The Economics of Ecosystems and

Biodiversity

Brazilian Natural Capital Initiative



Communication makes the value of ecosystem services visible

Side-event Korea, CBD COP12, CEPA Fair October, 2014

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Communicating biodiversity values

- ➤ Union for Ethical BioTrade (UEBT) Barometer 2013:
- Biodiversity awareness is particularly high in emerging economies like Brazil and China, highlighting the growing importance of biodiversity for business.

Brazil



96% aware of biodiversity in Brazil. Correct definitions of biodiversity slowly rises. Awareness is driven by documentaries, school and advertising.

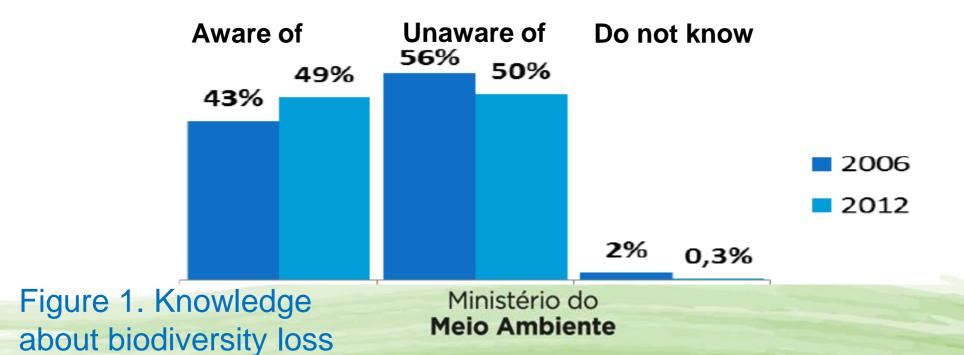
51% defines biodiversity correctly

25% defines biodiversity partially

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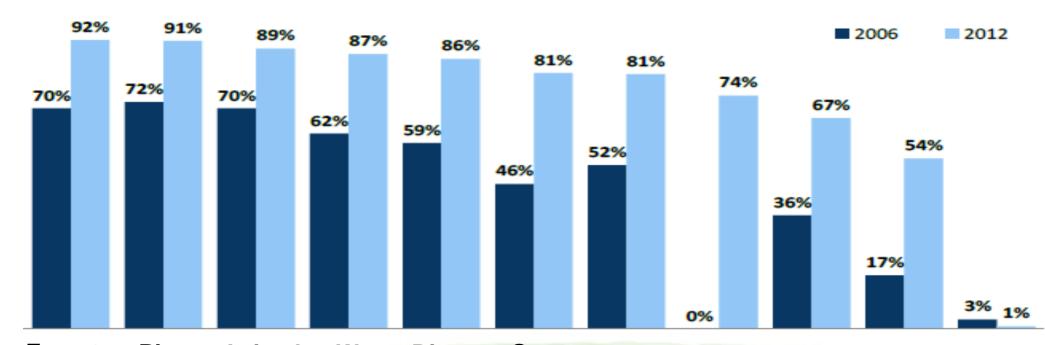
Communicating biodiversity values

- Half of Brazilians are aware or have heard about biodiversity loss, and the other half are unaware of the theme (MMA/SAIC,2012)
 - ➤ Knowledge scenario had improved: in 2006, **43**% of respondents said they were aware of biodiversity **loss**.



Communicating biodiversity values

- It also increased the population's ability to point out the elements that are part of biodiversity:
 - In 2006 only 36% of respondents stated that, ie, human beings were part of biodiversity; in 2012, this percentage nearly doubled, rising to 67%.
 - It can be inferred that the design has been changing positively to a more sophisticated notion of what the environment is.



Forests Plants Animals Water Rivers
Figure 2. Knowledge about
biodiversity elements

Meio

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Minerals Humans Cities Do not know

Communicating ecosystem services

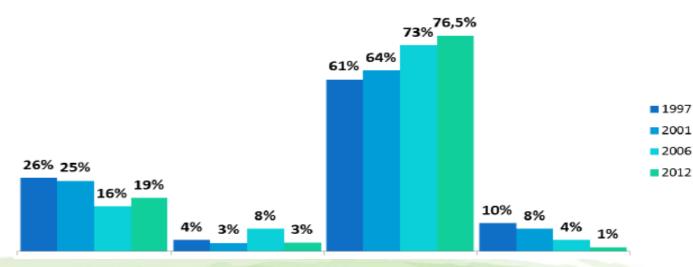
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> "The way we use water, before long we will not have water to drink"

80% 82% 75% 55% 1997 2001 35% 2006 2012 19% 13% ^{15%} 5% 4% 2% 1% Neither agree Neither agree Agree Do not know totally/partially nor disagree nor disagree

➤ "Concern for the environment in Brazil is exaggerated."

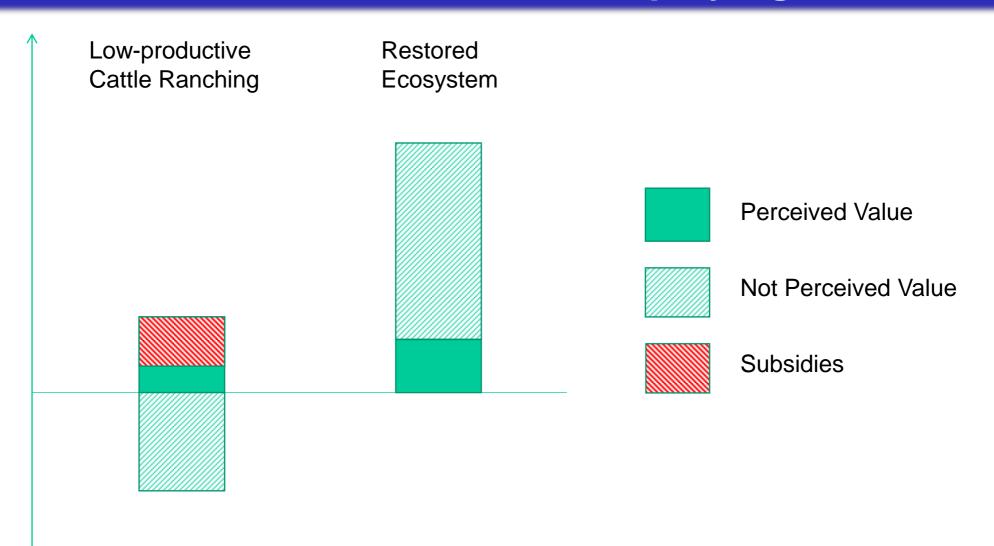
Figure 3 and 4. Opinions about statements related to enrivonmental issues



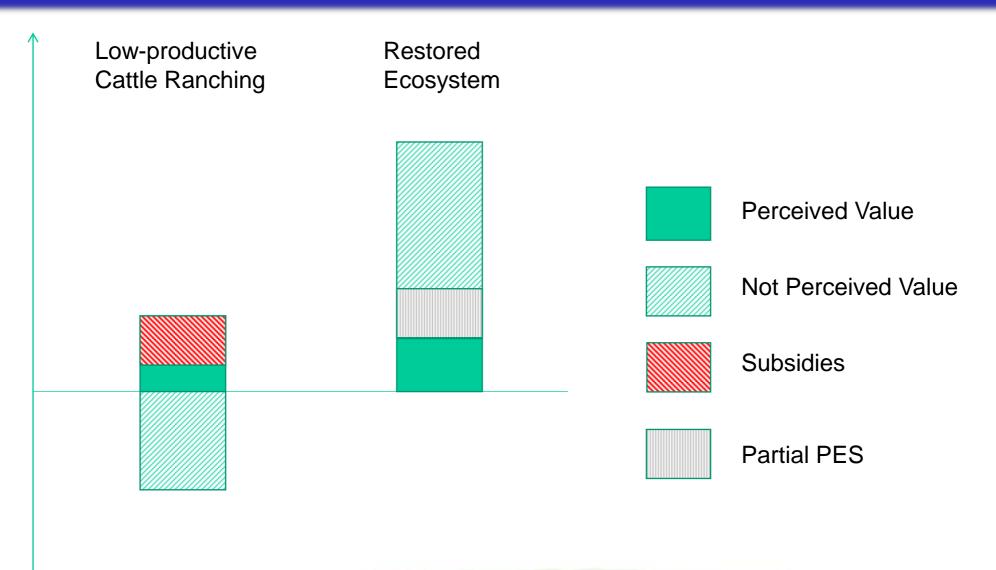
Forest Restorarion: the current playing field



Forest restoration: Level the playing field

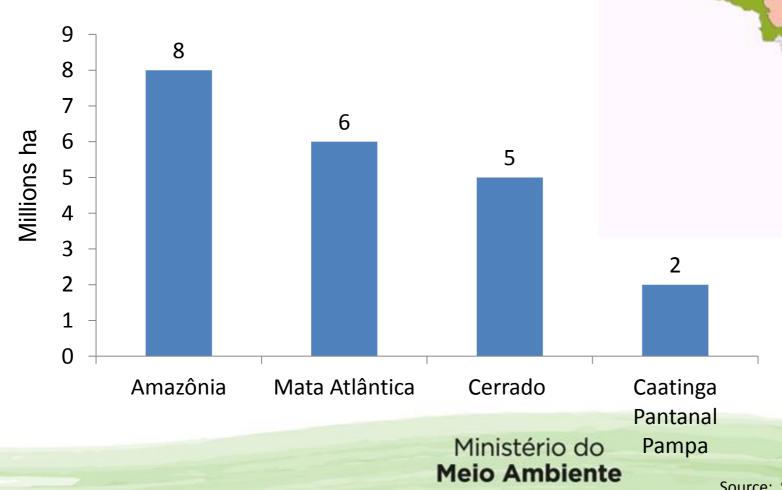


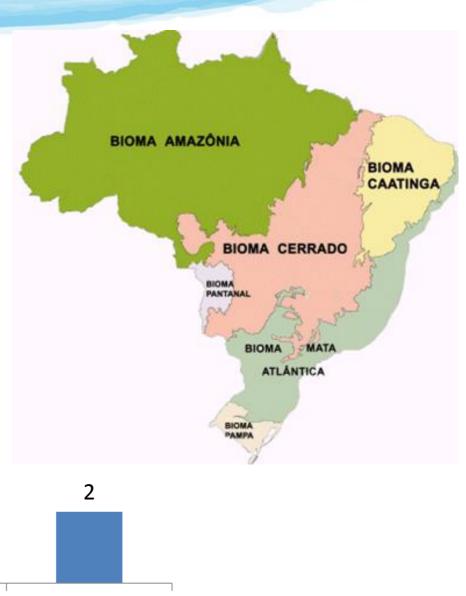
To further level the playing field



Legal deficits in native vegetation Amazon (AM) Caatinga Roraima 70° W Cerrado (CA) (CE) Amapá Pantanal Atlantic (PT) 0°-Forest Pampas (AF) 40° W Amazonas Pará Ceará Rio Grande do Norte Maranhão Paraíba Acre Pernambuco 10° 5-Alagoas Tocantins Rondônia 70° W Sergipe Compliance levels Distrito Grosso Federal > 300% Bahia Gisão 70% - 300%60° W Minas 50% - 70% Gerais Matd Espírito Santo 20° S-Grosso 20% - 50% 20° 5 0 -20% 40° W -20% - 0States Rio de Janeiro -50% — -20% **Biomes** São Paulo -70% — -50% Paraná Main rivers -90% — -70% Santa Catarina <-90% 30° S-- 30° S Ri o FC inapplicable Grande do Sul 500 1000 km Source: Soares-Filho et al. (2014)

These deficits amount to about 21 million hectares across multiple biogeophical regions





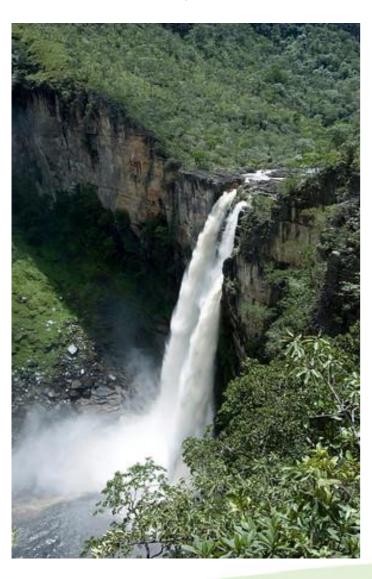
Source: Soares-Filho et al. (2014); IBGE (2004)

The Vegetation Recovery National Plan consists of 8 keystrategies but the first is the foundations of our effort

Launch a multi-year **Awareness** communications movement targeting farmers, agribusiness, urban citizens, and opinion leaders to build awareness of what native vegetation recovery is, what its benefits are, and how to get involved



Thank you!



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