
**ANNUAL
ACTIVITY
REPORT 2022**



Reforest to transform

SUMMARY

4 PRESIDENT'S LETTER

10 ABOUT INSTITUTO TERRA

- 11 About Instituto Terra
- 13 Our mission and vision
- 13 Our values
- 14 Our field of action
- 16 Instituto Terra in numbers
- 17 Our impact in 2022

18 OUR WORK IN 2022

- 19 Seeding hearts and minds: Instituto Terra expands dialogue with society

22 ENVIRONMENT AND ECOSYSTEM RESTORATION IN THE INSTITUTO TERRA FOREST

- 23 Enriching the forest: biodiversity for perennity
- 28 The end of the pandemic to expanding activities
- 29 Genetic diversity and variability: seed collection in a thriving market
- 31 Infrastructure: innovation and modernization in the tree nursery and planting
- 32 Safety first
- 34 Planting and rainy season: the interdependence of species selection, topography, climate, and social and economic history
- 38 On seedling to tree: the centrality of planting, maintenance, preparation, and monitoring routines
- 44 Science and method: applied research as a strategic guideline in restoration activities

46 OLHOS D'ÁGUA PROGRAM - SPRING PROTECTION AND RECOVERY

- 47 Rio doce forest - the nursery of waters
- 49 Why we plant water in the Rio Doce Basin
- 50 Our impact in the region in 2022
- 51 The next wave: preparing for a major socioenvironmental transformation

52 ENVIRONMENTAL EDUCATION: AWARENESS FOR PRESERVATION, TECHNIQUES FOR RESTORATION

- 53 CSER 2022: resumption of activities post-pandemic
- 54 Meliponary school: education, multiplication, and local functionality
- 55 Guided visits to RPPN: reopening the gates
- 57 The dream of becoming a forest again: expanding digital content

58 AGROFORESTRY SYSTEMS: THE PILOT PROGRAM FOR A PARADIGM SHIFT

- 59 Defining an agroforestry system
- 60 Local context, national urgency
- 62 Mobilization and planning for implementing experimental models
- 64 Krenak and Instituto Terra: managing a green future
- 65 Vision and next steps

SUMMARY

66 ORGANIZATIONAL MANAGEMENT

- 67 Strategic planning: a look into the future
- 68 Internal process modernization
- 69 Strengthening of GRC: towards new challenges

70 COMMUNICATION

- 71 Strengthening of digital presence and metrics
- 73 Internal communication: form, inform, and integrate
- 73 Reports and marketing counterparts
- 74 Making headlines: all of Instituto Terra's media appearances in 2022
- 76 Ampfy and Instituto Terra: a partnership for good
- 76 Instituto terra on Discord: a global community united for the environment

77 INSTITUTIONAL DEVELOPMENT AND FUNDRAISING

- 78 Active sponsors and partners in 2022
- 82 Donation programs
- 85 Company friend program
- 87 Sotheby's Impact Gala: fundraising and endowment
- 89 Donations received in 2022
- 90 Become a friend
- 90 Weddings - forests of union

91 FINANCIAL

93 HIGHLIGHTS OF THE YEAR

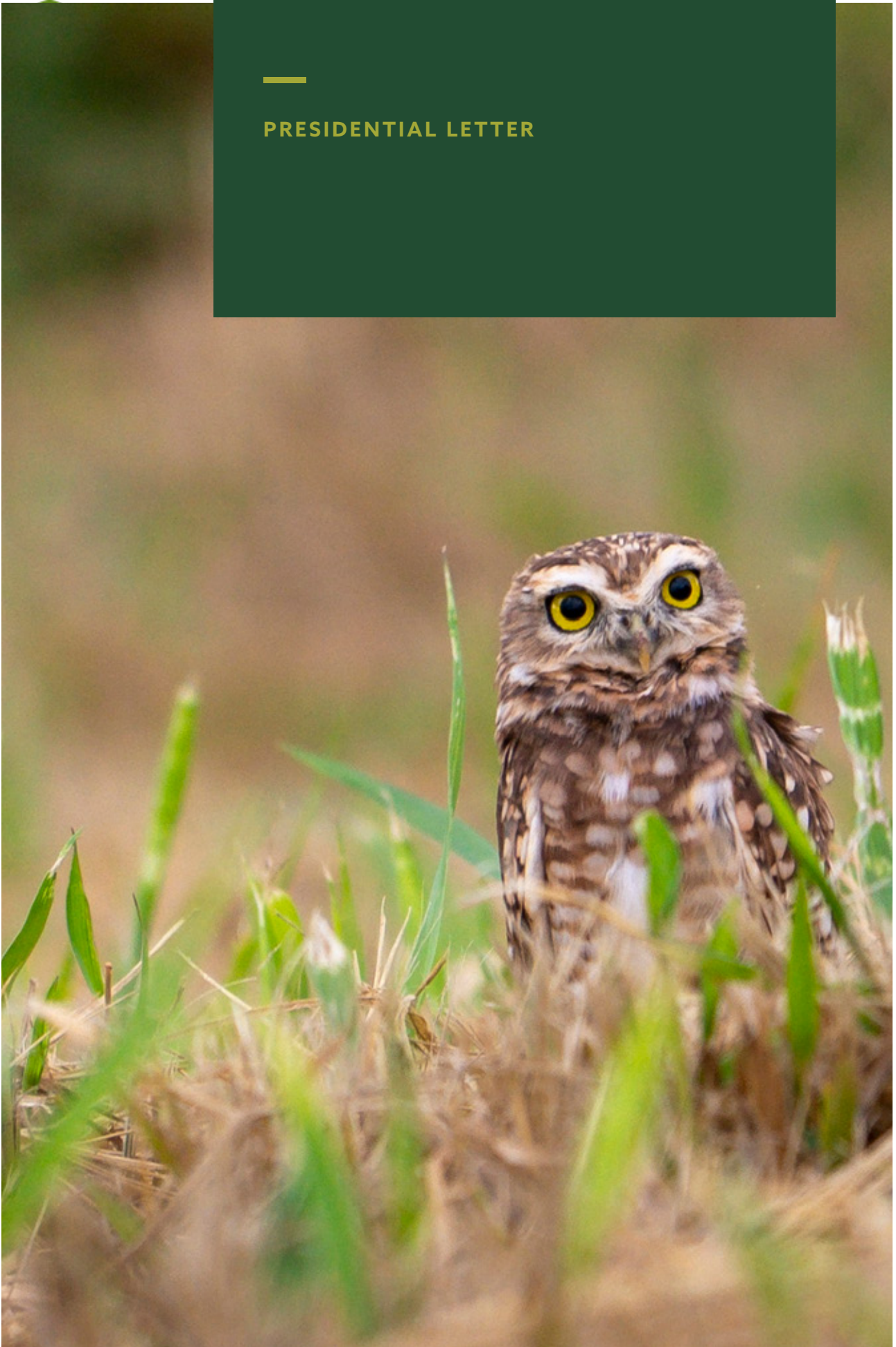
- 94 Instituto Terra at the Amazon exhibition
- 95 Participation in events
- 96 Online participation

97 GOVERNANCE

- 98 Organizational structure: how we are organized
- 98 Board of directors approves plans and goals of the executive board
- 101 Our team in 2022

102 CONNECT WITH US

PRESIDENTIAL LETTER



PRESIDENTIAL LETTER



In the second year of the Decade of Restoration established by UNEP and FAO, Programs of the United Nations for Environment and Food and Agriculture, the Instituto Terra continued its journey in fulfilling its mission of recovering the Doce River valley.

By the end of 2022, we were able to celebrate the resumption of all our activities after overcoming the sad period of the pandemic, with the restrictions and losses imposed on humanity, which resulted in a two-year hiatus in the training of technicians for restoration at the Institute.

We have been reporting changes in some of IT's internal processes in recent years and started 2022 with a change in Executive Direction. The arrival of Sérgio Rangel Gomes injected pace and speed into the restructuring of the administrative and financial areas, with the outsourcing of some activities that are not part of the core of our business and with the improvement of management practices and routines in the operational areas. With the effective participation of our most experienced collaborators, we are already reaping the first fruits of the new management, with increased levels of productivity and reliability in the results presented.

In a constructive collaboration involving the Board, managers, and a significant number of employees, we developed a new Strategic Planning, identifying our objectives in a broader time frame and defining plans that ensure their full achievement, even if progressively phased. To accomplish this, we relied on the pro bono collaboration of a dedicated team from Elo Group, a partnership brought by Director Paulo Wanick.

We took an important step in restructuring and initiating the work of GRC - Risk Management and Compliance - with a preliminary risk mapping, a fundamental step to continue the growth journey faced with the challenges posed by the entry of new and significant projects.

6

ANNUAL ACTIVITIES REPORT FOR 2022

In the restoration field, especially in the enrichment project of the PRNH, we ended 2022 with reasons to celebrate. In the transition from 2021 to 2022, we had a longer rainy season than usual, which allowed us to achieve the target set for the plantings of the Zurich Project in PRN Fazenda Bulcão during that season.

Aware that we could not rely on the same luck, we were able to better plan and execute, with the necessary advance, the planting of 220,000 seedlings between October and December 2022. The introduction of new techniques for opening planting holes and fertilization contributed significantly to this planting volume in such a short period, which should be reflected in the survival rate to be demonstrated in the ongoing monitoring.

In 2022, we continued to receive strong support from national and international individuals and institutions that trusted Instituto Terra to invest their valuable resources. Many of them are renewing their partnerships and developing new projects on a recurring basis. The trend is that changes in government policies, technology, and preferences of a more conscious and engaged society will create significant investment opportunities in the segments in which we operate.

With the sponsorship of Zurich Insurance Ltd - one of our main partners brought in 2020 through the relationship of Lélia and Sebastião with transnational individuals and corporations in Europe - we were able to acquire a plot of land adjacent to the current PRNH, which will increase the "green area" created in Aimorés by 50%. With this invaluable help from a globally active company already engaged in social and environmental causes, we will have an PRNH of over 1,050 hectares in one of the most degraded regions of the Doce River valley.

Upon the initiative of our Vice President Juliano Salgado, we started last year to give greater emphasis to the direct association between the environmental and the economic aspects in ongoing or to be executed projects with small farmers. And from this year onwards, the opportunities for transitioning to a more sustainable agriculture will receive a strong boost from Instituto Terra in the Doce River valley. Some of our new partners wish to participate in possibilities created in areas such as productive restoration, which will benefit families and the economy of a vast region.

A special reason to celebrate was the conclusion of discussions with KfW for the signing of a non-refundable financing contract aimed at carrying out forest and spring restoration on small and medium-sized rural properties in the Doce River valley. This project, the details of which have been discussed since 2021 within the Financial Contribution Agreement between Germany and Brazil, will have the co-participation of WWF Brazil and will cover environmental, social, environmental education, and income generation dimensions from agroforestry projects.

As we conclude another year and honored to have participated in the execution of this beautiful work that is Instituto Terra, we can only express our gratitude:

- To our founders and directors Lélia and Sebastião, for the reputation built on the respect gained through their love for nature and work and for their tireless search for valuable sponsors and partners;
- To our colleagues on the Board of Directors and other councils, for their voluntary and unpretentious work that has allowed us to dream big and walk with our feet on the ground;
- To our Executive Director, management team, coordinators, and supervisors, who have followed the guidelines, implemented and executed plans, and delivered commitments on cost and schedule;
- To all the employees of our field teams, administrative and financial support, communication, institutional relations, and fundraising, for their dedication and efforts to do more and better;

- And last but not least, to all those who once again entrusted Instituto Terra with their resources, whether in monetary values or pro bono services, in the noble task of facing the challenges brought by climate issues.

Without the love for the cause and the commitment of each of those who walked together in the past year, it would be impossible for Instituto Terra to take such large steps as those taken in 2022.

Above all, it would be tremendously difficult to conclude, as I do, our cycle on the Board of Directors' presidency, a position that I hand over with immense satisfaction and great honor to my colleague and valuable friend Juliano.

To Juliano, with whom we have been working more closely in recent years, and to whom I thank for sharing his dreams and vigorous energy, our best wishes for success in leading Instituto Terra in the coming years.

I hope you enjoy our 2022 Annual Report, which was prepared with great care by our Communication team with the collaboration of the entire staff.

José Armando de Figueiredo Campos

President of the Board of Directors

ABOUT INSTITUTO TERRA



Instituto Terra is a nonprofit organization based in Aimorés-MG, operating in the Doce River basin, an area within the Atlantic Forest biome. Despite being reduced to about 12% of its original extent, the Atlantic Forest is still considered a biodiversity hotspot, home to numerous unique animal and plant species. Founded in 1998 by Lélia Deluiz Wanick Salgado and Sebastião Salgado, Instituto Terra's primary objective was to restore what decades of environmental degradation had destroyed on their family's former cattle farm.

With a total area of 711.84 hectares, of which 608.69 constitute the first Private Natural Heritage Reserve (PRNH) in the state of Minas Gerais, created in a degraded area with the commitment to be restored, Instituto Terra has, over the past 24 years, planted over 2.5 million native Atlantic Forest trees. This contribution has helped restore thousands of hectares of degraded areas within and outside the institute, promoting biodiversity recovery and the return of native fauna. Additionally, the institute carries out applied scientific research programs and environmental education initiatives that have reached thousands of individuals of all ages. The award-winning program, Olhos D'Água, focuses on the restoration and protection of water resources and has already restored over 2,000 springs.

More than just environmental benefits for the community, the programs of Instituto Terra aim for socio-environmental benefits. Since its inception, the institute has organized itself **as a community initiative for the community**. Currently employing nearly 100 individuals, most of them residents of Aimorés and the surrounding region, many of whom are graduates of the Ecological Restoration Study Center maintained by the institute. By combining local knowledge with scientific expertise and involving rural producers, indigenous peoples, and school and academic communities in each area of work, the institute has maintained a strong presence in defending the interests of the

local population for over two decades. It has become not only an active agent in the Doce River valley but also an example and inspiration for the entire planet.

Today, in parallel with the United Nations' Decade on Ecosystem Restoration, Instituto Terra is undergoing a quantitative and qualitative leap in its activities. The institute has set itself the ambitious mission of intensifying the restoration of areas adjacent to its current perimeter while further developing environmental extension programs in partnership with small and medium-sized rural producers. The number of restored springs over the next six years will double that restored since the program's inception in 2012. Environmental education programs will also undergo a revolution, aiming to reach even more people through workshops on art, culture, and critical thinking. A greater emphasis on securing scholarships to fund applied scientific research is also part of the NGO's action plan, enabling the production of useful knowledge for the community and transforming Instituto Terra into a *Think Tank* for ecosystem restoration. Together, these initiatives represent the necessary growth of Instituto Terra, transforming it definitively into the socio-environmental transformation tool that the community needs.

There are many obstacles on this path, including financial, cultural, logistical, and climatic challenges. Promoting the restoration of the Atlantic Forest in an increasingly arid region is a unique challenge. However, precisely because of its strategic importance for the biome, the region, and even the planet, it is crucial to prove that it is possible to reverse the consequences of the environmental and climate crisis under such adverse conditions. After all, by demonstrating success under such conditions, it will be proven that restoration is possible under almost any circumstance. There is no time to waste!

OUR MISSION AND VISION

To promote sustainable development through forest restoration, conservation, environmental education, and responsible use of natural resources.

OUR VALUES

- Democracy is inherent in our work, as it is essential for ecological science, critical thinking, and the free exchange of ideas.
- We are committed to the scientific method: observation, hypothesis formulation, experimentation, and acceptance or rejection of hypotheses for validation among our peers.
- We believe in ecosystem restoration and environmental preservation as concrete forms of social transformation.
- Our work should strongly contribute to improving the living conditions of living beings.
- Respect for ethical and moral principles above all personal interests or advantages.
- Transparency is a fundamental principle in all our actions.
- Our partners are entitled to solutions that incorporate the best available technical and managerial knowledge at the lowest possible cost, enabling the fulfillment of agreed-upon deliverables with the highest performance.

- We must pursue continuous improvement in technical and managerial knowledge, as well as its formalization, with the aim of enhancing our internal processes and sharing it with other organizations.
- We cultivate an environment that fosters cooperative work and the exchange of ideas (respecting opinions), encouraging creativity and initiative.
- Our career development model is based on performance criteria, professional maturity, and knowledge.



OUR AREA OF OPERATION

Our primary geographic area of operation is the Doce River valley, a region originally dominated by the Atlantic Forest biome but significantly altered due to human interventions. The territory is encompassed by the Doce River Basin, which originates from the Mantiqueira and Espinhaço mountain ranges, stretching for 879 kilometers and covering an area of 86,715 km², spanning 228 municipalities in the states of Minas Gerais and Espírito Santo. The Doce River is a vital source of water and life for an estimated population of 3.5 million inhabitants.



INSTITUTO TERRA EM NÚMEROS

24 YEARS OF FOUNDATION Dedicated work in ecosystem restoration in the Fazenda Bulcão Private Natural Heritage Reserve (PRNH) — the first reserve created in a degraded area with the commitment to be reforested — and in the Doce River valley.

6.7 MILLION NATIVE MATA ATLÂNTICA SEEDLINGS HAVE BEEN PRODUCED in the nursery, representing approximately 300 different species.

Over **2.6 MILLION TREES PLANTED** at its headquarters, the Fazenda Bulcão Private Reserve of Natural Heritage (PRNH).

2.046 SPRINGS BENEFITED BY PROTECTION AND RESTORATION ACTIONS in small and medium-sized properties belonging to 1,092 rural producer families in 34 municipalities within the Doce River Basin.

2.131 HECTARES UNDER REFLORESTATION ACTIONS in degraded areas of the Atlantic Forest, benefiting from the planting of native seedlings and the protection of springs and water recharge areas in the Doce River valley, Southeast Brazil.

207 TRAINED PROFESSIONALS in Ecosystem Restoration since 2005, ready to work across the entire chain of degraded area recovery and spring protection.

84,000 PEOPLE SERVED by Environmental Education projects.

142.648 VISITORS who have visited the Fazenda Bulcão Private Reserve of Natural Heritage (PRNH) since its foundation, coming from different states in Brazil and other countries.

OUR IMPACT IN 2022

• **+344.023 SEEDLINGS of 78 NATIVE SPECIES** from the Mata Atlântica, produced in the Nursery.

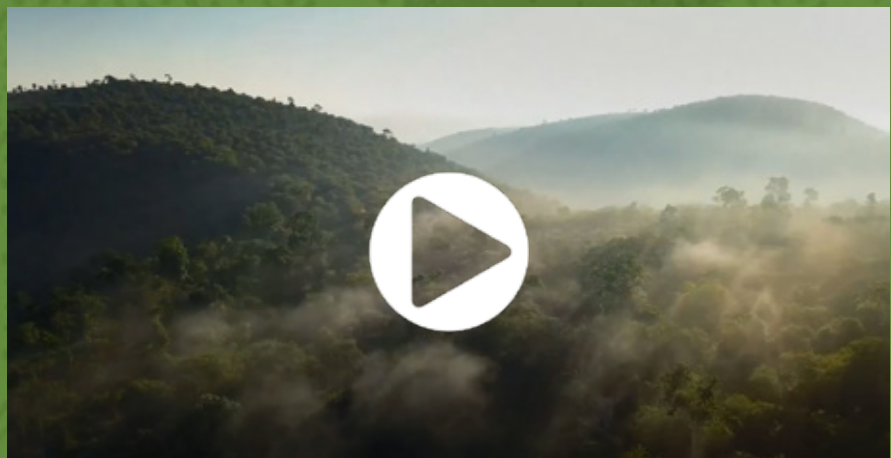
• **225.231 TREES PLANTED** as of February 2023 within Instituto Terra.

• **118.792 TREES PLANTED** outside the limits of Instituto Terra as part of the environmental extension programs.

• **+ 44 SPRINGS PROTECTED OR UNDER RESTORATION** in RURAL PROPERTIES in Minas Gerais and Espírito Santo.

• **+ 31,36 HECTARES OF REFORESTED AREA** outside the boundaries of Instituto Terra.

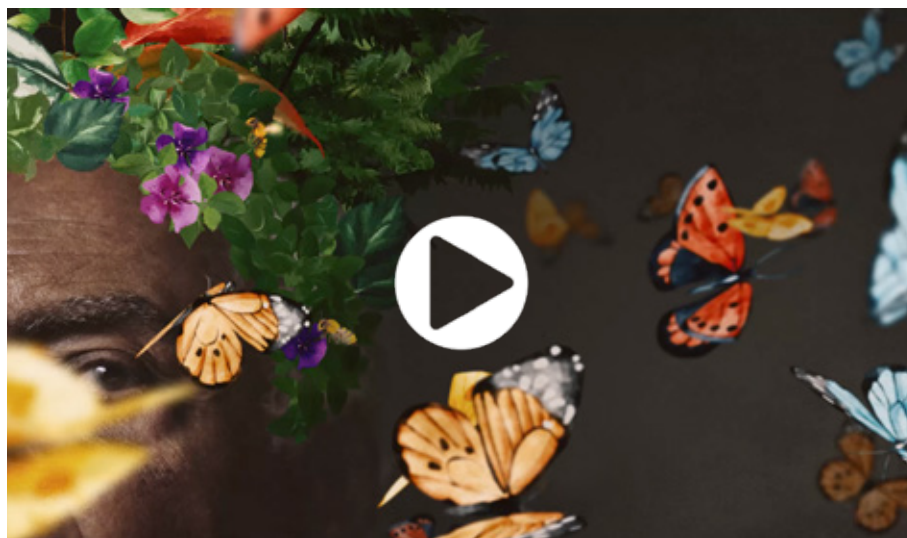
• Process improvement and team training.



OUR WORK IN 2022



SEEDING HEARTS AND MINDS: INSTITUTO TERRA EXPANDS DIALOGUE WITH SOCIETY



19

ANNUAL
ACTIVITIES
REPORT FOR
2022

*Keeping what remains standing is not enough
As the voracious chainsaw has its way
The way is to understand that it's already enough
And replant the forest*

With these verses from the song "Refloresta," composed especially for Instituto Terra in 2021, Gilberto Gil clearly encapsulates the spirit embraced by the institute since its foundation and renewed with the beginning of the current UN Decade on Ecosystem Restoration. From the early years of our journey that started in 1998, we understood that the restoration of the area that is now Instituto Terra, as significant as its proportions may be and as auspicious as its example is, would still be insufficient in the face of the extensive devastation to Brazilian biomes, both on a continental and global scale. Aware of the long and arduous path ahead, not only to preserve the standing forests but also to direct consistent efforts towards replanting what has been destroyed, we took on a second task alongside our foundational mission: to win hearts and minds for a sustainable, healthy, and harmonious way of life with the environment.

Over the course of 24 years, we have learned a great deal: from the best planting techniques to the most effective ways of engaging with society. Undertaking an ecological work of ecosystem restoration beyond the boundaries of a private natural heritage reserve (PRNH) necessarily requires a significant cultural transformation in rural communities, which can only be achieved by uniting the communities themselves through example, generosity, and dialogue. In this journey, every environmental technician trained in our school, every rural producer who becomes a partner in our programs, and every new ally we make in the world of art, culture, and communication as a whole, is immensely valuable. We fight for a cause that is not ours alone but belongs to our entire species, not to mention all species. Our adversaries are many: lack of knowledge and incentives for green production, individualism, and the very limited time we have.

20

ANNUAL
ACTIVITIES
REPORT FOR
2022

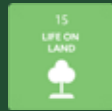
If we intend to win this fight, which increasingly resembles a race, and meet the IPCC's goals for reducing greenhouse gas emissions to the point of controlling the average global temperature increase to a maximum of 1.5 °C, we will need more and more support from influential figures capable of expanding the dialogue with society. For this reason, Instituto Terra has been active throughout 2022 in organizing events with celebrities, facilitating the production of documentaries and media coverage, and strengthening its network of relationships in this sphere.

The coming years hold intense activities for which we have planned throughout 2022. We organized a charity event in New York with the presence of singer Anitta at the Beneficiary Committee and indigenous leader Sônia Guajajara to strengthen ties and increase international visibility for environmental issues. We received TV Cultura for the production of the documentary "Floresta do Rio Doce - Berçário das Águas," which was broadcast nationwide on Christmas Eve, and journalists from around the world visited the institute to cover the actions carried out within and beyond our borders.



Our intention is to continue expanding our network of relationships with the aim of accelerating this crucial dialogue with Brazilian and international society because felling a forest can take mere moments, but planting them takes a lifetime. We are the generation that will have to deal with an ever-approaching climate crisis. It falls upon the humans who are here, alive in the present, to apply the brakes to environmental degradation and initiate the





ENVIRONMENT AND ECOSYSTEM RESTORATION IN THE INSTITUTO TERRA FOREST



INTRODUCTION

After nearly 25 years since its foundation, Instituto Terra continues to work on ecosystem restoration in the former Bulcão Farm as one of its main activities. Converted into a Private Reserve of Natural Heritage (PRNH) over two decades ago, the former farm used to have cattle farming as its main economic activity. Although over 2.6 million trees have been planted and a young Atlantic Forest has grown where nearly 700 hectares of degraded pasture once extended, the Instituto Terra team still faces the consequences of environmental degradation from that period, both within the institute's area and the surrounding region. Challenges such as soil compaction, changes in rainfall patterns, and seed availability persist to this day and are subject to analysis and action plans by the institute's staff. The following highlights the main aspects of the ecosystem restoration work carried out within Instituto Terra throughout 2022.

23

ANNUAL
ACTIVITIES
REPORT FOR
2022

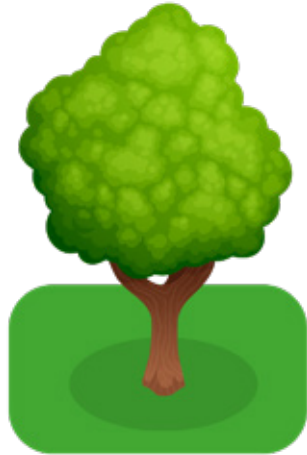
ENRICHING THE FOREST: BIODIVERSITY FOR PERENNITY



We refer to the forest enrichment program at Instituto Terra, which started in 2020 and aims to plant 1 million new native seedlings of the Atlantic Forest within our premises. Spanning over seven years, this program involves planting at least eighty different forest species, with the goal of increasing not only the number of individuals of each species but also the overall species diversity. Additionally, the program aims to enhance ground coverage, provide more food resources for native wildlife, and create more favorable conditions for climate regulation, carbon capture, and the long-term sustainability of the forest through the natural regeneration of different forest strata in the coming years.

In 2022, we reached the third year of this program, planting 225,231 new individuals from 83 different species, thus enhancing the local understory and contributing to the program's overarching goals. The selected species for planting are divided into two functional groups: coverage and diversity, each serving its own purpose in the restoration strategy. Below are the species worked on in 2022:

Total Coverage Species	10
Total Diversity Species	73
Total Species Planted in 2022	83



The **coverage functional group** is composed of species that grow rapidly and form a wide canopy with good shading around them. The function of this group of plants in the project is to quickly close the canopy of the developing forest, creating conditions for the development of other tree species. The coverage species belong to pioneer or early secondary plants, adapted to grow in forest clearings.



The **diversity functional group** is composed of pioneer, secondary, and climax species, which means all species that are not considered coverage species. The secondary and climax species will gradually occupy the space of the pioneer species.



Scientific Name	Common Name
<i>Casearia sylvestris</i> Sw.	BATINGA
<i>Cedrela fissilis</i> Vell.	CEDRO-AÇU
<i>Aegiphila</i> Sp	CAMARÁ
<i>Allophyllus cearensis</i> Allemao	CHAU-CHAU
<i>Amburana cearensis</i> Allemao	CEREJEIRA
<i>Anadenanthera peregrina</i>	ANGICO-VERMELHO
<i>Andira legalis</i> (Vell.) Toledo	ANGELIM-CÔCO
<i>Apuleia leiocarpa</i> (Vogel) J. F. Macbr.	GARAPA
<i>Astronium graveolens</i> Jacq.	GIBATÃO/GUARITÁ
<i>Bauhinia forficata</i> Link	PATA-DE-VACA
<i>Bowdichia virgilioides</i> H.B.K	MACANÁIBA-PELE-DE-SAPO
<i>Byrsonima sericea</i> DC	MURICI-DO-BREJO
<i>Calophyllum brasiliense</i>	GUANANDI
<i>Cariniana estrellensis</i> (Raddi) Kuntze	JEQUITIBÁ-REI/JEQUITIBÁ-BRANCO
<i>Cariniana legalis</i> (Mart.) Kuntze	JEQUITIBÁ-ROSA
<i>Cecropia pachystachya</i>	EMBAÚBA-MIRIM
<i>Cedrela odorata</i> L	CEDRO-ROSA
<i>Ceiba pubiflora</i>	PAINEIRA-DE-ESPINHOS
<i>Celtis iguanaea</i>	GRÃO-DE-GALO
<i>Copaifera langsdorffii</i> Desf.	COPAÍBA
<i>Cordia alliodora</i> (Ruiz & Pav.) Oken	LOURO-AMARELO
<i>Croton floribundus</i>	CAPIXINGUI
<i>Cupania vernalis</i> Cambess.	CAMBOATÁ-DE-FOLHA-GRANDE
<i>Cybistax antisiphilitica</i> Mart.	CAROBA-BRAVA/IPÊ-VERDE
<i>Dalbergia nigra</i> (Vell.) Fr.All. ex Benth.	JACARANDÁ-CAVIÚNA
<i>Deguelia costata</i> (Benth.)	PAU-CARRAPATO
<i>Dilodendron bipinnatum</i> Radlk	ARRUDA-DA-MATA
<i>Dyospyros inconstans</i> Jacq.	CAQUI-DE-MINAS
<i>Enterolobium contortisiliquum</i> (Vell.) Morong	ORELHA-DE-MACACO/TAMBORIL/AMENDOIM DE MINAS
<i>Eremanthus erythropappus</i> (DC.) Macleish	CANDEIA
<i>Eugenia uniflora</i> L.	PITANGA
<i>Ficus clusiifolia</i> Schott	FIGUERA-VERMELHO/GAMELEIRA
<i>Ficus gomelleira</i> Kunth	MATA-PAU/FIGUEIRA
<i>Gallesia integrifolia</i> (Spreng.) Harms	PAU-D'ÁLHO
<i>Guazuma ulmifolia</i> Lam.	MUTAMBO
<i>Handroanthus heptaphyllus</i> (Vell.) Mattos	IPÊ-ROXO
<i>Handroanthus umbellatus</i> (Sond.) Mattos	IPÊ-AMARELO
<i>Himatanthus bracteatus</i> (A. DC) Woodson	AGONIADA
<i>Hymenaea courbaril</i> L.	JATOBÁ
<i>Inga marginata</i> Willd.	INGÁ-FEIJÃO
<i>Joannesia princeps</i> Vell. Ducke	BOLEIRA

Scientific Name	Common Name
<i>Lecythis lurida</i>	SAPUCAIÚ
<i>Lecythis pisonis</i>	SAPUCAIA
<i>Libidibia ferrea</i> mart. Ex Tul) L.P.Queiroz	PAU-FERRO
<i>Lonchocarpus</i> sp.	ÓLEO-BRANCO
<i>Luehea divaricata</i> cf.	AÇOITA-CAVALO
<i>Mabea fistulifera</i> Mart.	CANUDO-DE-PITO
<i>Machaerium hirtum</i> (Vell.) Stellfeld	JACARANDÁ-DE-ESPINHO
<i>Mimosa arthemisia</i> Heringer & Paula	ANGICO-CANGALHA
<i>Paratecoma peroba</i>	PEROBA-AMARELA
<i>Paubrasilia echinata</i> (Lam.) Gagnon, H.C.Lima & G.P.Lewis	PAU-BRASIL
<i>Peltogyne angustiflora</i> Ducke	ROXINHO
<i>Peltophorum dubium</i> (Spreng.) Taub.	ANGICO-CANJIQUEINHA
<i>Piptadenia gonoacantha</i> (Mart.) J.F. Macbr.	PAU-JACARÉ
<i>Plathymentia foliolosa</i> Benth.	VINHÁTICO
<i>Pouteria venosa</i> (Mart.) Baehni.	BAPEBA/PÃO-COM-MANTEIGA
<i>Pradosia lactescens</i> (Vell.) Radlk.	MARMIXA-DO-MATO/ ABIU-DO MATO/ ABIU- PILOSO
<i>Pseudobombax grandiflorum</i> (Cav.) A. Robyns	EMBIRUÇÚ
<i>Psidium cattleyanum</i> Sabine	GOIABA-DO-IPIRANGA
<i>Psidium guianense</i> Sw.	ARAÇÁ-DA-PRAIA
<i>Psidium myrtoide</i> O. Berg	ARAÇAUINA
<i>Pterocarpus violaceus</i>	PAU-SANGUE
<i>Pterogyne nitens</i> Tul.	MADEIRA-NOVA
<i>Sapindus saponaria</i> L.	BOLEBEIRA
<i>Sclerolobium rugosum</i>	INGÁ-BRAVO
<i>Sequiera langsdorffii</i> Moq.	LIMÃOZINHO/BEIJA-FLOR
<i>Senna alata</i> (L.) Roxb.	FEDEGOSO QUATRO QUINAS
<i>Senna macranthera</i> (DC. ex Collad.) H.S.Irwin & Barneby	FEDEGOSO
<i>Senna multijuga</i> (L. C. Rich.) H. S. Irwin & Barneby	PAU-CIGARRA/ANGICO-BRANCO
<i>Solanum lycocarpum</i> St. Hil.	FRUTA-DE-LOBO
<i>Solanum paucidens</i> Bitter	JURUBEBA
<i>Sparattosperma leucanthum</i> (Vell.) K. Schum	CINCO-FOLHAS
<i>Spondia</i> sp	CAJÁ
<i>Swartzia apetala</i>	CORAÇÃO DE NEGRO / ARRUDA VERMELHA
<i>Swartzia macrostachya</i> Benth.	MANGA-BRAVA
<i>Tabebuia cassinoides</i>	CAIXETA
<i>Tabebuia rosea</i> (Bertol.) Bertero ex A.DC.	IPÊ-ROSA
<i>Tabernaemontana catharinensis</i>	ESPETA-GIGANTE
<i>Talisia esculenta</i> (Sl. Hil.) Radlk.	PITOMBA-AMARELA
<i>Tapirira guianensis</i> Aubl.	TAPIRIRI
<i>Trema micrantha</i> L.	GURINDIBA
<i>Vitex montevidensis</i> Cham.	TARUMÃ
<i>Zeyheria tuberculosa</i> (Vell.) Bureau ex Verl.	IPÊ-FELPUDO

THE END OF THE PANDEMIC TO EXPANDING ACTIVITIES

With the easing of the COVID-19 pandemic, the world gradually returned to a relative normalcy throughout the year. However, at Instituto Terra, the resumption of non-essential activities and the lifting of social distancing measures were not simply associated with a return to the activities carried out before the pandemic. Instead, they were mainly linked to the expansion and/or modernization of almost all its areas of work, scope of operation, production capacity, working methods, and team. This is because the demand for seedling production and planned planting by the organization for future years significantly increased compared to previous years.

28

ANNUAL
ACTIVITIES
REPORT FOR
2022

First and foremost, Instituto Terra initiated discussions to expand its boundaries, projecting a growth of its current area from approximately 710 hectares to at least 1,054 hectares. This expansion created the need to support both the production of seedlings for the forest enrichment program and the initial restoration of the new area, which primarily consists of degraded pasture, in its native seedling nursery of the Atlantic Forest. Although the planting of these new areas did not take place in 2022, planning in advance is necessary due to the long time required for seedling production, which can exceed one year in some cases.

Furthermore, the diversification of partners and sponsors throughout the year provided an opportunity to increase the annual planting volume starting in 2023. This not only put pressure on the current infrastructure but also compelled the management model to seek more effective methods to increase productivity and the quality of the achieved results.

Finally, as we will see in more detail later on, not only did the forecasted restoration activities within Instituto Terra grow, but also the environmental outreach activities carried out in association with the community and beyond the institute's boundaries. Taking into account all these factors, we promptly engaged in planning and implementing a series of improvements in our processes throughout the year.

GENETIC DIVERSITY AND VARIABILITY: SEED COLLECTION IN A THRIVING MARKET

We practice ecosystem restoration in the area where Instituto Terra is currently located. This restoration consists of replicating, to the best of our abilities, the biome that existed here before human action, pastures, and environmental degradation. To do so, it is necessary to follow the same principles that can be observed in a primary forest. Among these various principles, diversity and genetic variability of the flora are key.

Diversity refers to both the number of different tree species planted in our forest and the number of individuals of each species. We aim to introduce as many native species as possible, with the goal of creating a favorable environment for soil nutrition and providing food and shelter to local wildlife throughout the year. The main challenges in ensuring diversity are climate changes, which make the environment more challenging for certain species; identifying suitable areas for planting each species, such as riparian forests, slopes, and hilltops; and the availability of mature trees in the region from which seeds can be collected for desired seedling production.

Genetic variability, on the other hand, relates to the diversity of genes within a single tree species. It is important to ensure genetic variability because only through this natural process can natural selection occur within a species. It is from genetic variability that some individuals within a species may prove more effective in resisting drought or disease, for example. The main challenges in ensuring genetic variability are the limited availability of mature trees in the region and the tendency for low genetic variability in seed banks.

For these reasons, we have our own team of seed collectors who operate within a 250km radius around Instituto Terra, searching for and georeferencing mother trees that serve as seed sources for the production of native Atlantic Forest seedlings. However, during the year 2022, the work of the collectors was temporarily suspended due to changes in the team's composition, which forced us to resort to purchasing seeds in some cases. When done sporadically, the associated risks are low because the purchased seeds mix with the collected ones and the previously planted trees, still ensuring the desired genetic variability. However, to avoid the long-term risks associated with this practice, the training of a new team began in 2022, with the aim of resuming their activities at the beginning of the following year.



INFRASTRUCTURE: INNOVATION AND MODERNIZATION IN THE TREE NURSERY AND PLANTING

The main innovations focused on the Native Seedling Nursery, considered the heart of Instituto Terra, where projects were carried out or initiated to elevate the trays that support the growing seedlings, providing greater ergonomics, productivity, and increased survival rates. We also automated the fertigation process and implemented water filtration systems to minimize weed growth in the containers, improving seedling survival rates and enhancing team productivity. Additionally, we expanded the water storage capacity by 40% through the installation of new water tanks, ensuring greater autonomy in relation to the water supply company.

31

ANNUAL
ACTIVITIES
REPORT FOR
2022



In addition to these advancements, the introduction of mini-excavators in the bed preparation process has expedited the establishment of various planting areas starting from October. With greater soil drilling capacity compared to manual augers, mini-excavators can open a larger number of beds per day. However, their use is limited to areas with suitable terrain slope and density of previously planted trees. In the most recent planting cycle, 31% of the beds were opened using mini-excavators, while the remainder were prepared using manual augers.



SAFETY FIRST

With the expansion of activities on the horizon and various innovations being implemented, 2022 was also an important year in terms of workplace safety. In order to ensure high performance while adhering to the safety standards established by the Internal Committee for Accident Prevention (ICAP), a series of measures were taken throughout the year.





A training session was conducted with the field team to enhance their skills in using the manual auger, a tool that has proven essential for bed preparation since its implementation in 2021. Due to the risk of serious accidents involved in its operation, regular refresher courses are necessary, including training for new team members. Another key activity for Instituto Terra is seed collection, and the responsible team underwent restructuring during the year, making it even more important to conduct a training course with NR 35 certification, which focuses on working at heights safety, as the team often needs to climb up to the tree canopy to collect the necessary seeds.



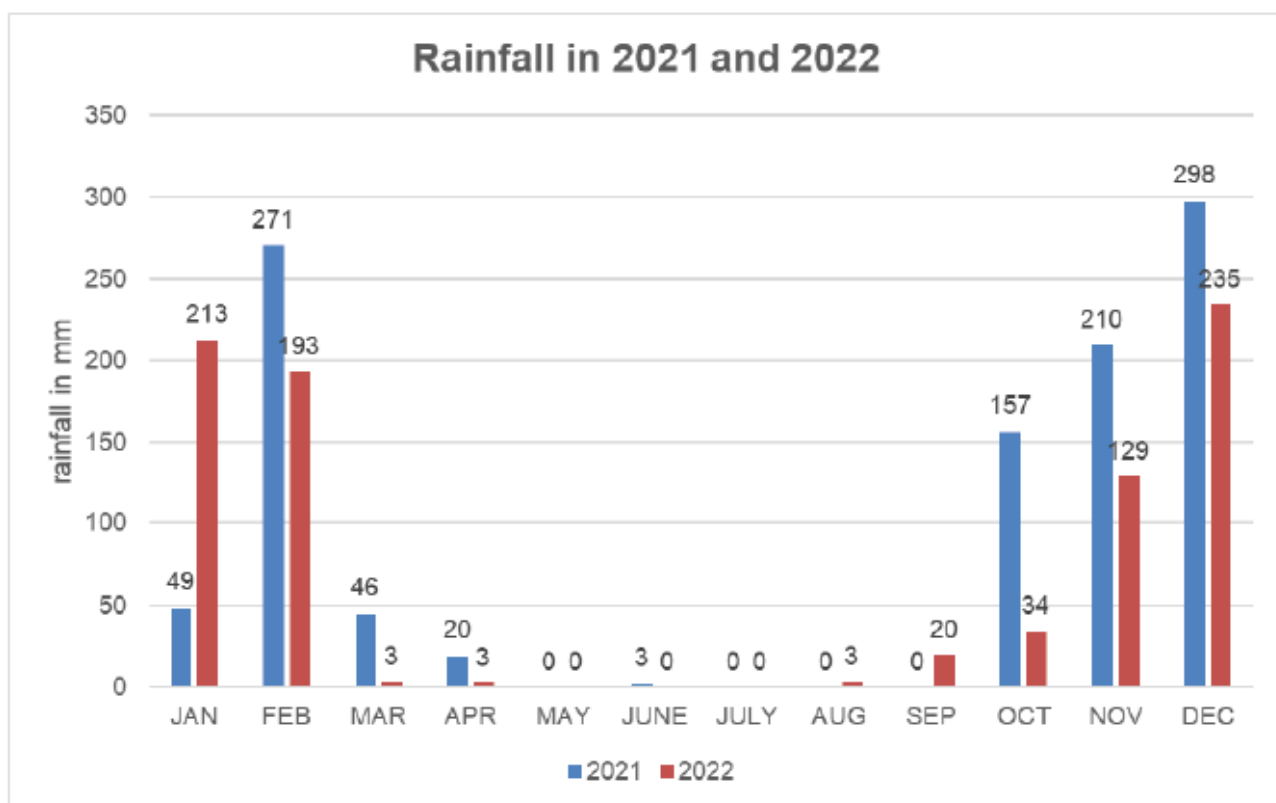
In addition to training programs, another relevant measure was the relocation of our most experienced safety technician to accompany the internal field activities of the institute, considering that the majority of the team is concentrated in those areas. A new technician was hired to oversee the environmental outreach activities, where fewer people are involved and there are fewer risks. Along with these changes, we also modified the routine of the Daily Health and Safety Dialogues (DHSD), which are now conducted in a decentralized manner, allowing for greater focus on the activities of the field teams and the nursery, making them more effective in raising awareness of the risks involved in the daily activities of each team.

PLANTING AND RAINY SEASON: THE INTERDEPENDENCE OF SPECIES SELECTION, TOPOGRAPHY, CLIMATE, AND SOCIAL AND ECONOMIC HISTORY

In the region of Aimorés, Minas Gerais, where Instituto Terra is located, the rainy season typically begins in October and extends until February under ideal conditions. However, it is common for the onset of rain to be delayed, for it to end earlier, or even for dry periods to occur within the rainy season, locally known as “*veranicos*.” This relative unpredictability of the climate is one of the main factors that govern planting activities at Instituto Terra, but far from being the only one. Other factors, such as seed availability for collection in the region, topography, previous land use, and the interaction between flora and fauna, also significantly impact the planning of seedling production prior to the rainy season.

34

ANNUAL
ACTIVITIES
REPORT FOR
2022



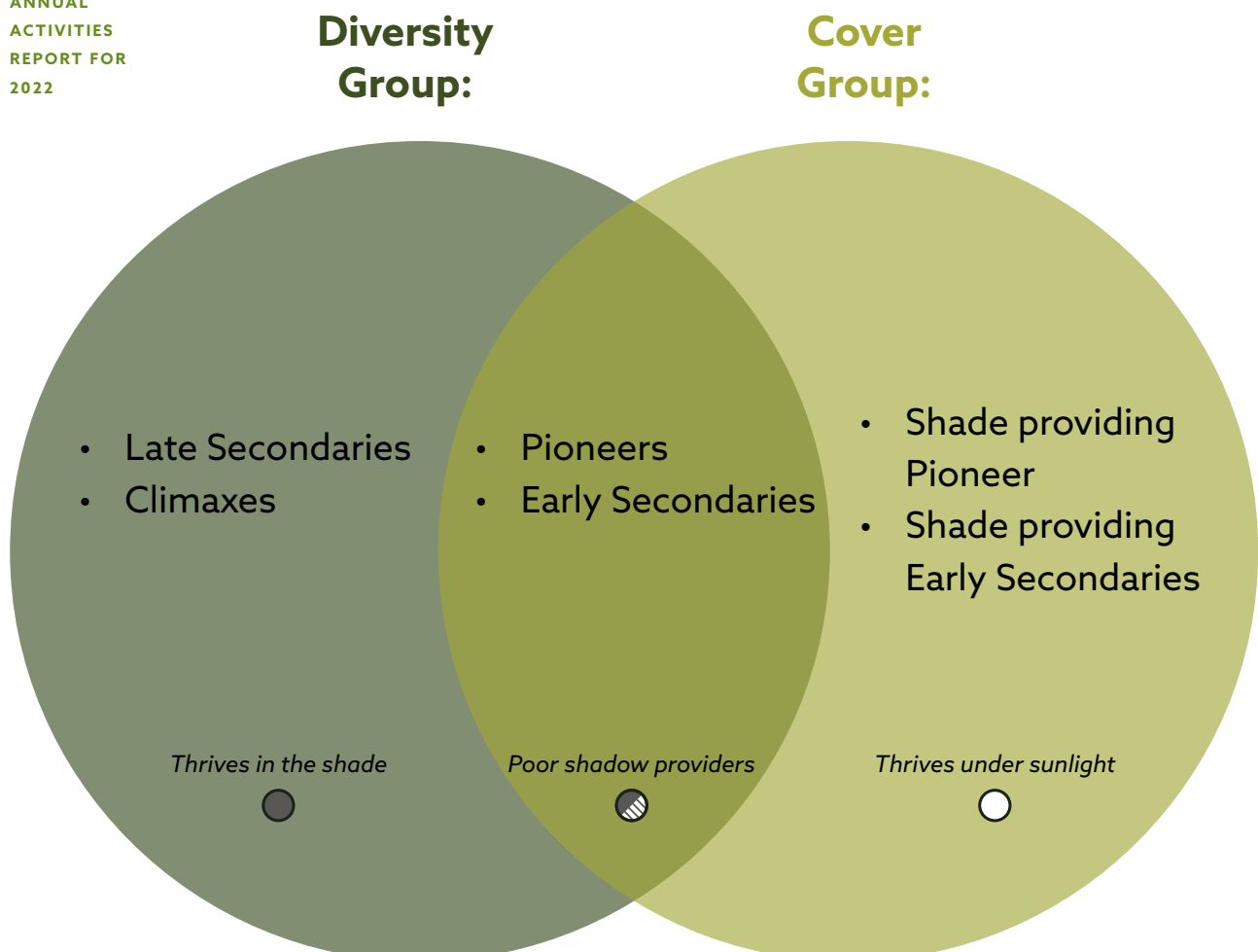
Although annual precipitation is essential for the survival rate of the seedlings planted each rainy season, it is the only factor involved in planning that is beyond the control of the restoration team. At most, we can rely on the average rainfall of previous years and, in the case of dry periods during planting, irrigate the seedlings in areas accessible to water trucks. Consequently, the aforementioned factors become even more relevant for the success of the planting efforts.

In the region of Minas Gerais, the remnants of the Atlantic Forest extend over a morphoclimatic domain known as "*ocean of hills*" characterized by a sequence of rounded hills shaped by intense erosion processes. It is within these topographic conditions that Instituto Terra operates, and it is also under these conditions that the annual selection of species to be planted takes place. We work with a conceptual division of the land into three main categories: riparian forests, slopes, and hilltops.

Type of forest	Dry Forest		Riparian Forest
Topography	Hill tops	Slopes	Riparian (close to a source of water)
Description	Normally being the first area to receive rain water. If the area is properly wooded, it's less susceptible to erosion, meaning the layer of soil is thicker and retains more water.	Normally an area where rain water passes through with little absorption due to runoff. The layer of soil is thinner and not all trees can thrive usually causing a particular species to dominate.	Essential to balancing ecosystems. Formed on river banks they protect the area from erosion caused by rain water and also from silting.
Example of species	Apuleia leiocarpa	Zeyheria tuberculosa	Byrsonima sericea

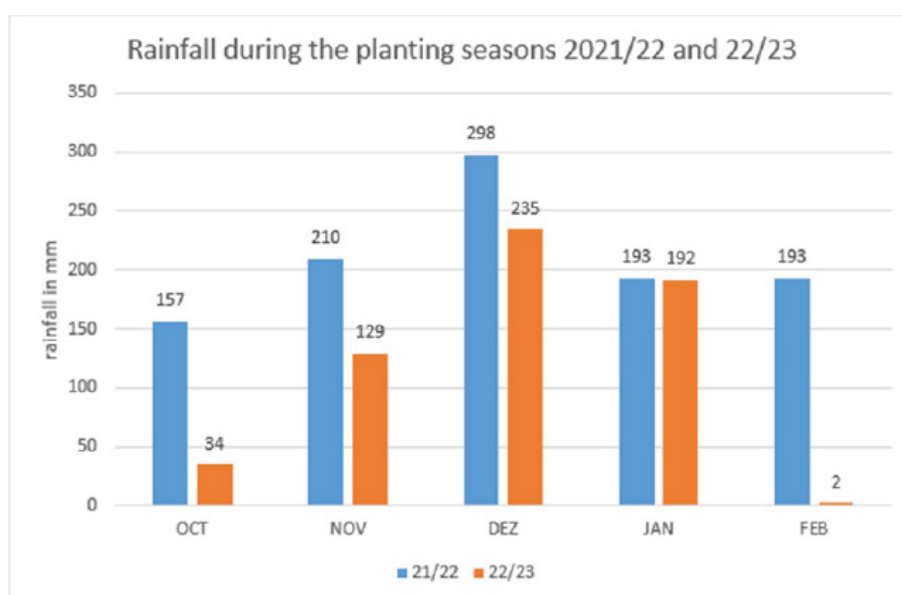
In addition to evaluating the topography of each area, it is also necessary to assess the existing conditions within each area. For example, if a specific slope area is chosen for planting in 2022, we already know which species are best adapted to thrive in this type of terrain. However, other factors still need to be determined: What is the density of existing trees in that location? How developed are the individuals already present, and how much shade do they currently provide to the soil? What is the forest biodiversity in the area, and how favorable is it to the local microbiota and fauna?

To address these questions, we not only work with traditional botanical groups, such as pioneer species, early secondary species, late secondary species, and climax species but also employ a parallel category called functional groups, which includes the **cover group** and the **diversity group**.



After determining the percentage of each functional group required in each area and identifying which species belong to each functional group and can thrive in the selected terrains, it is necessary to consider which of these potential species we were able to collect seeds from in sufficient volume. We rationalize the planting plan in such a way that the trees destined for each location blend with the previously established ones in the most diverse manner possible. This approach stimulates the restoration of habitats for the local fauna and creates better conditions for natural regeneration within the forest itself.

Only after considering all these factors and initiating the planting process does the most important and least controllable variable come into play: rain! To truly understand how precipitation positively or negatively affects each planting cycle, it is necessary to analyze it not only based on the administrative calendar from January to December but, more importantly, based on the seasonal calendar, which can be better organized from October to September. Regarding the rainfall in 2022, a better understanding of its contribution to the most recent planting cycle can be gained by examining the graph below:



It is evident that the last rainy season in Aimorés, Minas Gerais posed significantly more challenges for the forest restoration activities at Instituto Terra compared to the immediately preceding cycle (2021), especially during the months of October and February, which traditionally mark the beginning and end of the planting activities.

ON SEEDLING TO TREE: THE CENTRALITY OF PLANTING, MAINTENANCE, PREPARATION, AND MONITORING ROUTINES

Harvested seeds are either collected by our team or acquired from pre-selected external collectors and taken to the seed laboratory, where germination tests and other assessments are conducted. From there, they are transferred to germination chambers, where they sprout and develop until they are ready for *pricking*. During this process, seedlings are delicately transferred to individual containers called “*tubes*” and stored in a shade house to continue their development. As the rainy season approaches, the seedlings are gradually moved to the hardening yard, where they receive direct sunlight and gradually reduced water, preparing them for the adverse conditions they will face in their early years in the field. In summary, these are the stages that each seedling goes through before being planted in the Instituto Terra forest. However, it is important to note the difference between planting a seedling and obtaining a healthy, mature tree.



The second purpose involves the ultimate goal of keeping our seedlings standing until they have matured enough to survive on their own in an environment that has become less conducive over the decades. For this, a series of other routines need to be added to the production and planting of the seedlings. These routines, more or less concurrent with each other, precede and extend beyond the planting period, always in a cyclical manner, serving as preparation and care actions for the younger seedlings.

Thus, before actually starting a planting cycle, the restoration team needs to prepare the areas that will receive new seedlings. This preparation involves clearing the land by removing common invasive species in the region due to previous land use, notably *Brachiaria*, an exotic forage commonly used in extensive livestock farming. It also includes creating planting holes, which we refer to as "*cribs*", in which each new seedling will be placed.



Similarly, after the last seedling is planted, monitoring routines begin almost immediately. This activity is carried out twice a year, with the first monitoring taking place shortly after the planting is completed, and the second one near the beginning of the next rainy season. The purpose of monitoring routines is to determine the survival rate of the recently planted seedlings and subsequently assess their survival rate after the first dry period in the field. It is through these monitoring activities, based on statistical sampling of plots, that we can assess the success of the year-long planning in terms of species selection, fertilization, ant control, and the water stress to which the seedlings were subjected, among other factors. The collected data serves as a guide for the restoration team to implement risk mitigation measures or adjust action plans for the next planting cycle, making it crucial for the medium and long-term success of the activities.



In 2022, two monitoring sessions were conducted for the 2021-22 planting cycle: one in March and another in October. The first monitoring aimed to measure the survival rate of the seedlings after the stress caused by transplantation, while the second one assessed the survival rate after the first dry period. In March, a significant difference was observed between the seedlings planted in denser areas (97% survival) and those planted in semi-open areas (89%) – which can be explained by greater sun exposure and competition with invasive forage adapted to these areas. However, this difference decreased considerably in the October monitoring, with a survival rate of 70% in dense areas and 66% in semi-open areas. The comparison between both monitoring sessions reveals that the water stress experienced by the seedlings after planting is a more decisive factor in their survival than their initial condition at the beginning of the rainy season.

However, none of the routines above guarantee the survival and growth of the planted individuals on their own. The maintenance of the plantation, specifically within the Instituto Terra area, is an activity that involves several actions combined to ensure the forest's longevity.

Regarding the seedlings, four maintenance activities are carried out: crowning, mowing, ground cover and control of ants.



Crowning is the delicate action of removing competing species from the base of the seedlings, creating a circular area of clean soil around the seedling's planting hole, forming a crown.



Mowing is the intensive practice of clearing larger areas using brush cutters to suppress any unwanted competing vegetation. The roçado depends on prior coroamento to ensure that the seedlings' planting holes are visible enough to avoid damaging healthy seedlings.



With the organic matter produced from the mowing, the restoration team then applies **ground cover**, placing the leaf litter on the crowned areas. This serves as natural fertilization for the seedlings and also protects the soil, creating a microclimate that favors soil moisture.

Apart from these processes, it is also necessary to **control ants** in the forest. Considering that the Instituto Terra is located in a region with extensive agriculture and degraded pastures, it is understandable that these insects are attracted to the oasis of green leaves, which, in balanced ecological conditions, are a natural part of the ecosystem. However, under the conditions imposed by human activity in our surroundings, they become the main threat to the transformation of seedlings into mature trees.

In addition to these routines, periodic maintenance of roads, firebreaks, and dry ponds is essential. These elements are subject to annual climatic and seasonal variations. Service roads cover the entire area of Instituto Terra and have strategic value for the restoration team's mobility and machinery access.



43

ANNUAL ACTIVITIES REPORT FOR 2022



Firebreaks are the main line of defense against wildfires, which occasionally occur in neighboring properties. Keeping them clean is the most efficient way to ensure that an uncontrolled fire does not jump to our side of the fence, but we also rely on daily patrols by our forest guard, especially during the dry season. Lastly, dry ponds play a fundamental role in slowing down rainwater flow on steep roads, reducing the risk of stream sedimentation and promoting prolonged infiltration into the water table.



Understanding the quantity, complexity, and interdependence of the processes described above helps us realize that ecosystem restoration in an area is only possible through the application of sophisticated, time-consuming, and costly techniques — especially in a region with adverse climate conditions and undergoing desertification.

SCIENCE AND METHOD: APPLIED RESEARCH AS A STRATEGIC GUIDELINE IN RESTORATION ACTIVITIES

The implementation of applied research constitutes one of the core activities of Instituto Terra and can focus on any of the other areas of operation, namely spring recovery, environmental education, native seedling production, agroforestry systems, and ecosystem restoration. However, it is in the latter area that the main benefits of the undergraduate research scholarships obtained in 2022 can be observed.

Throughout the year, with projects submitted, four students from universities and federal institutes in the states of Minas Gerais and Espírito Santo were awarded scholarships to conduct research on the following topics:

Research projects sponsored by the L'Occitane Foundation: Rare Trees

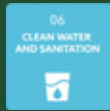
- **Undergraduate Research:** The influence of bioinoculants and fertilizers on seedling production in the Instituto Terra nursery in January 2023.
- **Undergraduate Research:** The influence of bioinoculants and fertilizers on seedlings planted at Instituto Terra in January 2023.

Research projects sponsored by the Institute for Climate and Society (ICS): Forest Restoration and Undergraduate Research in the Doce River Valley

- **Undergraduate Research:** Leaf litter production in the forest of Instituto Terra.
- **Undergraduate Research:** The influence of the Instituto Terra forest on local temperature.

By verifying the hypotheses raised in each research project, the restoration team at Instituto Terra will gain new factors to consider during the planning phase of subsequent plantings and the implementation of new techniques in seedling production and planting.





OLHOS D'ÁGUA PROGRAM - SPRING PROTECTION AND RESTORATION



DOCE RIVER FOREST - THE NURSERY OF WATERS

Established in 2010, the Olhos D'Água Program is an environmental extension initiative of Instituto Terra focused on the restoration of springs in the Doce River Basin. More than just restoring the area of the former Bulcão Farm, our challenge is to promote sustainable development in the region through various fronts of action. In this context, the recovery of water resources in rural properties located within the watershed is of strategic importance.

With 2,040 springs restored to date, the program follows a methodology that involves fencing the areas where springs have been identified within a radius of approximately 50 meters, representing an average area of 0.5 hectares, followed by planting seedlings that help protect the soil. This practice, when combined with ongoing care of the area in subsequent years, has shown satisfactory results in the recovery of water resources in the small and medium-sized properties served. This is evident over the years through the awards received by the program, such as the UN Water Award (recognizing it as one of the 70 best practices for water resource recovery on our planet) and the ANA Award (Excellence in Ensuring Future Water Supply), as well as testimonials from the benefited producers, as can be seen in the documentary ["Doce River Forest - Cradle of Waters"](#), produced by TV Cultura in 2022.

When restoring a degraded spring, Instituto Terra, in collaboration with various partners and sponsors of the program, provides all the necessary inputs, seedlings, and consultancy from environmental technicians to carry out the project, leaving the rural producers with the responsibility of contributing the required labor. This approach aims to stimulate the engagement of the beneficiaries, considering that the definitive success of the restoration will require several years of care for the spring area after the

project's completion. The program also includes the installation of Mini Wastewater Treatment Stations (Mini Etes) on properties that lack an environmentally responsible method for domestic sewage treatment, as well as the excavation of small dams (*barraginhas*), which are artificial pools dug into the ground to capture rainwater for animal watering, also promoting slow water infiltration into the soil.



WHY WE PLANT WATER IN THE DOCE RIVER BASIN

According to the Integrated Water Resources Plan of the Doce River Basin, approved in 2010, the municipalities in the states of Espírito Santo and Minas Gerais located within the Doce River basin have long suffered from environmental problems caused by the destruction of natural vegetation, which is replaced by eucalyptus monocultures to serve the pulp and paper industry or other crops such as coffee, papaya, passion fruit, and others. Additionally, there is a larger and more damaging trend of substitution with pastures, especially in the municipalities of Minas Gerais — a reality to which the Bulcão Farm itself was subjected decades ago.

With a significant portion of the vegetation replaced by exotic pastures, such as *Brachiaria*, and considering the naturally low soil fertility and the rugged topography combined with overgrazing, there is an extremely favorable environment for intense erosive processes, which are primarily responsible for the sedimentation and siltation of watercourses.

Agricultural livestock	Area (ha)	Percentual
Pasture	3.506.077,11	63,6%
Agricultural landscape mosaic	1.619.672,26	29,4%
Silviculture	241.280,79	4,4%
Agriculture	145.652,91	2,6%
Temporary crop	80.290,53	1,5%
Soybean	4,16	
Sugarcane	43,00	
Other temporary crops	80.243,37	
Perennial crop	65.362,38	1,2%
Coffee	65.362,38	

Finally, adding to the list of economic activities responsible for environmental degradation in the region is the extraction of mineral commodities such as iron ore, ornamental rocks, bauxite, and other mineral resources. If not carefully managed, this further fuels the destruction of landscapes and the accompanying erosion processes.



Given this scenario, the *Olhos D'Água* Program was conceived from the beginning as a counterpoint to these activities, with the mission of restoring all degraded springs in the Rio Doce basin, thereby reversing some of the environmental damage caused in the region while simultaneously improving the quality of life and income of farming families and the community as a whole.

OUR IMPACT IN THE REGION IN 2022

In 2022, the *Olhos D'Água* Program restored 44 new springs, with 36 of them located between the municipalities of Pocrane-MG and Aimorés-MG, and another 8 in the municipality of Simonésia-MG. Additionally, 15 new Mini ETEs were installed and 40 "barraginhas" were excavated on the properties served. In terms of protected areas, the program fenced off 31.27 hectares around the springs.

With these activities, we have reached a total of 2,046 springs under recovery since the beginning of the *Olhos D'Água* Program, benefiting a total of 1,092 rural producers.

THE NEXT WAVE: PREPARING FOR A MAJOR SOCIO-ENVIRONMENTAL TRANSFORMATION

The relatively smaller impact of the program in 2022, compared to previous years, can be explained by the team's dedication to planning a new and comprehensive cycle of spring recovery to be initiated in 2023 in partnership with KfW (Kreditanstalt für Wiederaufbau) and WWF Brazil. This new phase of Olhos D'Água aims to recover 4,200 new springs, distributed across 28 municipalities in the states of Minas Gerais and Espírito Santo, within a period of 5 years - roughly twice the amount achieved so far, in less than half the time.

It is expected that this new phase will bring even more positive impacts to the entire region served by the project in terms of:

- Increased access to water resources, ensuring food security and increased productivity.
- Restoration of forest remnants and conservation and sustainable use of natural resources.
- Reduction of carbon emissions in the Rio Doce Basin and increased capacity to adapt to climate change: the process of ecological and productive restoration is one of the most efficient and appropriate strategies to combat climate change, as well as contribute to the region's adaptation to these climate changes by helping prepare for extreme weather events such as floods and droughts.
- Improvement of ecosystem services, positively impacting the supply of water, availability of productive soils, nutrient cycling, slope stabilization, microclimate regulation, and related recreational, cultural, and educational benefits.



02
ZERO HUNGER



04
QUALITY
EDUCATION



05
GENDER
EQUALITY



08
DECENT WORK
AND ECONOMIC
GROWTH



10
REDUCED
INEQUALITIES



12
RESPONSIBLE
CONSUMPTION AND
PRODUCTION



13
CLIMATE
ACTION

ENVIRONMENTAL EDUCATION: AWARENESS FOR PRESERVATION, TECHNIQUES FOR RESTORATION



CSER 2022: RESUMPTION OF ACTIVITIES POST-PANDEMIC

As part of the global efforts in the battle against COVID-19 since 2020, Instituto Terra found itself obliged to suspend the activities carried out for over a decade at the Center for Ecosystem Restoration Studies, affectionately nicknamed CSER. Although painful, this measure proved effective in controlling the local pandemic.

Nearly two years have passed, vaccines have been developed, administered, and by early 2022, we were able to resume activities in a much milder epidemiological phase. Thanks to the support of our funding partners, we were able to maintain our team of professionals during this difficult phase, make curriculum improvements, and promptly resume activities in 2022 with an even more comprehensive CSRE.

53

ANNUAL
ACTIVITIES
REPORT FOR
2022



With a workload of 2,000 hours, distributed as 80% practical activities and 20% theoretical, 15 students graduated in the 2022 class, of which 6 have already been absorbed into Instituto Terra's own team. The new Ecosystem Restoration Agents were trained in techniques developed and refined by the NGO since its inception, participating in a wide range of educational activities, ranging from hands-on experience in various areas of the institute and attendance at specialized lectures, to workshops and completion of thesis projects.

MELIPONARY SCHOOL: EDUCATION, MULTIPLICATION, AND LOCAL FUNCTIONALITY

The Meliponary School of Instituto Terra is an environmental education program aimed at raising awareness among people of different age groups in the community about the importance of native bees from the Atlantic Forest for the pollination of forest and food species, as well as the benefits of raising native bees in rural areas.

To further enhance this experience and its impacts, the year began with the expansion and renovation of the Meliponary School structure, as well as the populationing of swarms of species such as *Uruçu Amarela* (*Melipona rufiventris*), *Mandaçaia* (*Melipona quadrifasciata*), *Maguari Preta* (*Scaptotrigona xanthotricha*), *Jataí* (*Tetragonisca angustula*), among others, through the installation of baits.



With a mobile and expanded structure, the Meliponário Escola of Instituto Terra provided training for the students of the CSER 2022 class in native beekeeping techniques, which, in turn, were able to teach in local municipal schools to engaged students and parents.



In addition, a training cycle was conducted within Instituto Terra to train teachers and principals from beneficiary schools as multipliers, in order to expand the community's knowledge and practice, forming new meliponiculturists who can benefit from the environmental and economic advantages of managing native bees.

GUIDED VISITS TO RPPN: REOPENING THE GATES

After nearly two years closed to the public due to the pandemic, it was a joy for the Instituto Terra team to reopen the visitation program, which is an important part of the environmental education activities promoted by the NGO. Since its foundation, Instituto Terra has always had various ways of receiving guests, tourists, and members of the community on its premises, whether for group or spontaneous visits, photo shoots, overnight stays, and many other models that have been implemented.

With the aim of simplifying the visitation models offered by the institute and optimizing the time of the involved staff, the tours were standardized into three types: group visits, photo shoots and spontaneous visits.

Group visits were the first to return in 2022 and consist of scheduled excursions with the responsible area. It is possible to visit the areas open to the public as well as various operational dependencies of Instituto Terra, such as the Seedling Nursery and the Meliponary School, accompanied by a guide. These visits are paid and the funds raised contribute to the financial sustainability of the NGO.

Photo shoots were also reopened last year and involve the use of the institute's premises, its garden, lake, and other areas of great natural beauty for taking photos for weddings, fashion or any subject of interest to the clients.

Finally, spontaneous visits take place in the areas accessible to the public, without the assistance of a guide. The reopening of these visits was postponed to 2023, and in 2022, only the planning for this return took place, including negotiations for the implementation of digital ticketing and staff training.

Throughout 2022, with all the mentioned limitations, Instituto Terra welcomed 2,031 new visitors, totaling 142,648 visitors in its history. The received groups ranged from students from municipal schools to specialized university groups, as well as tourists from various backgrounds.



THE DREAM OF BECOMING A FOREST AGAIN: EXPANDING DIGITAL CONTENT

The expansion of digital content at Instituto Terra is an existing program within the field of environmental education and aims to create a collection of digital materials in various formats, promoting dialogue with society, providing support to the education team in activities with children, adolescents, and adults, and simplifying access to the history and memory of Instituto Terra.

In 2022, the responsible team guided and supervised the production of the animated web series “The Dream of Being Forest Again,” which will tell the story of Instituto Terra from the former Bulcão Farm to the growth of the young forest that exists today and the subsequent return of fauna. With an expected completion in 2023, the web series represents the first organized effort by Instituto Terra to produce a digital portfolio.





02
ZERO HUNGER



11
SUSTAINABLE
CITIES AND
COMMUNITIES



12
RESPONSIBLE
CONSUMPTION AND
PRODUCTION



13
CLIMATE
ACTION

AGROFORESTRY SYSTEMS: THE PILOT PROGRAM FOR A PARADIGM SHIFT



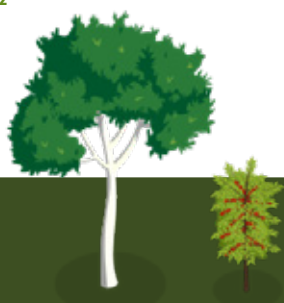
DEFINING AN AGROFORESTRY SYSTEM

Agroforestry is a term that refers to land use systems and technologies where perennial species (trees, shrubs, palms, bamboos, etc.) are deliberately used in the same land management units as agricultural crops and/or animals, in some form of spatial arrangement or temporal sequence. In agroforestry systems, there are ecological and economic interactions among the different components.

The main types of agroforestry systems can be conceptually divided into three major categories:

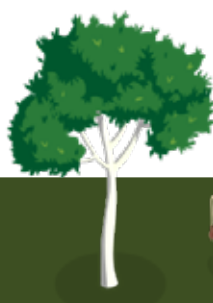
59

ANNUAL
ACTIVITIES
REPORT FOR
2022



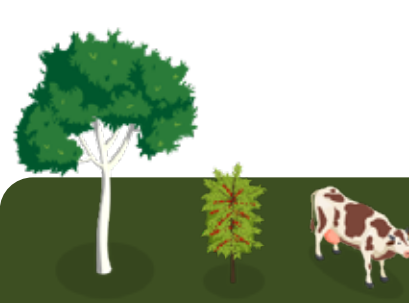
AGRSILVICULTURAL SYSTEMS:

are a combination of crops and trees. Often multi cropping with woody species, such as cocoa with shading trees.



SILVOPASTORAL SYSTEMS:

combination of forestry and cattle on pastures.



AGROSILVOPASTORAL SYSTEMS:

the integration of the three elements combined: trees, animals and crops.

LOCAL CONTEXT, NATIONAL URGENCY

The year 2022 was the second year of the UN's designated *Decade of Environmental Restoration*, which emphasizes the need for governments, businesses, and civil society to come together around initiatives for ecosystem restoration. While the consequences of climate change caused by environmental degradation have been increasingly felt worldwide in recent times, particularly with the COVID-19 pandemic, in the Doce River Basin, they have been present for much longer.

With the removal of vegetation on hillsides and riparian forests, the water stress in the region has intensified. Stream siltation processes have accelerated. The Doce River itself, which was navigable in various stretches throughout the 20th century, is now reduced to a mere water sheet, filled with exposed sandbanks that have been covered by secondary vegetation that regenerates within the river for a long time.



Therefore, from the alterations in the region's rainfall regime, a desertification process has unfolded, which already affects several municipalities and is likely to intensify in the coming years if restorative measures are not urgently adopted. Today, extensive livestock farming is the main economic activity in the Middle Doce River region, with thousands of hectares of degraded pastureland. Thus, actions to preserve the remaining forest fragments are not sufficient: it is necessary to restore ecosystems that have been destroyed on a larger scale.



However, it is primarily a regional cultural shift that can never be imposed. We understand that it is only through persuasion, positive example, and community engagement that it will be possible to transform local production methods. Therefore, the Agroforestry Systems implementation program of the Instituto Terra is not based on the objective of replacing local cattle production with another crop, but rather on transforming it by introducing techniques and products that promote soil quality, water regime, financial sustainability of rural properties, and the overall well-being of the animals raised.

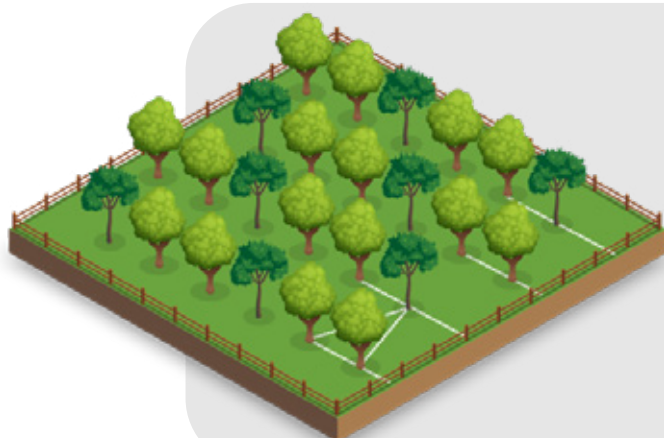
MOBILIZATION AND PLANNING FOR IMPLEMENTING EXPERIMENTAL MODELS

To initiate this new line of work at Instituto Terra, we conducted a survey of rural properties throughout 2022 that will be the sites for the institute's first Agroforestry Systems experiments. As a participation criterion, we selected rural properties close to the institute to facilitate recurrent technical visits and the transportation of seedlings, inputs, and equipment. The objective is to carry out experiments of five distinct types, all adapted to the region's climate and cultural reality, so that they can quickly become model properties, serving as a reference for other farmers in a later stage of the program.

62

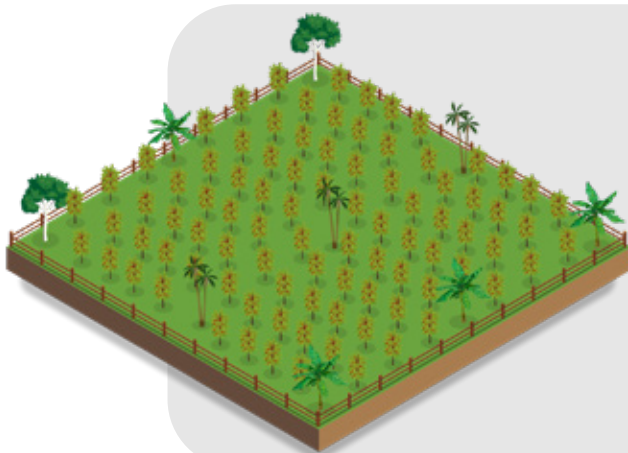
ANNUAL
ACTIVITIES
REPORT FOR
2022

The five experiments that will be conducted starting in 2023 are:



Agroforestry Orchard:

a consortium of native tree species and fruit trees to enrich riparian forests.



Shade-grown Coffee:

a consortium of coffee with native hardwood species, bananas, and Amargoso Palms.

Cacao:

a consortium of cacao, monkey pot, banana, sweet potato, and various native pioneer shade-producing species.



Silvopasture:

a consortium of cattle with native timber species and periodic cutting of exotic timber species.

Dirty Pasture:

although not an Agroforestry System in itself, it involves the consortium of cattle with secondary vegetation resulting from natural regeneration in abandoned pastures. This secondary vegetation can be pruned and managed to serve as a foundation for some agroforestry system.



KRENAK AND INSTITUTO TERRA: MANAGING A GREEN FUTURE

The majority of initial experiments with Agroforestry Systems will be conducted on small and medium-sized rural properties, with the exception of the Cacao experiment, which will take place in the Krenak Indigenous Land near the municipality of Resplendor, MG.



64

ANNUAL
ACTIVITIES
REPORT FOR
2022

In agreement with the community leaders, Instituto Terra will implement an Agroforestry System based on Cacao in a one-hectare area within the Indigenous Land. In addition to being a first step in restoring the significantly degraded area, the system aims to provide multiple cycles of products that are useful for the community's subsistence.



Furthermore, Instituto Terra will also provide one hundred Jenipapo (*Genipa americana*) seedlings and another one hundred Amescla (*Protium heptaphyllum*) seedlings as a way to restore to the Krenak people two resources of great importance to their culture that are currently absent from the Indigenous Land they have acquired.

VISION AND NEXT STEPS

Considering the necessary transformation of rural production methods in the region and taking into account the cultural sensitivities of small and medium-sized rural producers—who cannot afford to make abrupt transitions in cultivation without a guarantee of success—the implementation of Agroforestry Systems should be preceded by actions to restore water on the properties. What the first twelve years of the *Olhos D'Água* Program have shown is that water resource restoration is a necessity for a large number of rural families in the region, and the adoption of the program does not pose risks to the producers, who join without major concerns. Therefore, the over one thousand families benefiting from *Olhos D'Água*, upon witnessing the effectiveness of the adopted actions, are more likely to engage in more complex actions such as implementing Agroforestry Systems on their lands.

Thus, the Institute's vision is to begin implementing the first systems on properties previously served by the *Olhos D'Água* program, where the producers already have a relationship of trust based on the program's success and experiments conducted on model properties, in order to invest in the implementation of small agroforestry plots for testing, always adapting the agroforestry model to the crops produced on the property and not the other way around.

Additionally, the *Olhos D'Água* program itself will expand its techniques from 2023 onwards, incorporating agroforestry concepts into spring restoration, so that new producers joining *Olhos D'Água* can restore their springs by planting productive species for subsistence and local trade. This will simultaneously increase the availability of water resources on the property and family income.



ORGANIZATIONAL MANAGEMENT

STRATEGIC PLANNING: A LOOK INTO THE FUTURE

Considering the diversification of executed programs and the expansion of existing programs, Instituto Terra conducted a strategic planning in 2022 aiming to define objectives for each line of action until the end of the decade, as well as key performance indicators that assist the Executive Board in maintaining control over the progress of each area. The strategic planning is another management tool that falls within a set of modernizations in our corporate governance.

1

Be a reference in ecosystem restoration in dry forests and transition areas.

2

Disseminate knowledge and influence the environmental agenda.

3

Collaborate to bring about transformation.

4

Develop management to deliver consistently.

5

Base all services and products on science and innovation.



INTERNAL PROCESS MODERNIZATION

In order to expedite internal processes, a portion of the accounting activities at Instituto Terra were outsourced in 2022 to Accounting, an external accounting firm, which took over the operational aspects of accounting, taxation, human resources, payroll, and treasury. Instituto Terra retained its entire team after this modernization, giving its employees more strategic managerial roles in their respective areas, relieving them from operational tasks such as bank account reconciliation, invoice verification, and timekeeping, and enabling the development of more effective management tools.

The purchasing department also received external support from the accounting team in verifying purchase requisitions, creating an additional layer of security and further reinforcing good practices in resource management at the Institute.



STRENGTHENING OF GRC: TOWARDS NEW CHALLENGES

In 2021, the Instituto Terra launched its Integrity Program, which consists of nine pillars:

- Support from top management;
- Risk assessment;
- Code of ethics and conduct and compliance policies;
- Internal controls;
- Training and communication;
- Transparency channel;
- Internal investigations;
- Internal audits (due diligence);
- Monitoring and audits.

In order to ensure compliance with the program's guidelines and in response to the new challenges the institute is undertaking, our team dedicated efforts in 2022 to the consolidation and strengthening of a dedicated Risk and Compliance Management department. Towards the end of the year, a preliminary risk mapping was conducted, based on the risks identified during the strategic planning, with the aim of developing a specific action plan for mitigating each risk. As part of the GRC (Governance, Risk, and Compliance) strategy, performance indicators were also defined for each action plan.

Additionally, the Instituto Terra updated and standardized its compliance policy, aiming to harmonize the understanding among various managers regarding topics such as Petty Cash Policy, Selection and Recruitment Process, and Travel Expense Reimbursements for employees while performing their duties, among other areas.

COMMUNICATION



INTRODUCTION

In 2022, the Instituto Terra made efforts to develop and strengthen its own communication department in order to support the organization's core activities. This included producing content for social media, drafting press releases, reports, and deliverables for partners, organizing internal communication within the NGO, and seeking new opportunities to promote the Institute's activities. The goal was to promote environmental education, raise awareness about the institute's programs in its area of operation, and assist in generating revenue for the organization.

71

ANNUAL
ACTIVITIES
REPORT FOR
2022

STRENGTHENING OF DIGITAL PRESENCE AND METRICS

The digital communication efforts of Instituto Terra in 2022, along with other press and public relations actions, can be assessed through metrics such as total followers, new followers, and reach of publications, among others. Below are some relevant metrics for the institute's main digital channels during the year:



- WEBSITE

80,587 PAGE VIEWS
19 BLOG POSTS
904 LEADS CAPTURED

- INSTAGRAM

1.579.828 PEOPLE REACHED
42.831 FOLLOWERS
10.902 NEW FOLLOWERS

- FACEBOOK

156.399 PEOPLE REACHED
60.159 FOLLOWERS
1.648 NEW FOLLOWERS

- TWITTER

29.763 PEOPLE REACHED
1982 FOLLOWERS
592 NEW FOLLOWERS

- LINKEDIN

4.036 PEOPLE REACHED
3.311 FOLLOWERS
1.004 NEW FOLLOWERS

- YOUTUBE

58,188 PEOPLE REACHED
6,747 FOLLOWERS
696 NEW FOLLOWERS
2,7 THOUSAND HOURS WATCHED

- DISCORD

105 USERS IN THE COMMUNITY



INTERNAL COMMUNICATION: FORM, INFORM AND INTEGRATE

With around a hundred employees engaged in different activities, working in different physical spaces and with varying working hours, rethinking internal communication at Instituto Terra was one of the challenges in the field of communication during the year. To address this, the weekly internal communication was given a triple function: to circulate essential information for employees' day-to-day operations, as it had been doing since 2021; to educate employees by providing a deeper explanation of the purpose behind each action of Instituto Terra and the interrelation among them; and to foster team integration by creating playful moments for exchanging experiences among everyone. The communications began to be read weekly during the Daily Health and Safety Dialogues (DHSD) to make the circulation of the produced content more democratic.

REPORTS AND MARKETING COUNTERPARTS

Another responsibility of the communication department that strengthened in 2022 is the management and production of marketing deliverables outlined in sponsorship and partnership contracts with Instituto Terra. The communication team is responsible for contributing to the development of feasible deliverables based on the scope of the partnership. These deliverables may include the production of periodic reports with content that can be used in our partners' communication efforts, press releases, images, videos, social media activations, graphic material production, and brand visibility on our website as well as within the physical premises of the institute.

MAKING HEADLINES: ALL OF INSTITUTO TERRA'S MEDIA APPEARANCES IN 2022

As part of the public relations and press relations efforts of Instituto Terra in 2022, the organization was featured in 367 articles published in online media outlets and 17 articles in print publications throughout the country, totaling 384 articles throughout the year. The projected financial value of these national publications, if Instituto Terra had paid for them, would amount to R\$ 11,081,514.00.

Additionally, at least 6 international articles were published throughout the year, featuring Instituto Terra as the headline.

Below are some of the key articles published in 2022:

Online national publications:

- [Lélia Wanick Salgado e Sebastião Salgado: cumplicidade, amor pela fotografia e os registros da Amazônia](#)
Vogue, 15/02/2022
- [Recuperação de florestas auxilia agricultores, diz Juliano Salgado, VP do Instituto Terra](#)
Exame Online, 17/07/2022
- [Fotografias de Sebastião Salgado serão leiloadas em NY em jantar com show de Anitta](#)
Folha de São Paulo, 01/09/2022
- [Fotógrafo Sebastião Salgado lança coleção de NFTs para investir no reflorestamento da Mata Atlântica](#)
Um Só Planeta, 12/10/2022



- [Juliano Salgado assume novo longa-metragem ao lado da esposa, Ivi Roberg](#)
Veja SP, 21/10/2022

Print national publications:

- [A Amazônia sagrada de Sebastião Salgado](#)
Jornal Correio Braziliense, 06/06/2022
- [Florestas renascidas](#)
Jornal O Povo, 11/11/2022

International publications:

- ["Convertimos un desierto en un paraíso, ¿será posible hacerlo a nivel global?"](#)
La Nación, 24/09/2022
- [Sebastião Salgado: 'I was transformed into an environmentalist'](#)
The Guardian, 26/09/2022
- [Annie Leibovitz Incites a Bidding War at Sotheby's Inaugural Impact Gala Supporting Reforestation](#)
Vogue, 29/09/2022



AMPFY AND INSTITUTO TERRA: A PARTNERSHIP FOR GOOD



The pro bono partnership between Instituto Terra and Ampfy agency continued in 2022 with the development of a brand positioning study that resulted in the institute's new slogan: Reforesting to Transform.

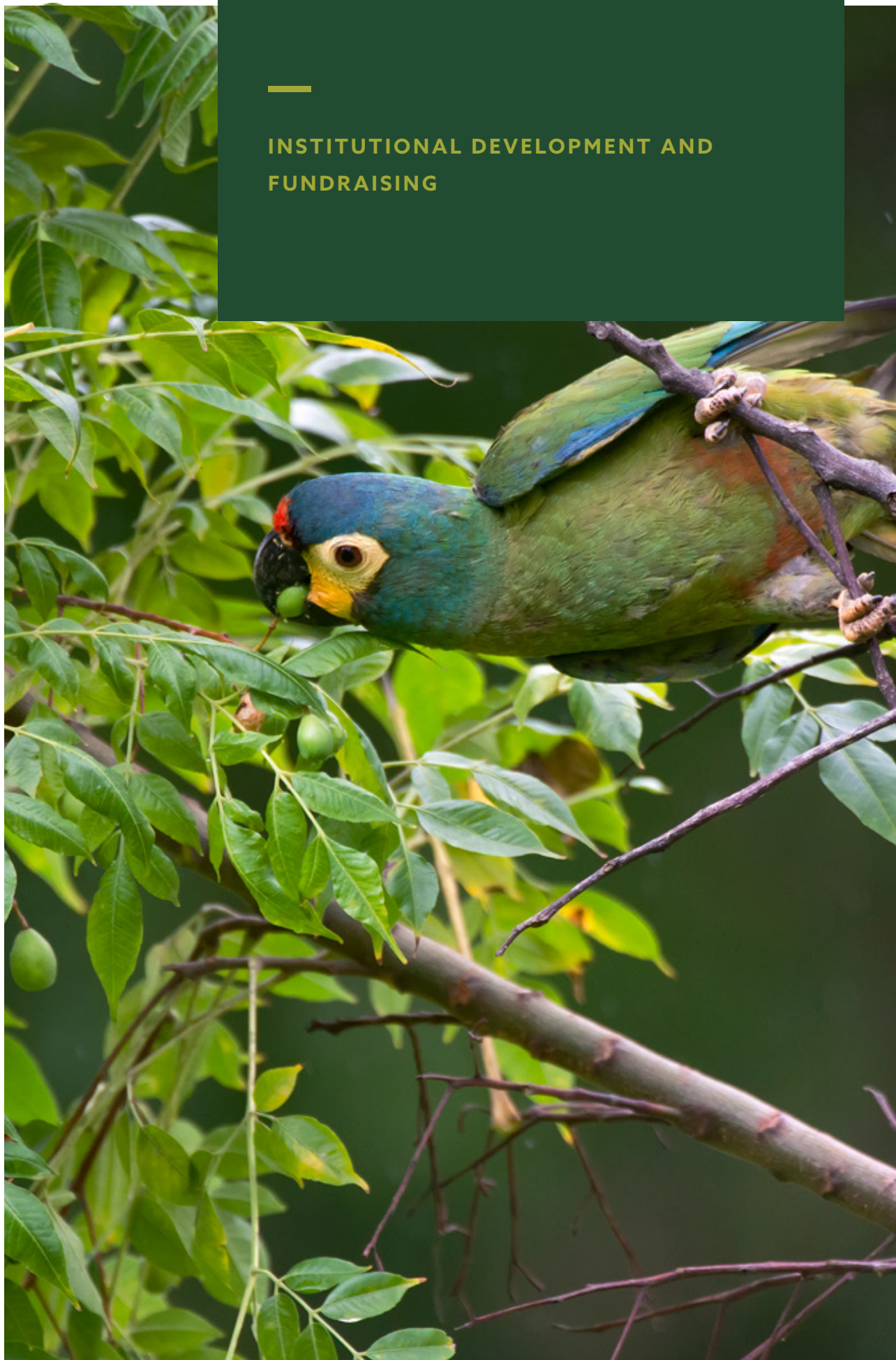
The institute's new positioning aims to reflect the need to promote social transformation through eco-sustainable improvements to reverse the effects of global warming.

INSTITUTO TERRA ON DISCORD: A GLOBAL COMMUNITY UNITED FOR THE ENVIRONMENT

With the aim of creating and managing a community of supporters of Instituto Terra, willing to maintain regular dialogue with the NGO and engage in our actions, we launched a Discord server in September 2022, which is open to the general public. It is an international community where participants will receive regular updates on our activities, have the opportunity to join video calls with team members, and receive firsthand updates on Instituto Terra's funding projects. To join the community, simply access it through the link below:

[Community Discord](#)

**INSTITUTIONAL DEVELOPMENT AND
FUNDRAISING**



INTRODUCTION

The Institutional Development and Fundraising department aims to ensure the financial sustainability of Instituto Terra by devising strategies that align with the institution's short, medium, and long-term goals, in synergy with all the areas and sectors that make up Instituto Terra. Partnerships with national and international institutions, donations from individuals or groups, relationship-building with partners and communities are some of the activities that are part of the routine. Providing excellent service to the diverse audiences interested in the work carried out at Instituto Terra is also within the scope of work for the Institutional Development and Fundraising team.

ACTIVE SPONSORS AND PARTNERS IN 2022

The activities carried out by Instituto Terra are made possible through the collaboration of our various partners and sponsors. Below, you can find all the active partnerships in 2022, whether they were initiated prior to the year or started during the course of the year:

- **Zurich Insurance Company Ltd:** One million native trees of the Atlantic Forest are being planted over eight years (2020-2027) to help restore a small portion of this once magnificent forest. This initiative is called the Zurich Forest Project.

Special Projects:

- **EDP:** Project to protect 10 springs and implement 4 mini sewage treatment plants in the municipality of Baixo Guandu/ES, from NOV/2020 to SEP/2021. Project extended until MAR/2022.
- **Fundação Renova:** Project III: Forest restoration project of 500 hectares in the Manhuaçu River Basin, in the municipalities of Mutum and Lajinha. Through the mobilization of rural producers, technical project development, isolation of areas with potential for passive natural regeneration, implementation of water and soil conservation practices, and installation of mini sewage treatment plants. Period from MAR/2021 to MAR/2024. **CSRE Project:** Training of young people connected to rural areas, with a focus on ecosystem restoration. The training covers all stages of restoration, from seed collection, seedling production, planting, and field monitoring. Integrated topics related to restoration are also addressed: environmental education, rural extension, and sustainable land management.
- **Taschen:** Partnership through the voluntary offsetting of all its CO2 emissions.
- **WWF:** Project for the protection of 30 springs and implementation of 15 mini sewage treatment plants in the municipality of Pocrane/MG, from MAR/2021 to MAR/2024.
- **Wacken:** Project for the protection of 30 springs and implementation of 15 mini sewage treatment plants in the municipality of Pocrane/MG, from MAR/2021 to MAR/2024.
- **XP Investimentos:** Program #refloresta. Planting of 50,000 seedlings of native species of the Atlantic Forest in the Doce River Valley Basin from 2022 to 2025.

Special Projects Initiated in 2022:

- **Engie:** Program #refloresta. Planting of approximately 48,000 seedlings of native species of the Atlantic Forest in the Doce River Valley Basin from 2023 to 2025.
- **Fondation L'occitane:** Research Program - support with 2 Undergraduate Research Scholarships.
- **Instituto Clima e Sociedade (iCS):** Research Program - support with 2 Undergraduate Research Scholarships.

Foundations:

- **Fondation Lemarchand:** Support in the training of students from CSER - Center for Studies Ecological Restoration.
- **Stefan Krause Bildungsstiftung:** Expansion of environmental education projects to digital channels, aiming to promote education and access to education as the most important element for personal development.
- **Fondation D'entreprise AIRFRANCE:** Support for the expansion of the Instituto Terra's MeliponARY (native stingless beekeeping) structure, optimizing its educational potential and transforming it into a Meliponário School.

Support:

- **Aimorés Municipal Government:** Provision of materials and maintenance services for the Fazenda Bulcão Private Natural Heritage Reserve (PNHR).

Partners for Goods and Services:

- **Servino Consultoria:** Consulting in project and change management, organizational climate, coaching and mentoring, team development, process evaluation, and strategic HR planning since 2017.
- **Souza Leão Subtil Advogados Associados:** Legal consulting and assistance since 2016.
- **MAMG Advogados:** Legal consulting and assistance since 2021.
- **VLF Advogados:** Legal consulting and assistance since 2021.
- **Martinelli Advogados:** Governance consulting.
- **Elogroup:** Strategic planning consulting.

Partners for Goods and Services initiated in 2022:

- **MecPlant:** Official Substrate Supplier in 2022.
- **ArcelorMittal:** Supplier of raw materials and services for raising seedling trays in the nursery.

Media Partner:

- **Ampfy:** Strategic communication partner since 2019.

Technology Partners:

- **Google:** Google Ad Grants program for free advertising on Google Ads for nonprofit organizations.
- **Microsoft:** Microsoft Software Donations program for nonprofit organizations through TechSoup Brasil.
- **Instituto Federal de Educação, Ciência e Tecnologia do Espírito Santo (IFES):** Partnership for technical, scientific, and pedagogical cooperation, with a view to the mutual development of teaching, research, and extension activities in the areas of interest to the involved entities. This agreement does not involve the transfer of financial resources between the parties. Period: 5 (five) years starting from 22/11/2019.

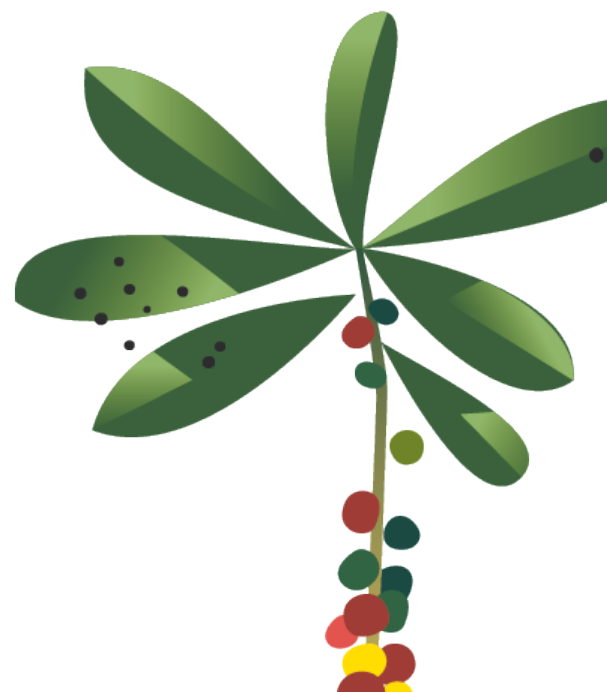
Donation Programs

- **Banco do Brasil Partnerships:**

Arredonde: Banco do Brasil customers can add the remaining cents to round up the total amount of their credit card bill to donate to Instituto Terra.

Ourocard Origens: Customers can personalize their card with an exclusive photograph by photographer Sebastião Salgado, chosen from 10 options. By requesting their personalized card, Banco do Brasil customers will be contributing to the actions of Instituto Terra.

- **Instituto Arredondar:** A partnership between Instituto Terra, Instituto Ponte, and Movimento Arredondar allows for the donation of cents through purchases made at Extraplus stores to support environmental recovery and education initiatives.
- **DOTZ:** Customers can exchange their Dotz points for donations to Instituto Terra.
- **O Polen:** Facilitates the connection between companies that wish to support environmental or social causes through donating a percentage of their sales.
- **1% For the Planet:** We are part of the 1% For the Planet movement, which involves donating 1% of your annual income or total company sales in a year through the 1% For the Planet platform. The platform represents a global network of companies, individuals, and environmental partners addressing the most urgent environmental issues on our planet.
- **C6 Bank:** the partnership allows bank account holders to make individual donations to the Instituto Terra through the bank's own platform, C6 Store, opening up another channel for fundraising and donations.





Sponsors



Special Projects



Foundations



Support



Goods and Services Partners



Media Partner



Technology Partners





“EMPRESA AMIGA” PROGRAM

Launched in July 2022, the “*Empresa Amiga*” of Instituto Terra Program is aimed at small and medium-sized enterprises seeking a quick way to partner with Instituto Terra in the mission of restoring the Atlantic Forest in the Doce River Basin. While the institute has long relied on the financial support of large partners and sponsors, the contribution of small and medium-sized businesses is also of great importance to the environment as they represent approximately 30% of the national GDP and provide over 50% of formal employment in the country, according to SEBRAE data.

Therefore, the program includes small and medium-sized companies with a good reputation, aligned with the Code of Ethics, Integrity Program, and the mission of Instituto Terra. Contributions to the program range from R\$ 1,050.00 to R\$ 99,995.00, corresponding to a minimum of 30 trees and a maximum of 2,857 trees, which will be planted under the #refloresta program.

The program’s actions have resulted in the planting of 3,224 new native trees of the Atlantic Forest, distributed among 25 different species.

[Click here to access the Business Friend Program website.](#)

Get to know the companies that joined the program in 2022:

SEMPERIT 

1466 trees - GROUP SEMPERIT

ORNARE

600 trees - SEDER INDÚSTRIA (ORNARE)



428 trees - VIVIAN COSER ARQUITETOS ASSOCIADOS

+ BONFILM +

230 trees - BONFILM



200 trees - MINERAÇÃO FISCHER



120 trees - MANOLITA



30 trees - BALSA ARTIGOS DE VESTUÁRIO LTDA

30 trees - ROSELI MARINHEIRO

GRANISTONE®
A ROCHA

30 trees - GRANISTONE A ROCHA



30 trees - STINK SP PRODUÇÃO DE FILMES LTDA

PME
Máquinas

30 trees - PME MÁQUINAS

HUKA

30 trees - HUKA

SOTHEBY'S IMPACT GALA: FUNDRAISING AND ENDOWMENT



87

ANNUAL
ACTIVITIES
REPORT FOR
2022

As a means to raise funds for Instituto Terra and increase the visibility of environmental issues on an international scale, we organized an event called the Sotheby's Impact Gala in 2022 in collaboration with Sotheby's New York. It was a charity dinner aimed at American and international philanthropists who were able to attend. During the event, funds were raised through ticket sales and the auctioning of photographs by Sebastião Salgado, among others. Fundraising efforts also included the direct sale of other images by our founder and the launch of a collection of five thousand NFTs (Non-Fungible Tokens) featuring Sebastião Salgado's photographs, which continued to be sold in the following months through the Sotheby's Metaverse.

The internationally renowned event also featured a pocket show donated by singer Anitta, an auction of a photographic essay by photographer Annie Leibovitz, and the presence of indigenous leader Sônia Guajajara. The funds raised at the Sotheby's Impact Gala were fully allocated to the Instituto Terra endowment with the aim of covering the NGO's daily operations, providing long-term financial sustainability to the institution.

The Sotheby's Impact Gala benefit committee included Anitta, Francisco Costa, Geralyn White Dreyfous, Peter Fetterman, Nina Garcia, Adrian Grenier, Gabriela Hearst, Robert Klein, Monica Winsor & Joshua Mailman, John Moore, Fabrizio Moretti, Yancey Richardson, Mickey Sumner, Esmeralda Swartz, Benedikt Taschen, Marlene Taschen, Diana Barrett & Bob Vila.



DONATIONS RECEIVED IN 2022

On average, 74% of donations are from abroad, and 26% are domestic.

ABC Curve - Donations in 2022

International Donations	Value	Cumulative Values	Cumulative %
International legal entities	R\$ 848.089,03	R\$ 848.089,03	40%
Taschen	R\$ 508.300,00	R\$ 1.356.389,03	24%
The Caring Family Foundation	R\$ 301.550,00	R\$ 1.657.939,03	14%
Taschen	R\$ 243.475,70	R\$ 1.901.414,73	12%
Taschen - Produtos	R\$ 106.293,43	R\$ 2.007.708,16	5%
	R\$ 84.821,35	R\$ 2.092.529,51	4%
Donais	R\$ 27.707,04	R\$ 2.120.236,55	1%
Total		2.120.236,55	74%

Domestic Donations	Value	Cumulative Values	Cumulative %
Domestic Individuals	R\$ 316.672,98	R\$ 2.436.909,53	42%
Domestic legal entities	R\$ 238.815,75	R\$ 2.675.725,28	31%
Arredonde (BB)	R\$ 162.956,85	R\$ 2.838.682,13	22%
BB Cartão	R\$ 27.707,04	R\$ 2.866.389,17	4%
Arredondar	R\$ 7.013,70	R\$ 2.873.42,87	1%
Total		753.166,32	26%

International and domestic donations received in 2022



BECOME A FRIEND

Be a donor of Instituto Terra and contribute to the restoration of the Atlantic Forest! There are several ways to make a donation: PIX (Brazilian instant payment system), Picpay, Paypal, bank transfer, donation through our online store, or simply by participating in the institute's donation partner programs.

Visit institutoterra.org/doe/ and contribute in whichever way works best for you!

WEDDINGS - FORESTS OF UNION

In 2022, Instituto Terra introduced a new way to raise funds and celebrate the bonds of love between passionate individuals. On two occasions throughout the year, donations were requested by the newlyweds as wedding gifts to Instituto Terra from their guests. The funds received were used for planting new seedlings within Instituto Terra.

Our team extends gratitude to the couples for their contribution to the restoration of the Atlantic Forest!



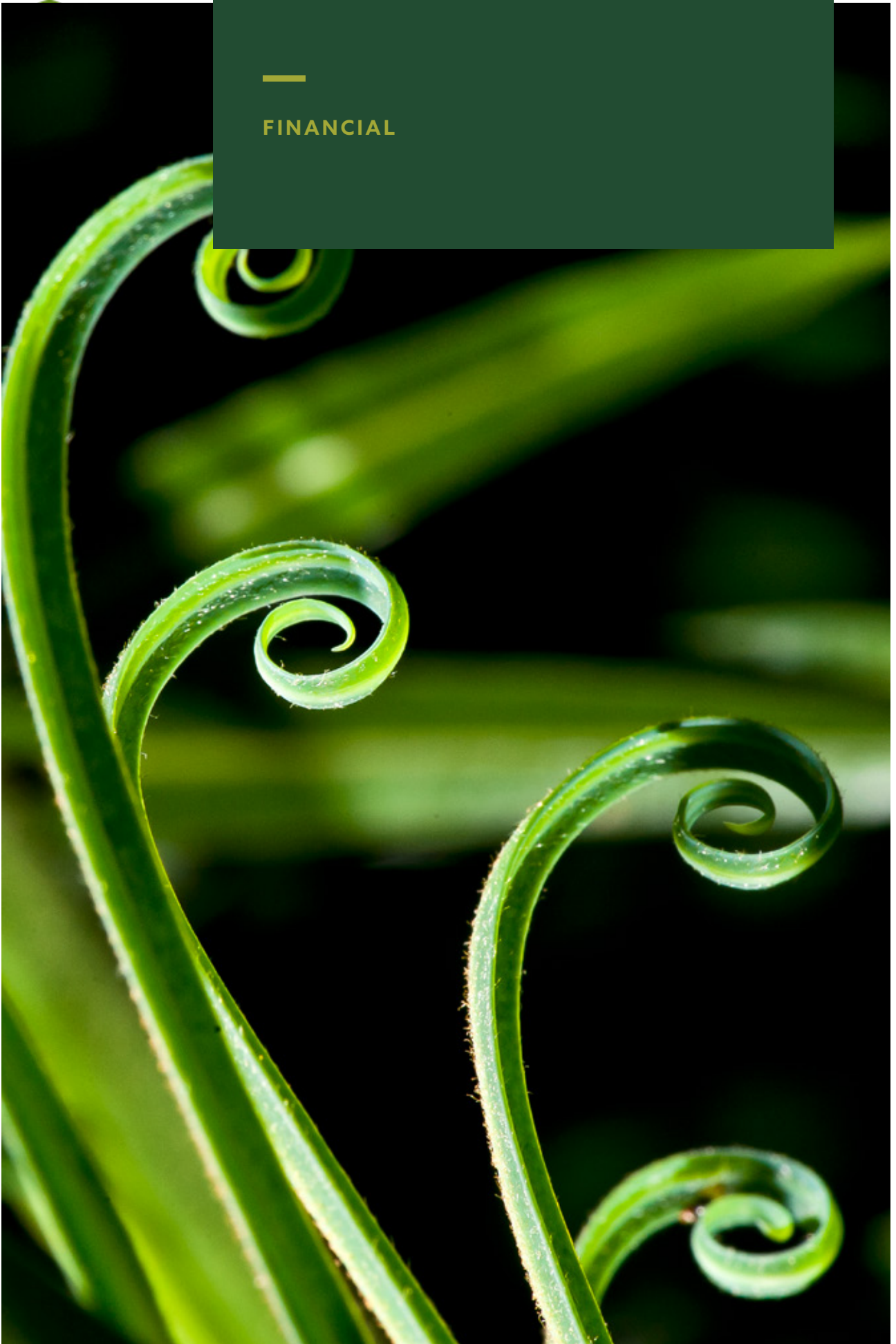
Eduardo Lindenberg de Azevedo and Tatiana Marques



Claire Brenier Menjucq and Frederic Menjucq



—
FINANCIAL



With the conclusion of the most acute phase of the COVID-19 pandemic in Brazil and worldwide, and the simultaneous return to in-person activities, Instituto Terra was not only able to maintain its previous level of fundraising but substantially expand it to support the expansion of its activities and the modernization of its infrastructure.

Throughout the year 2022, we continued to enhance and strengthen our internal controls and policies to ensure data integrity, security, and transparency in the financial reporting of the institute and our programs.

The Financial Statements of Instituto Terra for the year 2022 have been audited and fully approved by Russel Bedford, in compliance with Brazilian and international auditing standards.

[Please check the Financial Statements for 2022/2021.](#)

HIGHLIGHTS OF THE YEAR



INSTITUTO TERRA AT THE AMAZON EXHIBITION



94

ANNUAL
ACTIVITIES
REPORT FOR
2022

- Rome, Italy, at the MAXXI Museum: starts on October 1st, ends in August 2022
- London, England, at the Science Museum: starts on October 13th, 2021, ends on March 20th, 2022
- Manchester, England, at the Science and Industry Museum: starts on May 13th, 2022, ends on August 21st, 2022
- São Paulo, Brazil, at SESC Pompeia: starts on February 14th, ends on July 10th, 2022
- Avignon, France, at Palais des Papes: starts on June 28th, ends on November 30th, 2022
- Rio de Janeiro, Brazil, at the Museum of Tomorrow: starts on July 19th, 2022, ends on January 29th, 2023
- Los Angeles, United States, at the California Science Center: starts on October 20th, 2022, ends on February 20th, 2023.

PARTICIPATION IN EVENTS

- Organization and participation as beneficiaries in the 1st Sotheby's Impact Gala in New York
- Participation in the VIRADA SUSTENTÁVEL SP 2022 (Sustainable Turn SP 2022)
- Participation in the 1st meeting of the Capixaba Agroforestry Forum
- Participation in the 1st Meeting of the PAI - Integrated Action Plan - Coastal Biodiversity. Held in Vitória, ES by the Renova Foundation
- Participation in the 11th São Paulo Design Week
- Participation in Whext
- Dedicated room for the Instituto Terra at the Superblue gallery in Miami.



ONLINE PARTICIPATION

- Participation in the 11th Access to Justice Workshop by the Avon Institute.
- Organization of a roundtable discussion with NERE graduates and the Young Environmental Agents from the Inhotim Institute.
- Organization of the live launch of the Empresa Amiga program.
- Participation in a live event hosted by TikTok on the topic of Environment, in collaboration with Capricho Magazine.
- Participation in the 86th Happy Hour - Live event organized by the NGO Together For Peace.



GOVERNANCE



ORGANIZATIONAL STRUCTURE: HOW WE ARE ORGANIZED

The governance model of Instituto Terra defines its power macrostructure: deliberative bodies (Board of Directors), oversight bodies (internal, Fiscal Council, and external, Independent Audit), advisory bodies (Advisory Board), and executive bodies (Executive Team) and how they relate to each other.

The basic principles of governance at Instituto Terra are transparency, equity, accountability, and responsibility. In order to provide maximum transparency in the use of resources, in line with its values, the financial statements are reviewed and certified by renowned external auditing firms, as well as by a Fiscal Council since its foundation.

BOARD OF DIRECTORS APPROVES PLANS AND GOALS OF THE EXECUTIVE BOARD

The Board of Directors' main responsibility is to define medium and long-term strategies, as well as endorse short-term goals and their performance indicators set by the Executive Management in conjunction with the managers of each area, and also approve the budget for the following year. Therefore, the executive team initiated the operationalization of their key projects for the following year as early as 2022, commencing modernization and expansion works, making necessary hires, and reviewing internal processes to promote greater productivity in the management of partnership contracts established with the NGO.

BOARD OF DIRECTORS

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



ADVISORY COUNCIL

Afonso Borges
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
Maritta Kock-Weser
Mauro Leite Teixeira
Roberto Messias Franco
Robson de Almeida Melo e Silva
Russel Mittermeier
Washington Olivetto

AUDIT COMMITTEE

Celso Luiz Marques
Flávia de Oliveira Rapozo
Valcemiro Nossa

EXECUTIVE TEAM

Sérgio Rangel	<i>Executive Director</i>
Pieter Jan van der Veld	<i>Technical Advisor</i>
Moisés de Souza Marcelino	<i>Operations and Environmental Manager</i>
Jeieli Oliveira	<i>Education and People Manager</i>
Gilson Gomes de Oliveira Júnior	<i>Project Manager</i>
Rogéria Araújo	<i>Administrative and Financial Coordinator</i>
Carolina Sampaio	<i>Head of Resource Mobilization</i>
Camila Alves Madalon	<i>Sustainable Business Coordinator</i>
Mário Constantino	<i>Head of Communications</i>



CONNECT WITH US



Stay updated with the Instituto Terra through your preferred digital channels and stay informed about the latest news, day-to-day activities, and key topics and discussions about the environment, the Atlantic Forest, and the Doce River Valley.



[Site](#)



[Store](#)



[Empresa Amiga](#)



[Visits](#)



[Instagram](#)



[Facebook](#)



[LinkedIn](#)



[Twitter](#)



[YouTube](#)



[TikTok](#)



[iNaturalist](#)



[Discord](#)



[Restor](#)

ANNUAL ACTIVITIES REPORT FOR 2022

Organization, editing, texts and translation:

Mário Constantino

Lucas Barcelos

Marcella Fialho

Photos and videos:

Leonardo Merçon

Cássio Vasconcellos

Arquivo Instituto Terra

Tv Cultura

BFA

JCM

INSTITUTO TERRA

RPPN Fazenda Bulcão

Caixa Postal 005

CEP: 35200-000

Aimorés / MG / Brasil

+55 33 3267 2025

INSTITUTO  TERRA

Reforest to transform