

Purpose

Preservation of the biological diversity and other attributes of the Atlantic Forest depends on a set of coordinated strategies that embrace the development and implementation of protected areas and ecological corridors, the promotion of sustainable use of natural resources, effectiveness of supervision and control instruments, policies on payments for environmental services, formal registration of set aside legal reserves (LRs) and areas of permanent preservation (APPs) within private properties, among other things. Given the past degradation and high degree of fragmentation of the remaining Atlantic Forest, it will be impossible to preserve its natural cycles, genetic flux and environmental services without the utmost importance being attached to large scale policies, programs and projects aimed at the restoration of this biome.

For this reason, the **Atlantic Forest Restoration Pact** (AFRP) was set up to orchestrate the restoration projects of public and private institutions, governments, companies and landowners integrating their efforts and resources to produce the best possible results in the preservation of biodiversity. The pact also expect to promote the generation of employment and income within the restoration production chain, the sustaining and appraisal of and payment for environmental services, and the legal alignment of farming activities in the 17 Brazilian states containing this biome.

The goal of the Atlantic Forest Restoration Pact is the restoration of 15 million hectares (37 million acres) of forest by the year 2050, spread over annual plans that have been approved by its Steering Committee.

Strategy

The activities of the AFRP are defined in accordance with the following priorities:

- Generating, systemizing and disseminating knowledge about forest restoration;
- Disseminating the experience of restoration in the Atlantic Forest, including technical, socioeconomic and operational considerations;

- Securing and mustering resources in support of forest restoration projects and activities;
- Helping to formulate and implement public policies that contribute to the restoration of the Atlantic Forest;
- Monitoring restoration projects and assessing their results;
- Appraising the environmental or ecosystem services provided to society by the remaining forest areas and those undergoing restoration, reinforcing their importance to the quality of life and to the means of production, and making the most of opportunities in the markets for carbon and water resources;
- Generating and expanding opportunities for employment and income in the forest restoration production chain within the Atlantic Forest domain;
- Integrating current efforts and establishing strategic partnerships for cooperation between AFRP signatories, with a view to the environmental alignment of rural properties with the Brazilian Forest Code;
- Continual development and dissemination of technology and know-how, aimed at augmenting the scale and optimization of the forest restoration activities, as well as further improving the quality of results and reducing costs;
- Promoting and stimulating training and professional qualifications for those involved in forest restoration projects and activities.

Charter

The Atlantic Forest Restoration Pact comprises a collective initiative of indeterminate duration, involving diverse segments of society committed to the restoration of the Atlantic Forest (sundry organizations and associations, state and municipal governments, companies, scientific institutions, rural landowners and others), in harmony with the criteria laid down by the AFRP Steering Committee.

Membership in the AFRP is conferred by signing a formal Declaration of Adherence, signifying agreement with the AFRP Protocol, including its proposed aims, strategies and system of administration. This process is entirely voluntary and is subject to criteria and procedures laid down by the Steering Committee.

Governance and System of Administration

The AFRP's System of Administration comprises the following bodies:

- Steering Committee
- Executive Office
- Working Groups

Steering Committee

The Steering Committee will establish the norms, rules, principles and policies that govern the management and operations of the AFRP, in addition to the following specific functions:

- Monitor, review and update the AFRP's strategy and specific objectives;
- Choose the institution that will host the AFRP's Executive Office, and replace it whenever deemed necessary;
- Disclose the AFRP's activities and results, together with the Executive Office and the signatories;
- Assist the Executive Office in securing and mustering resources for the AFRP;
- Approve technical and marketing products of the AFRP;
- Set up/abolish Working Groups, in consultation with the Executive Office;
- Study and authorize the use of the AFRP logo and Seal in forest restoration activities and projects, including physical and on-line promotion materials;
- Coordinate and supervise the activities of the Executive Office, along with the host institution.

The Steering Committee shall comprise up to 16 (sixteen) members, representing the affiliated institutions and/or rural landowners, in proportion to the number of AFRP participants in each segment (environmentalist organizations; other associations; government bodies; companies; rural landowners).

Members of the Steering Committee shall be elected by their peers in their specific segment, by means of direct voting, in person or by electronic means, for a term of 2 (two) years, with the possibility of reelection to one or more subsequent terms.

To facilitate the initial functioning of the AFRP, the first Steering Committee shall comprise members directly elected during the meeting called for the founding of the AFRP, independent of the relative proportions of the different segments, to serve a term of 1 (one) year, after which the aforementioned rule shall come into effect.

Executive Office

The AFRP's executive branch will comprise an executive secretary, an administrative and financial coordinator, a technical and scientific coordinator, a communication coordinator and a support team. The AFRP's Executive Office has the following functions:

- Coordinate, supervise and provide technical and logistical support to all activities carried out by the AFRP, including events, publications and other items that may be determined by the Steering Committee;
- Coordinate the process of securing resources to be used in the AFRP's administration, growth and communication;
- Ensure the flow of information among participants, whether by internet page, electronic list, direct correspondence or other means;
- Promote the disclosure of AFRP's activities and results, together with the Steering Committee and the signatories;
- Propose and formally establish strategic alliances and partnerships, with Steering Committee approval, with a view to fulfilling the AFRP's purpose and objectives;
- Manage and invest the financial resources specifically allocated to the AFRP, in line with approved plans and projects.

The AFRP's Executive Office shall be hosted by one of the signatory institutions, chosen for this purpose by the Steering Committee, which institution has all the logistical, administrative and institutional conditions necessary for the suitable performance of its functions.

It is the responsibility of the institution that hosts the Executive Office to select and engage the professionals and service providers required for the performance of its functions and duties, within the limits of the available resources and in consultation with the Steering Committee.

The AFRP shall avail itself of the same CNPJ (National Register of Legal Entities) number, specific bank accounts, legal advisers, accounting and Fiscal Council as the Executive Office's host institution, in return for which it shall pay a prearranged administration fee.

The Executive Office shall remain at the premises of the host institution for an indeterminate period. The Steering Committee or the host institution may propose a change at any time, while respecting existing contractual commitments, formal arrangements and cooperation agreements, and avoiding any discontinuity of AFRP activities in progress.

Designation of the institution that will host the AFRP Executive Office is the responsibility of the Steering Committee, and shall be carried out by means of a Document of Appointment specifically drawn up for this purpose, which is to be attached as part of this Protocol. The Executive Secretary will be hired by the host institution, following a selection process conducted by the Steering Committee.

Working Groups (WGs)

Five key areas were initially identified for the setting up of Working Groups: Funding; Technical and Scientific; Information and Knowledge; Communication and Marketing, and Public Policy. These WGs are made up of trained professionals with expertise in the group subject matter, who have been recommended by AFRP signatory institutions. These and any other WGs that might be set up by the Steering Committee may be of a temporary or permanent nature.

The **Fundraising Working Group** will interface with potential sponsors, donors and financial backers to make resources available for direct investment in restoration projects and for the AFRP's operations;

The **Technical & Scientific Working Group** will identify and produce the technical and scientific information needed to ensure the quality of the forest restoration activities in the Atlantic Forest domain;

The **Information & Knowledge Working Group** will identify information gaps and organize and systematize all technical information on the activities of the executive units, as well as on potential areas for forest restoration, and formulate the scientific information required to ensure the quality of the restoration activities;

The **Communication & Marketing Working Group** will prepare and implement AFRP's reporting strategies and its internal and external communication efforts;

The **Public Policy Working Group** will orchestrate the various players, with a view to proposing and implementing legislation and other mechanisms that further the activities of forest restoration and the conservation of forest remnants in the Atlantic Forest domain.

The function of the WGs is to support the AFRP Steering Committee and Executive Office, ensuring that issues are rigorously studied and participating in the AFRP decision making process.

Designation of the institutions that will make up the Working Groups is the responsibility of the Steering Committee, and is done by means of a Document of Appointment drawn up specifically for that purpose, which is to be attached as part of this Protocol.

Joining and Participation

The participation of institutions, as members of the AFRP, begins with a voluntary formal expression of interest, in which the institution declares that it is aware of, agrees with and commits itself to observing the AFRP Protocol. Formal membership is conferred with the signing of the Declaration of Adherence and written approval of the application by the AFRP Steering Committee.

Applications are approved, revised or rejected following analysis of the institution's application form by the Steering Committee, according to the requirements under the respective category, as follows:

- **Executor:** an AFRP signatory organization that carries out specific restoration projects registered as AFRP executive projects, according to criteria and procedures defined by the Steering Committee. In order to develop or orchestrate a number of restoration projects that are concentrated within a certain region or that are classified under related themes, the AFRP could use Decentralized Management Units, which are to be recognized according to criteria that are to be defined by the Steering Committee;
- **Research and Diffusion Center:** an institution that carries out research and generates scientific knowledge and/or carries out activities to disseminate knowledge relating to the restoration of ecosystems within the Atlantic Forest and other related activities (e.g.: colleges, universities, research centers, training centers, etc.). To become an AFRP signatory as a Research and Diffusion Center, the institution must be developing research and making knowledge available for the benefit of or in partnership with an AFRP signatory and/or for the general activities of the AFRP, as well as meeting the above mentioned requirements.
- **Formulator of Public Policies:** an institution that must be involved and participating in and/or promotes discussion surrounding the development of laws, regulations or programs relating to the restoration of the Atlantic Forest, and may be a government body or a non-governmental institution (NGO, Forum, Council, etc.).
- **Sponsor or Donor:** an institution – private company, foundation, specific fund or government fund – that is financing and/or sponsoring the projects of signatories and/or AFRP institutional activities.

The Steering Committee will define the criteria for the participation of legal entities and private individuals. The latter will be restricted to those individuals who have already made an important contribution to the restoration of the Atlantic Forest (researchers specializing in the subject, rural landowners with

tangible projects, etc.) and are to be determined by the Steering Committee on a case by case basis.

Registration will be periodically renewed, as part of the AFRP monitoring process. Failure by a signatory to update its information, when requested by the Steering Committee, will lead to possible cancellation of membership.

Collaborators and partners

The AFRP will maintain a register of collaborators and partners. The latter include those institutions (and individuals) whose work in favor of restoration merits recognition and disclosure, but who should not, or do not wish to be formal members of the AFRP. The categories of collaborators and partners include:

- **Producer of Seeds and Seedlings:** an institution that carries out activities related to forest restoration within the Atlantic Forest domain, by producing seeds and seedlings of native species. THIS CATEGORY DOES NOT REQUIRE MEMBERSHIP, just REGISTRATION.
- **Services and other Input:** a private individual or legal entity that provides services and other input directly related to the development of forest restoration activities and/or the promotion, publicizing and management of the AFRP (Ex: transportation companies, designers, translators, agencies, GIS, writers, photographers, lawyers, etc.) – THIS CATEGORY DOES NOT REQUIRE MEMBERSHIP, just REGISTRATION (by recommendation of a signatory).
- **Volunteer:** a private individual who wishes to voluntarily promote the activities and projects of the AFRP within society. (celebrities, journalists, supporters of the cause, diverse professionals, etc). THIS CATEGORY DOES NOT REQUIRE MEMBERSHIP, just REGISTRATION.
- **Those wanting to register their area for restoration:** a private individual or legal entity that owns areas that are available for forest restoration and wishes to register them on the AFRP database, for

possible future restoration. The AFRP does not guarantee the restoration of these areas. THIS CATEGORY DOES NOT REQUIRE MEMBERSHIP, just REGISTRATION.

General Provisions

The expenses incurred by the Executive Office and supporting the activities of the Steering Committee and of the Working Groups are to be funded from the resources provided by donations, partnerships and other formal arrangements, sponsorship, and the products and services generated by the AFRP itself.

The financial resources are to be handled by the Executive Office, under the responsibility of the Executive Secretary, through a specific AFRP account or accounts, which are to be managed in accordance with the decisions of the Steering Committee.

In order to develop the activities of the AFRP, it may be necessary to engage the services of specialized consultants, with a view to carrying out specific work or studies, possibly with the support of one or more Working Groups.

Model projects are to be developed, making the most of ongoing activities and initiatives of AFRP partners and collaborators, to serve as examples to new members. Implementation of the monitoring methodology and auditing of the AFRP projects, including the training of entities interested in performing these activities, will also be initiated.

Regional events are also planned, with the aim of publicizing and attracting local players to join the AFRP, providing courses and training in forest restoration for such players in the principal regions of the Atlantic forest domain, and developing centers of excellence in the field of forest restoration and related themes (environmental services).

Members of the AFRP shall support activities related to the conservation of forest remnants within the Atlantic Forest domain, either by the creation and implementation of Conservation Units or through other mechanisms and economic instruments, knowing that the viability and maintenance of these



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ecosystems depend on the integration of strategies and activities aimed at the conservation and restoration of this biome.



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