
**ANNUAL ACTIVITIES
REPORT FOR
2021**

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LETTER FROM THE PRESIDENT OF THE
BOARD OF DIRECTORS



LETTER FROM THE PRESIDENT OF THE BOARD OF DIRECTORS

It was decided by the United Nations that 2021 kicked off the Decade on Ecosystem Restoration. A very crucial period that requires bold actions to make a sustainable future for the planet possible. Since the moment it was founded Instituto Terra has been in the business of reforestation. Through a series of Communications tasks and the Refloresta campaign it was possible to expand its reach even further. A campaign which produced a song by the same written and composed by the great Gilberto Gil, who is now a member of the Brazilian Literary Academy. All of these efforts reached the most varied of audiences and brought very important partnerships to Instituto Terra.

Due to the health and safety restrictions, social distancing and the emergence of new variants the COVID-19 pandemic lasted longer than we expected. And with all these obstacles came a series of new hurdles to overcome: work schedules. We tried out both alternating shifts and remote work, mostly for the administrative staff. The field work was a bigger challenge as all of those activities are done in person, so the health and safety measures were firmly in place. However, our Center for Studies in Ecosystem Restoration and guided tours were suspended throughout 2021.

In an effort to maintain our staff motivated and safe we organized several relevant activities. We held COVID-19 vaccination campaigns, we created and updated internal communication channels and we launched our Integrity Program with the participation of our entire staff.

In the environmental department, the low survival rate of the seedlings from the 2020 planting season motivated us to take a series of actions to improve our production process. In addition to the consultants from ESALQ we hired a technical advisor for the environmental department, Pieter-Jan Van der Veld, and a unit coordinator, Moisés de Souza Marcelino. With a vast experience in restoration work the two joined the Instituto Terra field team with its unparalleled knowledge and, altogether, they were able to execute two very big reforestation projects: the second year of the Zurich Forest Project where more than 120,000 seedlings were planted on the PRNH Bulcão Farm and the #Refloresta project with TikTok where 40,000 seedlings were planted in a neighboring area that belongs to Instituto Terra however is outside of the PRNH.

With regards to the recuperation of natural springs the Eyes of Water Program overcame all obstacles caused by the impossibility of visiting rural properties due to the pandemic. A lot of adaptations were made, schedules were moved around and new forms of communicating with the farmers were sought out. As soon as it was safe once again, in-person activities were brought back and we were able to obtain positive results: we were able to finalize all the steps in protecting and recuperating 12 natural springs in Aimorés and Baixo Guandu/ES, as well as taking the initial steps in recuperating over 30 natural springs in Pocrane/MG.

We advanced in our discussions with KfW and WWF moving closer to closing the deal on the natural spring restoration project with BMZ (German Ministry of Development) resources. In this project in addition to recuperating natural springs in over 2,000 small and medium-sized rural properties from 28 different municipalities in MG and ES, it brings important environmental education components to the families of the farmers and the neighboring communities. In addition to the implantation of at least four experimental AFS (agroforestry systems that will reinforce the socio-environmental components of the project) units.

The Environmental Education department was encouraged to expand its reach past in-person activities to online interactions. Whether it be maintaining a steady feed of educational content on Instituto Terra's digital channels, interacting with other educational institutions or participating in online events; we were able to educate audiences from a variety of locations. In addition to this, we created an interactive map on the ArcGIS program and joined the global Restor.eco network. We even hosted researchers and journalists at Instituto Terra in hopes that they can take the knowledge gained and techniques developed even further, while also gaining new experiences and technologies.

In an effort to run Instituto Terra's administration as efficiently as possible, the organizational management remained attentive to environmental issue both nationally and internationally. Even while facing a challenging economic landscape on a global level we were able to hire new staff members and maintain a very conservative budget as a show of gratitude for the support of our sponsors, partners and individual donors.

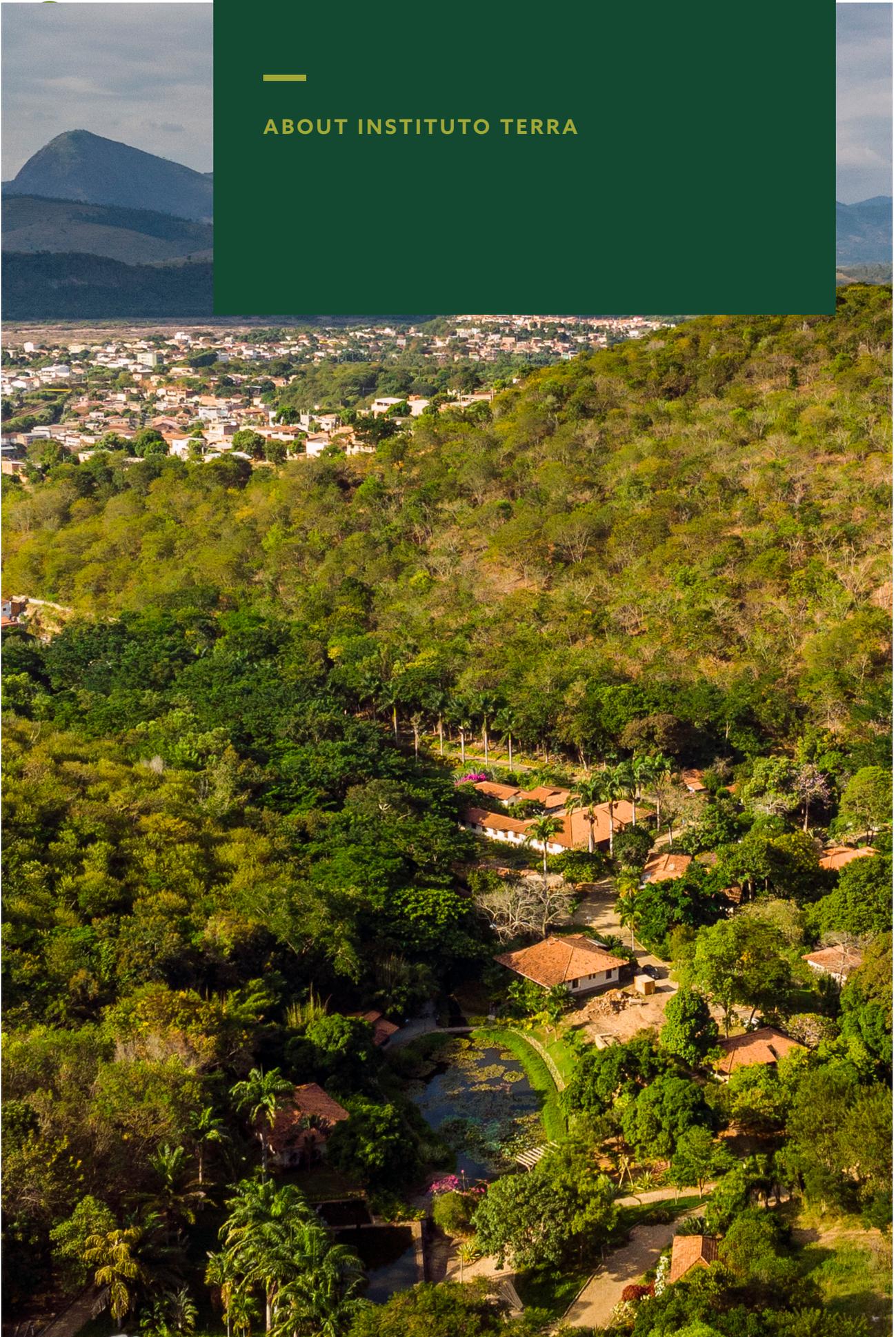
In summation, we closed out the year knowing fully well how strong we are and being conscious of how capable we are to transform the socio-environmental reality in the Doce River valley.

Thank you very much and have a good read!

Jose Armando de F. Campos

President of the Board of Directors

ABOUT INSTITUTO TERRA





Instituto Terra is a non-profit organization geared toward ecosystem restoration, environmental education and sustainable rural development. Located in Aimorés-MG this organization is a dream come to life for founders Lélia Deluiz Wanick Salgado and Sebastião Salgado. Facing what the family farm had become, how the land had become entirely devastated due to cattle farming, a decision was made: to bring back the greenery – the life – that was taken from the land due to decades of environmental degradation.

To properly manage the land at Bulcão Farm, Instituto Terra was founded in 1998. The total area of the farm measures 711.84 hectares, of which 608.69 make up a Private Reserve of Natural Heritage (PRNH). This PRNH is the first ever in Minas Gerais that was created on degraded land with a commitment to be restored. In more than two decades of operation, Instituto Terra has planted millions of trees native to the Atlantic Forest. In doing so it's contributed to the recuperation of thousands of hectares of degraded land, thus protecting the local biodiversity which promotes the fauna to return. In addition to this Instituto Terra develops programs to recuperate and protect natural springs, scientific research geared toward environmental education that's already reached thousands of people of all ages. More than just a working organization in the Doce River valley, Instituto Terra has been an example and inspiration to the entire planet.

MISSION

To encourage sustainable development by way of recuperation and conservation of forests, through environmental education and the proper use of natural resources.

VISION

To become a national reference in:

- Ecosystem restoration of degraded areas of the Atlantic Forest in the Doce River valley.
- Seedling production of species that are native to the Atlantic Forest.
- Environmental education for children and young adults.
- NGO management.

VALUES

- Democracy is inherent to our work. Without it we don't have ecological science, critical thought or the open circulation of ideas.
- We're committed to applying the scientific method to the field of ecology: observation, formulation of hypotheses, experimentation and acceptance or rejection of the hypotheses for validation with our peers.
- We believe in ecosystem restoration and the preservation of the environment as concrete forms of social transformation.
- Our work can greatly contribute to the improvement of living conditions for living beings.
- Respect for ethical and moral principles should be above any personal interest or gain.
- Transparency should be at the core of all our actions.
- Our partners have a right to solutions that have the best technical-managerial knowledge available for the lowest compatible prices with well-executed activities and the survival of our institution.
- We should seek out the continuous improvement of technical-managerial knowledge, as well as its formalization, with the intention of improving our internal processes and sharing this information with other organizations.
- We cultivate an environment where cooperative work and the challenging of ideas (while respecting opinions) prevails, while also favoring creativity and initiative.
- Our career plan model is founded on criteria based on performance, seniority and knowledge.



AREAS OF OPERATION

Our primary geographic landscape of operation is the Doce River valley. A region where the Atlantic Forest biome was once predominant and that suffered a considerable amount of change due to anthropic interventions. The territory is home to the Doce River Hydrographic Basin that sprouts in the Mantiqueira and the Espinhaço Ranges. It extends for 879 kilometers, occupying an area of 86,715 km², while serving 228 municipalities between the states of Minas Gerais and Espírito Santo. The Doce River is a fountain of water and life to a population of approximately 3.5 million inhabitants.





INSTITUTO TERRA

INSTITUTO TERRA IN NUMBERS



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Founded **23 YEARS AGO**

An organization dedicated to ecosystem restoration at PRNH Bulcão Farm – the first Private Reserve of Natural Heritage created on degraded land with a commitment to restoration – and in the Doce River valley.

6.4 MILLION seedlings of species native to the Atlantic Forest have been grown in the tree nursery, approximately 300 different species.

OVER 2.4 MILLION trees have been planted at the headquarters at PRNH Bulcão Farm.

1,960 natural springs have benefitted from protective and restorative actions in small and medium-sized properties belonging to over one thousand farmers in 34 municipalities that host the Doce River Basin.



2,100 hectares in the process of being reforested in degraded areas of the Atlantic Forest. Areas benefitted by the planting of native trees and by the protection of natural springs and water recharge areas in the Doce River valley in Southeastern Brazil.

192 technicians have been trained in Ecosystem Restoration since 2005. They're ready to work in any area within the scope of recuperating degraded areas and protecting natural springs.

82 THOUSAND people have benefitted from Environmental Education projects.

140.617 visitors have passed through PRNH Bulcão Farm since its foundation. People from all over Brazil and even different countries.





IN 2021

- **163,765** (120,388 Zurich Forest Project + 40,000 TikTok + 77 Aire Ar + 300 Único + 3,000 Wacken Open Air – planted until February/2022)
- **243,000 + seedlings**, of **78 species native** to the Atlantic Forest, grown in our tree nursery
- Improving processes and capacitating the staff.
- **12+ natural springs protected and 30 natural springs in the process of recuperation** in **21 rural properties** in Minas Gerais and Espírito Santo.
- **6+ hectares of reforested land** outside of Instituto Terra limits.





OUR WORK IN 2021

Instituto Terra works to promote ecosystem restoration and the socio-environmental development in the Doce River valley. In addition to maintaining and enriching the biodiversity of the forest planted at PRNH Bulcão Farm, we've expanded our operations through the production of seedlings native to the Atlantic Forest, through projects that protect and recuperate natural springs in the Doce River Hydrographic Basin, through environmental education projects for all audiences, through supporting scientific research and administrative management that is transparent and responsible.

Take a look at what we did throughout 2021.

WE ARE REFLORESTA



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In the beginning of 2021, a powerful message in the form of a song captured the world. That song was *Refloresta*, an anthem composed by Gilberto Gil in honor of Instituto Terra.

*Maintaining what's left isn't enough
Because someone will just come and take what's left
The way to go about it is to convince those who destroy
To respect the forest
Maintaining what's left isn't enough
Because a voracious chainsaw will just knock it down
People need to understand that enough is enough
And replant a forest*



With this invitation to respect and replant a forest Instituto Terra declared its stance in 2021, a year that marked the beginning of the United Nations' (UN) Decade on Ecosystem Restoration. Completely aware that the next 10 years are fundamental in deterring environmental degradation and reaching global biodiversity protection and ecosystem revitalization objectives around the world, to benefit society and nature, humanity needs to accelerate restoration efforts and place the world on a path towards a sustainable future.

“Refloresta, the song created by Gilberto Gil, is a love song to all forests, a fight song to be belted out by those that, like Instituto Terra, believe in the power of transformation and fight for ecological preservation.”

Juliano Salgado

Vice President of the Board of Directors of Instituto Terra



More must be done than just stopping deforestation and conserving the vegetation that's left. Replanting a forest is imperative. It is with this goal in mind that Instituto Terra actively promotes the ecosystem restoration of the forest at PRNH Bulcão Farm. Accomplishing a goal of guaranteeing that the youthful forest there planted achieves self-sustainability and balance until the end of time. In 2021 the first few steps in the #Refloresta program were taken, a program that will promote the reforestation in areas adjacent to the PRNH through partnerships made with businesses and institutions that understand the importance of direct action in environmental recuperation.

Remaking a forest is a process that requires time, energy, technical precision and a lot of resilience. Even though reforestation is science, it's still not an exact science. It must take into account the peculiarities of the planting area and adapt to the unpredictability of nature. Due to this, we are constantly reviewing our processes and evaluating risks. We handle all the steps in the restoration process to increase the chance that each seedling will not only survive, but to thrive.

At Instituto Terra this process begins with seed collection, moves onto native seedling production and goes all the way to the planting and monitoring step. It's a very labor-intensive and gratifying job we do and have done with love and dedication for the past 23 years.

ENVIRONMENT



FROM THE SEED TO THE GROUND: IMPROVEMENTS IN THE RESTORATION PROCESS

In 2020, Instituto Terra started, with the Zurich Insurance Company Ltd. Partnership, a new diversity enrichment phase in the forest planted at the PRNH Bulcão Farm. That year, the direct planting of seedlings, that were produced and acclimatized in our tree nursery, resumed. This method substituted the natural regeneration and direct seeding experiments that had been carried out in the previous two years.

In the months that followed the end of the planting season, the development of the seedlings was monitored to have a record of the success with regards to the survival rate and growth of the plants. The survival rate recorded far exceeded any expectations – over 90% of the seedlings planted in 2020 had poor development. Faced with this worrisome results, Instituto Terra directed its efforts towards analyzing what caused the lack of success and took direct action in improving the restoration process used.

Throughout the year 2021, Instituto Terra continued seeking out technical consultancy from professors Ricardo Ribeiro Rodrigues e André Gustavo Nave, both with ties to a prominent agriculture school (ESALQ) linked to one of Brazil's most highly-respected universities (USP). These individuals are known for their work in forest restoration of degraded areas. The consultants guided a redefinition of the planting methods used as well as accompanying the activities performed by the Environmental Department at Instituto Terra. Several improvements were implemented in our methods of seed collection, how we chose species, seedling production at the tree nursery and even planting techniques.



ESCOLHA DE ESPÉCIES PARA PLANTIO

Instituto Terra is located in a region with high temperatures and low rainfall. With the goal of finding the right species for a Dry Forest environment, the seed collectors were instructed to collect leaf samples and fruits and seeds from healthy trees and bushes that have adapted to dry environments. Throughout the year, **over 351 kg of 97 different species** (six of these still unidentified) were collected and went through improvements. When the seeds arrive at Instituto Terra they go through a series of processes such as germination tests and cold chamber storage. They are then counted, weighed and have their species identified. Before they are handed over to the tree nursery, all of this happens at our very own Seed Laboratory. In addition to the seeds collected by our staff, we acquired 13.9 kg of improved seeds of 22 other species to complement our production of seedlings that are native to the Atlantic Forest.

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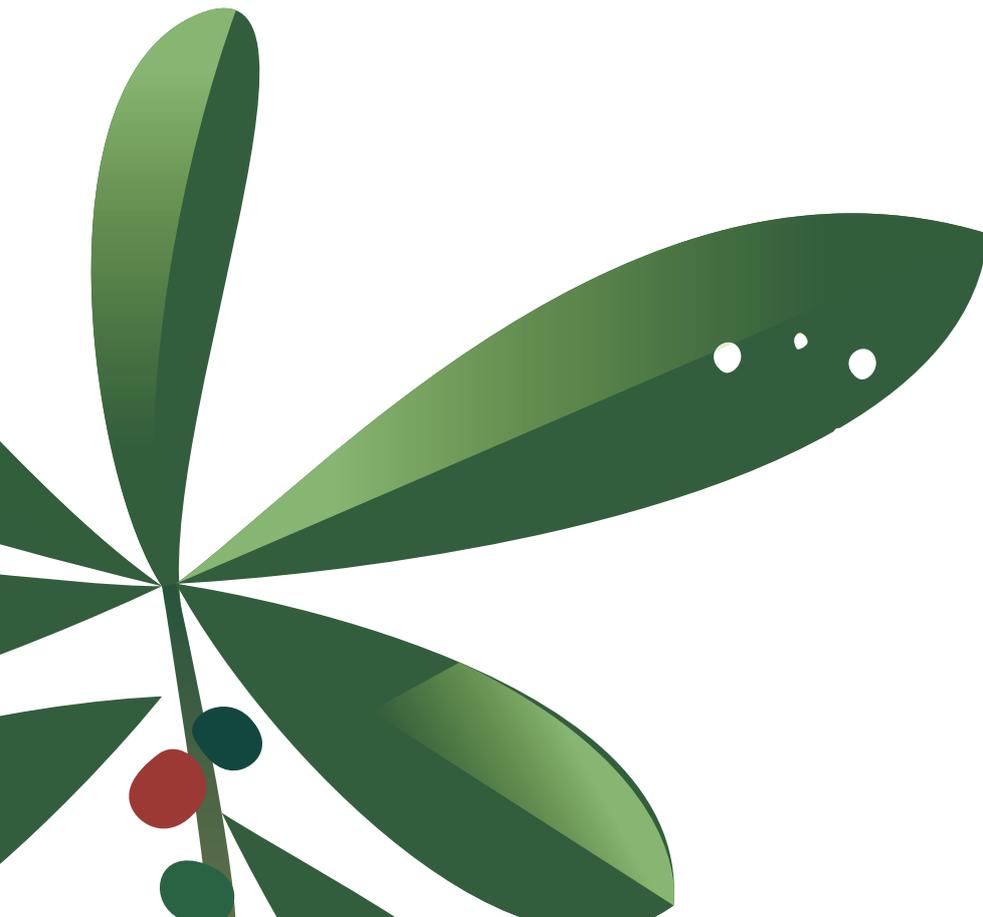
All the species that were chosen were divided into two functional subgroups based on their growth characteristics and the rate at which they can form a canopy. The two subgroups are: **Cover and Diversity**. This strategy aims to promote accelerated canopy spread, thus reducing the growth of invasive exotic grasses that are the main factor in restoration projects being unsuccessful.





The Cover Group is composed of species that grow quickly and form a large canopy that provide lots of shading around it. The purpose of this plant group in the project is the rapid spread of the canopy in a forest that is being formed, thus creating favorable conditions for the development of other species of trees. The cover species are classified as pioneer plants as they're adapted to develop in the clearings of a forest.

The Diversity Group is composed of pioneer, secondary and climax species. Meaning that any species that isn't part of the Cover Group is considered to be part of this group. The secondary and climax species will gradually take over for the pioneers.



GEOREFERENCING MOTHER TREES

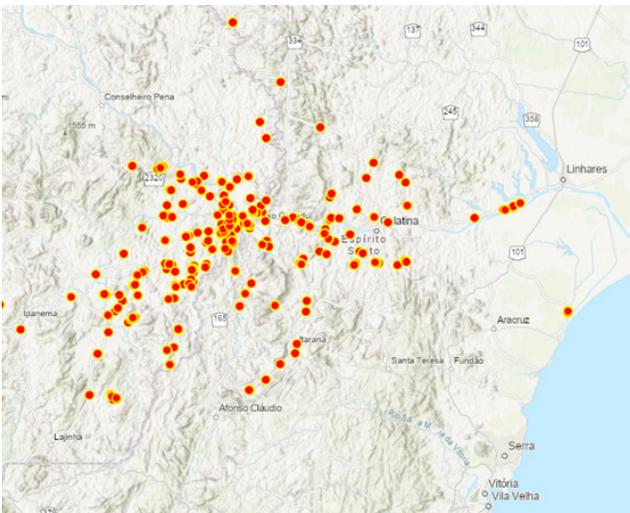
Considering that the success of an ecosystem restoration project starts with seed collection, in 2021 we created a Mother Tree Bank using ArcGIS, a tool used for marking and information analysis. The software permits us to maintain a profile for each mother tree (sometimes referred to as matrix tree) from which we collect seeds. The profile contains data such as height, phenotype, phenophase, coordinates of the tree, successional stage, position on the soil, as well as photos of the trees.

Up until now we've been able to mark 347 mother trees from 99 different species. Some species can have up to 72 individuals which is the case of the Yellow Peroba (*Paratecoma peroba*). Having a high amount of individuals of the same species allows for a greater genetic variety during seedling production and increases their survival rate.

Seed collection and marking new individuals are daily activities for some staff members at Instituto Terra. The search for seeds is done not only on the PRNH Bulcão Farm, but also within a 200 km radius in areas which a lot of the time are difficult to access. With the ArcGIS software we're able to locate and visualize the matrixes making it easier to have status updates on them.

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It's important to remember that each species behaves differently in terms of producing seeds. Some species will only produce seeds every two years, some once a year, and others can produce seeds two or more times per year. Because of this we use the software to project a more efficient seed collection calendar so that we know when each species of interest for the enrichment of the forest is ready to have its seeds collected.

Matrix tree map for native species seed collection.



NEW TECHNIQUES IN THE FIELD AND TREE NURSERY

When the decision to change the species that would be planted was made, so did the techniques used to grow the seedlings in our tree nursery. In 2021, 78 species were planted and each of them received the attention required. A new watering and fertilization routine was implemented in an effort to provide the plants with the necessary nutrients they all need during their development stage. In total, **243,000 seedlings of species native to the Atlantic Forest** were grown in the tree nursery at Instituto Terra.

With regards to the planting techniques, another important improvement was made. With the **acquisition of the soil drills** and the adapted drill bits for compacted soil, we were able to dig planting holes with the proper measurements required for the recently planted seedlings to properly develop roots. The staff members were properly trained to operate the machinery that ended up bringing more efficiency and practicality to this step of the planting process.



In 2021, the planting holes were made with the help of semi-mechanized drills. The holes can also be made manually with gardening hoes or mechanized with an excavator.



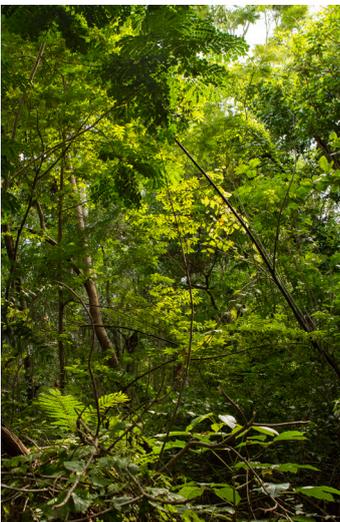
OUTSOURCING ANT CONTROL

In 2021, leaf-cutting ant control at Instituto Terra was outsourced to a company called Florestal BR. These ants (leaf-cutters) cause a great deal of damage to the plants due to the fact that they cut sprouts, stems and leaves during the plant's formation. This not only halts the growth process, but could also result in a plant's death.

Instituto Terra shares a border with several cattle farms and properties with devastated land in the area. Due to this ant control was done not only within the Instituto Terra perimeter, but in the neighboring properties as well. It was important to be on the look out for active anthills so that they wouldn't be a threat to the seedlings planted in the areas nearby.

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Leaf-cutting ant control is essential for the development of the seedlings planted.



MAINTENANCE AND UPKEEP DURING EVERY SEASON

With the start of winter in Brazil in June, the temperature drops and in some parts of the country so does the humidity. The dry season causes leaves to fall from a lot of trees and increases the risk of fires. Environmental protection areas are required by law to have firebreaks that prevent fires from spreading in case one occurs in the neighboring forest area.

Every year before winter arrives, the Reforestation Staff at Instituto Terra performs maintenance on the firebreaks. They measure a distance of six meters into the PRNH Bulcão Farm property limits and six meters into the neighboring property. This is an extremely important safety measure as some of the neighboring properties have very degraded land that would cause very rapid spread if a fire broke out.

Between the months of August and October of 2021, Instituto Terra received four calls for aid in controlling fires of varying sizes near the PRNH. Thanks to the quick actions taken by firefighters and Instituto Terra staff members and the existence of the firebreaks, no damage was done to the forest on our Reserve.



During the preparations for the beginning of the rainy season, all attention is focused on doing road maintenance at the PRNH. This is essential to guarantee safe travelling for the vehicles that transport the staff members and the seedlings to the planting location at Instituto Terra headquarters.

In the Doce River valley region, precipitation is condensed into a few months a year, generally between November and February. After months of a drought-like climate, when the rain finally does fall, flash floods and erosion are not uncommon. To mitigate the consequences of the arrival of the rainy season, the Reforestation Staff at Instituto Terra makes small speed bumps and roadside water reservoirs. These structures serve many purposes: they reduce the velocity and strength with which the water runs down the roads, prevent erosion and gullies in the forest roads and the silting in the streams. The reservoirs even serve to store rainwater, thus contributing to the soil water table.



A recently started controlled fire near the PRNH

CLIMATE CHANGE: ANALYSIS OF THE RAINFALL INDEX IN AIMORÉS

In the Doce River valley, climate change has caused the past couple of years to become especially hot and dry. In comparison to the ones before, the last decade has shown a decrease in periods of continuous rain. In addition to that information, we've seen a decrease in the overall amount of rainfall even during the summer -- the time of year that usually has the highest recorded rainfall index. Months that had consistently registered anywhere from 100mm to 200mm of rain per month in the previous decade. The dry season has also gotten more intense with an inverse mirrored effect where the rainfall index doesn't surpass 50mm. All of these obstacles increase the challenge in doing restorative work in the Atlantic Forest.

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	OUT	NOV	DEZ	JAN	FEV	MAR	ABR	MAI	JUN	JUL	AGO	SET
2001-2002		236 	228 	113 	154 	53 		103 				138 
2002-2003		215 	271 	204 	101 	109 						
2003-2004		73 	323 	395 	195 	198 	91 					
2004-2005	100 	110 	267 	316 	262 		56 	144 				
2005-2006		330 	234 	62 	98 	179 						
2006-2007		309 	473 	196 	113 							
2007-2008		66 	69 	132 	80 	77 	69 					
2008-2009		247 	158 	191 		129 	128 		78 			
2009-2010	304 	60 	148 			110 						
2010-2011	103 	360 	373 	75 	108 	217 						
2011-2012	148 	165 	170 	157 							75 	
2012-2013		373 	50 	139 	110 	142 						
2013-2014	169 	143 	1003 		50 	50 				99 		
2014-2015		80 	123 		122 							
2015-2016			78,8 	157 		55 						
2016-2017		293 	110 		107 	90 	101 					
2017-2018				90 	219 	73 						
2018-2019	86 	99 	223 		193 	62 						
2019-2020		138 	162 	330 	236 	299 	107 	53 				
2020-2021	93		142		271							



In an effort to better understand the region's climate, Instituto Terra's agronomy engineer and technical advisor analyzed the data for the rainfall index for the past two decades in Aimorés. The data confirms that the changes in the standard rainfall index have impacted the region's ecology. The forest at the PRNH Bulcão Farm suffers a loss in foliage during the dry season that justifies its reclassification to Dry Forest or deciduous forest instead of semideciduous.

There isn't much literature, records or documentation about this type of forest which presents a challenge in terms of identifying, as precisely as possible, the species that are most adequate for reforestation in this region. Adaptations must be made in the reforestation techniques employed by Instituto Terra. Click on the link to read the article in its entirety on Instituto Terra's blog:

[Learn more about this on our blog](#)





A GOOD RAINY SEASON MAKES FOR A GOOD PLANTING SEASON

The arrival of the rainy season is always a cause for celebration at Instituto Terra because it marks the beginning of the planting period.

In 2021, the rainfall started on October 11th and maintained a steady pace in the following weeks. The rainwater softened the soil making it possible to begin the planting season a little earlier at the PRNH Bulcão Farm.

The 2021-2022 planting season at Instituto Terra officially started on October 19th. Historically, October isn't a month with a high volume of rain in the region, however in 2021 records show that there were **156 mm** of precipitation.



**Accumulated volume of rainfall (mm)**

	OCT	NOV	DEC
2009	304	59,5	148
2013	169	142,5	1002,5
2016	28,6	293,2	109,8
2017	20,0	66,2	11,8
2018	85,6	98,8	223,0
2019	12,0	138,9	162,0
2020	93	21	142
2021	156	209,5	298

There have only been two incidents in the past 20 years of high rain volume in the month of October: once in October 2009 where we had 304 mm and the following months gave us less rain than usual and once in October 2013 where we had 169 mm and the following months gave us a generous amount of rain.*

**Instituto Terra records its rainfall data since 2001 by way of an automatic station located within the reserve set up by the National Institute of Meteorology (INMET).*

With ideal weather conditions and a well-equipped staff, the planting season set an intense pace. At one point 4,000 trees were planted in a single day! In addition to the Institute's regular staff 20 additional employees were hired, on a temporary basis, to carry out planting activities for the season.



ZURICH FOREST PROJECT

Commencing in July 2020, the partnership with Zurich Insurance Company Ltd. will plant one million trees in the PRNH Bulcão Farm by 2027. With the goal of promoting an increase in the forest's biodiversity thus guaranteeing self-sustainability.

The first planting cycle for this project started in November 2020 and resulted in 106,848 seedlings of 69 species native to the Atlantic Forest planted in approximately 55 hectares of land at the PRNH.

In 2021, the project gained even more strength: the tree nursery had its regular time table for seedling production as well as the aid of our specialized consultants from ESALQ who promoted improvements in several steps of the restoration process.



“When we talk about planting trees, we talk about a process that starts much sooner, with seed collection. These seeds go to a laboratory and are prepared for a journey where they will be planted, grow roots, germinate and go through acclimatization all in a period of 3-10 months, depending on the species. Each phase of their development is closely monitored by our staff at the tree nursery to guarantee the growth of a strong seedling with a great chance of survival once it’s planted in the forest.”

Isabella Salton, Executive Director of Instituto Terra at the time

By the end of the second planting cycle of the project **120,388** seedlings from 78 species native to the Atlantic Forest had been incorporated into the PRNH Bulcão Farm. The first seedlings of the second cycle of the Zurich Forest Project were planted on October 19, 2021. Six weeks later during the monitoring process we saw that the recently planted seedlings were developing very well in the field. An indication that the efforts employed towards improving the restoration processes were rendering positive results with regards to the survival rate of the seedlings.

All over the world restoration projects face great challenges; at Instituto Terra it’s no different. There were environmental factors such as cliffs, degraded soil, excessive heat, prolonged droughts and lack of specialized manual labor. As well as cultural factors and socioeconomical complications as a result of the pandemic. These are some examples of the type of adversities that the Institute had to overcome to continue promoting ecosystem restoration in the Doce River valley region.

Being able to count on a mid-length partnership that makes such a dynamic - and constantly improving - project possible, as it the case with the Zurich Forest Project, is a privilege that Instituto Terra values greatly and is very proud of. We’re working hard so that this partnership extends into the long-term and renders results that, without a doubt, will benefit the entire planet.

The Restoration Staff at Instituto Terra started planting native seedlings on October 19, 2021.

#REFLORESTA WITH TIKTOK



With great potential for communication and influence, TikTok is a global phenomenon. Using the application as a tool to generate a positive impact about the environment was the initial spark for this partnership. Which aimed to plant trees native to the Atlantic Forest based on engagement from the userbase with the #Refloresta campaign.

Between the 22nd and 28th of February, TikTok celebrated Gilberto Gil's presence on the application with the #ReflorestaComGil challenge. It stipulated that for every video uploaded with his song in it, TikTok would plant a tree at Instituto Terra.

The initial goal of 15,000 trees was superbly exceeded. So, through this partnership between Instituto Terra and TikTok, **40,000 trees** were planted in area measuring 26 hectares near the PRNH Bulcão Farm. A good portion of the seedlings were grown in the tree nursery at Instituto Terra and to enrich the diversity of the plants for this project, seedlings of 12 more species were added to the mix. In total, the forest planted had seedlings from 27 different species native to the Atlantic Forest, all belonging to the two functional groups: cover and diversity. The generous rainfall at the end of the year made it possible to have an accelerated planting season meaning the 40,000 seedlings for the project were planted in December.

We were able to close out this project with honors as in December we received an homage at the TikTok Awards. The ceremony recognized the partnership originated by the #Refloresta campaign as one of the greatest socio-environmental acts that took place in 2021.



OTHER INITIATIVES





AIRE AR: PLANT A JEWEL

In June 2020, the Aire Ar company chose Instituto Terra to promote environmental actions along with their clients. The made a commitment to facilitate the planting of approximately 200 seedlings of the Guapeba (*Pouteria venosa*) species within the PRNH Bulcão Farm. The jewelers made a golden pendant shaped like an Guapeba leaf and a portion of the proceeds from the sale of that pendant went towards the project.

After having gone through the entire process of seed collection, seed improvement and germination, the first 77 seedlings from this project were planted during the 2021 rainy season.

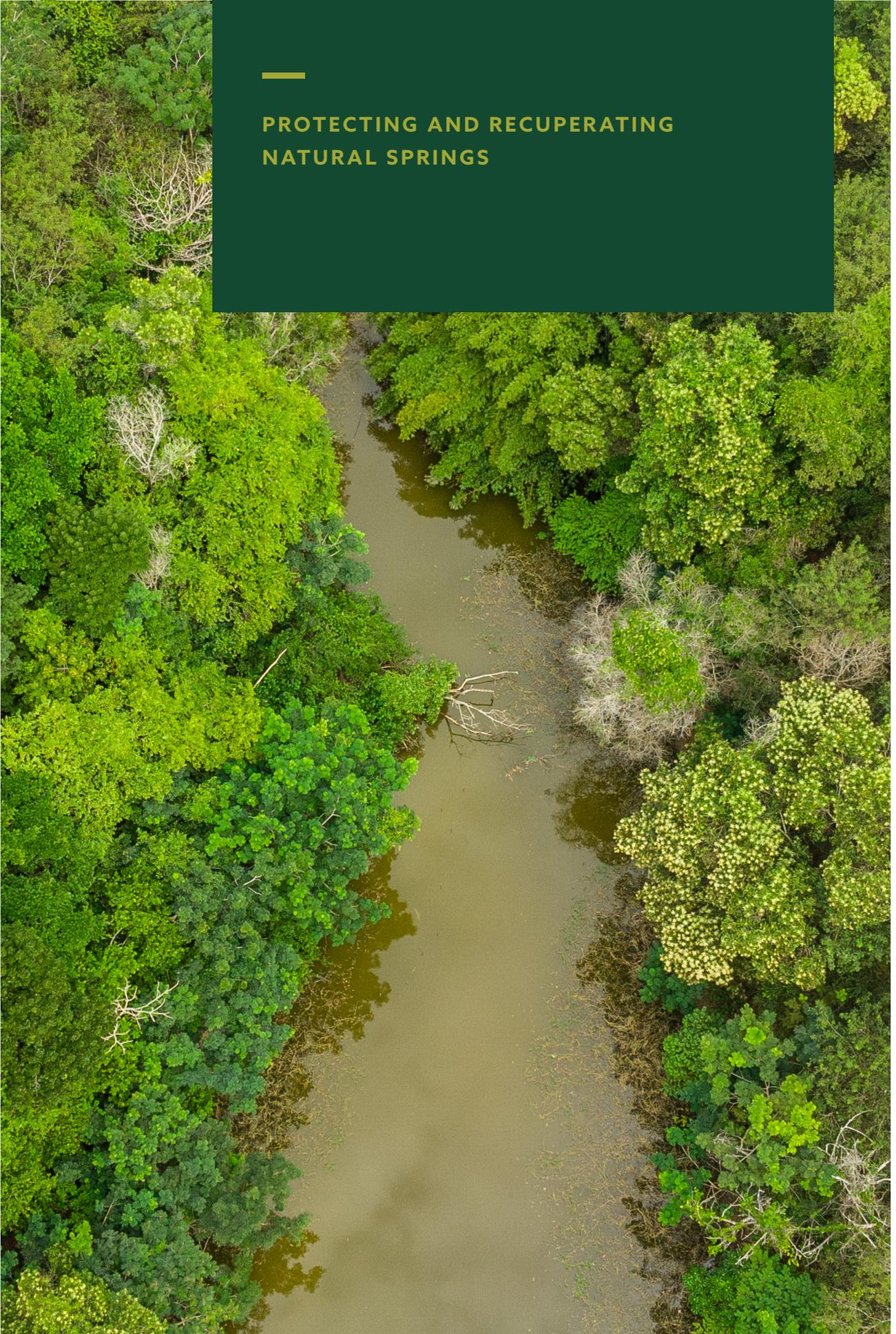
*Germination and root growing process of the Guapeba (*Pouteria venosa*) seedlings at the tree nursery at Instituto Terra.*

UNICO: A TREE PLANTED TO CELEBRATE EACH EMPLOYEE HIRED

In January 2021, Unico, a Brazilian Institute of Human and Technological Development (IDTech), signed a partnership with Instituto Terra to celebrate the growth of their staff. The company proposed planting one seedling for every employee hired, making the total amount of native Atlantic Forest seedlings planted, that would also attract fauna, 300.

These trees were planted in November 2021 in an area of riparian forest near the Bulcão Stream, from where the PRNH gets its name. The new trees will attract insects, birds and other animals, thus contributing to the balance of the forest.

PROTECTING AND RECUPERATING NATURAL SPRINGS





PLANTING WATER IN THE DOCE RIVER VALLEY

Instituto Terra operates on different fronts to recuperate the Atlantic Forest. In addition to reforestation, we also want to reestablish the water sources and promote sustainable development in the Doce River valley. With the Eyes of Water Program, Instituto Terra wants to protect as many of the over 300,000 natural springs in the Doce River Hydrographic Basin. Developed by Instituto Terra in 2010, the program has already begun recuperation processes on nearly 2,000 natural springs. A program that with every step we continue to improve the methodology.

In 2020, due to the pandemic, field work was done within the same conditions as in 2020. As a consequence, in-person contact was reduced as much as possible with the farmers this program serves. Even with all these hurdles, the program retained great results and continued in its mission to plant water past the property limits of Instituto Terra.

DOCE CAPIXABA NATURAL SPRINGS: PARTNERSHIP WITH THE EDP INSTITUTE PROMOTES PROTECTING NATURAL SPRINGS IN ESPÍRITO SANTO

The project began in November 2020 and aims to promote recuperation and conservation of water resources through the protection of 10 natural springs. Sewage treatment stations will also be installed in four rural properties located in the municipality of Baixo Guandu/ES, properties that are served by the Guandu River.

Existing within the Atlantic Forest biome, the Rio Guandu hydrographic basin region shelters a population estimated at over 88,000 inhabitants. And just as many municipalities in the Doce River valley, it's been suffering with the spread of environmental degradation, harsh droughts and the increase in consumption of water that the hydrological cycle can't keep up with.

Even with the limitations of personal contact due to the safety measures taken on account of the COVID-19 pandemic, the Instituto Terra team was able to mobilize and educate the farmers and their families. We promoted awareness about the importance of protecting the environment and the responsible use of natural resources. There were also other technical projects that were done on these properties.

The farmers received the necessary training and materials to fence off their natural springs. On location visits were made to evaluate the conditions the natural springs were in as well as the use and occupation of the soil and water resources. From there a technical project was created and pointed out the necessary actions needed to be taken to properly protect the natural springs. The last step of the project is reforesting the area around the natural spring with native Atlantic Forest species. The seedlings for this step were grown in the Instituto Terra nursery and will be delivered in the beginning of 2022, thus finalizing all the commitments for this project.

[Learn more](#)



Samuel Emerick, a resident of Alto Mutum Preto, Baixo Guandu/ES, is one of the four farmers served by the Doce Capixaba Natural Springs project.



PARTNERSHIP WITH WACKEN OPEN AIR AND WWF GERMANY WILL RECUPERATE 30 NATURAL SPRINGS IN MINAS GERAIS

For the first time since its inception the outdoor heavy metal music festival Wacken Open Air, which happens every year in the small village of Wacken in the north of Germany, had to be canceled in 2020. The COVID-19 pandemic postponed the event, but didn't impede its ability to show solidarity. The organizers of the event joined forces with WWF Germany and called upon the metalheads to participate in a collaborative campaign in favor of the environment and socioeconomical development. The Eyes of Water program was chosen to carry out a socio-environmental project in the Atlantic Forest.

In action since April of 2021, this partnership mobilized 15 farmers from the city of Pocrane/MG to protect and recuperate 30 natural springs from the Manhuaçu River sub-basin. The farmers that participated in the project mainly worked with livestock and willingly accepted fencing off their natural springs because they are well aware of the importance of caring for sources of water. This care is still significant in the region because these natural springs come together to form the Bom Retiro Stream – known as “Corredeira”. This stream is important as it provides water for the entire city.

After the initial steps that involved mobilizing the farmers and creating the technical project for each area where natural springs would be recuperated, the project reached the phase where materials would be delivered to fence off the area from where the natural spring sprouts. During this step, the Pocrane City Hall showed its support by providing manual labor to help fence off the natural springs and transporting the materials to the difficult to reach areas. Another activity that was part of the partnership involved planting 3,000 seedlings native to the Atlantic Forest biome within the PRNH Bulcão Farm, which took place in December 2021.

In addition to the recuperating and protecting natural springs and planting trees at the PRNH, the partnership foresees implanting 60 small dams to store rainwater and 15 Domestic Sewage Treatment Stations. These stations treat sewage waste from the residence and remove contaminants from the water so that it can be returned to the soil as a water resource without damaging the environment. This project will continue up until December 2023.

[Learn more](#)



Farmers that are served by the project, fencing off natural springs with the support of the City Hall of Pocrane.



Heavy metal festival Wacken Open Air.

BB ORIGINS

Banco do Brasil clients were offered an option where they could effortlessly contribute towards Instituto Terra's goal in revitalizing and protecting natural springs in the Doce River Hydrographic Basin. The program works by rounding up their monthly credit card statements to the next Real or they could choose to personalize their credit card with an authentic Sebastião Salgado photograph. This partnership has been in effect since 2011. In 2021, the funds obtained through this partnership were able to protect two natural springs and implant one biodigestor septic tank in each of the selected rural properties. Both are located in Aimorés/MG and are part of the Manhuaçu River sub-basin.

MORE PROJECTS WITH THE RENOVA FOUNDATION FOR REVITALIZATION OF WATER RESOURCES

In 2021, Instituto Terra continued its planned activities within the scope of the contracts signed with the Renova Foundation in 2018 and 2020. Faced with the dangers of the pandemic, all safety protocols were followed and the project made it possible for 430 small dams and roadside reservoirs – for the storage of rainwater – to be built. In addition to that, 140 natural springs were protected in the Suaçuí River Hydrographic Basic region. The rural properties served in this project were also hit when the Fundão dam burst in Mariana/MG. All the parts of the contract were completed by November 2021.

A new contract was signed with Renova in March 2021, this time planning the management of an area of 500 hectares of restored forestland within the Manhuaçu River Hydrographic Basin. The two municipalities that would be served by the project are Mutum and Lajinha, both in the state of Minas Gerais. The services provided by this project include: mobilization of farmers, creation of technical projects, isolation of areas at risk for passive conduction of natural regeneration, implantation of water and soil conservation practices and implantation of miniature domestic sewage treatment stations. The project will stay in effect until March 2024.

ENVIRONMENTAL EDUCATION





EXPANDING TO TRANSFORM

Instituto Terra was born as a hub for a new environmental awareness based on recuperating and conserving forestland. Over the past two decades hundreds of educational projects, for audiences of all demographics, were brought to life. More than 82,000 people, of 177 different municipalities between the states of Espírito Santo, Minas Gerais, Bahia and Rio de Janeiro, have been reached through these projects that more often than not take place in person.

The social distancing measures imposed by the COVID-19 pandemic had a great impact on the, educational programs at Instituto Terra. With in-person activities suspended since the beginning of the pandemic the Education Department turned its efforts towards building relationships with other institutions, participating in online programs and preparing for the return of its in-person course.

EXPANDING EDUCATIONAL CONTENT FOR DIGITAL CHANNELS

Due to a partnership with two German institutions, **Stefan Krause Bindungsstiftung** and **Peto Madew Kulturstiftung**, we've been producing a web series, geared towards children, with environmental themes.

The graphic animation videos will be made in partnership with Davar Projetos Culturais and they will tell Instituto Terra's story from the perspective of iconic characters from the Atlantic Forest. This project is an opportunity to test new language and make Environmental Education reach different audiences, including students and teachers that are physically distant from Instituto Terra. This web series is set to be launched in 2022.

COMMON ENVIRONMENT: EDUCATIONAL ACTIVITIES SYNERGIZING WITH INHOTIM

Environmental Week in 2021 marked the beginning of a collaboration Instituto Terra has with the Museum of Contemporary Art and Botanical Gardens of the Inhotim Institute. During the period June 1st to June 10th the two institutions, both committed to the preservation of natural heritage and environmental education, covered common themes on their social media accounts. Reforestation, natural heritage, diversity, conservation and landscape management and recuperation were just some of the subjects brought to the attention of over 350,000 Instagram followers.

[Learn more](#)

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In November, both institutions were able to hold a joint Environmental Education activity. The Environmental Youth Agents from Inhotim and former CSER students, along with Environmental Education teams of both organizations, held an online discussion about youth protagonism in the current environmental landscape. Behavioral issues and the importance of dreaming and acting on it were put on the table for discussion. The value of diversity and community actions were highlighted as positive factors to boost change and improvement locally.

THE RETURN OF THE CENTER FOR STUDIES IN ECOSYSTEM RESTORATION (CSER)

One of the main activities developed by Instituto Terra with regards to Environmental Education, the Center for Studies in Ecosystem Restoration (CSER) was put on hold since March 2020 due to the COVID-19 pandemic.

Inaugurated in August 2005, CSER provides post-technical training – theory and practice – of agricultural, environmental and forestry technicians. The goal of this center is to become a reference in regards to training professional that can operate in recuperating degraded areas and environmental valuation and restoration. In addition to making good use of natural resources and using alternative techniques for administrating, managing and farming on rural properties. Geared toward recently graduated agricultural, environmental and forestry technicians, CSER has already trained 192 technicians – including a few teachers that were hired by Instituto Terra and work in different areas of the organization.

After numerous plans and internal organizational processes, in December of 2021, CSER was finally cleared for reopening. The notice for the student selection process was launched and registration open. The students will go through a multistep selection process and up to 20 students will be chosen to be part of the CSER Class of 2022. The Center for Studies in Ecosystem Restoration is financially supported by the Fondation Lemarchand and Renova Foundation.



SUPPORTING SCIENTIFIC RESEARCH

Ever since it was founded, Instituto Terra has always sought out to align itself with professionals of high technical standing to bring life to the forest planted in a region with a very challenging climate and topography. We've learned a lot doing, observing nature and improving our processes. We believe that by sharing this gained knowledge we can inspire more and more people to act in favor of environmental preservation and recuperation.

INSTITUTO TERRA ON RESTOR.ECO

With the mission of global restoration, the Crowther Lab developed the Restor.eco website. Launched in October 2021, the site brings together thousands of ecosystem restoration experiences from around the world, one of which is the work done at Instituto Terra in the reforestation of the PRNH Bulcão Farm. The website allows us to see maps and information about the reforestation process done at each initiative and it is a fountain of information for researchers and environmental enthusiasts alike.

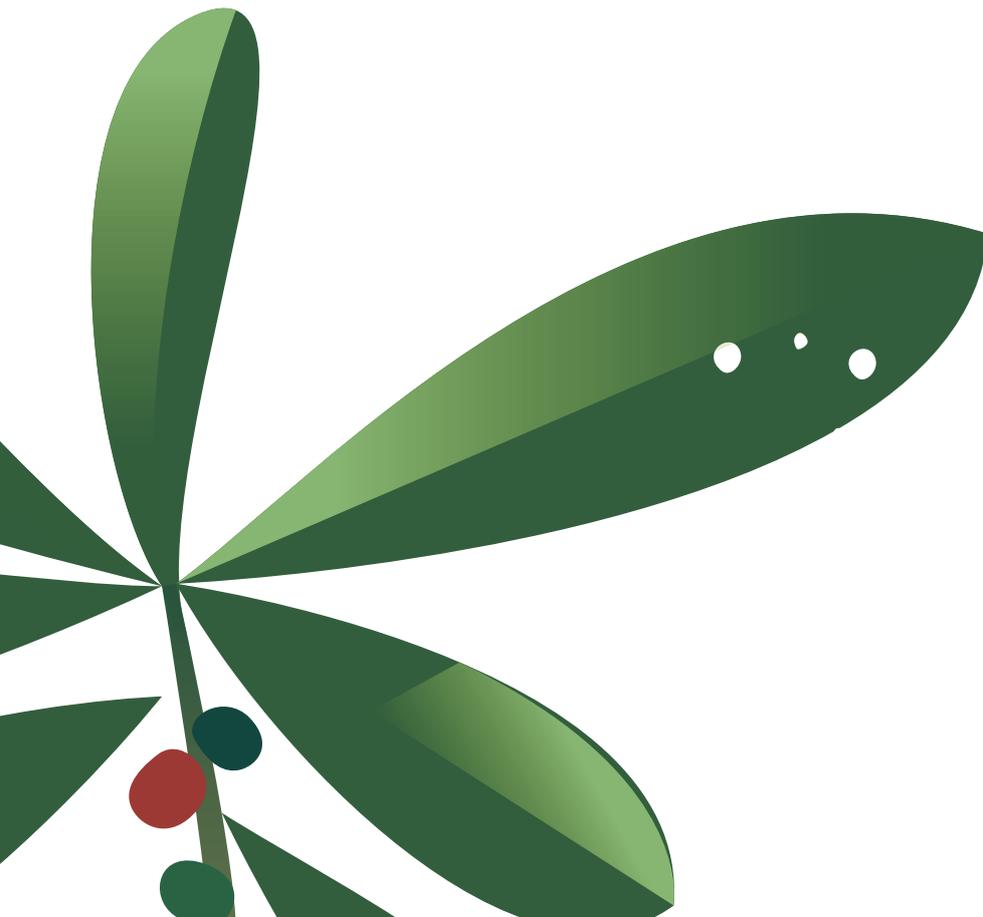
[Visit our website and check it out](#)

INSTITUTO TERRA IS AN EXAMPLE IN REFORESTATION SUCCESS

Instituto Terra was one of the 12 cases of reforestation worldwide selected to be a part of the Flagship Restoration Case Studies website. The studies show how restoration practices generate numerous social and environmental benefits for the general population.

The narrative about the Institute is signed by the researchers, Daniella Schweizer and Robin L. Chazdon, that collected information from official documents, interviews and articles to make the story about the techniques applied in ecosystem restoration at the PRNH Bulcão Farm reach people worldwide.

[Click to read the text in its entirety](#)



ARCGIS AND GEOREFERENCING THE PLANTED FOREST

In March 2021, an online interactive map with satellite images was launched that allows people to visually keep up with the evolution of the forest planted at the PRNH Bulcão Farm. Initiated in 2020, the project relied on the support the Imagem company while involving the three technical departments (Projects, Environmental and Information Technology) at Instituto Terra. They all worked with the ArcGIS software to develop a map and a virtual tour that allows visitors to “walk” through the facilities at Instituto Terra and learn more about its history.

In addition to public contents, the software’s system also allowed the creation of a database on parent trees. Using the tool, Instituto Terra’s seed collectors can register information about the trees and view them on a georeferenced map. The documentation of these data is important to record, monitor and analyze the seed production of each tree individual and ensure more quality in the production processes of native seedlings.

[Learn more](#)

An aerial photograph of the Instituto Terra campus, showing a large green lawn, several buildings with red-tiled roofs, and a circular structure. The campus is surrounded by dense tropical forest with many palm trees. The image is framed by a dark green vertical bar on the right side.

ORGANIZATIONAL MANAGEMENT

In 2021, we had to face another year of adversity caused by the pandemic of the new coronavirus. For an institution whose essential tasks take place in person, the dynamics of remote work proved especially challenging. To keep employees motivated and aligned with Instituto Terra's mission, we are committed to transparent, responsible and always willing to improve organizational management.

Throughout the year, we reviewed and optimized internal processes, hired new employees, valued long-term employees, carried out repairs and renovations to our infrastructure and strengthened internal communication by creating new channels for sharing information. All this to ensure a good workflow and achieve the Institution's goals and objectives.

On Instituto Terra's website, we have developed a Transparency Channel where employees and third parties can report cases of non-compliance with the Institute's Code of Ethics and Conduct. We have also adapted the website settings to comply with the General Data Protection Law, including making our Data Privacy Policy public. In addition to these achievements, other activities marked the management of Instituto Terra in 2021:

LAUNCH OF THE INTEGRITY PROGRAM

In August, Instituto Terra took an important step towards organizational culture, with the launch of its Integrity Program. A hybrid event held at Cine Teather with part of the team watching remotely and around 70 present reinforced the commitment to the ethical and moral values that govern the Institute since its foundation.

At the event, director-counselor Paulo Wanick presented the fundamentals of the Integrity Program to an attentive and engaged audience, made up of employees and contractors of the Institute and Aimorés authorities. On the occasion, the then Executive Director, Isabella Salton, and the vice-president of the Board of Directors, Juliano Ribeiro Salgado, reinforced the importance of the Program for the management of the institution and the relationship with the different stakeholders of the Institute.



Instituto Terra's Integrity Program is based on nine pillars to implement a culture of integrity and cultivate good management practices, namely: Senior Management Support, Risk Assessment, Code of Ethics and Conduct and Compliance Policies, Internal Controls, Training and Communication, Transparency Channel, Internal Investigations, Internal Audits (*Due Diligence*) and Monitoring and Audits. As a result, the Institute conforms to the most recent legislation and continues to work towards transparent and integral governance.

To mark the moment, all those present were invited to plant native Atlantic Forest seedlings in an area of the Instituto Terra called **Forest of Integrity**.

[Learn more](#)

INSTITUTO TERRA'S BOARD OF DIRECTORS MEETS IN PERSON

After almost two years of not meeting in person due to the pandemic, the members of the Instituto Terra Board of Directors gathered at the Institute in December for the second and final meeting of 2021.

With great joy of being able to bring all the members together, the Board analyzed the activities carried out in recent months, including those performed by its Scientific Committee, deliberated on proposals for the next actions and defined guidelines for the future of the Institution.



INSTITUTIONAL REPRESENTATIONS

Instituto Terra participates in Environmental Councils and Basin Committees of the Rio Doce region. Check out below this representation in different spheres of mobilization:

CBH-Doce - Rio Doce Hydrographic Basin Committee

Has been participating since March 2005 and in April 2009 it took over as a full member, being one of the three elected from the State of Minas Gerais to represent the area of Teaching and Research. Full member of the Institutional Technical and Legal Chamber and of the Technical Chamber of the Water Resources Plan.

CBH-Guandu - Rio Guandu Hydrographic Basin Committee

Has been participating as a full member, being one of the representatives of civil society. Instituto Terra, despite having its headquarters in Minas Gerais, was elected to the CBH-Guandu (committee of the capixaba river, a tributary of Rio Doce) for its relevant work in the Rio Doce Basin.

CBH- Manhuaçu - Rio Manhuaçu Hydrographic Basin Committee

Has been participating as a full member, being one of the representatives of civil society.

CBH- Suaçuí - Rio Suaçuí Hydrographic Basin Committee

Has been participating as a full member, being one of the representatives of civil society.

CBH-Pontões e Lagoas-ES

Participates as a full member, being one of the representatives of the organized civil society in the 2017-2021 mandate.

CBH-Santa Maria do Doce-ES

Participates as a full member representing civil society organized, answering for the Vice-Presidency of the Council in the 2017-2021 mandate.



COMAM - Aimorés / MG Municipal Environmental Council

Effective member of the COMAM of Aimorés, which is a collegiate in charge of advising the Municipal Government on issues relating to the protection, conservation and improvement of the environment.

CMDCA - Municipal Council for the Rights of Children and Adolescents of Aimorés / MG

is its vice-president, being one of the representatives of civil society. The Municipal Council for the Rights of Children and Adolescents is a normative, advisory, deliberative and controlling body of the policy of promotion, care and defense of the Rights of Children and Adolescents.

Advisory Board of Sete Salões State Park

Effective member, legally elected. The Council brings together the municipalities of Conselheiro Pena, Itueta, Resplendor and Santa Rita do Itueto, in Minas Gerais. The formation of Advisory Councils of the UCs - Conservation Units is provided for in the SNUC - National System of Conservation Units. Which are instances of discussion, negotiation and decision-making support in the management of the Conservation Unit and its area of influence to address environmental, social, economic, cultural and political issues.

Rio Guandu Consortium

Consortium formed by the municipalities that make up the Guandu River Basin (Afonso Cláudio, Baixo Guandu, Brejetuba and Laranja da Terra). Instituto Terra joined in 2005, invited by the other members. Instituto Terra also makes up the Consortium's Fiscal Council.



COPAM – State Council for Environmental Policy of the State of Minas Gerais

Instituto Terra acts as an alternate representative of a non-governmental organization established for the protection, conservation and improvement of the environment. Created by the Government of Minas Gerais, COPAM aims to align state environmental policy with international trends in environmental management.

Pact for the Restoration of the Atlantic Forest

Instituto Terra is one of the NGOs that are signatories of the Pact, which also brings together governments, companies and research institutions from all over Brazil and aims at the implementation of large-scale forest recovery projects to recover, by 2050, 15 million hectares of affected forest areas in the country.

Atlantic Forest Biosphere Reserve

First Outpost of the Atlantic Forest Biosphere Reserve in Minas Gerais, Instituto Terra has this “crediting” granted to institutions that develop in a regular and measurable way actions in the three basic functions of the Biosphere Reserves: conservation, knowledge and sustainable development, as defined by Unesco’s MaB Program.

Forest Dialogue

Instituto Terra participates in this initiative which is constituted in a National Forum aiming at the interaction between representatives of companies in the forest-based sector and environmental organizations and social movements with the objective of building common vision and agendas among these sectors. It aims to promote effective actions associated with forestry production, expand the scale of efforts to conserve and restore the environment, generating benefits for the participants in the Dialogue and for society in general.



Atlantic Forest NGOs Network

Instituto Terra is part of the Atlantic Forest Non-Governmental Organizations Network – RMA, institution that aims to weave a broad network for the defense, preservation and recovery of the Atlantic Forest, promoting the exchange of information, mobilization and coordinated political action.

Tourism in BARI

A working group was created in 2017, composed of representatives from the municipalities of Baixo Guandu, Aimorés, Resplendor and Itueta, and public and private entities to promote tourism in the region. Instituto Terra participates in the working group as one of the local tourist attractions. After meetings of planning and execution, a folder was developed with tourist information in the region and a website was launched: www.turismonobari.com.br. With the pandemic, the group's activities were reduced.



COMMUNICATION

Engaging people in a major global change by valuing the standing forest and active reforestation is one of Instituto Terra's communication goals. In 2021, the area consolidated the Institute's presence on digital social networks and created internal communication channels. With the support of the vice-president of the Board of Directors, Juliano Ribeiro Salgado, and the partner communication agency, Ampfy, it was possible to develop campaigns that, in addition to strengthening Instituto Terra's brand, made our message in favor of the environment reach much more far away.





INSTITUTOTERRA

SITE

196.774 PAGE VIEWS
15 BLOGPOSTS IN 2021

FACEBOOK

59.223 FANS/FOLLOWERS
19.880.403 REACH

INSTAGRAM

31.929 FOLLOWERS

LINKEDIN

1.935 FOLLOWERS

TIKTOK

5.756 FOLLOWERS
20.100 LIKES

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HIGHLIGHTS



CAMPAIGN #REFLORESTA

To emphasize the importance of forests' recovery, Instituto Terra launched the "Reforest" campaign in 2021. Created by the Ampfy agency, the action has as its centerpiece the creation of a new song by Gilberto Gil, which has joined the famous *Refazenda, Refavela e Realce*.

In addition to the renowned Brazilian composer, the campaign had the participation of several personalities, such as Marcos Palmeira, Luciano Huck, Djavan, Chico Buarque, Lilian Pacce, Dudu Bertholini, Patricia Pillar, Bruna Lombardi and Cauã Reymond, in a movement that stirred all social media. The first-hand screening of the clip produced by Piloto Filmes and directed by Ivi Roberg took place on February 21, in a special report on *Fantástico*, marking the beginning of the campaign.

The campaign also marked the arrival of Gilberto Gil on TikTok, which, for each video made with the song, committed to planting a tree at Instituto Terra. In the first week of the campaign, there were 40,000 videos made by the community, totaling more than 40 million views on the platform. On Instagram, **#refloresta** engaged more than 200 influencers and reached more than 6 million people, in addition to having a great impact in the national and international press, adding more than 200 records. In spontaneous media, the campaign totaled more than 5.3 million dollars.

Besides the media success, the **#refloresta** campaign made it possible to plant 40,000 native Atlantic Forest seedlings in the Rio Doce valley region, through a partnership with TikTok. For all these reasons, the campaign was celebrated as one of the actions of great socio-environmental impact on the platform during 2021, and Instituto Terra was honored at the TikTok Awards, on December 15th.

DEBUT ON TIKTOK

In April, Instituto Terra launched its TikTok profile with an exclusive video of the founders Lélia and Sebastião calling on people to plant more trees. In 24 hours, the profile gained 664 followers and more than 1,000 likes. On 04/22, in celebration of Earth Day, the Instituto made a live broadcast on the platform. Entitled “Recovering Forests is Possible”, the live was attended by the vice president of the Board of Directors of Instituto Terra, Juliano Salgado, and the manager of Education and People, Andressa Catharina. In a relaxed conversation, they spoke to a virtual audience of more than 54,000 people about the importance of ecosystem restoration for the planet’s biodiversity.

INSTITUTO TERRA IN AMAZÔNIA EXHIBITION

In 2021, the founders of Instituto Terra, Sebastião Salgado and Lélia Wanick Salgado, released their newest artwork. The Amazon exhibition — which features hundreds of unpublished photos of the largest forest in the world, with its indigenous peoples, landscapes, rivers and all its exuberance — began a world tour that started in France in April and passed through Italy and England in the following months.

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Those who visited the exhibition in Paris or London also had the opportunity to see the work of Instituto Terra. At the Philharmonie in Paris, a panel with content in photos, videos and texts about Instituto Terra was set up in partnership with **Mint Energie**. At the Science Museum, in London, the history of Instituto Terra was present in the exhibition space and also online, through a post published in the museum’s blog.

[Learn more](#)

SUSTAINABLE TURN SP 2021

Instituto Terra joined around one hundred civil society organizations, artists, experts and representatives from the public and private sector to participate in the 11th edition of Virada Sustentável SP, which took place between September 2nd and 22nd, 2021.

The program featured cultural attractions, urban interventions, debates and concerts encouraging reflections on topics such as climate change, conscious consumption, the environment and diversity. At the invitation of the event's organization, messages were shared in support of sustainability and awareness of the new generations. With the phrase "Respect, replant and be #reforest", the Institute invited the public to act in favor of ecosystem restoration, a work it has carried out since its foundation. Learn more about our message:

[Learn more](#)

PARTICIPATION IN THE 25TH CASACOR ESPÍRITO SANTO

Instituto Terra had a special presence at the 25th edition of CASACOR Espírito Santo, held in Vila Velha from October 6th to November 28th, 2021. The environmental NGO was part of Terrazze Verdi, an environment designed by the architects Mara Delpupo and Aline Wanick, from Formato Arquitetura, for Città Engenharia, whose central theme was sustainability.

In addition to receiving photos and videos that portray the history of the Institute, the space also housed the Dialogues for Sustainability project, which promoted debates on the environment with special guests, including the vice president of the Board of Directors of Instituto Terra, Juliano Ribeiro Salgado.

ON-LINE PARTICIPATION

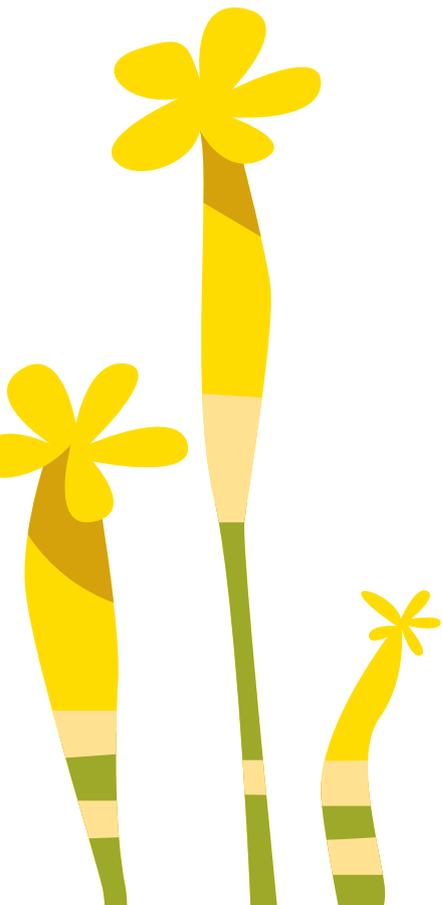
In one more year facing the the limitations imposed by the Covid-19 pandemic, Instituto Terra remained present in environmental debates through digital solutions. The Institute's team of collaborators participated in virtual lectures, live broadcasts and online events that made it possible to exchange information with different audiences. Thus, we take opportunities to present Instituto Terra's work and inspire more people.

- Participation in the program "Opinião Pernambuco", on TVU Recife, in March.
- Online participation in the event "Living the Earth: environment, city, landscape", promoted by the Order of Architects, Landscapers and Conservatives of Rome, Italy, in April.
- Virtual meeting with students and staff of the United Nations University MERIT, located in Maastricht, Netherlands, who promoted a virtual marathon to collect donations for Instituto Terra, in May.
- "Instituto Terra: Example of ecosystem restoration and recovery of springs inside and outside the RPPN Bulcão Farm", carried out in June by the State Secretariat for the Environment and Water Resources (Semarh) of Rio Grande do Norte.
- Chat about Water and Reforestation at the opening of the SaranCINE Festival 2021, in June.

- Participation in the “Atlantic Forest Seminar: Socio-environmental Scenarios of a Threatened Biome”, held by the Federal Institute of Espírito Santo - Santa Teresa Campus, in June.
- Lecture “Instituto Terra: an example of reforestation”, at the international student conference held by Initiative Solidarische Welt Ilmenau (Germany), in June.
- Participation in AngloGold Ashanti Environment Week, in June.
- Lecture “Environmental Education: Advances and the challenges that arise in the scenario of the pandemic and post-pandemic”, at the invitation of the Prefecture of Colatina, in June.
- Chat “Agroecology: possibilities and challenges today”, held in June by Senac Sorocaba.
- “Instituto Terra: Environmental Education and Landscape Transformation”, held in June by the University Center of Caratinga (Unec)
- Roundtable on social responsibility and our positive impacts on the planet and the surrounding community at the online event “TikTok For You Summit Brasil”, held by TikTok with representatives from Safernet and Fundação Tide Setúbal, in August.
- Live “Solutions and Challenges for Restoring Ecosystems”, held by Synergia and with the participation of Mario Mantovani (Director of Mobilization at SOS Mata Atlântica), in August.



- Lecture at the Cine.Ema Environmental Film Festival and at the meeting of PRNHists, organized by Caju Produções and Reserva Água Branca, in October.
- Videoconference of the "2nd National Meeting of Tree Planters", in October.
- Participation in the live for C6 Bank employees, entitled "The challenges and importance of strengthening Brazilian CSOs and the role of companies in the process of changing the current scenario", in November.
- Virtual lecture on the importance of taking care of water, aimed at children from the Monteiro Lobato Municipal School, in Horizontina/RS, in December.
- Participation in the evaluation panel of the project "Passport for Revitalization: Training of young leaders in the Rio Doce Basin", at the invitation of the Minas Gerais Association of Agricultural Family Schools (AMEFA), in December.



NA MÍDIA

1. Fantástico, Globo: 21/02/2021, Refloresta

[Link](#)

2. Repórter Eco, TV Cultura: 11/04/2021

[Link](#)

3. Agrocultura, TV Cultura: 18/04/2021

[Link](#)

4. "Süddeutsche Zeitung", ZDF Heute Jornal, Alemanha: 21/05/2021.

5. Terra de Minas / Globo: 14 e 21/08/2021.

1ª parte: [Link](#)

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6. Jornal Nacional:

[Link](#)

7. Rai Play, Itália, evento #OnePeopleOnePlanet: 22/04/2021.

Instituto Terra participated with a speech by Juliano Salgado about the Instituto, in addition to showing the institutional video and music video for the song Refloresta.

8. TV pública alemã ZDF: 14/09/2021, seven articles about Instituto Terra were broadcast.

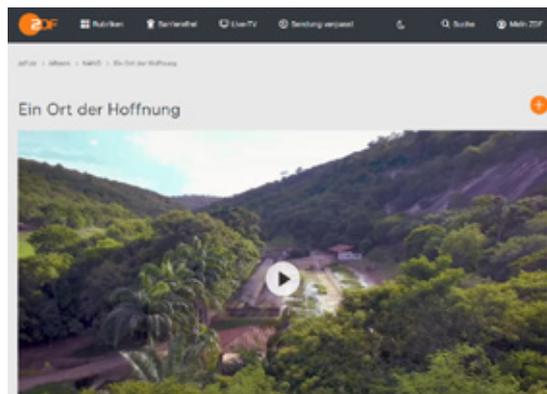
[Link](#)

9. Valor econômico: 29/10/2021, "End deforestation and restoration are essential"

[Link](#)

10. TV Ambiental: 27/10/2021, "Restoring springs and forests"

[Link](#)



Fim do desmatamento e restauração são essenciais

Os seis biomas nacionais, somados, perderam 1,38 milhão de hectares, equivalentes a nove vezes a área da cidade de São Paulo, no ano passado

Por Lídia Helena de Camargo — Para o Valor, de São Paulo
29/10/2021 08:48 - Atualizado há 7 meses



INSTITUTIONAL DEVELOPMENT

Viveiro de Mudanças
Nursery →
Estacionamento para ônibus
Bus Parking

↑ Recepção
Reception
Administração
Administration

INSTITUTIONAL DEVELOPMENT

Created in 2020, based on the macro-guidelines drawn up by the Instituto Terra's Board of Directors, the Institutional Development area works strategically to expand partnerships and donations that support the actions of ecosystem restoration and environmental education developed by the Institute. In 2021, the area closed partnerships for short and medium-term projects and followed the development of long-term projects, bringing more transparency and security to the relationship with these stakeholders.

The prolongation of the Covid-19 pandemic, with the outbreak of new variants of the coronavirus and delays in the distribution of vaccines, and the uncertainties about the global economic recovery presented major challenges for the financial sustainability of companies and organizations in 2021. With the unfavorable scenario and companies retracted, the Institutional Development area promoted an active search for new sponsors and partners for Instituto Terra, with a view to expanding and diversifying the institution's network of supporters.

Throughout the year, the area took over the Sustainable Business Development (DNS) sector and carried out activities to create and improve internal processes, implement contracts and legal models, and standardize sponsorship proposals. Below, we list the main partnerships signed in 2021:

- **C6 Bank:** the partnership allowed the bank's account holders to make individual donations to Instituto Terra from its own C6 Store platform, opening another channel for collecting donations.
- **Fondation Air France:** the partnership with the French airline will expand the structure of Instituto Terra's meliponary, transforming it into a school meliponary, with greater educational potential to share knowledge about native Brazilian bees.
- **Imagem:** the partnership made it possible to use the ArcGIS software system and develop an interactive map with satellite images, in which it is possible to visually monitor, with data analysis, and in online form, the evolution of the forest planted in the RPPN Bulcão Farm.
- **Instituto Inhotim:** the partnership enabled the exchange of knowledge between the two institutions, which have in common the concern for environmental preservation. The actions took place between the Environmental Education areas of the two organizations, highlighting the content created for the Environment Week (June) and the online meeting between young people who participated in the CSER educational programs, from Instituto Terra, and Young Environmental Agents, from Inhotim.
- **MEC PLANT:** The partnership signed with the leader in the nursery equipment market makes the company the official supplier of substrates for the production of seedlings at the Instituto Terra's nursery in 2022.
- **Mint Energie:** The partnership with the French renewable energy company allocated revenue to Instituto Terra through a brand activation during the exhibition of the *Amazônia* exposition, which presented the new photographic series by Sebastião Salgado at the Philharmonie in Paris, France, between May and October 2021.

- **Stefan Krause Bindungsstiftung e Peto Madew Kulturstiftung:**

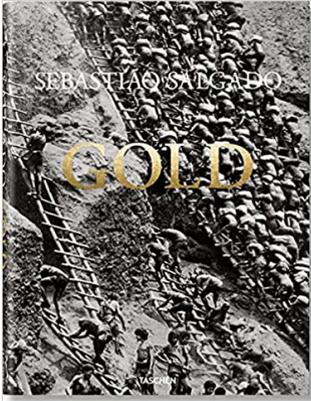
The partnership signed with the German institution will enable the production of a webseries with environmental themes in three episodes. The project is the first 100% focused on digital channels, being an opportunity for Instituto Terra to test new languages and make Environmental Education reach audiences that are physically distant.

- **TikTok:** Special project generated from the #reforest campaign,

which launched the profile of the musician Gilberto Gil on the video platform TikTok and called on the public to plant trees. The project made it possible to plant 40,000 seedlings of native Atlantic Forest species in an area of 26 hectares adjacent to the Bulcão Farm RPPN, contributing to ecosystem restoration in the Rio Doce valley basin.

- **XP Investimentos:** Through the creation of the first 100% green Certified Investment Fund for Structured Operations at XP, the partnership will enable the planting of 50,000 seedlings of native Atlantic Forest species, in the Rio Doce Valley Basin from 2023 to 2025.

- **Zurich Forest Project:** In the second year of the project, the Institutional Development area took over the relationship with the communication and public relations teams of the Zurich Group. A routine for sending reports and monitoring the actions performed was established, which strengthened the relationship between the institutions while improvements were implemented in the executive project.



SUSTAINABLE BUSINESS DEVELOPMENT (SBD)

Suspended since March 20, 2020, in-person visits to Instituto Terra continued to be paused in 2021 because of the waves of transmission due Covid-19.

During this period, DNS was responsible for selling and sending products purchased through the online store; for monitoring sales and donations of seedlings from the Nursery; and for the supervision of individual donations received through the BB Origens, C6 Store, Dotz, O Polen, Arredonde Program and Arredondar Program.

[See our online store](#)

INSTITUTO TERRA AND ENDOWMENT FUND

Created in December 2020, to receive donations that will be intended to promote the long-term maintenance of the NGO's activities, the Instituto Terra Fund remained active throughout 2021, accepting donations from individuals and legal entities of the outside.

The Fund is managed by the King Baudouin Foundation (KBF), which is considered the largest public benefit foundation in Belgium, operating in Europe, Asia, Africa and in several countries around the world. In addition, there is also the possibility of creating a perpetual philanthropic endowment fund in Brazil (Endowment funds), to ensure the continuity of Instituto Terra's mission. In 2021, the Executive Board and the Institutional Development area deepened their studies on the Endowment and specific actions were designed with the aim of feeding the endowment fund, understanding that this is a promising path to support the expansion and maintenance of the activities developed by Instituto Terra.

SPONSORS AND PARTNERS IN 2021



THANK YOU SO MUCH!

Instituto Terra thanks its partners for supporting the development of our environmental and educational projects, as well as the maintenance of this non-profit civil organization.

Sponsorships and special projects

- Aire Ar
- Energias de Portugal – EDP
- Fondation da France – Lemachand
- Fundação Genovaise
- Fundação Renova
- Ministério Público Federal do Espírito Santo
- Prefeitura Municipal de Aimorés
- TikTok
- Unico
- Wacken Open Air e WWF Alemanha
- Zurich Insurance Company Ltd.

Partnership | Official Suppliers

- Ampfy | Agência de Comunicação Digital
- Google
- Imagem
- Instituto Federal do Espírito Santo - IFES
- Instituto Martinelli
- MAMG Advogados
- Microsoft Office
- Servino Consultoria
- Souza Leão Subtil Sociedade Individual de Advocacia
- TASCHEN
- VLF Vilas Boas Lopes Frattari Advogados
- Wide - WSpot Software

Donation Programs

- BB Origens
- C6 Store
- Dotz
- King Baudouin Foundation
- O Polen
- Programa Arredonde
- Programa Arredondar

FINANCIAL



FINANCIAL

Despite the challenges arising from the global pandemic scenario, in 2021, the Instituto Terra maintained the level of collection necessary to ensure the financial sustainability of the institution.

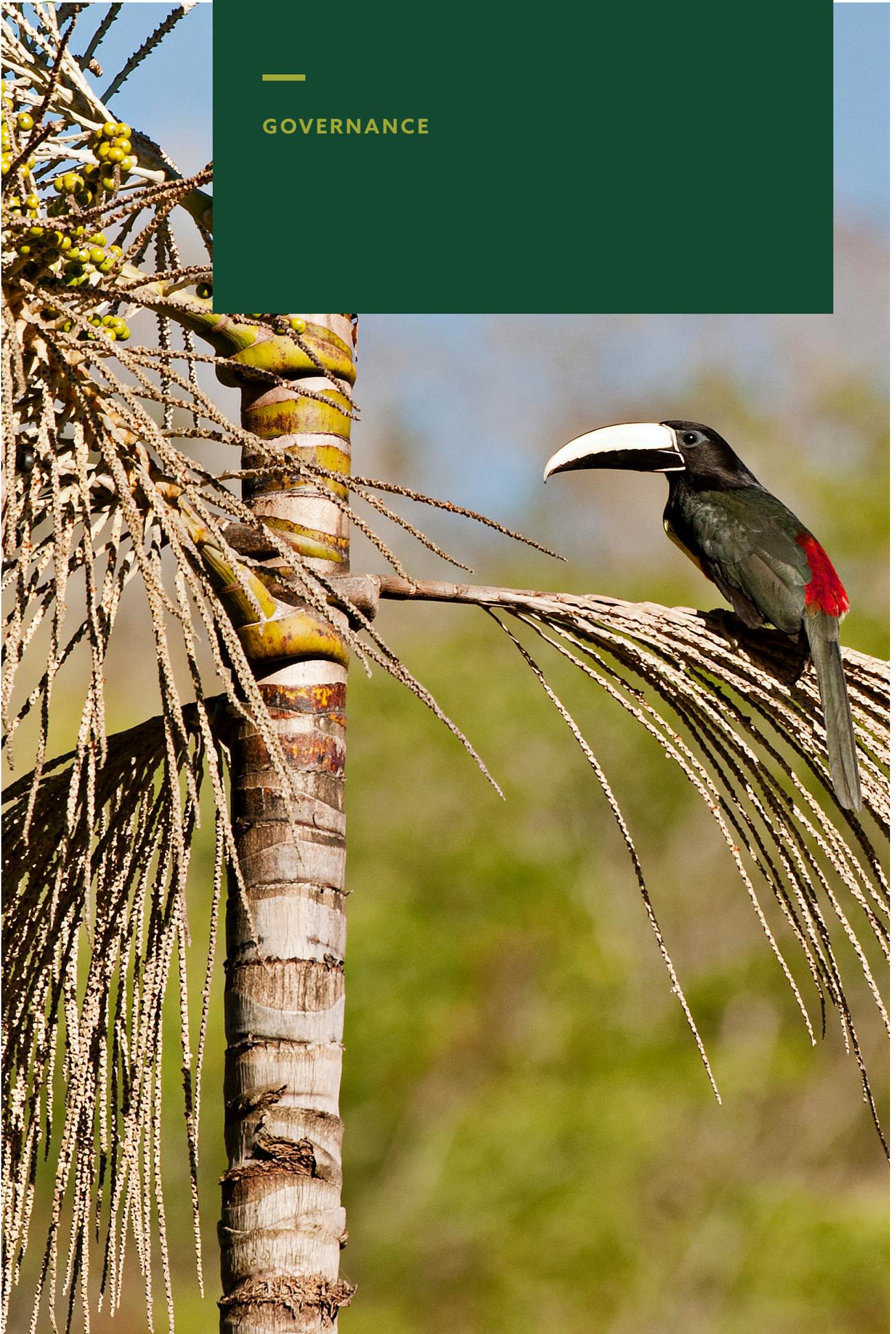
Throughout 2021, we continued to improve and reinforce our internal controls, as well as our policies, with a view to ensuring data integrity, security and transparency in the Institute's and projects' financial reports.

The 2021 Financial Statements of Instituto Terra were audited and approved by RSM Consulting, in compliance with Brazilian and international auditing standards.

[Click and check out the 2021/2020 Financial Report.](#)



GOVERNANCE



ADMINISTRATIVE STRUCTURE

Instituto Terra's governance model defines its macro-structure of power: deliberative bodies (Director Board), supervisory bodies (internal, Fiscal and External Council, Independent Audit), consultative (Consultative Board) and executive bodies (Executive Team) and how they relate to each other.

Instituto Terra's basic governance principles are transparency, equity, accountability and responsibility. Seeking to offer maximum transparency in the application of resources, in line with its values, the financial statements are analyzed and certified by renowned external auditing companies, as well as by an Audit Committee since its foundation.

OUR TEAM IN 2021

José Armando de Figueiredo Campos	<i>President</i>
Juliano Ribeiro Salgado	<i>Vice-president</i>
Lélia Deluiz Wanick Salgado	<i>Counselor and Co-Founder</i>
Sebastião Ribeiro Salgado	<i>Counselor and Co-Founder</i>
Tomaz Benedito de Souza	<i>General Secretary</i>
Fred Siqueira	<i>Counselor</i>
Guilherme Rehder Quintella	<i>Counselor</i>
Henrique Lobo Gonçalves	<i>Counselor</i>
Izabella Mônica Teixeira	<i>Counselor</i>
Miguel Calmon	<i>Counselor and Coordinator of the Scientific Committee</i>
Paulo Henrique Wanick Mattos	<i>Counselor</i>



CONSULTING BOARD

Antonio Carlos Simas

Célio Murilo de Carvalho Vale

Clayton Ferreira Lino

Fernando Moraes

Francisco Buarque de Holanda

Gabriel Zellmeister

Gustavo Alberto Bouchardet da Fonseca

João Pedro Stédile

José Mindlin (*in memorian*)

José Roberto Soares Scolforo

Luiz Carlos Cardoso Vale

MarittaKock-Weser

Mauro Leite Teixeira

Roberto Messias Franco

Robson de Almeida Melo e Silva

Russel Mittermeier

Washington Olivetto

FISCAL COUNCIL

Celso Luiz Marques

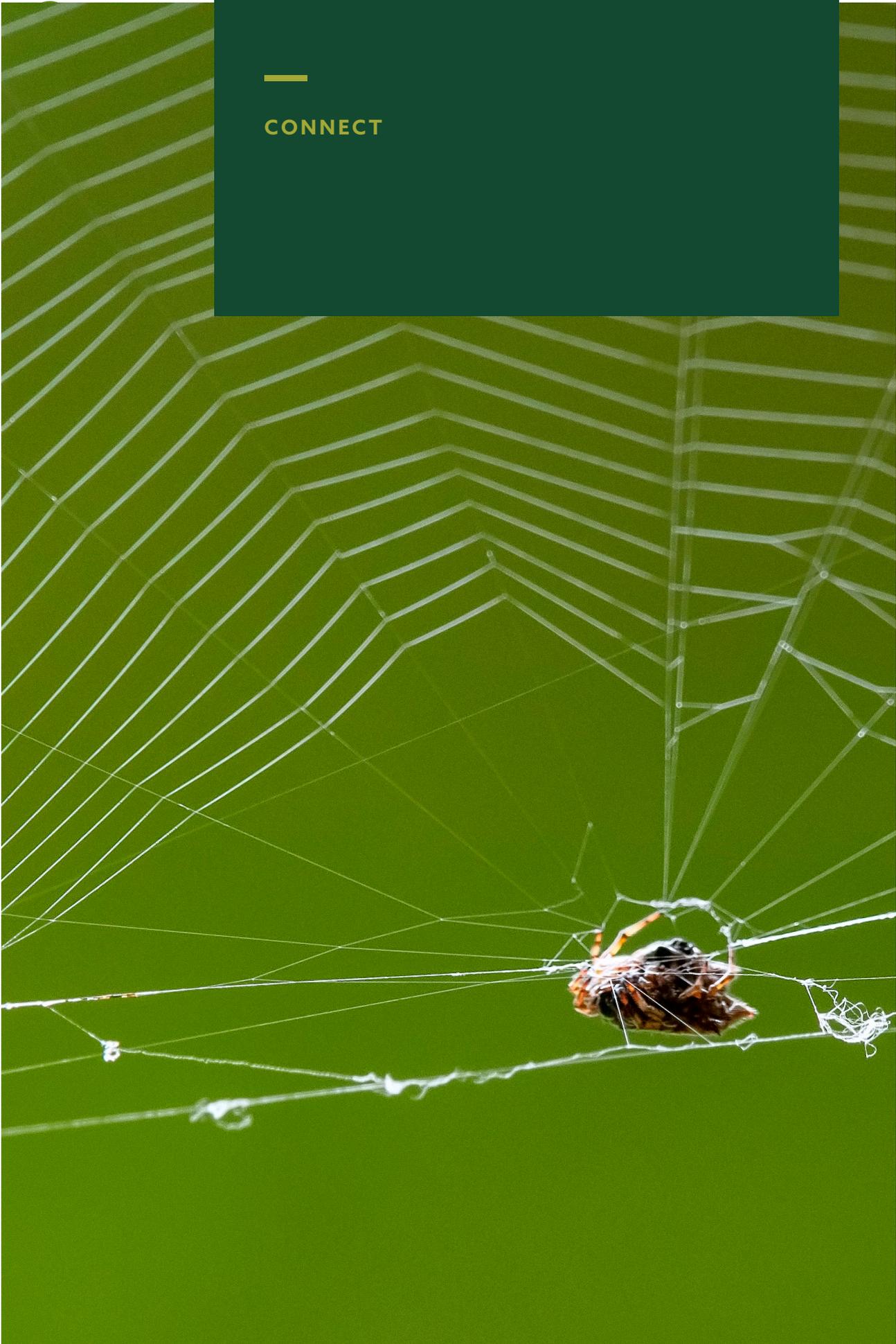
Flávia de Oliveira Rapozo

Valcemiro Nossa

EXECUTIVE TEAM

Isabella Salton	<i>Executive director</i>
Moisés de Souza Marcelino	<i>Environmental Unit</i>
Andressa Catharina Mendes Cunha	<i>Education and People Unit</i>
Gilson Gomes de Oliveira Júnior	<i>Project Office</i>
Edna Amorim	<i>Finance</i>
Renata Salles	<i>Head of Institutional Development</i>
Camila Alves Madalon	<i>Sustainable Business Development Unit</i>
Sílvia Almeida	<i>Head of Communication</i>

CONNECT





Follow the Instituto Terra's digital channels and stay up to date with news, day-to-day activities and all matters important to the environment and Rio Doce valley.



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[iNaturalist](#)



[Restor](#)



2021
ACTIVITIES REPORT

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INSTITUTOTERRA

Renascimento que Transforma.

