



Allied Business
Report
2022



INSTITUTOTERRA



ABOUT INSTITUTO TERRA

Focused on environmental restoration and sustainable rural development in the Doce River valley since the late 90's, this NGO is the result of the initiative of Lélia Deluiz Wanick Salgado and Sebastião Salgado. When they saw the state of environmental degradation in which the old family cattle farm was found - like several other rural properties located in the region - they made a decision: to give back to Nature what decades of environmental degradation had destroyed.





Instituto Terra at 2003 - © Sebastião Salgado



A background photograph showing several people in a nursery or greenhouse setting. They are wearing light-colored clothing and hats, and are carrying large trays of green seedlings on their heads. The scene is brightly lit, suggesting an outdoor or well-lit indoor environment. The overall tone is green and natural, emphasizing environmental work.

297

Native species at
Instituto Terra

177

Municipalities reached through
environmental education

6.2M

Native seedlings produced
since 2022

1.066

Rural properties
directly benefited



9.200Kg of seeds collected

82.278 people trained in ecologically sustainable farming techniques

2.072 hectares reforested up until to now

2.002 natural springs recovered

172

native bee species
(6 of which are endangered)
at Instituto Terra

33

species of mammals (7 of
which are endangered)
at Instituto Terra

15

species of amphibians at
Instituto Terra

15

species of reptiles at
Instituto Terra



2000



2006



2022



**YEAR AFTER YEAR,
WITH HELP FROM
VARIOUS PARTNERS,
INSTITUTO TERRA HAS
PROVED THAT IT IS
POSSIBLE TO RESTORE
THE ATLANTIC FOREST!**



After nearly 25 years since it was founded, Instituto Terra's activities in the Doce River basin have already caused relevant impacts in the region, something we are very proud of. With the launch of the Allied Business program in 2022, a new phase began, making it possible for small and medium-sized businesses to become our partners in our mission to restore the Atlantic Forest, a biome that's globally considered a hotspot for biodiversity.





Allied Business - Impacts in Year 1

FUNDS RAISED

R\$ 112.868,63

TREES PLANTED

3224

AMOUNT OF SPECIES

**25 different species native
to the Atlantic Forest**

Allied Business - Species List



SCIENTIFIC NAME

Mimosa arthemisiana Heringer & Paula
Peltophorum dubium (Spreng.) Taub
Psidium guianense Sw.
Cordia superba Cham.
Couratari asterotricha Prance
Cybistax antisiphilitica (Mart.) Mart.
Cedrela odorata L.
Amburana cearensis Allemao
Senna alata (L.) Roxb.
Senna macranthera (Dc. Ex collad.) H.S. Irwin & Barnaby
Apuleia leiocarpa (Vogel) J. F. Macbr.
Astronium graveolens Jacq.
Psidium cattleyanum
Zeyheria tuberculosa (Vell.) Bureau ex Verl.
Tabebuia rosea (Bertol.) Bertero ex A.DC.
Handroanthus umbellatus (Sond.) Mattos
Handroanthus impetiginosus (Mart. ex DC.) Mattos
Piptadenia gonoacantha (Mart.) J.F. Macbr.
Cariniana legalis
Enterolobium contortisiliquum (Vell.) Morong
Eugenia uniflora L.
Talisia esculenta (Sl. Hil.) Radlk.
Peltogyne angustiflora Ducke
Tapirira guianensis Aubl.
Vitex megapotamica (Spreng.) Moldenke

COMMON REGIONAL NAME

Angico- cangalha
Angico-canjiquinha
Araça-da-praia
Baba-de-boi (cascudeira)
Canudo-de-pito
Caroba-brava
Cedro rosa
Cerejeira
Fedegoso/quatro-quinas/mata-pasto
Fedegoso
Garapa
Gibatão (Gonçalo Alves)
Goiaba-do-ipuranga
Ipê- felpudo
Ipê- rosa
Ipê-amarelo
Ipê-roxo
Jacaré
Jequitibá rosa
Orelha-de-macaco
Pitanga
Pitomba
Roxinho
Tapiriri
Tarumã

The Allied Businesses of Instituto Terra

SEMPERIT 

1466 - GROUP SEMPERIT

ORNARE

600 - ORNARE



428 - VIVIAN COSER ARQUITETOS ASSOCIADOS

+ BONFILM +

230 - BONFILM



200 - MINERAÇÃO FISCHER



120 - MANOLITA



30 - Balsa

GRANISTONE[®]
A ROCHA

30 - GRANISTONE A ROCHA



30 - STINK FILMS

PME
Máquinas

30 - PME MÁQUINAS

HUKA

30 - HUKA

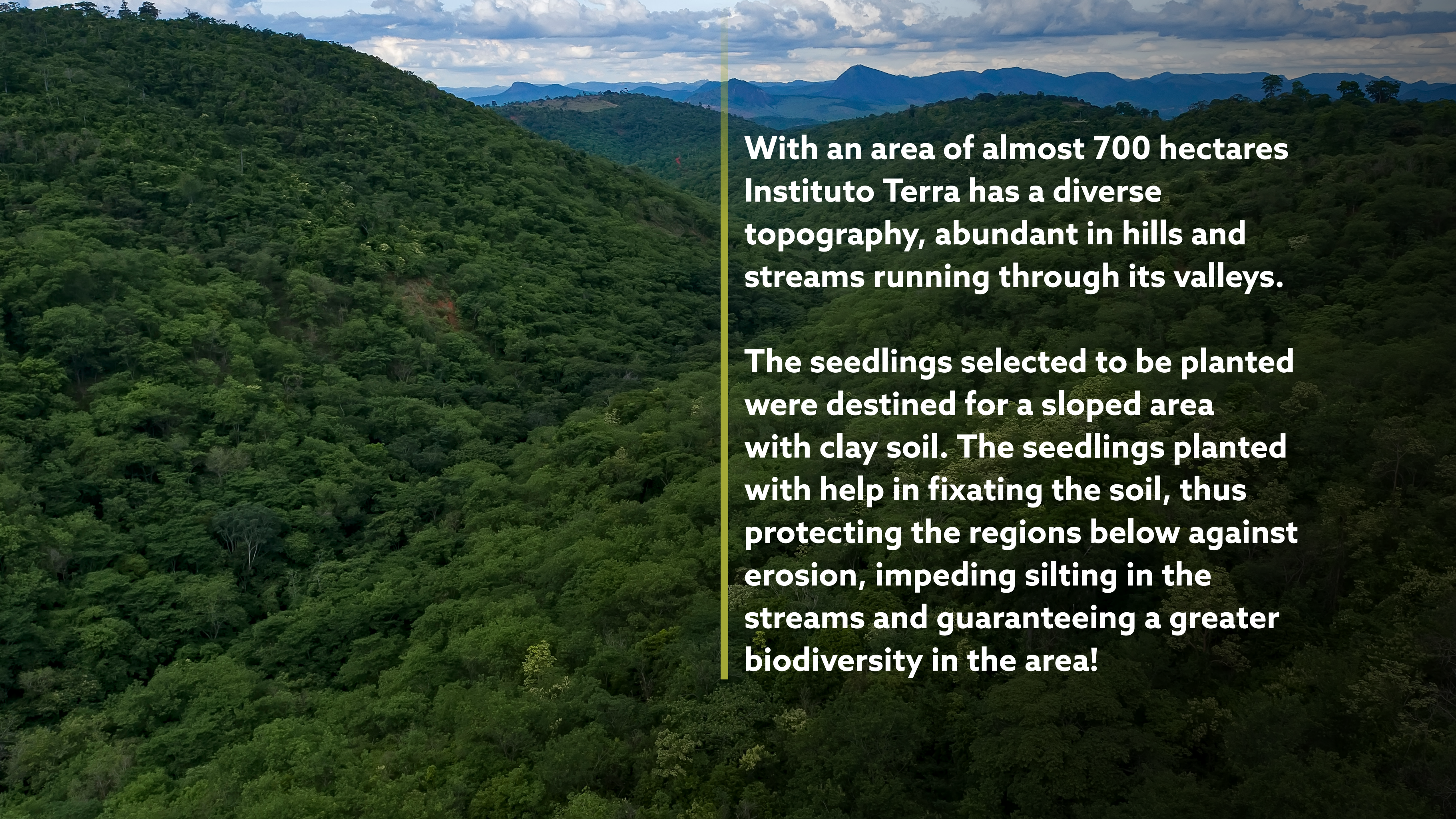




"My commitment boosting an agenda of sustainability and conscious consumption is not restricted to the creation of architecture, urbanism and design, but also in the approval of our suppliers to reach a more expressive number of trees planted together with Instituto Terra. Expanding the movement of reforestation is my driving force!"

Vivian Coser, CEO of Vivian Coser Arquitetos Associados and Ambassador of the Allied Business Program at Instituto Terra



An aerial photograph of a vast, lush green forested valley. The terrain is hilly and covered in dense, vibrant green trees. In the distance, a range of blue mountains stretches across the horizon under a sky filled with soft, white clouds. A thin, vertical yellow line is positioned on the right side of the image, separating the landscape from the text.

With an area of almost 700 hectares Instituto Terra has a diverse topography, abundant in hills and streams running through its valleys.

The seedlings selected to be planted were destined for a sloped area with clay soil. The seedlings planted with help in fixating the soil, thus protecting the regions below against erosion, impeding silting in the streams and guaranteeing a greater biodiversity in the area!

Next steps

We thank all of Instituto Terra's Allied Businesses for their commitment and partnership throughout 2022. Together we've taken yet another important step toward restoring the Atlantic Forest by planting, thus preserving native species that are endangered and will greatly help in our mission to give back to Nature what decades of devastation destroyed.

May our partnership be renewed in 2023, causing even greater impacts!





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in this report.](#)**

(Images in the best quality available.)

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