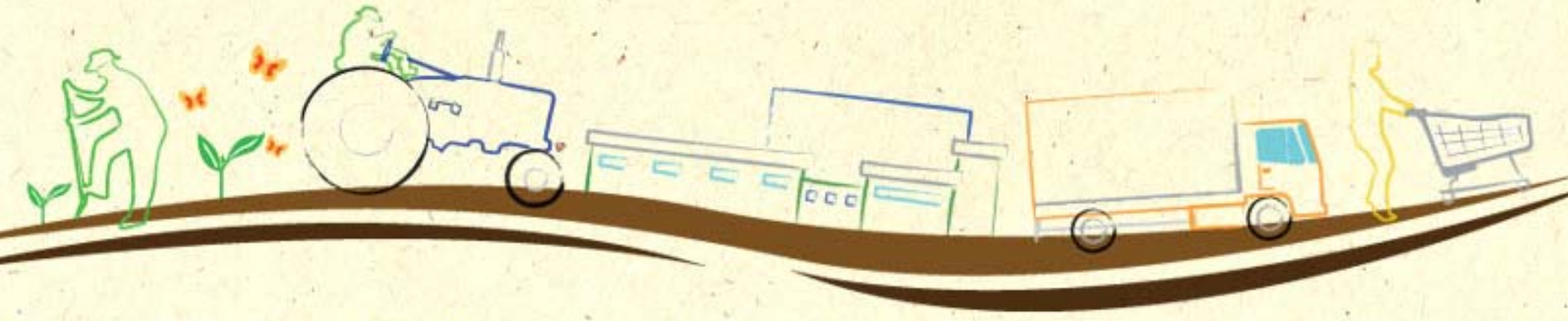


Environmental conservation and coordination aspects – The Nature Conservancy Case Study in Brazil”

The Nature
Conservancy 

Proteger a natureza é preservar a vida.



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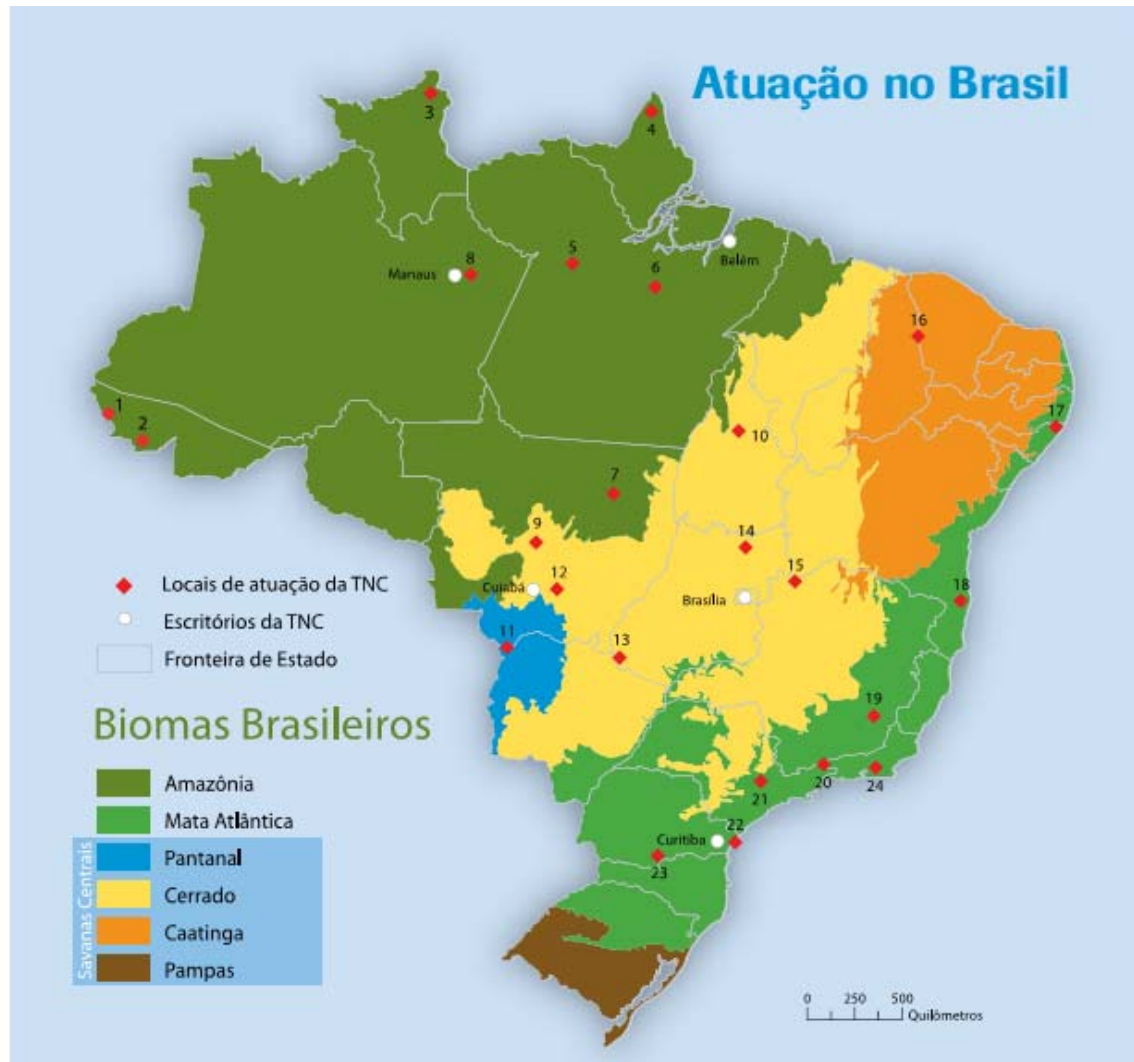
PENSA

Agribusiness Knowledge Center

www.pensa.org.br

How to promote environmental conservation and maintain the productive chains (grain and biofuels) in areas under heavy economic pressure (Central Brazil and Amazon)?

TNC – THE NATURE CONSERVANCY IN BRAZIL



TNC – THE NATURE CONSERVANCY

Pilot Projects:

Lucas do Rio Verde/MT, Angélica/MS and three more.

Objectives:

- Guarantee the compliance of the Forest Code in the rural farms.
- Guarantee the effectiveness of the application(application with the necessary technology) of the code.
- Involve other *stakeholders*.

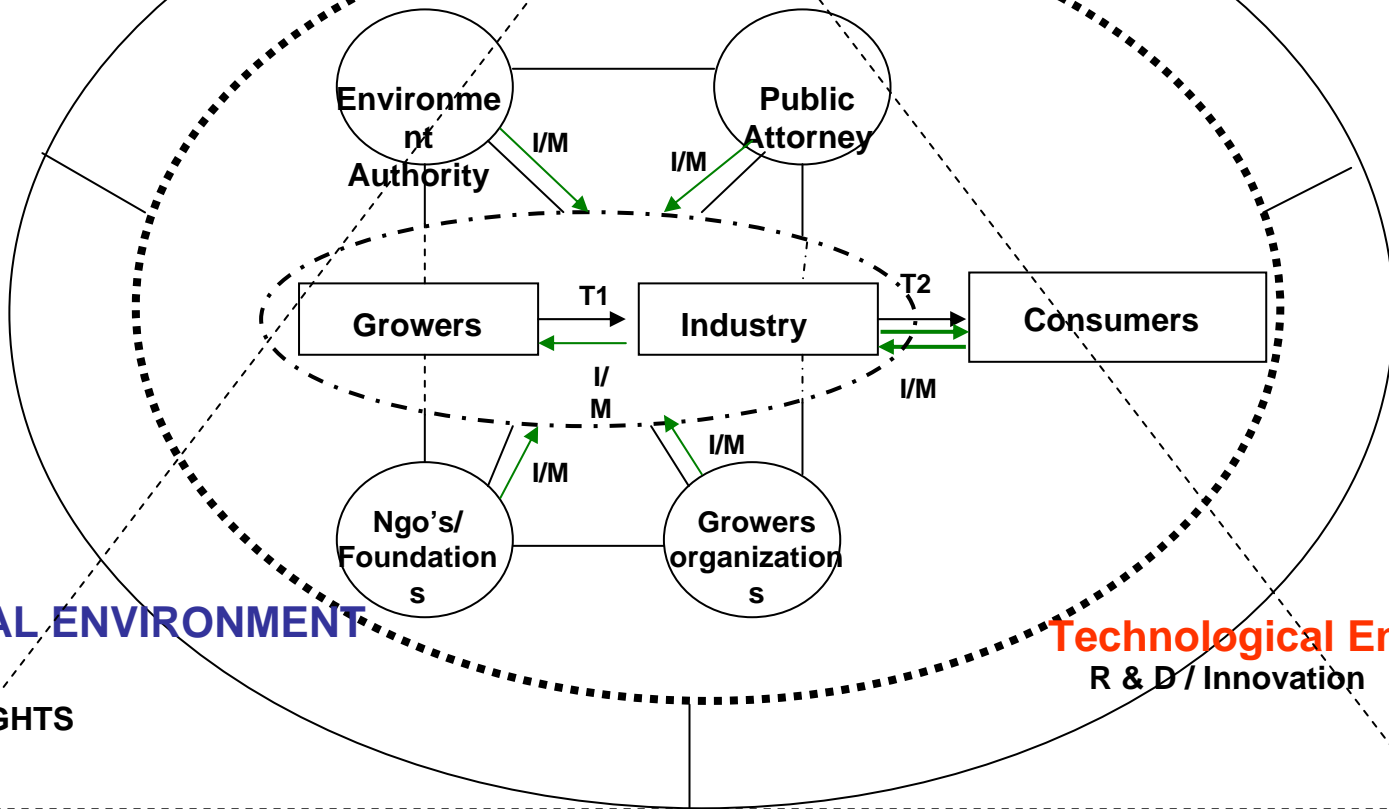
Phases:

- Phase 1 – Diagnostic of the Environmental Problems;
- Phase 2 – Identification of conservation areas for compensation.

ORGANIZATIONAL ENVIRONMENT

Financing Institutions
Research Institutions
NGo'S

GOVERNANCE



INSTITUTIONAL ENVIRONMENT

LEGISLATION
PROPERTY RIGHTS

Technological Environment

R & D / Innovation

SOME BASICS

Command and Control (punishment) – Presently in use. The modification of the behavior of the agents are induced by the enforcement of the legal system: technical and environmental parameters.

Economic – Based in the power of the market. The economic agents polluters and users-internalize environmental aspects in a social desirable way in their decisions. It is based in the polluter payer principle.

Payment for Environmental Services – Benefits that the environment disposes to the society. The growers don't have yet adequate incentives to provide these services.

There is a lack rules to define the ways and mechanisms of these services and the necessary pacts between economic agents to realize the effective implementation of the compensation services for Legal Reserves.

RESULTS – LUCAS DO RIO VERDE

- PHASE 1 finished– diagnostic of the environmental problems– 680 growers involved
- Coverage of 99,9 % of the county area ;
- 12% of the environmental problems – of a total of 612.000 ha, problems in 74.600 ha
- Isolation of APPs;
- Beginning of PHASE 2 – identification of compensation areas that have environmental value.
- Focus in the recuperation of the environment and not in the punishment of the growers (education)–rebating of 90% of the value of the administrative tickets , the possibility of paying in installments when the agreement with the Public Attorney is signed.
- Multiplying effect- Program of Environmental regularization called - “Mato Grosso Legal”. Extension to the whole state of Mato Grosso.

RESULTS – ANGÉLICA/MS

- Project in Implementation– Phase 1;
- Contact with extension and environmental authorities teams – explanation of the project and establishment of partnerships;
- Contact with potential sugarcane suppliers – explanation of the project explanation of the project ;
- Acquisition of 1.458 ha for self compensation of producing areas of the mill.

CRITICAL FACTORS

Challenges :

- turn feasible the economic solution for the environmental problem;
- Build a replicable model to use in other regions;
- Create “expertise” so that this initiative can be implemented by other agents.

Critical Factors:

- Governance – horizontal and vertical coordination
- Institutional Environment – legal framework / Property Rights
- Technological Environment
- Organizational Environment– Support organizations (credit, research, NGOs)
- Incentive and Control mechanisms



**FOCUS: ENVIRONMENTAL CONSERVATION WITH REDUCTION OF-
PRODUCTION AND TRASANCTION COSTS**

NEXT CHALLENGES

- Identification of areas for conservation;
- solve the problems related with appropriation of property rights of different growers in the same area;
- feasibility of credit/financing lines to solve the problems of : recuperation of Areas of Permanent Preservation and/or acquisition of compensation areas.
- Implementation of the model of Payment for Environmental Services. Legal and political aspects.
- Opportunity for new businesses focusing in the environmental sustainability- environmental services, conservation areas market, etc..

Issues to be discussed

- How could this model be replicated in other regions of the country or even the world?
- How to turn operational the systems of payments for Environmental Services and hoe to attract the international investors to put money in these systems?