODE | LIKA SOUZA

Surfers as potential agents of environmental conservation



3RD EPISODE | JOÃO MALAVOLTA

The role of surfing in promoting ocean conservation



4TH EPISODE | BRUNO STEFANIS

Surfing, marine conservation, and responsibility



Click on the image
or title to watch the video.



5TH EPISODE | NATHANY HERRERA

*Conservation Units
and youth engagement*



Click on the image or title to watch the video.

In July 2022, SOS Mata Atlântica, in partnership with WSL Pure and the Mar sem Lixo Association, organized several initiatives leading up to the World Surf Championship in Saquarema (RJ), with the aim of raising awareness about the importance of conserving oceans and marine ecosystems. Participants, including surfers and other guests, engaged in a range of initiatives, such as cleaning up the beach and planting seedlings in the restinga. The project also involved the installation of signage to promote responsible use of the beach and highlight the protected areas of the region, in partnership with the State Institute of Environment (INEA). One of the signs was signed by Filipe Toledo, a surfer who went on to win the world championship of the Brazilian stage of the World Surf League. [Check out more details of the action.](#)

7.2 | MOBILIZING FOR PROTECTED AREAS: RECOGNIZING OUR CONNECTION TO NATURE

The [5th edition of the "A Day in the Park" campaign](#), led by the Coalition for Protected Areas and held on July 24, 2022, featured the slogan "Back to Our Home". The campaign focused on raising awareness about the importance of recognizing our connection to nature and highlighting the benefits of having Conservation Units. This year, the campaign was able to resume 100% in-person activities and reached over 100,000 people across the country. The SOS Mata Atlântica Foundation directly supported areas that participated in the action: Juatinga State Ecological Reserve (RJ), Costa dos Corais Environmental Protection Area (AL/PE), and Serra da Bocaina National Park (RJ/SP). Additionally, in 2022 we supported actions in the Massambaba Environmental Protection Area and Costa do Sol State Park (RJ) in partnership with educators and guides from Blue Birds As the largest mobilization campaign for protected areas in Brazil, the event aims to foster a culture of engagement with the diverse Conservation Units in the country in the long term.



Learn about the ways
in which the Foundation
supports these protected areas





7.3 | NEW INCENTIVES FOR PERMANENT CONSERVATION OF NATURAL AREAS

SOS Mata Atlântica initiated a call for proposals in September to encourage landowners in the Serra da Bocaina region to establish new Private Natural Heritage Reserves (RPPNs) as an incentive for the permanent conservation of natural areas. Private individuals voluntarily maintain RPPNs, and they have perpetual status as Conservation Units. The Bocaina Mosaic region, located between the south of Rio de Janeiro and the northern coast of São Paulo, is recognized by the Ministry of the Environment as an important tool for territorial management, consisting of 18 Conservation Units, five indigenous lands, and four *quilombola* territories. By supporting the creation of new protected areas, the Foundation intends to increase the protection of forest remnants and, consequently, safeguard the existing Conservation Units. The Foundation anticipates the establishment of new RPPNs near the Serra da Bocaina National Park, the largest national park in the biome, will safeguard over 110 hectares by the end of 2023.

Access more information
about the call for proposals



08



THE ATLANTIC FOREST AROUND THE WORLD

8.1 | SOS MATA ATLÂNTICA: A PIONEER BRAZILIAN ORGANIZATION PARTNERING WITH THE DECADE ON ECOSYSTEM RESTORATION

In the first half of 2022, the SOS Mata Atlântica Foundation became an [official partner of the Decade on Ecosystem Restoration](#). Recently, it has also become a Supporting Partner, leveraging its experience in conservation and restoration of the biome to strengthen the initiative. Led by the United Nations Environment Programme (UNEP) and the Food and Agriculture Organization of the United Nations (FAO), the Decade (2021-2030) aims to expand efforts for the protection and revitalization of ecosystems worldwide. Restoration is one of the priority causes advocated by the Foundation, given the high degree of threat to the Atlantic Forest. Through its participation in the Decade, the Foundation can facilitate dialogue with other institutions for joint and coordinated actions for the recovery of the biome. Moreover, it can bring attention to the protection of one of the most biodiverse biomes and contribute to the implementation of new restoration measures based on its experience.





8.2 | COP27: BRAZIL COMMITS TO BECOMING THE WORLD'S FIRST MAJOR ECONOMY TO ACHIEVE "CARBON NEGATIVE" STATUS

During the 27th edition of the Conference of the Parties on Climate Change, the largest event on the topic, held in Sharm El Sheikh, Egypt, with the participation of 198 member countries, discussions were held on the necessary actions for Brazil to become the world's first "carbon negative" major economy. These commitments include zeroing greenhouse gas emissions, halting deforestation, restoring areas of the biome, conserving remnants, and reducing the use of fossil fuels. [The SOS Mata Atlântica Foundation was one of the Brazilian organizations that participated in the event](#), aiming to contribute to decisions that ensure the fulfillment of international goals, such as the Paris Agreement, and progress in mechanisms for the protection and restoration of forests.

8.3 | MILESTONE CONSERVATION AGREEMENT IN THE MAKING

Leaders of 193 nations made ambitious commitments on a global scale to ensure the sustainability of life on Earth. The "Global Biodiversity Framework" agreement was adopted during the 15th Conference on Biodiversity in Montreal, Canada, and is considered the most important document after the Aichi Targets. Luís Fernando Guedes Pinto, the executive director, and Diego Martinez, the projects coordinator, [represented SOS Mata Atlântica](#) at the event and participated in debates and negotiations on biome protection and restoration, analyzing potential impacts on the Atlantic Forest. They also attended a parallel event on alternative funding sources for conservation.



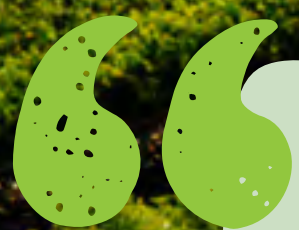
SOS Mata Atlântica aimed not only to monitor the conservation and restoration commitments to be made by the world in the next decade but also to present the Atlantic Forest to conference participants and civil society as a whole. The biome is one of the most biodiverse regions and was the focus of important discussions in 2022, such as those at COP15.



09



OUR PARTNERS



In recent years, we have witnessed a positive trend where companies are increasingly recognizing their responsibility to preserve natural resources and participate in socio-environmental initiatives that have a tangible impact on biodiversity conservation. At SOS Mata Atlântica Foundation, we have a remarkable history of collaborating with organizations that are committed to leaving a positive legacy for the planet. In 2022, we have also noticed a rise in brands' willingness to involve their employees, suppliers, customers, and influencers in a process of greater awareness, engagement, and change."

OLAVO GARRIDO

Director of Business and Finance



9.1 | COLLABORATIVE SUCCESS STORIES WITH SOS MATA ATLÂNTICA

New Collection by Chilli Beans Pays Tribute to the Atlantic Forest

In May, Chilli Beans, the largest sunglasses chain in Latin America, launched a new collection inspired by the fauna and flora of the Mata Atlântica. The goal was to raise awareness about the importance of protecting the biome and call attention to its threats. The collection was designed with textures, colors, symbols, and materials that were inspired by species such as the jaguar, cururu toad, and coral snake. To gather inspiration and learn about the reality of the tropical forest, the company's team visited CEF - Grupo HEINEKEN in Itu (SP). To further support the campaign, the brand produced and shared information and interesting facts about the Mata Atlântica on its social media platforms. This effort was further strengthened by the involvement of digital influencers, who also visited CEF to create their content. A portion of the profits generated from the sale of the products was directed towards funding conservation and restoration projects aimed at protecting the Mata Atlântica biome. Furthermore, Chilli Beans also contributed to these efforts by making a donation through the "Forests of the Future" Program (Programa Florestas do Futuro), which facilitated the planting of more than 2,000 trees, thereby allowing for the restoration of 1.13 hectares of forests.



Check out the collection
and campaign developed
in collaboration with Chilli Beans



Access promotional materials
created for the collection





“

At Chilli Beans, our commitment to sustainability is reflected in our efforts to innovate materials and formats for our products. One of the pillars of our strategy is supporting organizations dedicated to preserving Brazilian biomes. Last year, we proudly partnered with SOS Mata Atlântica to launch a beautiful collection of glasses, inspired by the Mata Atlântica's flora and fauna, and donated a portion of the proceeds to the institute. We see this as a one-way path forward and we are dedicated to doing more to contribute towards it."

CAITO MAIA

CEO and Founder of Chilli Beans



iFood, HEINEKEN, and SOS Mata Atlântica Team Up for a Donation Campaign

The "Plant a Tree" campaign, which brought together iFood, HEINEKEN, the SOS Mata Atlântica Foundation, and their employees and customers, aimed to raise funds for the planting of 25,000 native tree seedlings in the Mata Atlântica biome. Donations could be made through a dedicated website or at the time of payment on the iFood app. However, the campaign surpassed expectations by raising R\$ 200,000 and facilitating the planting of 50,000 native trees in an area equivalent to 20 soccer fields (20 hectares) in the municipalities of Porto Feliz and Marabá Paulista in São Paulo. This initiative is expected to remove up to 8,300 tons of CO₂ from the atmosphere over a period of 20 years.

Learn more about the
"Plant a Tree" campaign



Learn more about the results





Our app features a dedicated section for donations to various institutions, and one of the causes we support and contribute to is the regeneration of one of the world's most important biomes. By encouraging each individual to 'plant a tree' and spread this concept, we can collectively contribute to a much-needed cause."

ANDRÉ BORGES

iFood Head of Sustainability



The recent global events have reminded us all of the urgent need to take better care of our environment and our communities, and to acknowledge that the actions of one individual can affect the collective. This initiative not only contributes to the preservation of one of our country's most valuable treasures, but also takes us one step closer to a more sustainable future."

ORNELLA VILARDO

Sustainability Manager
at HEINEKEN Group



9.2 | MEET OTHER PARTNERS WHO ARE CONTRIBUTING
TO SOS MATA ATLÂNTICA'S EFFORTS TO CONSERVE
AND RESTORE THE ATLANTIC FOREST IN 2022

DONATION - INDIVIDUAL

ABRAHAO SOCHACZEWSKI

ADRIELE MARTINS

ALEXANDRE CURI

ALEXANDRE GONCALVES

ALINE AZEVEDO DURAZZ

ALVARO DE SOUZA

AMANDA MENDES MARCIA

AME DIGITAL BRASIL LTDA

ANA CAROLINA HEMING

ANDERSON ROBERTO PAZ

ANDRE AUGUSTO VIEIRA

ANDRE BRAGANTINI

ANDRE LOPES VENTURA

ANDRE ROCHA ALMEIDA

ANTONI WROBLEWSKI

ANTONIO A BARELLA

ARNO SCHWARZ

ARTHUR FITZGIBBON

ARTHUR HENRIQUE GARU

ARTHUR NAHAS NEVES

BERNARDO VEIGA

BIOQUALITAS CONSULTO

BRENNO DE BRITTO

BRIVALDO P S JUNIOR

BRUNO PARENTE LIMA

CAIO CATHARINO

CARINE LIMA DE SOUZA

CARLOS EDUARDO SANTO

CAROLINE YURIE KIKUC

CECILIA ALBANO

CECILIA CAMARGO BART

CHELSON MARKETING E
COMUNICAÇÃO LTDA ME
CINTIA HIRAKAWA

CLAUDIA MARTINS CLAU

CLAUDIA REGINA CANDI

CRISTIANE MARINO

DAFNE M T P DE SOUSA

DANIEL DE OLIVEIRA L

DANIEL LUIZ VIEIRA

DANIELA JINZENJI

DANIELE BERTACO RAMI

DANILO AMARAL

DAVID BAILER

DEGMAR

DENISE MELO

DONATION - INDIVIDUAL

DIEGO DA COSTA LARAN

DIOGO CESAR

DUILIO NOSELLA

EDGAR

EDUARDO REIS ROSA

EDVALDO GOMES MARTIN

ELIZABETH S MAC GREG

EMERSON DELA VALE

EMIR EMPINOTTI

ERICA MELO

ERICK ARISI MOURA

ERICK LEANDRO RODRIG

ERLI ANTONIO SANTIAG

FABIO LUIZ IANSEN

FABIO SAICALI

FABIO TAKESHI ISHISA

FABIO TECH

FELIPE

FELIPE BORGES

FELIPE DE ANDRADE CA

FELIPE SOARES ALVES

FERNANDO CESAR DE SO

FERNANDO VALENTIM MA

FLAVIO AUGUSTO ESTEV

FRANKLIN MAIA

FRANS SCHOENMAKER

GABRIEL BIRKETT

GIANCARLO BALZANO

GIOVANA OLIVEIRA

GUILHERME SARMENTO

HORST MITTEREGGER

IGOR LOIOLA RIBEIRO

ISABELA BUSTAMANTI

JOAO HENRIQUE LOPES

JOAO LUIZ DE ARRUDA

JONATAS TORRESAN MAR

JOSE ANTONIO

JOSE FERNANDO LEWING

JOSE LUCIANO VIEIRA

JULIANA FONSECA PAIM

JULIANA RODRIGUES

KAREN LEITE DE QUEIR

KARIN

LARA BRENDA DE ALMEI

LETICIA NEUMANN B DE

LIGIA A DE OLIVEIRA

LUCAS MARCOMINI

LUCAS PEREIRA DA SIL

LUCIA DA SILVA

LUCIA REGINA DOS SAN

LUCIANA LEITE DE ARA

LUCIANO CARVALHO

LUCILENE MORANDI

LUCYENNE DA SILVA BA

LUIS CARLOS RAMIREZ

LUIS CLAUDIO NAGALLI

LUISA BORGES

LUISA KONZEN

LUIZ ALBERTO KUCHENB

LUIZ FERNANDO OLIVEI

LUIZ FERNANDO TEMPES

MAIKE ALEX FOGACA

MARCELA RODRIGUES VA

DONATION - INDIVIDUAL

MARCELO AUGUSTO SANT	NATALIA NASCIMBEN	RODRIGO DE ABREU SIL
MARCELO HECTOR SABBA	NATALIA RISTER PORTI	RODRIGO NEUMANN BARR
MARCELO PAOLI GRACIA	NIDIA CELESTE HORIE	RODRIGO ROCHA MARCON
MARCELO RUBIO AZEVED	NIVALDO R. FONTES	RODRIGO SOUSA MADEIR
MARCELO TELLES	ORISVALDO QUIQUINATO	RUBENS GOMES LEAL
MARCO AURELIO DE SOU	PAULINA ACHURRA	SERGIO RAMOS FAVARIN
MARCO AURELIO LIMA D	PAULO REA	SIDNEY TAMAI
MARCO COUTO FERREIRA	PAULO ROBERTO MEDEIR	SIMONE DE FATIMA CAN
MARGARET MACHADO	PROPONTO	TALITA ROCHA OLIVEIR
MARIA ALEXANDRA ORSI	RACHEL PAULE MAYER	THIAGO CLAVELAND DE
MARIA HELENA BRONOWS	RAFAEL CARITA BRAZIL	THIAGO GRIGOLETTI
MARIANA SCHWARTZMANN	RAFAEL DONATE RAFAEL	THIAGO LUIZ DE SOUZA
MARILIA VARGAS DOS S	RAFAEL S SUGUIURA	THOMAS FALCOMER KOET
MARINA	RAQUEL FILA VICENTE	VAKINHA.COM NEGÓCIOS VIRTUAIS LTDA
MARK MANGUAL	RENAN AMBROSIO GAMBE	VALDIRENE BEZERRA DA
MATEUS DAL FABBRO	RENATO LUIZ MARCHETT	VICTOR LAUDISIO
MATHEUS H. TAVARES	RENATO MATERA	VINICIUS BUSOLIN CAR
MAURICIO HENRIQUES S	RICARDO CAVINATTO	VIVIAN R FERREIRA
MAURICIO RICARDO R M	RICARDO DA SILVA SOU	WENCESLAU ISHIDA
MELISSA NAOMI FUKUSH	RICARDO MENEZES YAMA	WESLEY CAMPOS MASCHE
MELISSA TAIRA VAUGHA	RICHARD DENIS STEVEN	WESLEY S DA SILVA
NATALIA DE MIRANDA G	RODRIGO ALMEIDA	YOSHIKO YAMAMOTO

DONATION - CORPORATE

AREZZO INA39:A449CIO SA	IFOOD.COM AGÊNCIA DE RESTAURANTES ONLINE S.A.
BANCO BRADESCO S.A.	INICIATIVA AGRONEGOCIOS LTDA
BMI TREINAMENTO E CONSULTORIA LTDA	INSTITUTO CLIMA E SOCIEDADE - ICS
CARIUMA CENTRAL PTE. LTD	KLABIN S/A
CHARITIES AID FOUNDATION AMERICA	LOYLOGIC REWARDS PARTNER PAYMENTS
CHICO REI MODA COMERCIO ELETRONICO	LUZ FRANQUIAS S/A (CHILLI BEANS)
CIDADE MARAVILHOSA INDUSTRIA E COMERCIO DE ROUPAS LTDA	MCKINSEY COMPANY INC UNITE
COMPANHIA PADUANA DE PAPEIS	MOGNO CAPITAL INVESTIMENTOS LTDA
CURADEN SWISS DO BRASIL I MPORT. EXPORT. LTDA	NESTRAD S/A
EMBAIXADA DO CANADA	PONTELAND DISTRIBUIÇÃO S/A (GRANADO)
ERNST & YOUNG ASSESSORIA EMPRESARIAL LTDA	QUIMICA AMPARO LTDA
FLEXTRONICS FOUNDATION	RIP SERVICOS INDUSTRIAIS LTDA
FUNDACAO DE DESENVOLVIMENTO E PESQUISA	SÃO DOMINGOS SA INDÚSTRIA GRÁFICA
GAIA SILVA GAEDE & ASSOCIADOS SOCIEDADE DE ADVOGADOS	SISU SPORT GMBH (VETTEL)
GEO CAPITAL GESTORA DE RECURSOS LTDA	TERRACYCLE DO BRASIL ADMINISTRACAO DE MARCAS LTDA
HNK BR INDUSTRIA DE BEBIDAS LTDA	UK ONLINE GIVING FOUNDATION
	VISA DO BRASIL EMPREENDIMENTOS LTDA

FORESTS OF THE FUTURE PROGRAM - TCRA

3M DO BRASIL LTDA

ADRIANO MAZZETTO

ADRIANO SACOMANI

ADROALDO PITON

AILTON ANDRADE

AIRTON MOREIRA PAIXAO

ALDO VINCENZO BERTOLUCCI

ALESSANDRA LUPI UENO

ALPES CLUBE EMPREENDIMENTO
IMOBILIARIO SPE LTDA

ALPHAVILLE DOM PEDRO ZERO
EMPREENDIMENTOS IMOBILIARIOS LTDA

AMERICO PEDROSO

ANA PAULA ALVES MESSIAS

ANDRE LOPES BENITO DOS SANTOS

ANTONIO PAULO RODRIGUES DO NASCIMENTO

ANTONIO WAGNER FREITAS ZACCARELLI

APPLE POINT COMÉRCIO
DE ELETRÔNICOS LTDA-ME

ARGOS EXTRACAO E BENEFIC DE MINERAIS LTD

ARLEY FERNANDES SILVA

ARMANDO VICENTE MESQUITA CHAR

ART COMERCIO DE CESTAS E VASOS LTDA

ARTHUR AUGUSTO WEIGAND BERNA

ARTHUR GUIMARAES BASTOS COTRIM

ASSOCIACAO FAZENDA VILA REAL DE ITU

ATME COMERCIO E SERVICOS LTDA

ATUA OLIVEIRAS EMPREENDIMENTOS
E PARTICIPACOES LTDA

AUTO POSTO ANA CAROLINA III LTDA

AUTO POSTO SETE E MEIO LTDA

AZ LOTEAMENTO ITAPETININGA LTDA

BDI REALTY EMPREENDIMENTO IMOBILIARIO 94

BORDA DA MATA PARTICIPACOES LTDA

BRUNO NERI TRINDADE

BRUNO PROTTI MONTEIRO

CAMILA SIMOES MOURI

CARLOS ROBERTO DE MAGALHAES

CARREFOUR COMERCIO E INDUSTRIA LTDA

CELIA APARECIDA MACHADO BOROBIA

CGC COMERCIO DE EMBALAGENS EIRELI EPP

CLEBER EDUARDO VITORINO

COMERCIAL CIMINO

FORESTS OF THE FUTURE PROGRAM - TCRA

COMERCIO DE COMBUSTIVEIS J AMARAL LTDA

CONDOMINIO HARMONIA

CONDOMINIO MORADA
DOS EXECUTIVOS FAZENDA

CONSMAR EXTRACAO COMERCIO
E TRANSPORTE D

CONSTRUTORA TENDA S/A

COSTA ILUMINADA PANAMBY
EMPREENDEMENTOS IMOBILIARIOS SPE LTDA

CR02 PROJETOS EM ENGENHARIA SPE LTDA

CRIVELLARO E FILHOS LTDA

CRIVELLARO FILHOS LTDA

CSHG LOGISTICA FUNDO DE INVESTIMENTO IM

CYRELA MAGIK MONACO EMP IMOB LTDA

DANILO SOARES CASTRO

DEBORA CRISTINA MARTINS DA SILVA

DESIM DESENVOLVIMENTO IMOBILIARIO LTDA

EDILENI GERTRUDES TOTOLI

EDVALDO VIANA DE OLIVEIRA EIRELLI

EMA EMPREENDEMENTOS
E PARTICIPACOES LTDA

EMBU III EMPREENDEMENTO
IMOBILIÁRIO SPE LTDA

EMILIO JOSE DE ALMEIDA WESTERMANN

ENIO MALARA ROSSI

EVERTON GUSTAVO FERMIANO

FABIO FERREIRA AGEA

FABIO JOSE PASSINI

FABIO LIRIO DOS SANTOS

FARO ENERGY
DESENVOLVIMENTO E LOCACAO DE

FELIPE ALVES SIMOES

FLAVIO PESIGUELO

FRANCISCO DE SOUZA

FUTURO 3 EMPREENDEMENTOS
ADMINISTRACAO

GELCO GELATINAS DO BRASIL LTDA

GILBERTO BUENO

GILMERIO PIRES DE CARVALHO

GLAUCO SIQUEIRA PINTOR

GOAL CONSULTORIA
EMPRESARIAL E REPRESENT

GUSTAVO FLEURY DA SILVEIRA NETO

HENRIQUE ANTONIO CARDOSO

HUMBERTO LUIS DELLAQUILA

FORESTS OF THE FUTURE PROGRAM - TCRA

IGREJA BATISTA PENTECOSTAL
INDEPENDENTE HIERAPOLIS

INCORPORADORA RJ
EMPREENDIMENTO E PARTIC

INGA EMPREENDIMENTOS IMOBILIARIOS LTDA

INTERLAGOS PARTICIPACOES EIRELLI

ITAMAR ROGERIO PEREIRA

JARDIM OBWALDEN SPE LTDA

JOAO PAULO DA MATA

JORGE SILVINO DA CUNHA NETO

JOSE ANTONIO DE MELLO JUNIOR

JOSÉ LUIZ DA SILVA

JOSE ROBERTO SACCHI

JOSE TADEU CARVALHO

JULIANA CARLOTA KRAMER SOARES

JURDELINO FERREIRA BERNARDO

KALIMO TEXTIL LTDA

KAZZAS PARQUE DO CARMO
EMPREENDIMENTOS I

KLEBER HENRIQUE BASSO

KOLOR FLAKES COMERCIAL PLASTICOS EIRELLI

LARA CENTRAL DE TRATAMENTO

DE RESIDUOS LTDA

LC REAL STATE I SA

LEONETE MARIA DA SILVA CARLOS

LOTEADORA VIVA VERDE RESIDENCIAL SPE LTD

LOTEAMENTO VILA BELLA ELIAS FAUSTO SPE L

LOTUS VERMELHO
EMPREENDIMENTOS IMOBILIAR

LUCIANO ROSA SALES

LUIS ALBERTO DELFINO

LUIZ ANTONIO DA SILVA JUNIOR

LUIZ FERNANDO QUEIROZ DE CASTRO PEREIRA

LUVIZOTTO CORRADI SPE LTDA

M E M EMPRE E SERV DE ADM DE BENS EIRELI

MALAGUTTI CIA
EMPREENDIMENTOS IMOBILIAR

MARCELA DE OLIVEIRA CUNHA VESSARI

MARCELO RODRIGUES MACHADO

MARCIO GRAZINO

MARCO ANTONIO RIBEIRO

MARCOS DE CASTRO PEREIRA

MARIA DOS ANJOS PACHECO DE SOUZA

MARIA ELENIR LACERDA KUNTZ

FORESTS OF THE FUTURE PROGRAM - TCRA

MARISA AILIN HONG	NILSON BIANCHI
MATEUS VIEIRA VILLELA DE LIMA	NKVA EMPREENDIMENTOS IMOBILIARIOS LTDA
MAYSA DE FATIMA RAMOS	NOVA DIAMANTINA EMPREENDIMENTOS IMOBILIA
MAYSA GARZUZI	OSMAR SEBASTIAO BRAGA
MESA CAMARGO EMPREENDIMENTOS IMOBILIARIO	PACAEMBU BOTUCATU VERONICA – EMPREENDIMENTO IMOBILIARIO LTDA
MICAELLA GARCIA FONTES GATTI	PARQUE JARDIM DAS TULIPAS INCORPORACOES
MILTON SOARES DE ALMEIDA JUNIOR	PATRICIA DA SILVA ALICE
MIRANTE ADMINISTRADORA DE BENS LTDA	PAULO FERNANDO CAMPOS SALLES DE TOLEDO
MM EMPREENDIMENTOS IMOBILIARIOS DE ELIAS	PRISCILA LUNA LACERDA
MOACIR ALVES DE CAMPOS JUNIOR	RAQUEL AMANO YOSHISATO KASSA
MRV ENGENHARIA E PARTICIPACOES SA	REALFER ADMINISTRACAO DE BENS LTDAME
MRV PRIME LXIV INCORPORACOES LTDA	REINALDO LAURO PUGLIA
MRV PRIME LXXIV INCORPORACOES LTDA	RENATA AVILEZ RIOS
MTO CAMPINAS SAMAMBAIA SPE LTDA	RESIDENCIAL JARDIM BELLA VIDA BOITUVA SP
MTO DONA AMELIA EMPREENDIMENTO IMOBILIARIO LTDA	RESIDENCIAL MARIA CLARA 2 EMPREENDIMENTOS IMOB
MTR RESIDENCIAL LONDON PARK EMPREENDIMEN	RESIDENCIAL MARIA CLARA 3 EMPREENDIMENTO IMOB SPE LTDA
NELSON PEREIRA FILHO	RESIDENCIAL VILLA TRAMONTI EMPREENDIMENT
NELSON ZANUTTO	RICARDO LUIS BRASIL
NEW MILLEN PRODUTOS ALIMENTICIOS LTDA EP	RNI IMCORPORADORA IMOBILIARIA 471 LTDA

FORESTS OF THE FUTURE PROGRAM - TCRA

ROBERTO OLIVEIRA DE LIMA

ROSAMAR EXTRATORA E COMERCIO DE AREIA LT

SALTO DE PIRAPORA PACAEMBU –
EMPREENDIMENTO IMOBILIÁRIO LTDA

SCOPEL EMPREENDIMENTOS E OBRAS SA

SERGIO RUBIO

SERGIO SILVA LADEIRA

SIRLEI DAFFRE

SOLANGE APARECIDA
RODRIGUES SANTIAGO MAR

SP 20 EMPREENDIMENTOS IMOBILIARIOS

SS PROFIT INVESTMENTS

TC TERRENOS E CASAS
EMPREENDIMENTOS PART

TELMA MILANELLO BARREIRA KAPRITCHKOFF

TELMARIO SOUZA RAMOS

TENDA NEGOCIOS IMOBILIARIOS SA

THIAGO LANDIM TRUZZI

TIAGO AUGUSTO PINTO

TMMW EMPREENDIMENTOS IMOBILIARIOS LTDA

URBA 16 LOTEAMENTOS LTDA

URBA DESENVOLVIMENTO URBANO S.A.

URPA EMPREENDIMENTOS
IMOBILIARIOS SPE LTDA

VALDAIR GAVIOLI

VALERIA ILDIKO TOPLER

VALERIA SOUZA DE ABREU CHOUPINA

VALMIR FRANCISCO DE FARIAS

VANDERLEI ALELUIA OLIVEIRA

VILLE ROMA EMPREENDIMENTOS
IMOBILIARIOS LTDA

VISTA NORTE EMPREENDIMENTOS
IMOBILIARIOS SPE LTDA

VITTA TITO BONAGAMBA RPO
DESENVOLVIMENTO

VIVENDA DAS QUARESMEIRAS
EMPREENDIMENTOS

VIVIAN KATO

WALTER DE VEZA

WASHINGTON LUIZ DO NASCIMENTO

WIBSON DOS SANTOS DUARTE

XANDELA EMPREENDIMENTOS
IMOBILIARIOS LTD

ZATZ EMPREENDIMENTOS
E PARTICIPACOES LTDA

ZINCO RESIDENCIAL CONSTRUCOES E INCORPOR

FORESTS OF THE FUTURE PROGRAM - VOLUNTEER

ACC BRASIL INDE COMDE
COMPUTADORES LTDA (POSITIVO)

ACE SCHMERSAL ELETROELETRONICA
INDUSTRIA

AES BRASIL OPERACOES S.A.

AMERICAN TOWER DO BRASIL -
CESSÃO DE INFRAESTRUTURAS LTDA

ANIMA INVESTIMENTOS

ASTRAZENECA DO BRASIL LTDA

AVENUES SAO PAULO EDUCACAO LTDA

BIGFER INDUSTRIA E COMERCIO DE FERRAGENS

BIOMA COMERCIO DE MOVEIS LTDA (BRETON)

BLASER TRADING AG

BRP BRASIL MOTORSPORTS LTDA

CEVA LOGISTICS LTDA

COMPANHIA BRASILEIRA DE DISTRIBUICAO

COMPANHIA DE ELETRICIDADE
DO ESTADO DA BAHIA (COELBA)

DAIICHI SANKYO BRASIL FARMACEUTICA LTDA

DELOITTE TOUCHE TOHMATSU
CONSULTORES LTD

EASTMAN FOUNDATION

ECCAPLAN CONSULTORIA
EM DESENVOLVIMENTO

ELEKTRO REDES

ESTORIL CENTRO DE
CAPTACAO DE RESIDUOS R

GELOG LOCACOES E TRANSPORTES LTDA

HPE AUTOMOVEIS DO BRASIL LTDA

IFOOD.COM AGÊNCIA
DE RESTAURANTES ONLINE S.A.

INSTITUTO GPA DE
DESENVOLVIMENTO HUMANO

INSTITUTO SEMEIA

INVENTSYS DESENVOLVIMENTO
E LICENCIAMENTO DE SOFTWARE
E SISTEMAS LTDA

JADLOG LOGISTICA SA

KLABIN S/A

FORESTS OF THE FUTURE PROGRAM - VOLUNTEER

KUEHNE + NAGEL SERVICOS
LOGISTICOS LTDA

LOJAS RIACHUELO SA

LUZ FRANQUIAS S/A (CHILLI BEANS)

MERCEDESBENZ CARS
VANS BRASIL IND E COM

NESTRAD E S/A

OLAM AGRICOLA LTDA

OMNIBEAUTY DESENVOLVIMENTO
E GESTAO DE MARCAS LTDA

PEANUTS WORLDWIDE LLC

PLATE SOLUCOES
INOVADORAS DIGITAIS LTDA

PMI SOUTH AMERICA
CONSUMER GOODS LTDA

PONTELAND DISTRIBUIÇÃO S/A (GRANADO)

PRICEWATERHOUSECOOPERS
AUDITORES INDEPENDENTES

QUIMICA AMPARO LTDA

RENKS INDUSTRIAL LTDA

RIMOWA AMERICA
DO SUL MALAS DE VIAGEM LT

SANKONFORT COLCHOES INDUSTRIA E
COMERCIO LTDA

SANTUÁRIO NACIONAL
N.S.CONCEICAO APARECIDA

SCANIA BANCO SA

SCANIA CONSORCIO LTDA

SCANIA LATIN AMERICA LTDA

SHIELD EQUIPAMENTOS DE TECNOLOGIA

SPONSOR CONSULTORIA E NEGÓCIOS LTDA

SUNTECH SUPPLIES
INDCOMPRODOTICOS ESP LT

SZAZI,BECHARA,STORTO,ROSA
E FIGUEIREDO LOPES ADVOGADOS

TOYOTA DO BRASIL LTDA

WELEDA DO BRASIL LABORATORIO
E FARMACIA

WYETH INDUSTRIA FARMACEUTICA LTDA

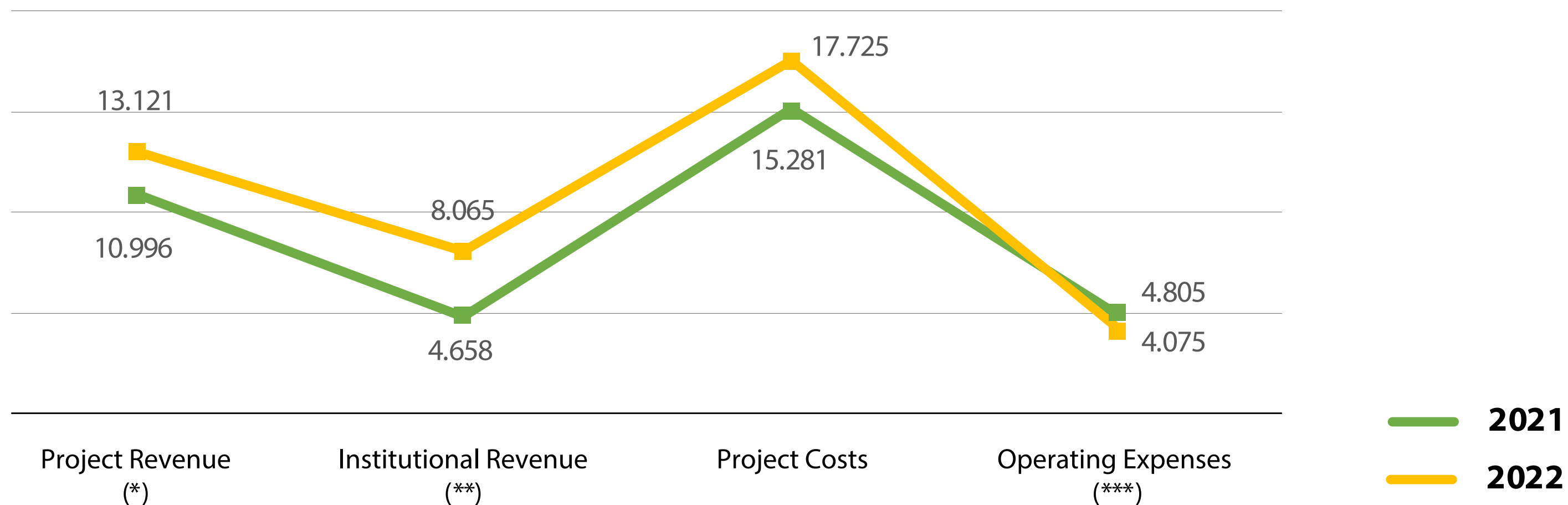
10



FINANCIAL REPORT

FINANCIAL REPORT

FINANCIAL REPORT OF THE SOS MATA ATLÂNTICA FOUNDATION | 2021 X 2022



FINANCIAL SUMMARY | 2021 X 2022

	Description	2022	Y.O.Y Change %	2021
(+)	Project Revenue (*)	13.121	19	10.996
(+)	Institutional Revenue (**)	8.065	73	4.658
(-)	Project Costs	17.725	16	15.281
(-)	Operating Expenses (***)	4.075	-15	4.805
(-)	Depreciation	461	-14	534
(=)	Surplus/Deficit for the year	-1.075		-4.966

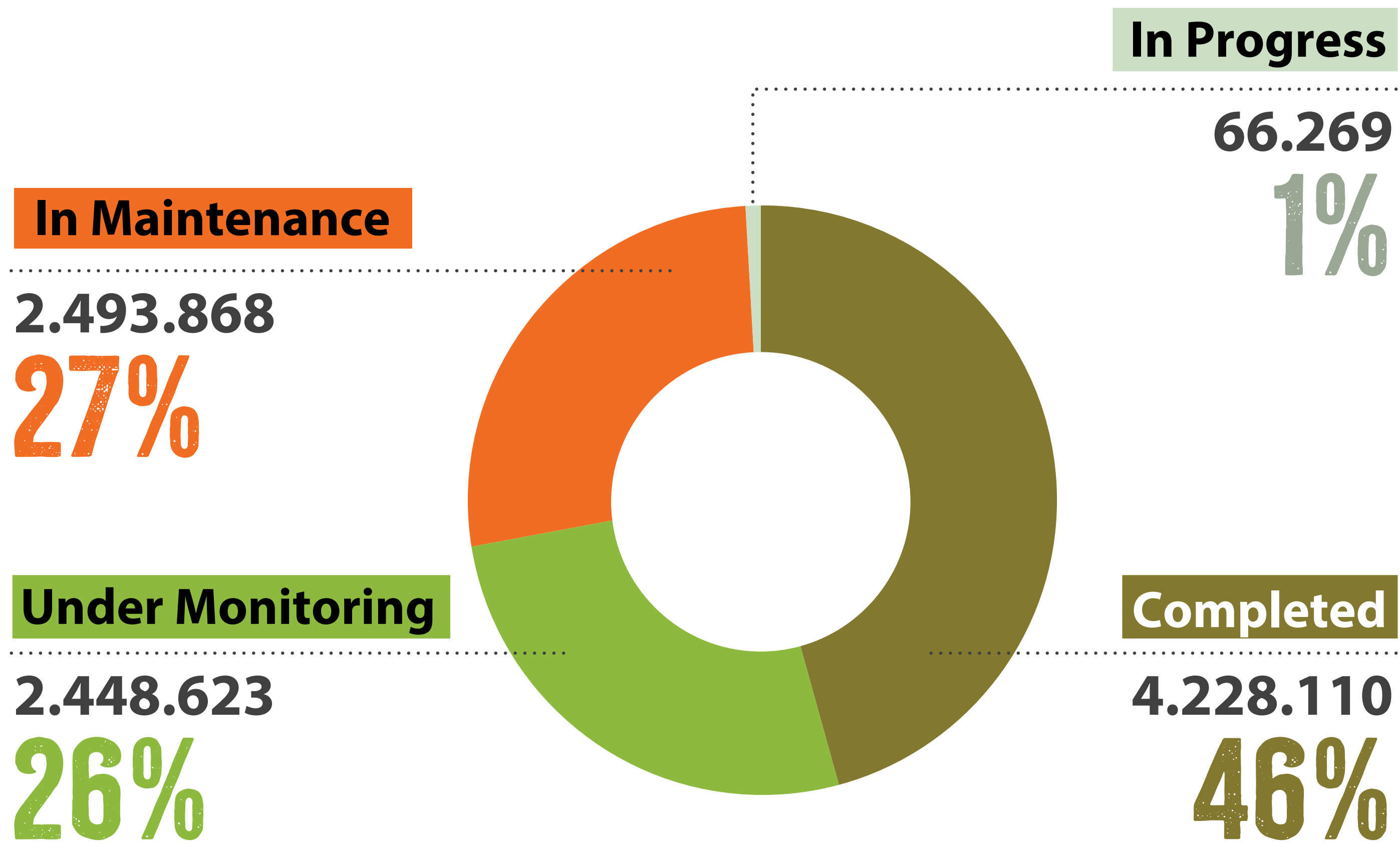
Source: Dec/2022
Financial Statement

(*) The 19% increase is due to a higher rate of planting in forest restoration programs.
(**) The 73% increase is due to higher financial income and increased corporate donations.
(***) The 15% reduction is due to the transfer of the headquarters from São Paulo to Itu and the reallocation of personnel for projects.

FOREST RESTORATION PROGRAMS

FORESTS OF THE FUTURE

SEEDLING STATUS

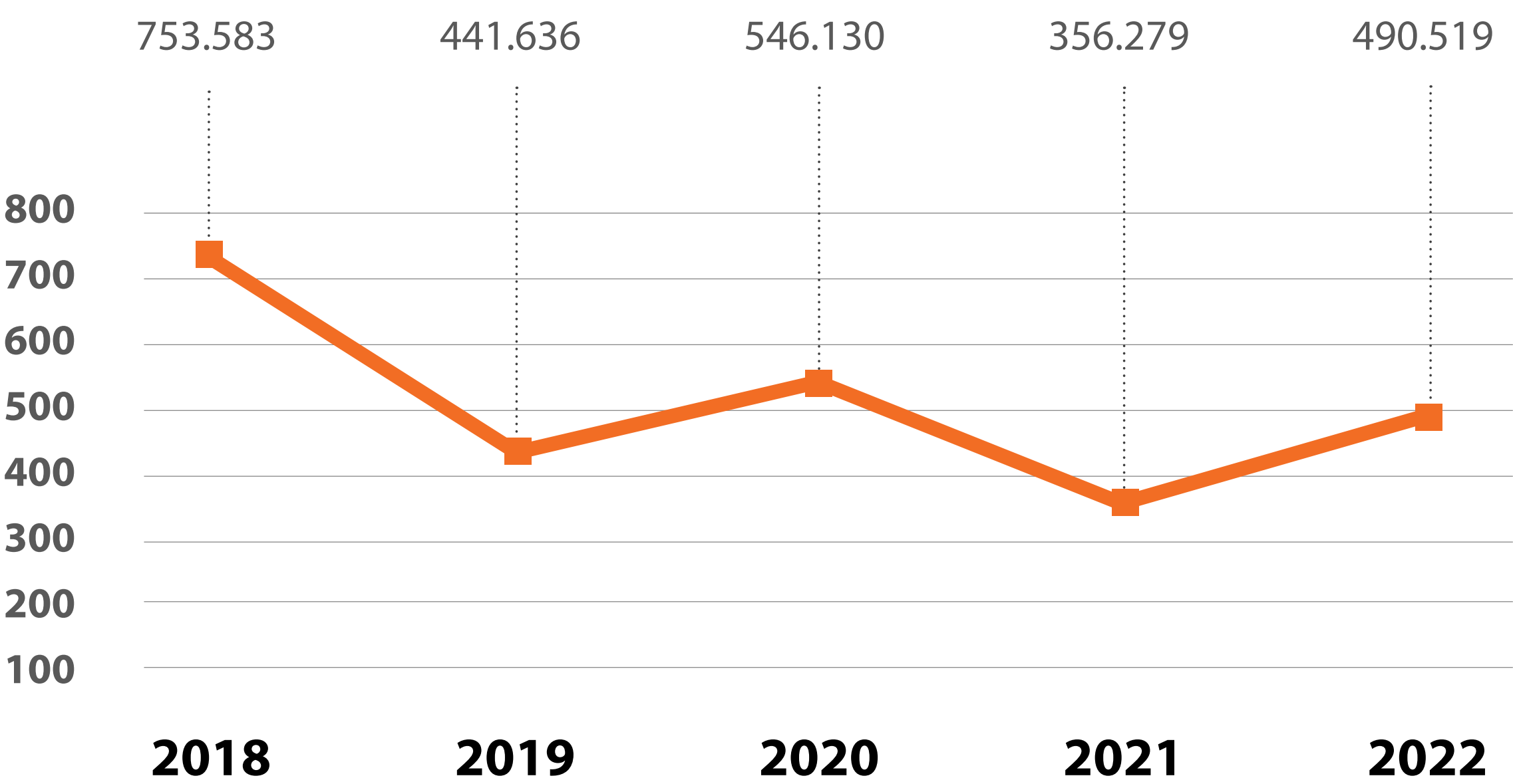


Source: SOS Mata Atlântica Project Management System

FOREST RESTORATION PROGRAMS

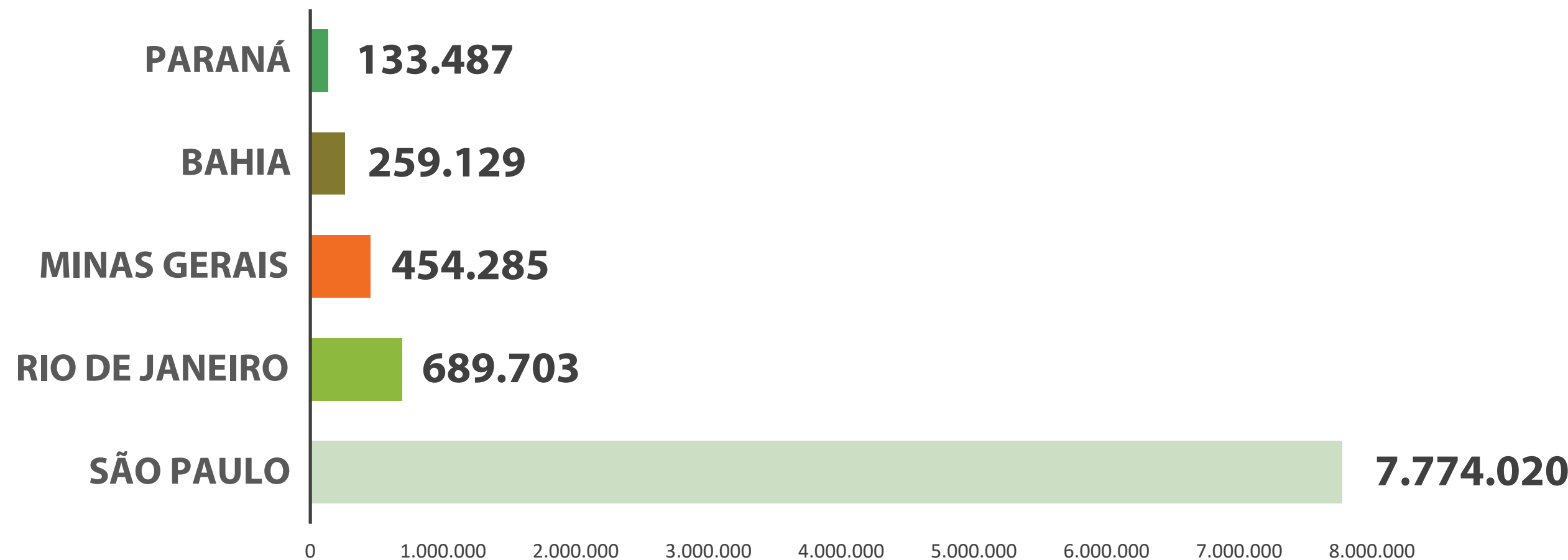
FORESTS OF THE FUTURE

SEEDLINGS PLANTED PER YEAR (in thousands)



NOTE: Plantings are concentrated in the rainy season (October to March).

SEEDLINGS PLANTED BY STATE



Source: SOS Mata Atlântica Project Management System

FOREST RESTORATION PROGRAMS

FORESTS OF THE FUTURE



THE FORESTS OF THE
FUTURE PROGRAM PLANTED

9,310,624

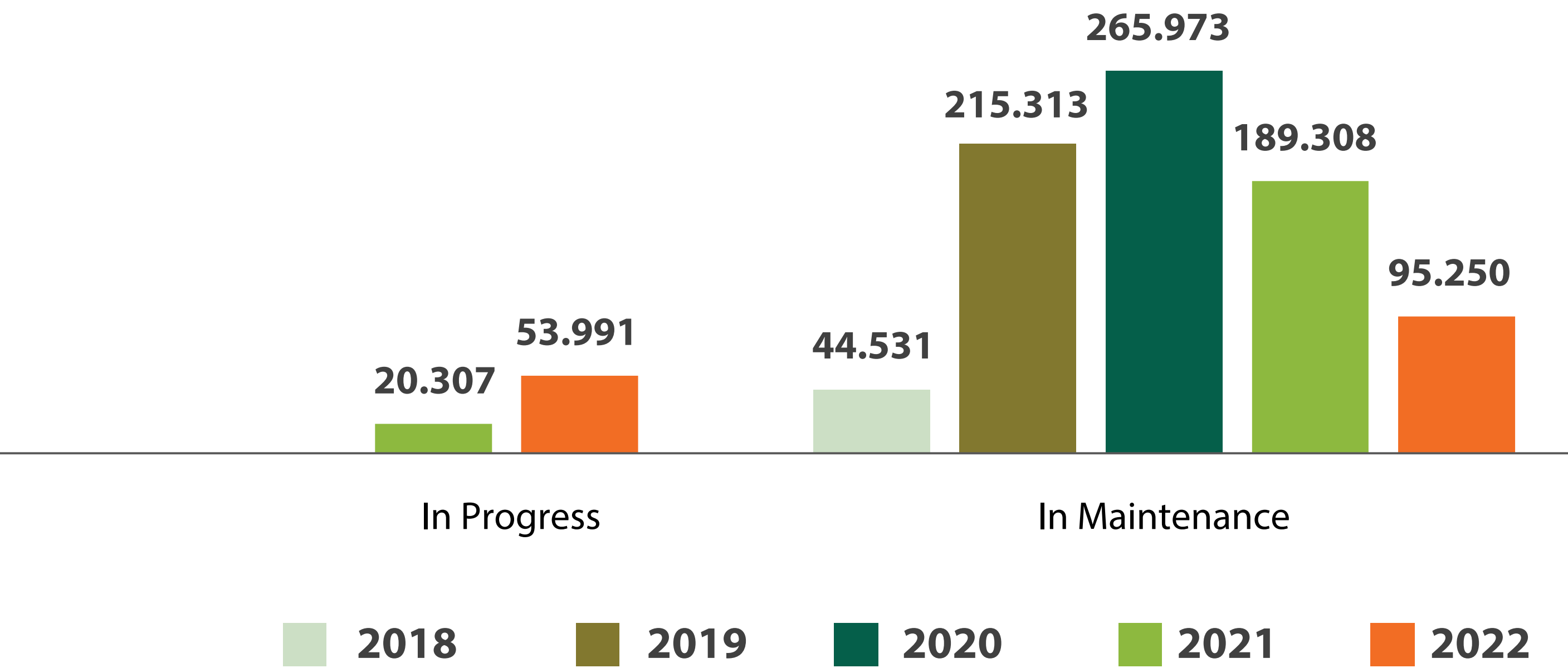
SEEDLINGS SINCE ITS
LAUNCH IN JUNE/2004
UNTIL DECEMBER/2022.

Source: SOS Mata Atlântica
Project Management System

FOREST RESTORATION PROGRAMS

TCRA

SEEDLINGS PLANTED PER YEAR

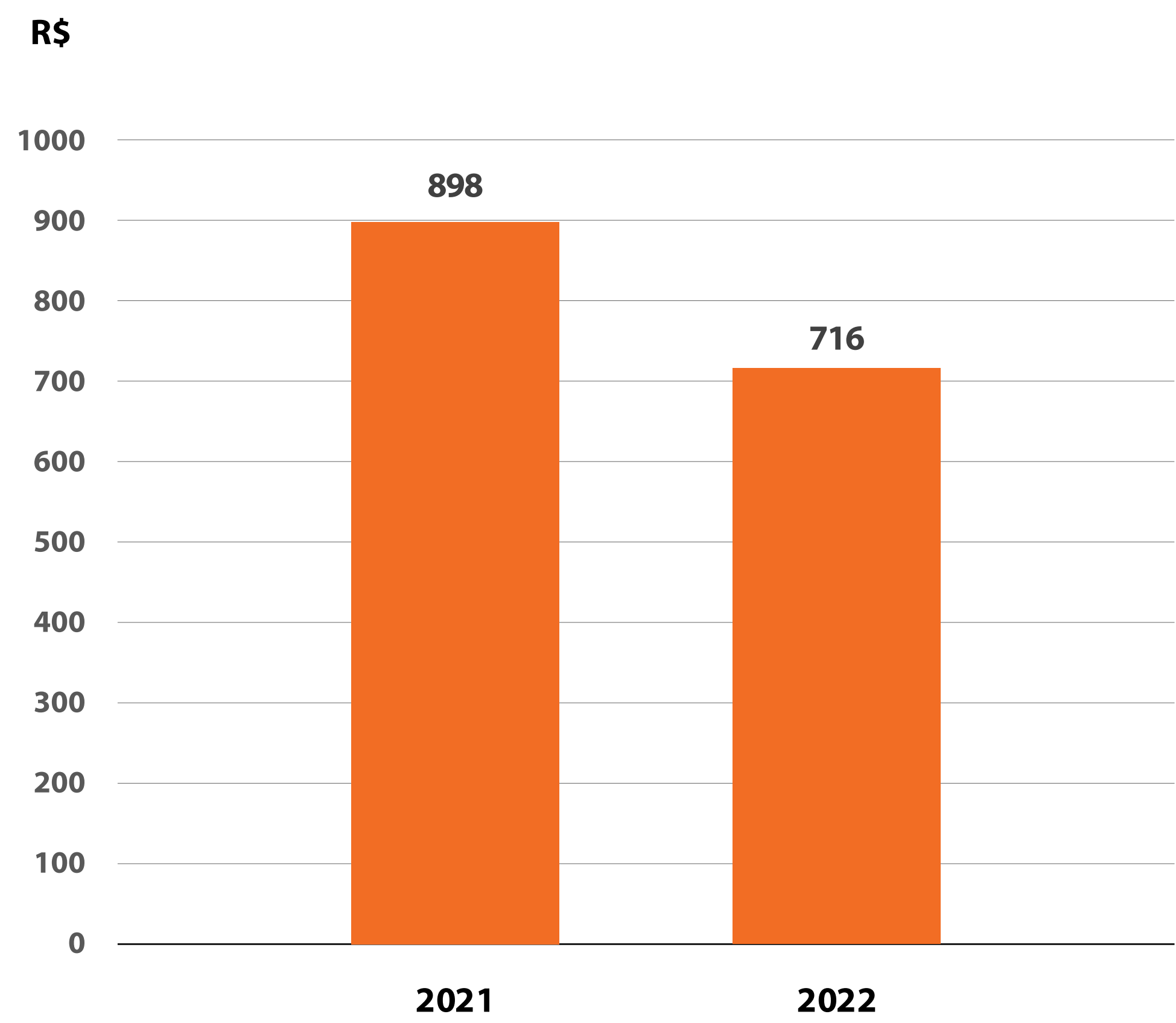


Source: SOS Mata Atlântica Project Management System

The Forests of the Future - TCRA program planted 884,673 seedlings since its launch in October/2014 until December/2022.

UCS REPORT 2022

PROTECTED AREAS PROGRAMS (in thousands)



Source: SOS Mata Atlântica Financial Statement



The SOS Mata Atlântica Foundation is a Brazilian non-profit environmental organization with no political or religious affiliations. It works to promote public policies and protect the Atlantic Forest through biome monitoring, research studies, pilot projects, and dialogue with both public and private sectors. It is committed to improving environmental legislation and engaging society in public outreach to protect the Atlantic Forest and climate, restore the forest, safeguard protected areas and ensure clean water for all.

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2022 Annual Report

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