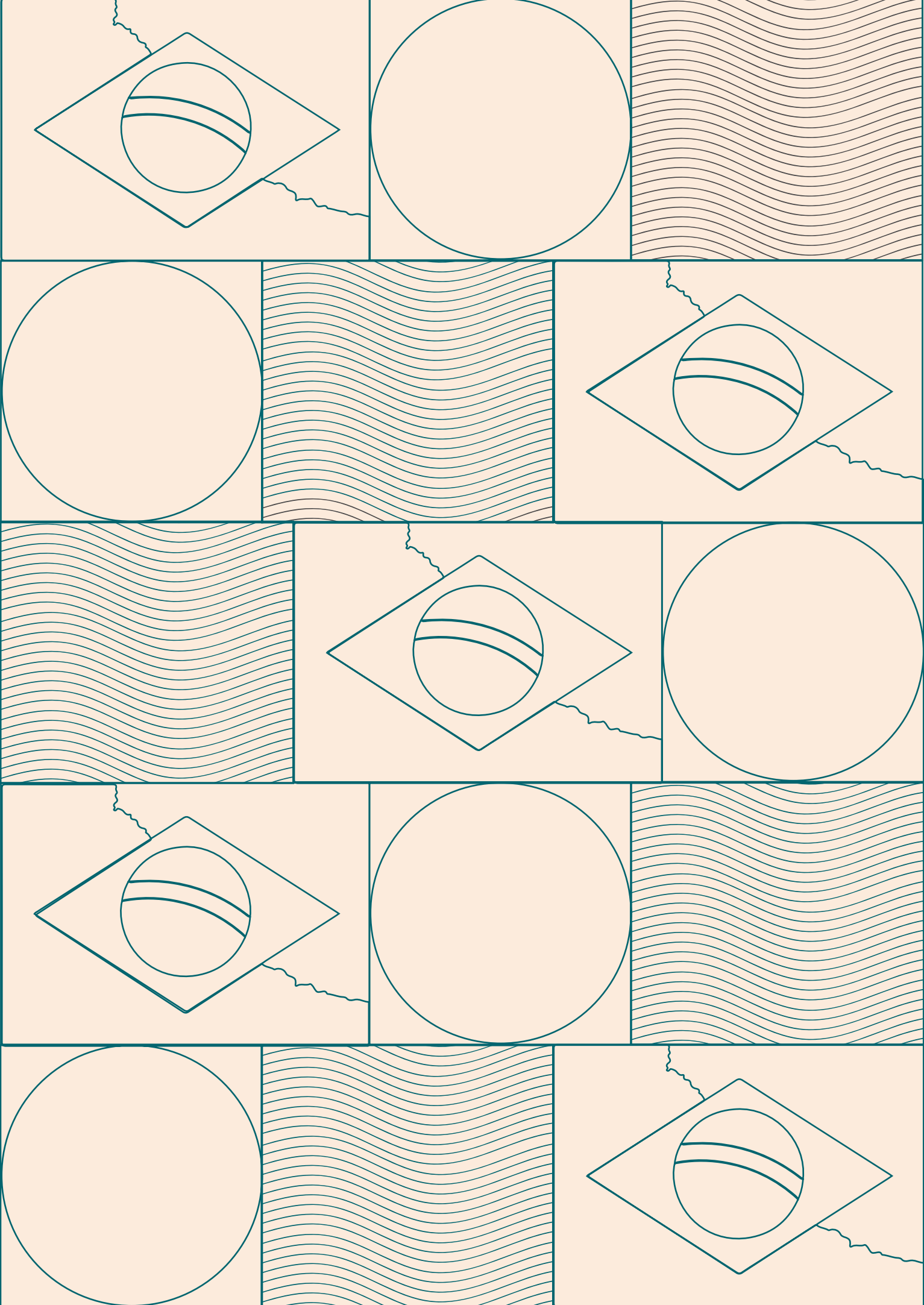
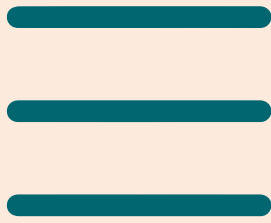




# Annual Report

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# *A New Vision of Transformation*

Read more on  
the Foundation's  
website



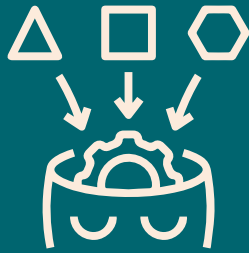


“In 2023, we focused both externally, seeking new ideas and resources to implement our strategy, and internally, strengthening and developing our institution. We invested in people management, infrastructure, and improvements in administrative processes, governance, and partnerships. This year marked the first complete cycle of our three-year strategy, which runs until 2026. Our strategy is organized into three areas of focus—territorial, national, and international—addressing the cross-cutting themes of water, biodiversity, and climate”.



*Marcia Hirota,  
Chairperson of  
the Board*





# Knowledge

In addition to monitoring the national status of the biome through tracking forest remnants and new deforestation, the Knowledge Department of SOS Mata Atlântica widely disseminates studies through the press, social media, international conferences, scientific congresses, and political advocacy platforms, among others.

Highlights in 2023:



## Deforestation Decreases, But Threats Persist

The Atlantic Forest continues to lose valuable forest areas. According to the Atlas of

Forest Remnants, developed in partnership with the National Institute for Space

Research (INPE), an area equivalent to more than 20,000 soccer fields was deforested between October 2021 and 2022. While this is concerning, it represents a 7% reduction compared to the previous period.

This downward trend was confirmed by the Atlantic Forest Deforestation Alert System (SAD Mata Atlântica), developed in partnership with MapBiomas and Arcplan. This system uses more precise technology and can detect changes in areas 10 times smaller than those monitored by the Atlas.

Access the Atlas of the Atlantic Forest



Explore SAD Mata Atlântica



### Deforestation in the Atlantic Forest

#### States that deforest the most



#### Annual deforestation rate in hectares (ha)



#### Deforestation of 20,075\* hectares (ha) of the biome

corresponding to more than

**20.000 x**   
football fields

\*from October 2021 to October 2022

Supported by:



## Water Quality Remains Low in the Atlantic Forest Rivers Being Monitored

Only 6.9% of the rivers monitored by the 2,700 volunteers of the Observing the Rivers program have good water quality. The 2023 report shows results similar to the previous year, highlighting how far we are from achieving clean water for all.

From January to December 2022, monthly collections resulted in 990 analyses at 160 points across 120 rivers and water bodies in 74 municipalities in 16 states within the Atlantic Forest.

In most cases (75%), the water quality was regular. Over 16% of the points had poor quality, and nearly 2% had very poor quality. Among all 160 collection points in 120 rivers in the Atlantic Forest, none were found to have optimal quality.

Only

# 6,9%

have good water quality

january 2022

990 analyses

160 points across  
120 rivers and water

74 municipalities in

16 states within the  
Atlantic Forest

december 2022

## Pollution in the Tietê River Nearly Doubles in Two Years

The Tietê River, which sparked the Observing the Rivers program, showed two conflicting trends: the pollution stain increased by about 30%, extending to 160 kilometers, but the section with good water quality also expanded, growing from 60 to 119 kilometers in 2022.

the pollution  
stain  
increased by  
about

# 30%

extending to  
**160 km**



Access the  
complete  
reports

Supported by:





## International Conferences



The Atlantic Forest is gradually gaining more attention on international agendas. We have been participating in major conferences with higher quality contributions, fostering new relationships, and helping to shape global frameworks for climate and biodiversity”.



**Luís Fernando Guedes Pinto,**  
**Executive Director**

In 2023, the SOS Mata Atlântica team attended the **World Water Conference**, in New York, USA, and **COP 28 in Dubai**, UAE, and the 10th World Conference on Ecological Restoration (SER 2023) in Darwin, Australia.

In New York, we presented the Atlantic Forest Rivers Water Quality Monitoring Report and submitted proposals that were among the 700+ consolidated at the event, aimed at better water resource management.

At COP 28, we released new data on Atlantic Forest deforestation and highlighted the importance of restoring the biome for climate change adaptation.

At the International Congress on Ecological Restoration in Australia, we shared our over 20 years of reforestation project experience in the Atlantic Forest with global experts.



*Team meeting with federal deputy Duda Salabert (first photo), the executive secretary of the Ministry of the Environment and Climate Change, João Paulo Capobianco (second photo) and other representatives of society at the World Water Conference.*



*Participation of executive director Luís Fernando Guedes Pinto in a panel at COP28 (first) and cultural event with indigenous leader Shirley Krenak (second).*



*Panel at the International Congress on Ecological Restoration.*



# Policy



Political advocacy in defense of the Atlantic Forest is an ongoing effort that requires significant commitment, engagement, technical and scientific knowledge, and strategy. This is only possible because we work by bringing together people, civil organizations, and public and private institutions around this important cause. Raising our banner in defense of the Atlantic Forest is crucial, and that is what the public policy department is dedicated to doing”.

***Malu Ribeiro, Director of Public Policy***



Highlights of the Year:



Minister Marina Silva and executive secretary João Paulo Capobianco, from the Ministry of Environment and Climate Change.



Vice President of the Republic, Geraldo Alckmin



Senator Rodrigo Pacheco.



Senator Efraim Filho

## MP1150 and Threats to the Atlantic Forest Law

A provisional measure introduced during Bolsonaro's administration and revisited by Congress in 2023 posed the greatest threat to the Atlantic Forest Law since its inception. The original text was not the issue, but rather a parliamentary amendment that, if approved, would have allowed the clearing of untouched areas of the Atlantic Forest as well as areas in advanced stages of regeneration.

After much back-and-forth, the harmful amendment was unanimously removed by the Senate, then reinstated by the House of Representatives, and finally vetoed by President Lula. The measure eventually became law without the section permitting new deforestation, but it still delayed the full implementation of the Forest Code.

Recap the story



## Movements in Brasilia



See all the Front's actions in this report



Our federal advocacy included important dialogue with the Joint Parliamentary Environmentalist Front of the National Congress, from its formation to its activities throughout the year. We also engaged in the formation of the Environment and Sustainable Development Committee in both the House of Representatives and the Federal Senate. Additionally, we prepared technical notes defending the National Solid Waste Policy and the native vegetation of the Campos de Altitude. We also worked towards the approval of Constitutional Amendment Proposal No. 06/2022, known as the Water PEC.

## Meeting with State Environment Secretariats and State-Level Actions

On June 27, the 8th Meeting of State Environment Secretariats from the Atlantic Forest states was held at the Foundation's headquarters in Itu, SP. Representatives from 12 of the 17 states of the biome and the Ministry of the Environment attended. The Foundation was also elected as a member of the São Paulo State Environmental Council, a priority for the 2023-2026 period.

Learn more





# Mobilization



“In 2023, we achieved significant visibility in the national press, including high-audience programs like Jornal Nacional. TikTok and iBest awarded our organization for our social media efforts. Whether through traditional media or new platforms, we’re spreading the message of Atlantic Forest conservation to the public”.

***Afra Balazina, Director of Mobilization***



Highlights in 2023:



## Public Outcry Against Environmental Setbacks

In June, threats to Atlantic Forest protection, the Marco Temporal doctrine affecting indigenous rights, attempts to relax environmental licensing, and other anti-environmental bills circulated in the Legislative branch. This prompted thousands to rally in São Paulo, Rio de Janeiro, Minas Gerais, Santa Catarina, and the Federal District. Under the slogan 'Environmental policies matter,' civil society joined organizations already opposing these setbacks.

**The SOS Mata Atlântica team participated in rallies in São Paulo and Brasília. We also projected messages onto iconic buildings of the National Congress in defense of the**

**Atlantic Forest and advocated in São Paulo for President Lula to veto harmful amendments affecting the biome.**



## **Media Outreach Across Brazil and Globally**

SOS Mata Atlântica has built a strong rapport with the Brazilian media and is recognized as a reliable source on Atlantic Forest issues. However, 2023 was an exceptional year. We were cited over 7,000 times in radio, TV, print, and digital media from national outlets, nearly doubling from the previous year. This included prominent features in seven editions of *Jornal Nacional*; as well as in *Jornal Hoje*, *Jornal da Globo*, *CBN radio*, and 11 signed articles in *O Estado de S. Paulo*, *Valor Econômico*, and *Folha de S. Paulo*, as well as specialized outlets like *Congresso em Foco*, *Um Só Planeta*, and *O Eco*.

The most resonant topics were related to biome deforestation, with over 1,100 news stories using data from the Deforestation Alert System (SAD), fulfilling its role as a swift-response tool to ground-level changes.

We also increased international media coverage from 23 mentions in 2022 to 100 in 2023.





Social Media  
Engagement and  
Portal Innovations



Instagram



Facebook



LinkedIn



Twitter

**+40**

**million**  
people reached

**+54**

**million**  
views

**+1**

**million**  
post  
interactions

In December, we launched the redesigned Foundation portal, now optimized for various devices, ensuring easy access to all Atlantic Forest content.



We were ranked among the **top three environmental profiles in Brazil in 2023** by the iBest awards and received recognition at the TikTok Awards 2023 in the #TikTokForGood category. The short video platform has over 80 million users in the country.

## TikTok and iBest Awards



## Viva a Mata: Reclaiming Our Flag

The symbol in our Foundation's logo originated from our first campaign, entitled "They are taking the green from our land," and the image showed the green fading from the Brazilian flag. More than 30 years later, deforestation still threatens this biome, which cannot afford to lose another square meter of forest. Beyond preserving what remains, it is equally urgent to restore what has been lost.

At the 2023 Viva a Mata event in May, we redefined our flag – both for the Foundation and for Brazil – with a future-focused perspective. We recognize that standing forests benefit not only the people of this country but also contribute to the global fight against climate change.

Under the motto 'Returning green to the planet. That's our flag,' we organized events in seven parks and an indigenous territory in São Paulo and Itu. These events involved hundreds of participants and included the donation of 250 native tree seedlings.

Supported by:



## Environmental Education for Teachers and Students

In 2023, we continued our “Learning with the Atlantic Forest” program, which aims to connect the school community with the Atlantic Forest and promote the Center for Forest Experiments, the headquarters of SOS Mata Atlântica, as an educational resource. Eight elementary and high schools participated, involving 763 people in the activities. Additionally, both teachers and students developed socio-environmental projects.

The blended “We Are Atlantic Forest” course, which integrates information, reflection, and direct experience with nature, focused on educators: 26 professionals from the Cotia municipal network completed the training and presented action plans tailored to their specific contexts. These plans aim to incorporate more nature into schools and classrooms.

Supported by:







# Causes

## Clean Water



2023 was a busy and challenging year for the Clean Water initiative. It started with our participation in the UN Water Conference in New York. We also resumed in-person meetings with volunteers from 'Observing the Rivers.' Notably, we held two workshops featuring nature-based solutions: one on Spring Protection in São Sebastião da Grama, supported by Nespresso, and another on Rain Gardens in Taboão Park, Itu, sponsored by Ypê. Finally, at the end of the year, we launched a call for projects in partnership with Heineken to improve water quality in the Pinheiros River Basin”.

***Gustavo Veronesi, Coordinator of the Observing the Rivers Program***



Read about the highlights of the year in the digital report



# Causes

## Protected Areas

((

2023 was a year of significant learning and growth. We experienced team changes, gained new support, renewed existing partnerships, participated in various events, and, with the consolidation of the new SOS Mata Atlântica strategy, we charted a course to further enhance our results and impact. We enter 2024 with excitement, positive prospects, and many planned actions”.

*Diego Martinez Igawa, Project Coordinator*



Read about the  
highlights of the year  
in the digital report





**Causes**  
Restoration



2023 was an intense year. We strengthened ties with partners and groups working on forest restoration, initiated dozens of new projects, and extended the message of the biome's importance beyond its geographical boundaries. We had a notable presence at the 2023 Society for Ecological Restoration Congress in Darwin, Australia. It was also a year of innovation, as we introduced a unique insurance mechanism for forest restoration projects”.

***Rafael Bitante Fernandes, Forest Restoration Manager***



Read about the highlights of the year in the digital report



# Partnerships



Brazil's efforts to position the Atlantic Forest as a global biodiversity hotspot have attracted and strengthened the flow of public, private, and philanthropic investments in conservation, restoration, and protection of ecosystem services. These efforts result in direct benefits to businesses and overall societal prosperity”.

***Carlos Abras, Development Manager***



Read about the  
highlights of the year  
in the digital report

## A Full Commitment to Philanthropy

**Mol Impacto**, previously known as Editora Mol, leads efforts in Brazil to foster a culture of donation. They specialize in publishing thematic magazines and books sold in major retail chains like Droga Raia, Drogasil, and Petz, with proceeds supporting various organizations.

In 2023, Mol began allocating 5% of sales from these social products to **SOS Mata Atlântica**, which uses the funds for carbon offsetting through forest restoration.

## New Partnerships for Biodiversity Conservation parcerias em defesa da biodiversidade

We forged significant partnerships in 2023 to expand and enhance our conservation efforts. This includes collaborations with **Instituto Humanize** for actions in Serra da Bocaina National Park, support from the **Salesforce Foundation** for initiatives in the middle Tietê basin, and ongoing partnerships with the **French Embassy in Brazil** and **Airbnb**, extending through 2024. serão desenvolvidos ao longo de 2024.

## Expansion and Continuity

Our impactful results have led to expanded partnerships, such as with **AES Brasil** (highlighted in Restoration) and **iFood**, which collects donations from users and the company for tree planting in the Atlantic Forest. This momentum has also ensured continued support from various companies including **Ypê**, **Bradesco**, **Scania**, **Deloitte**, and others committed to our biome.



# Transparency



In 2023, the Foundation experienced a significantly positive year, overcoming the challenges of the pandemic. We achieved marked improvements in operational results compared to 2022, a period still affected by COVID-19. Fundraising saw a 40% increase over 2022, thanks to several major new partnerships. The environmental agenda is now a top priority for many large and medium-sized enterprises. This shift is driven by increased funding dedicated not only to specific projects, but also to broader initiatives, a resource both noble and challenging to secure, but increasingly attainable”

***Olavo Garrido, Director of Finance and Business***



Read about the highlights of the year in the digital report

## Foundation Balance Sheet SOS Mata Atlântica 2023 x 2022

Source: Accounting Balance Dec/2023

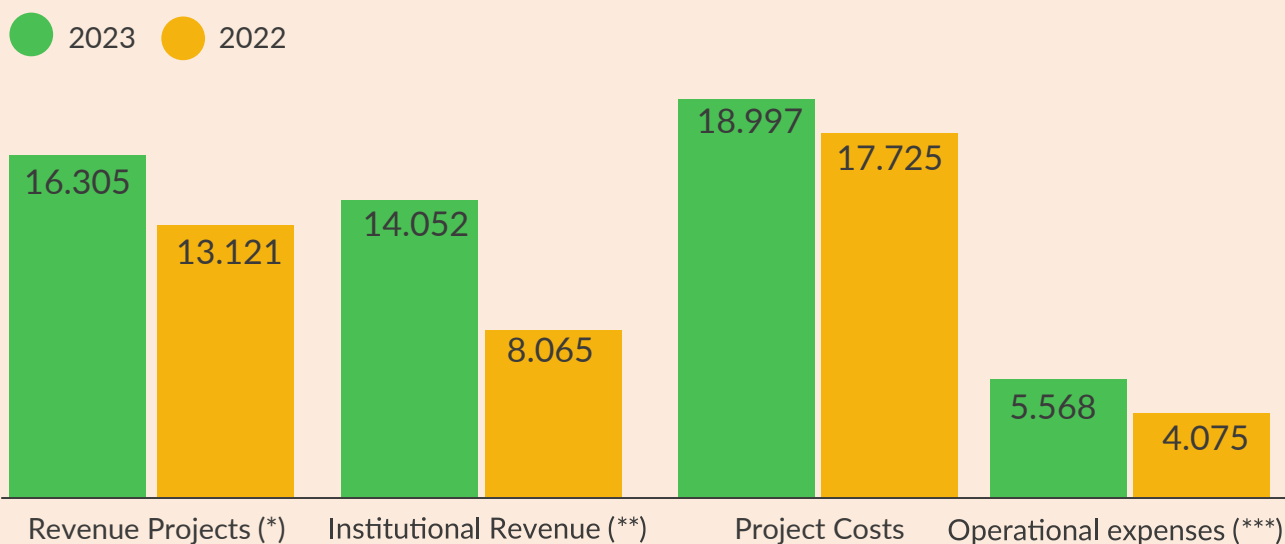
(\*) Increase of 24% refers to new projects entered.

### Financial Summary - (2023 x 2022)

Description	2023	A.H %	2022
(+) Revenue Projects (*)	16.305	24%	13.121
(+) Institutional Revenue (**)	14.052	74%	8.065
(-) Project Costs	18.997	7%	17.725
(-) Operational expenses (***)	5.568	37%	4.075
(-) Depreciation	436	-5%	461
(=) Exercise Surplus/Deficit	5.356		-1.075

(\*\*) Increase of 74% is due to financial income institutional and greater capture of PJ donations.

(\*\*\*) Increase of 37% due to closure of the branch in Itu becoming headquarters and readjustment from personal to institutional.





# 2023 Annual Report

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## Coordination

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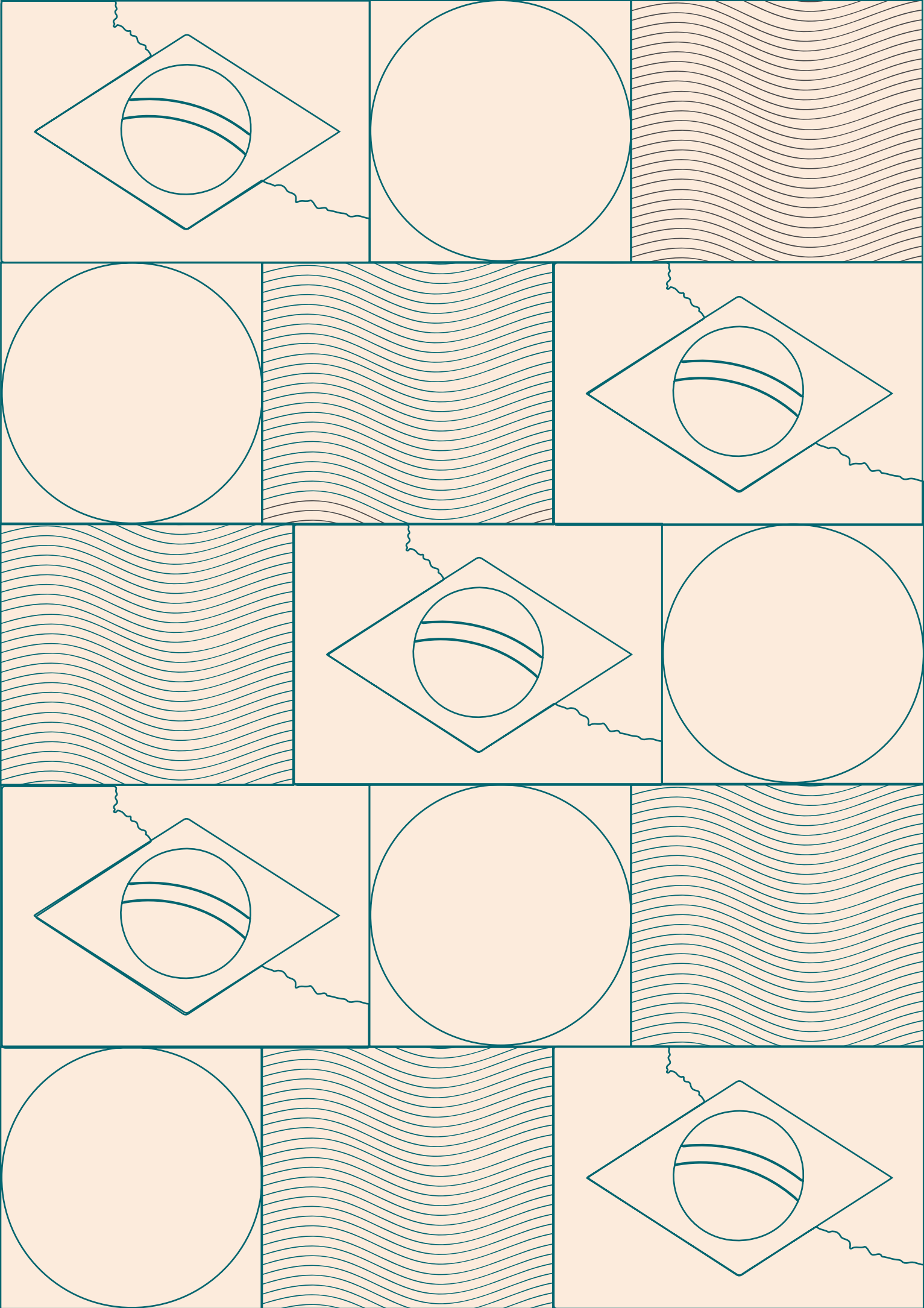
## Translation

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## Image Credits

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Read the  
full report

