



**Marcelo Pedroso
Brazilian Tourism Board
(Embratur)**

**BRAZIL,
ON A PATH TO BECOMING A
GREEN POWER**

WE ARE NO LONGER A DEFORESTER COUNTRY

UN acknowledges Brazil as a world leader in environmental protection

2009: lowest deforestation rate in 20 years

Brazil intends to reduce greenhouse gas emissions up to 38.9% and deforestation up to 80% by 2020

Annual budget (estimated) of US\$ 500 million

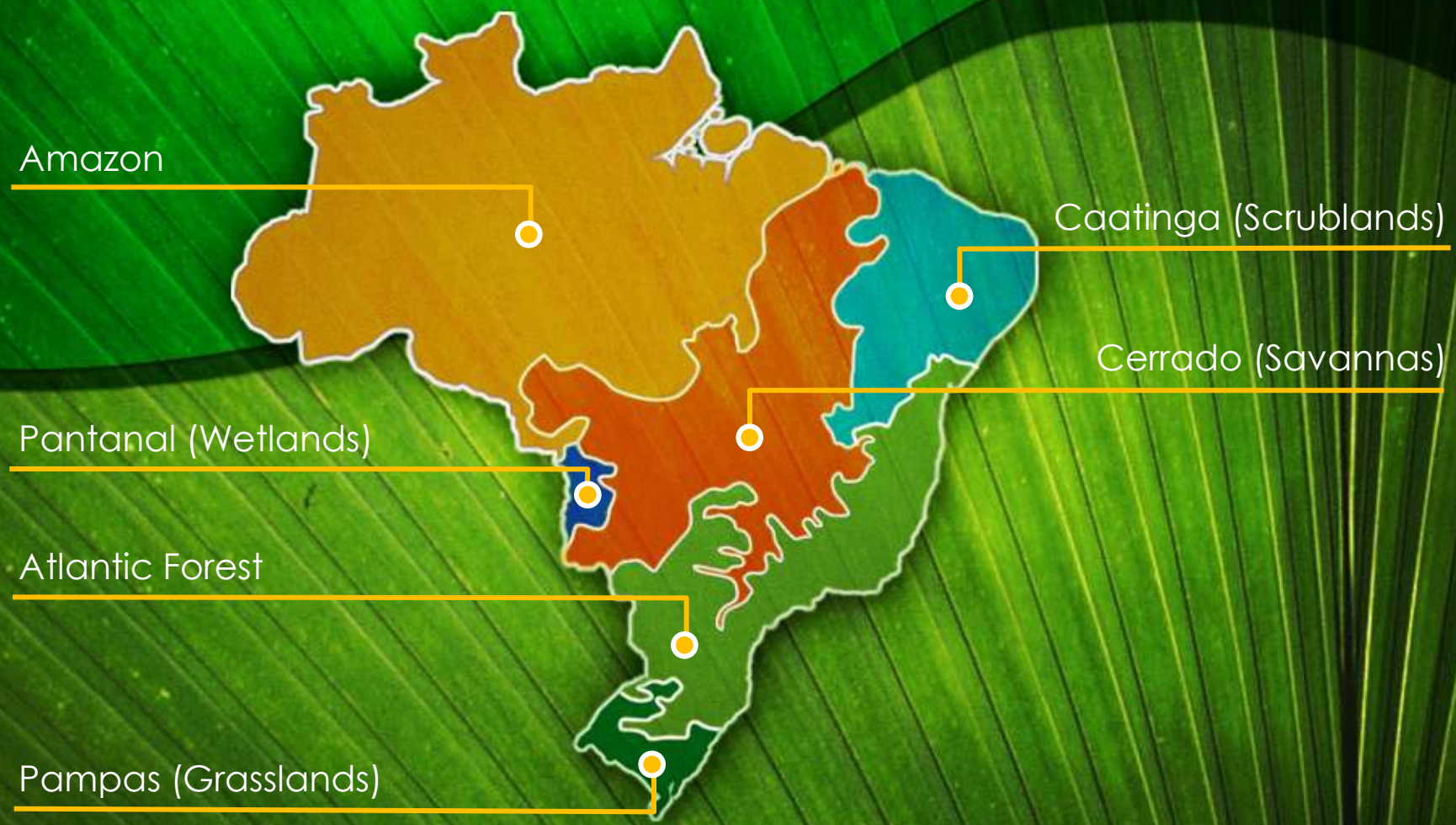
**25 million people live in the
Brazilian Amazon**

**The region covers the states
of Acre, Amapá, Amazonas,
Mato Grosso, Pará,
Rondônia, Roraima,
Tocantins and part of
Maranhão**

**There are 5 million square
km (3.3 million square km of
forests). This represents 60%
of the Brazilian territory**



BRAZILIAN BIOMES



LONG TERM FUNDS

National program for protection of areas in the Amazon (since 2003):

- **2010-2013: International financial support of US\$ 131 million and US\$ 25 million from the Brazilian government**
- **2014-2017: creation of 20 million hectares of new protected areas**



ENDING DEFORASTATION IS POSSIBLE

Research (Science Magazine - 2009)

Up to US\$ 18 billion to aid
Brazil in ending
deforestation in the next 10
years.

This would decrease global
emissions of CO by 5%



A vibrant background image of a rainforest. The top half shows large, bright green leaves, possibly from a rubber tree. The middle and bottom sections are dominated by a dense canopy of palm trees, with their fronds creating a complex, geometric pattern. In the bottom right corner, a blue butterfly with intricate patterns on its wings is visible, partially overlapping the green text box.

PROTECTING THE LAST LARGE CONTINUOUS AREA OF RAIN FOREST AND THE GREATEST BIODIVERSITY ON THE PLANET

- **Plan of Action for Science, Technology and Innovation for National Development**
- **Articulation among Science and Technology Departments in Amazonian states**
- **Action Plan for Prevention and Control of Deforestation in the Amazon**
- **Satellite monitoring**

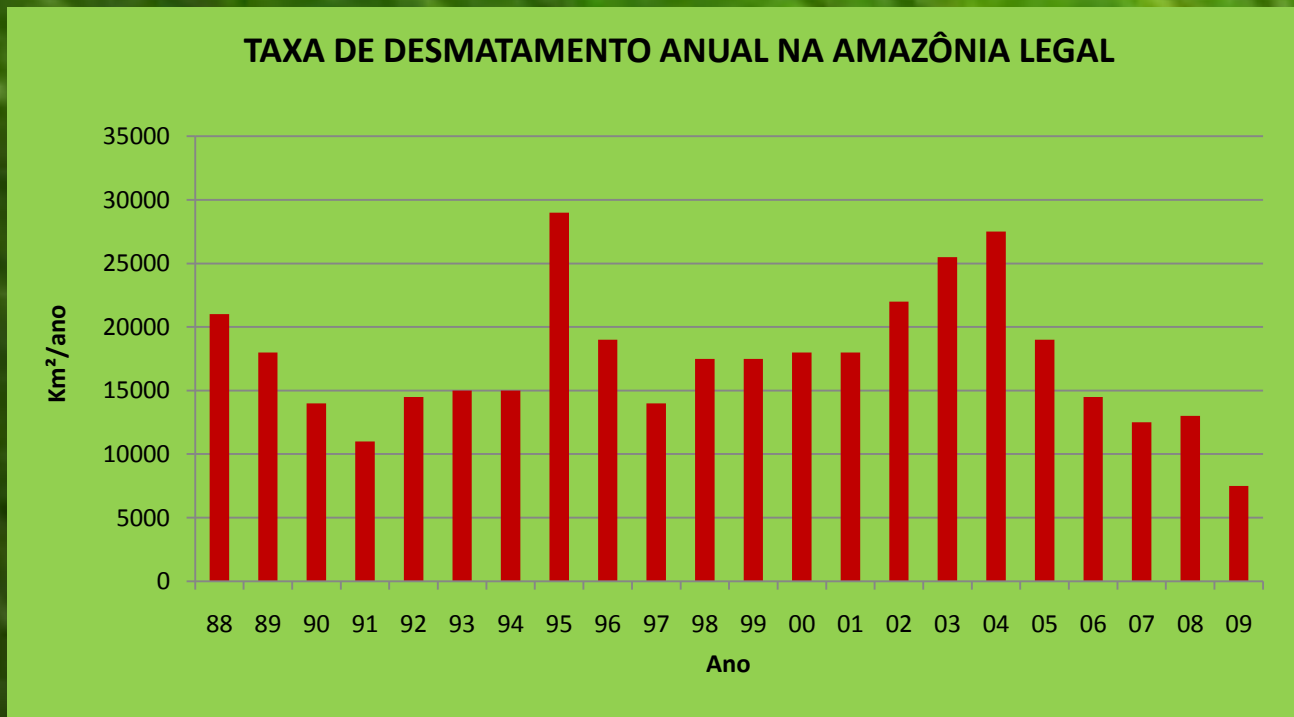
A vibrant green background featuring a dense rainforest scene. In the foreground, a large blue butterfly with yellow and black markings is visible on the right side. The background is filled with various tropical plants, including large green leaves and palm fronds.

PROTECTING THE LAST LARGE CONTINUOUS AREA OF RAIN FOREST AND THE GREATEST BIODIVERSITY ON THE PLANET

- *“The Forest allowance”* (Bolsa Floresta) in the Amazon;
- Monitoring National Burn;
- Environmental registration of rural properties;
- National Biodiversity Policy and an advanced environmental legislation;
- Ecological Corridors and participatory committees;

In 2009, Brazil recorded the lowest rate of deforestation in the Amazon over the last 20 years : 42% over 2008

In 2010, it is estimated that this rate will be even lower



TOURISM AND SUSTAINABILITY

Ministry of Tourism: The Amazon as an actual living experience

- **Discovering the Amazon “that is not on the map”**
- **Sustainable tourism projects supported since 2008: community-based**
- **Tourist Profile: 20 to 40 years, high income and education and engagement**
- **2008/2010: support for 51 community-based tourism projects across the country**

US\$ 18 million in federal funds that benefit more than 8,400 people

Objectives:

- Mobilize and organize communities
- Elaborate studies and inventories
- Create itineraries
- Qualify destinations and professionals
- Give marketing support

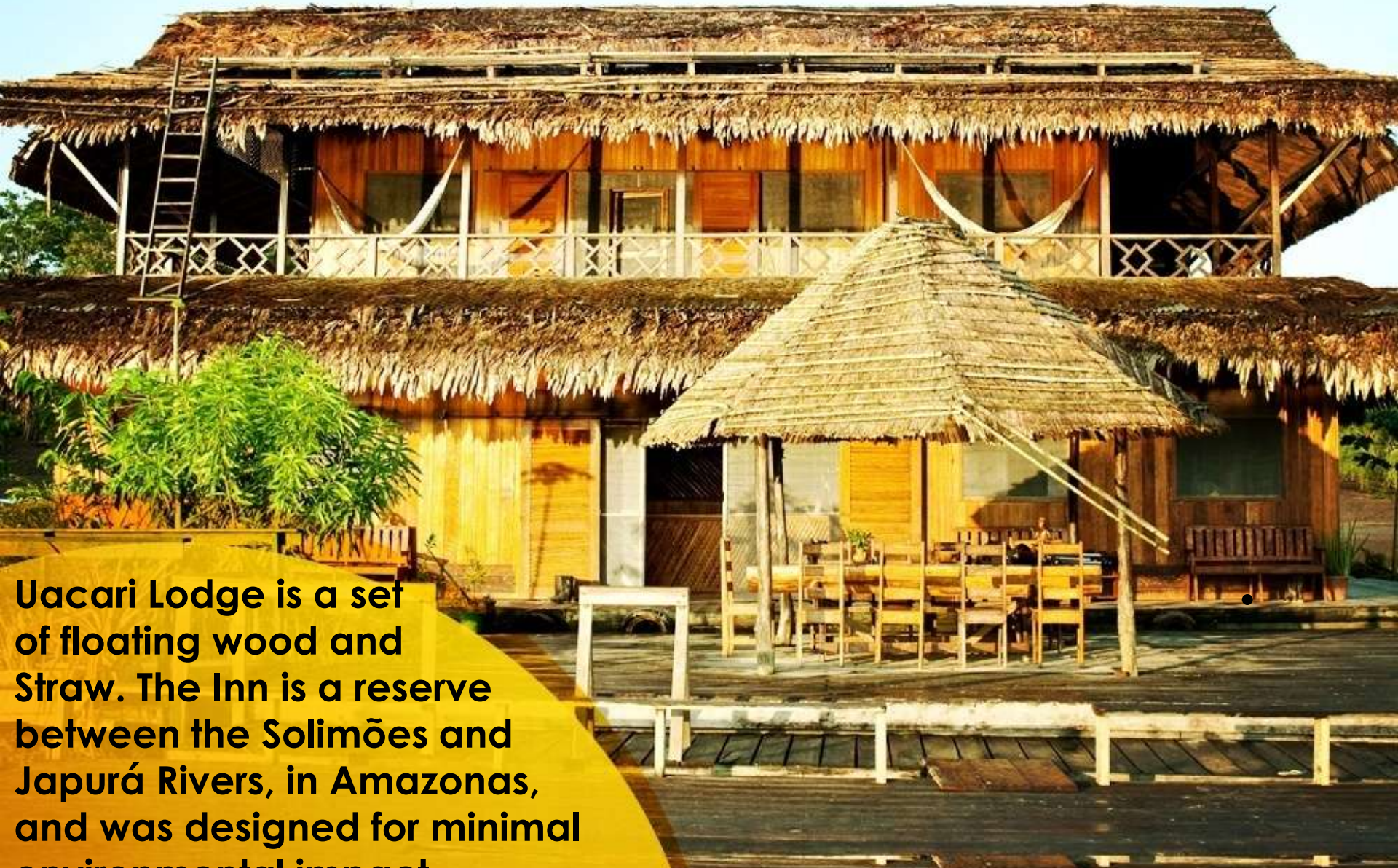


TOURISM AND SUSTAINABILITY

COMMUNITY-BASED PROJECTS IN BRAZIL



MAMIRAUÁ



Uacari Lodge is a set of floating wood and Straw. The Inn is a reserve between the Solimões and Japurá Rivers, in Amazonas, and was designed for minimal environmental impact.

MAMIRAUÁ



Award for best ecotourism destination by the Condé Nast Traveler (2003)

Current federal investments: US\$
580 thousand

CRISTALINO LODGE



Internationally known

**Completely sustainable space
that attracts small groups of
tourists interested in conscious
experimentation of the forest**

CRISTALINO LODGE



Authentic Ecolodges
(by Hitesh Mehta) chose the
Cristalino among the best 36
ecolodges in the world

Award as a leading
sustainable destination by
Condé Nast Traveler (2008)

VILA DO PESQUEIRO - MARAJÓ ISLAND

A row of colorful, elevated wooden houses with tiled roofs and decorative railings, situated on a sandy beach with palm trees in the background. The houses are built on stilts and feature various colors like orange, yellow, and blue. The railings have intricate geometric patterns. The roofs are made of reddish-brown tiles. The background shows lush greenery and palm trees under a clear blue sky.

Almost US\$ 800 thousand in federal funds that benefit hundreds of people

Tourists can stay with the local families and learn about sustainable fishery

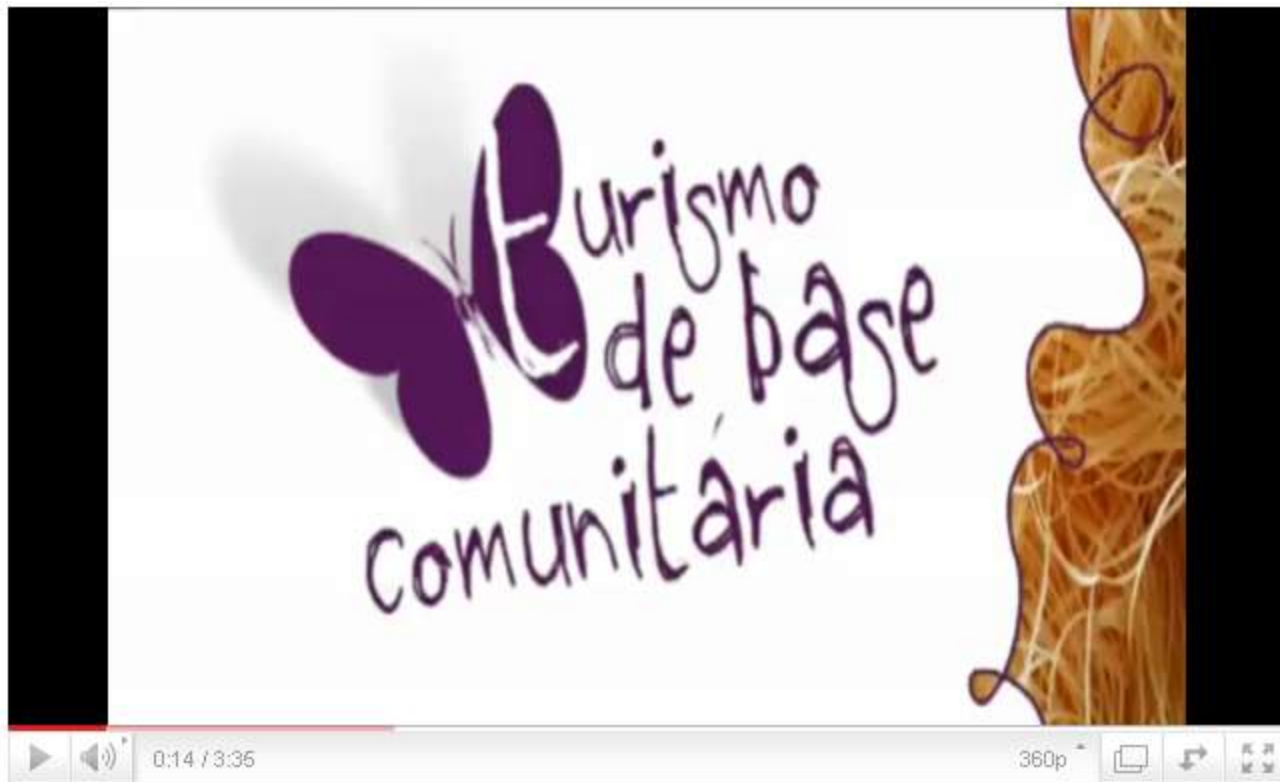
“FINDING PROJECT” MARAJÓ ISLAND

Learning about
artisanal extraction
of the andiroba oil,
sustainable management of
the crab, watching typical
dance presentations and
tasting delicacies

More than US\$ 1,6 million in
federal investments in Pará



COMMUNITY-BASED PROJECT: ILHA DO MARAJÓ (BELÉM DO PARÁ, BRAZIL)



SERINGAL CACHOEIRA (ACRE, BRAZIL)

A photograph of a dense, lush green forest. In the foreground, a large, well-developed tree with a thick trunk and a wide, spreading canopy of bright green leaves stands prominently. The background is filled with a thick wall of similar green foliage, creating a sense of depth and a vibrant, natural environment. The lighting is bright, highlighting the textures of the leaves and the structure of the trees.

Since 2007, the government of the state of Acre invests in sustainable tourism

- 1. Ecological Inn in Chico Mendes Extractive Reserve (200 km from Rio Branco);**
- 2. Tourists can learn about the rubber cycle;**
- 3. Families in an area of 24,000 hectares survive on sustainable forest management;**
- 4. Production sold to cooperatives and marketed within and outside of Acre;**
- 5. Conservation of the forest is an ally to social development, not a barrier;**

SERINGAL CACHOEIRA (ACRE, BRAZIL)



TOURISM AND SUSTAINABILITY IN THE AMAZONIAN STATES

**Acre:
US\$ 46 million in
the consolidation
of tourist routes,
strengthening of
local crafts and
promotion of
national and
international
events**

**Amazonas:
Ecotourism is the main
attraction. The local
program “Zona Franca
Verde” (Green Free Zone)
generates wealth from the
sustainable use of natural
resources**



TOURISM AND SUSTAINABILITY IN THE AMAZONIAN STATES

**Amapá
encouraging
sustainable
tourism in 77% of
the state**

**Mato Grosso
creation of a Forum
and a State Board of
Tourism with
decentralized and
participatory
management**

An aerial photograph of a wide, dark river winding through a dense, green Amazon rainforest. The river has several meanders and small islands. The text is overlaid on the image in white, bold, sans-serif font.

TOURISM AND SUSTAINABILITY IN THE AMAZONIAN STATES

Maranhão
Tourism
development
plan that
reaches 13
poor cities

Pará
US\$ 44 million for the
development of
sustainable tourism
and the creation of
areas of sustainable
management of
wood

An aerial photograph of a winding river flowing through a dense, lush green forest. The river is dark and meanders through the landscape, creating several sharp turns. The surrounding forest is a vibrant green, with some lighter patches indicating cleared areas or different vegetation types. The overall scene is a natural, undisturbed environment.

TOURISM AND SUSTAINABILITY IN THE AMAZONIAN STATES

Rondônia
It's structuring
an ecotourism
region

Tocantins
15 years
protecting
Amazonian
turtles

PROMOTIONAL VIDEOS OF THE STATES MADE BY THE BRAZILIAN MINISTRY OF TOURISM



Amazonas



Mato Grosso



Pará



Tocantins



Maranhão



Sensational!

