



Communication,  
Education and  
Public Awareness  
**CEPA Fair**

## The Value of Protected Areas for the Brazilian Society: A Video Series Naturally Brazilian

Presented by the Ministry of Environment, Brazil

Brazil has developed a series of short videos (1-6 minutes) to mainstream protected areas, ecosystem services, endangered species and social engagement for conservation in Brazil.

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The video series was idealized to promote the desire of the global society to preserve the Brazilian natural paradise for future generations. Launched officially in August 2018, the videos were produced by the [Chico Mendes Institute for Biodiversity Conservation \(ICMBio\)](#) and the [Ministry of the Environment \(MMA\)](#) of Brazil with the support of the [Federal Ministry for the Environment, Nature Conservation and Nuclear Safety \(BMU\) of Germany](#) within the framework of the [International Climate Initiative \(IKI\)](#). [Deutsche Gesellschaft für Internationale Zusammenarbeit \(GIZ\) GmbH](#) has offered technical support to the multimedia production in the context of the projects “Conserving Biodiversity by Integrating Ecosystem Services into Public Policy and Business Action – Regional-Local TEEB” and “Consolidation of the Brazilian System of Protected Areas (SNUC) – LifeWeb”. All videos have captions in English. A brief explanation of each multimedia piece follows below:

### **MAIN VIDEO | 6'23" | [The Value of Protected Areas for the Brazilian Society](#)**

This is the main multimedia production. It presents the role of protected areas for nature conservation and their positive benefits – the provision of ecosystem services – to the Brazilian society. Other multimedia pieces derive from it. [Watch >](#)

### **MAIN VIDEO [Reduced Version] | 2'53" | Where our Lives Pulsate**

This is a reduced version of the 6 minutes main video. Basically, it shows how protected areas are part of Brazilians daily lives and urges society to take part to protect them.

### **SHORT VIDEO | 1'34" | Visiting Brazilian Natural Parks**

Visiting parks means promoting nature conservation. This short video demonstrates this relation and invites society to visit Brazilian natural parks.

### **SHORT VIDEO | 1'38" | Taking Care of the Brazilian Patrimony**

Brazil is one of the countries with the greatest territorial extension in protected areas. This video clips the relevance of this territory not only for Brazil but for the whole planet in order to achieve global biodiversity targets.

### **SHORT VIDEO | 1'43" | The Benefits of Nature**

This video explains the benefits of ecosystem services and how they guarantee life on Earth.

### **SHORT VIDEO | 1'41" | Partners of Nature**

Collecting natural products. Scientific research. Ecotourism. Environmental education. This video examines the relevance to nature conservation of local communities inside protected areas and their traditional knowledge.

### **SHORT VIDEO | 1'32" | Social Participation**

In this video, the role of volunteers and representatives of society acting in and for protected areas is explored as examples of social engagement.

### **SHORT VIDEO | 1'29" | Protecting Endangered Species**

This video points out why nature conservation in Brazil must increase protection of endangered habitats and species, and how ICMBio National Research and Conservation Centres and 50,000 researchers work towards this goal.