

P&G SUPPORTS FOREST LANDSCAPE RESTORATION PLANNING IN BRAZIL'S ATLANTIC FOREST

PARTNER



LOCATION



THE ATLANTIC FOREST, BRAZIL

Plans for impactful forest restoration and land-use rehabilitation will be developed for several locations in the Atlantic Forest in the State of Espírito Santo.

PROJECT SCOPE

- P&G Family Care, together with its pulp supplier [Suzano](#), is supporting WWF's forest landscape restoration planning efforts in the Atlantic Forest on Brazil's east coast.
- Specifically, WWF will lead a two-year effort, in close collaboration with Suzano and other local partners, to produce forest landscape restoration and rehabilitation plans for several degraded forest and agricultural landscapes within the State of Espírito Santo.
- This effort will lay the groundwork for successful future implementation focused on re-establishing ecological integrity, improving ecosystem services, particularly around water, and enhancing community livelihoods.

BACKGROUND

- Stretching along South America's east coast and extending inland, including portions of Brazil, Argentina, and Paraguay, the Atlantic Forest is one of the world's most ecologically diverse but endangered rain forests, with only 12% of the original forest now remaining.
- There is an urgent need to protect, reconnect, and restore what remains of this once great forest in ways that prioritize local community needs and incorporate social and environmental safeguards.
- Without interventions that balance conservation and responsible agricultural and forest plantation production, the Atlantic Forest will lose its ability to provide ecosystem services for local communities, nature, and businesses.
- 70% of Brazil's GDP is generated in the Atlantic Forest region.
- The Atlantic Forest is the source of drinking water for 60% of Brazil's population as well as an essential source of water for businesses.
- The State of Espírito Santo has experienced significant loss of natural ecosystems and is currently facing a water crisis.
- The State of Espírito Santo has made a commitment to restore significant areas of degraded lands back to forests and is part of the [Atlantic Forest Restoration Pact](#) that aims to restore 15 million hectares across the region by 2050. WWF aims to help the state government achieve its goals.
- The [UN Decade on Ecosystem Restoration](#) calls on governments, civil society, businesses, and others to take bold action on ecosystem restoration.
- For more than 15 years, WWF-Brazil has been advancing conservation efforts in the Atlantic Forest, focusing on combining human well-being with the conservation of biodiversity and soil and water resources. These efforts have included research and conservation related to threatened species such as jaguars; creation and improvement of public and private protected areas; and establishment of biodiversity corridors to connect fragmented forest areas.
- More than one-third of P&G's Family Care fiber supply is imported from the State of Espírito Santo.
- P&G's support for forest landscape restoration planning demonstrates leadership and a business commitment to halt further degradation and accelerate global restoration efforts.



IMAGE LIBRARY

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© Cecilia Alcoreza/WWF | Native species nursery in Atlantic Forest, Espírito Santo



© Cecilia Alcoreza/WWF | Atlantic Forest flora



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© Michele Gunther/WWF | Maroon-bellied conure (*Pyrrhura frontalis*) of Atlantic Rain Forest, Espírito Santo

