



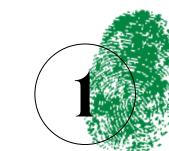
Our legacy is to restore

SOS Mata Atlântica's forest restoration initiatives are among the most impactful to rehabilitating the forest in the country, with over 44 million native trees planted



What is the Atlantic Forest?

And why
does restoring
it matter?



What is the
Atlantic
Forest?



SOS Mata
Atlântica and
restoration



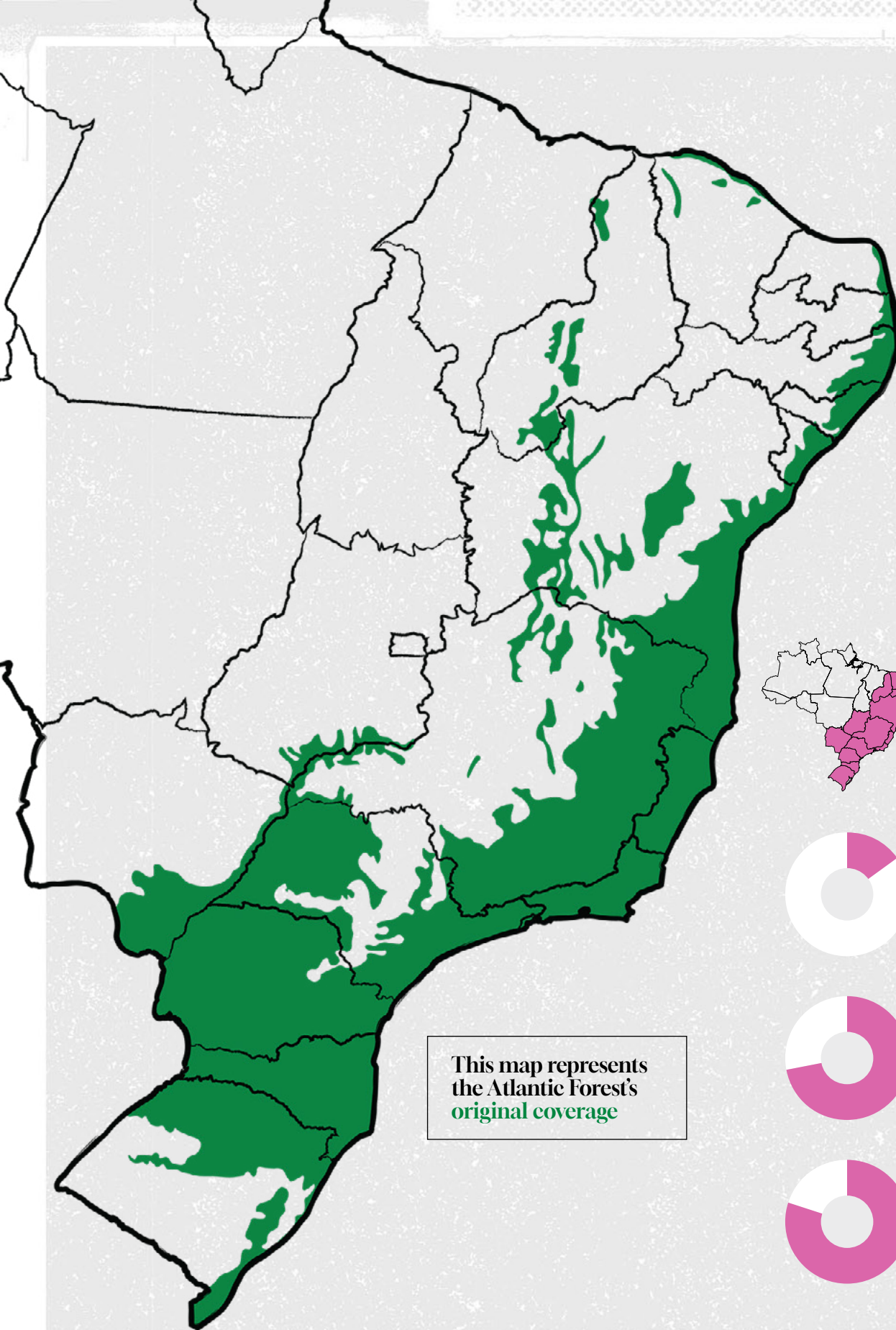
The science
of restoration



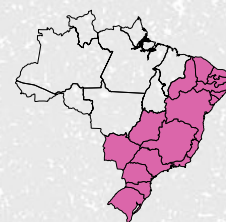
All hands
on deck



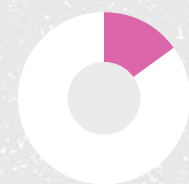
Commitment
to the future



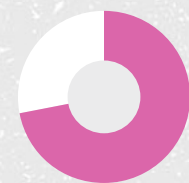
This map represents the Atlantic Forest's original coverage



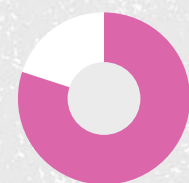
17
BRAZILIAN
STATES



15%
OF THE NATIONAL
TERRITORY



72%
OF THE BRAZILIAN
POPULATION



80%
OF THE
GDP

A biodiverse and endangered biome

One of the most biodiverse biomes in the world, the Atlantic Forest is also the most threatened in Brazil, with only 24% of the original forest remaining in a fragmented form. This directly impacts water supply and climate regulation for the majority of the Brazilian population.

More than just its preservation, the restoration of the Atlantic Forest is crucial for both Brazil and the world. In addition to housing a rich variety of endemic fauna and flora, such as the golden lion tamarin and brazilwood, it provides ecosystem services essential for human life.

Biodiversity

It is one of the most biodiverse biomes in the world, but one of the most endangered.

About 20 thousand species of plants, 5 thousand of which being trees



384
MAMMALS



1,205
BIRDS



517
REPTILES



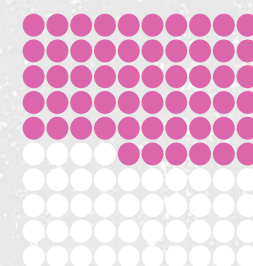
719
AMPHIBIANS



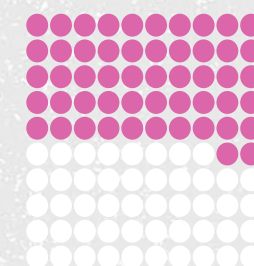
350
FISH

6,000
EXCLUSIVE TO
THE REGION

Largest
food
production
in Brazil

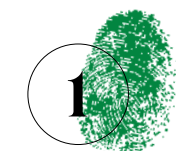


56%
of total
animal-
based food
production



52%
of plant
production of
food for direct
consumption
(except corn,
soybeans and
sugarcane)

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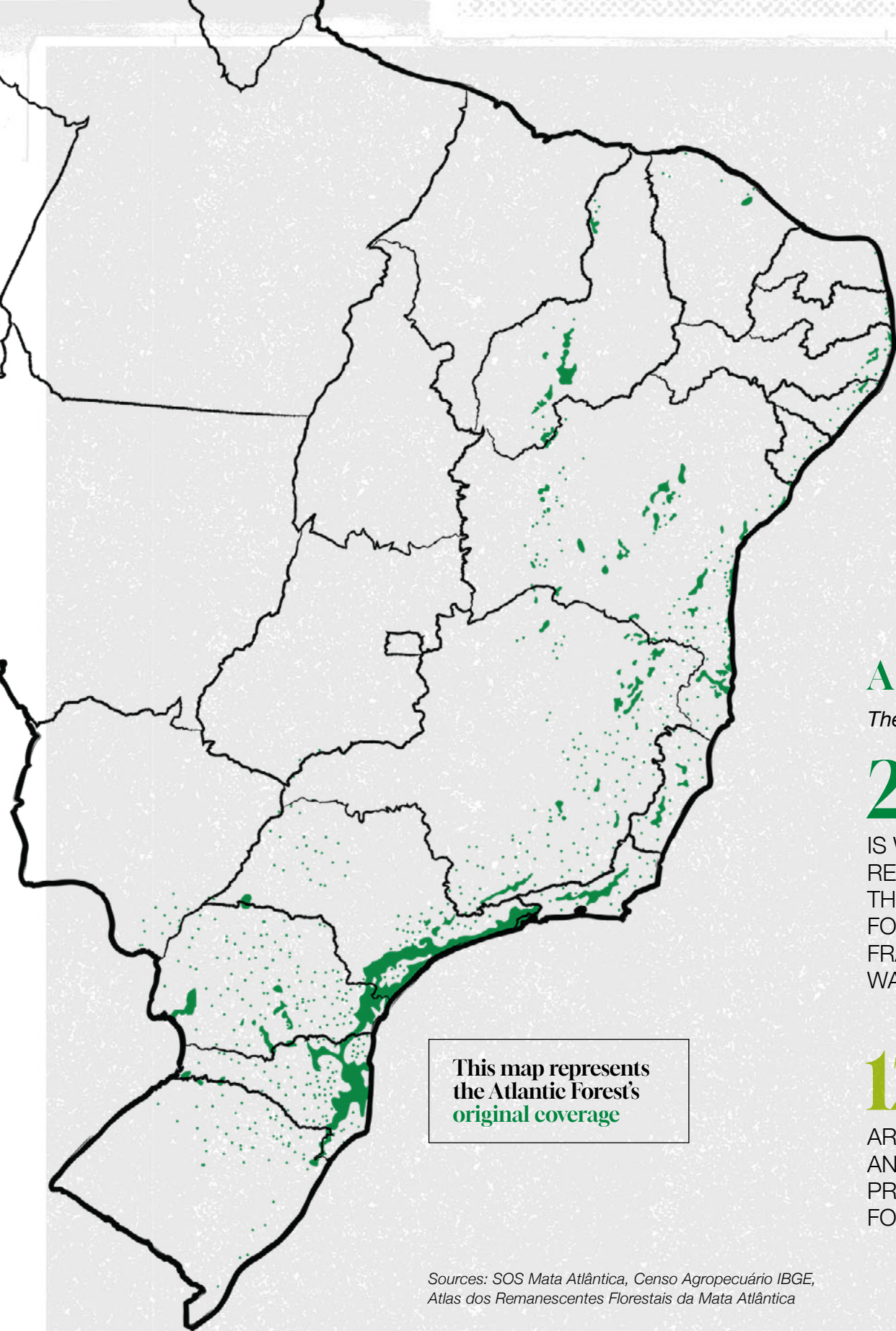
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This map represents the Atlantic Forest's original coverage

Sources: SOS Mata Atlântica, Censo Agropecuário IBGE, Atlas dos Remanescentes Florestais da Mata Atlântica

What's the importance of restoring the Atlantic Forest?

According to a study published in “Nature”, the Atlantic Forest is considered one of the highest priority ecosystems for restoration in the world. The biome is part of a category in which restoring

15% of its area would prevent 60% of predicted species extinctions and sequester the equivalent of 30% of the CO2 released into the atmosphere since the start of the Industrial Revolution.

A fragmented forest

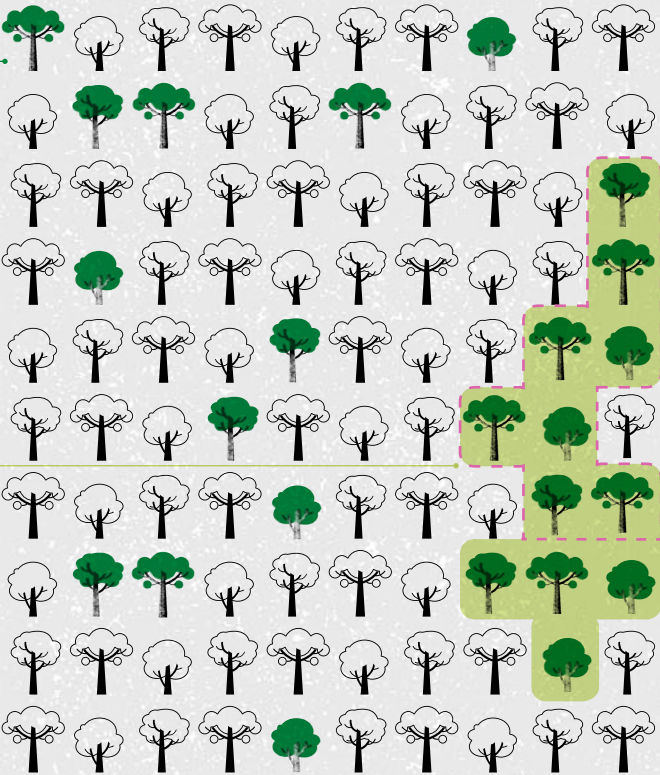
The Atlantic Forest is the biome with the least natural coverage in Brazil

24%

IS WHAT REMAINS OF THE ORIGINAL FOREST, IN A FRAGMENTED WAY

12.4%

ARE MATURE AND WELL-PRESERVED FORESTS



The distribution of the fragments and the restored areas are uneven, with low coverage regions.

8%

are large fragments, over 100 hectares (parts of mature forests)

Equivalent to the neighborhood of Leme, in Rio de Janeiro



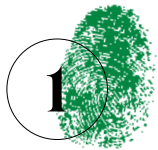
97%

of fragments are under 50 hectares

Equivalent to the Vatican, the smallest country in the world

Forests remain under high threat, with increased isolation and degradation of more mature fragments.

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SOS Mata Atlântica

The history of
our restoration
work



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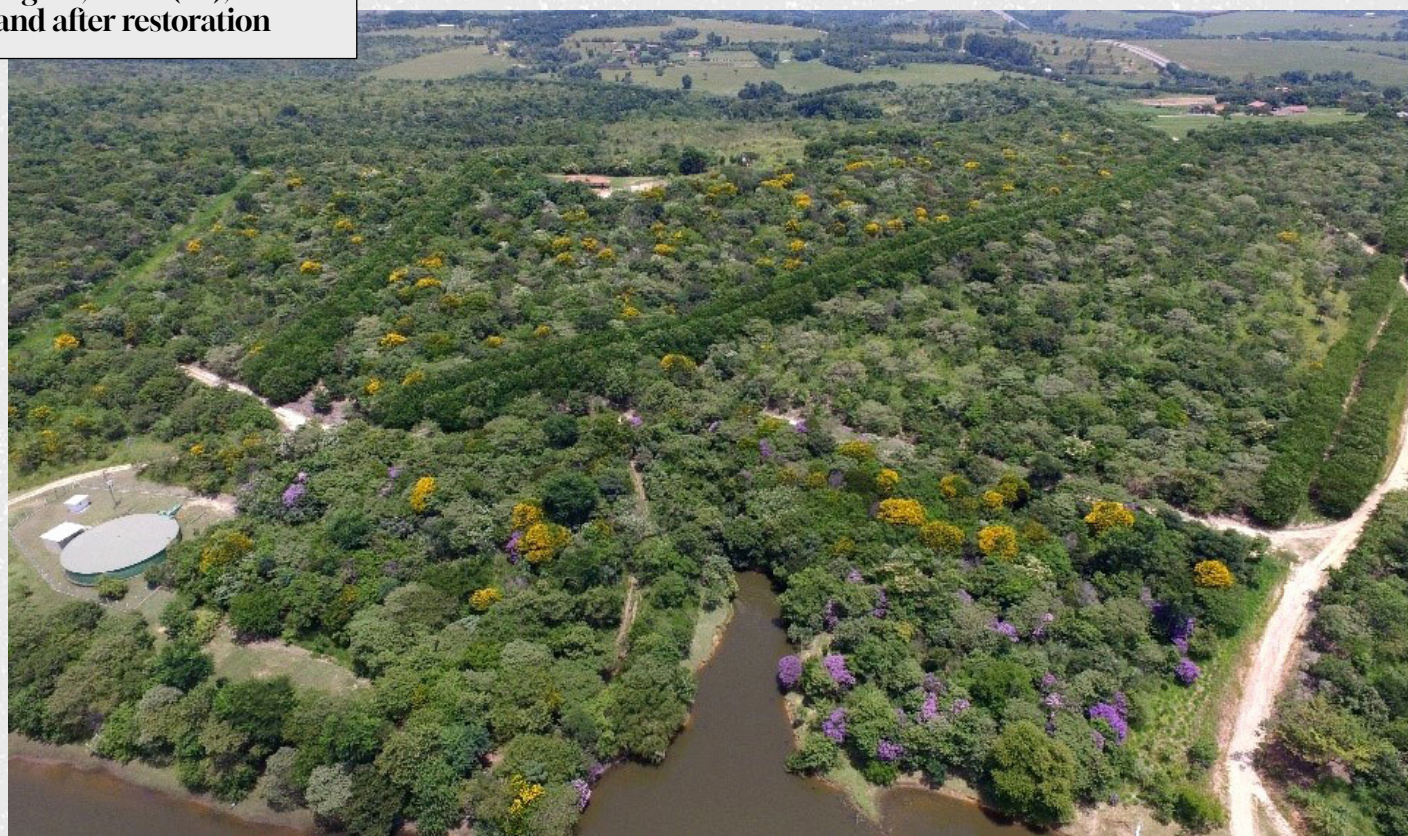
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The Center for Forest Experiments (CEF) region, in Itu (SP), before and after restoration



SOS Mata Atlântica and restoration

The SOS Mata Atlântica Foundation is a Brazilian environmental organization founded in 1986 with the mission of inspiring society to defend the most devastated biome in the country. The Foundation's forest restoration initiatives are among those that have contributed most to rehabilitating the forest.



EQUIVALENT
TO THE
POPULATION
OF ARGENTINA

ALMOST
44
million
NATIVE TREES
HAVE BEEN
PLANTED

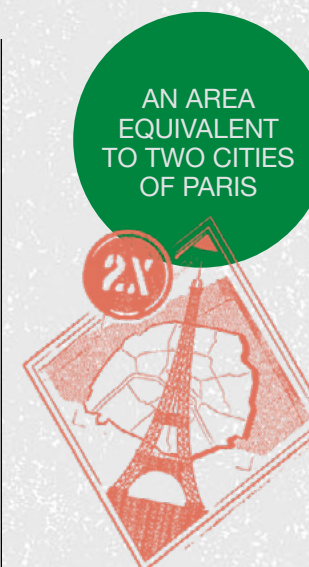


OUR **TREE NURSERY**
HAS ALREADY
PRODUCED
MORE THAN

7.5
million

SEEDLINGS FROM
2008 TO 2025

OF ABOUT
110
NATIVE
SPECIES



AN AREA
EQUIVALENT
TO TWO CITIES
OF PARIS

WE STARTED THE
RESTORATION
OF ALMOST

24
thousand
HECTARES



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Restoration over the years

See the main projects and efforts to rescue the forest in the timeline below:

1986

Foundation of SOS Mata Atlântica

1994

Implementation of a **nursery for seedlings** of native species in Iguape (SP), next to the Agricultural School, combining education with recovery efforts

1999

Distribution of 230 thousand seedlings on toll roads in the state of São Paulo, with the **“Faça Parte da Paisagem”** (Be Part of the Landscape) campaign



Photos SOS Mata Atlântica Archive

2000

Launch of the **ClickÁrvore** project in partnership with the Vidágua Institute



ClickÁrvore

A milestone for the history of restoration in Brazil

It changed the history of forest restoration in Brazil, starting a higher scale and ambition phase to recover the Atlantic Forest. In the early days of the internet, it created a mechanism that promoted restoration, which brought together social engagement and business commitment. The public entered the website, clicked once per day, and SOS Mata Atlântica committed to planting a tree for each click, with resources from individuals and companies. The first planting happened in September 2000, with 25 thousand seedlings of native trees planted for the recovery of riparian forests in Bauru (SP). Its largest donor was Bradesco, which financed the planting of 30 million trees.

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Florestas do Futuro

Uniting environmental agencies, companies and producers

The **volunteer Florestas do Futuro** mobilizes financiers, selects properties in need of restoration and draws up the technical project. Seedlings come from their own nursery or from partners. Planting and maintenance are done by companies supervised by SOS Mata Atlântica for two years. Then the Foundation monitors it for three additional years. At the end of five years, the owner receives the forest free of charge, committing themselves to maintaining the restoration efforts. The **compensatory Florestas do Futuro** program follows the rules of environmental compensation of the government of São Paulo, fulfilling obligations defined in the building licensing for environmental damage.

2004

Creation of the “**Florestas do Futuro**” (Forest of the Future) program

2007

Establishment of the **Center for Forest Experiments** (CEF)

 [READ MORE IN CHAPTER 3](#)



Photo Alexandre Pottes Macedo

2010

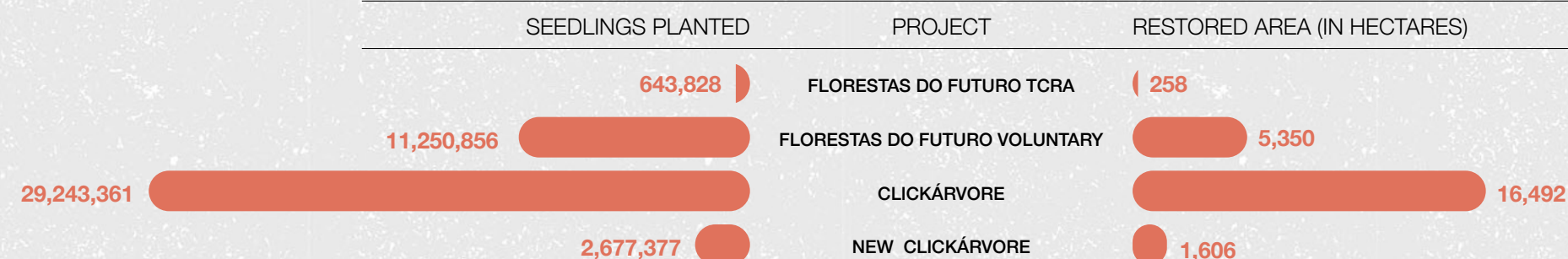
Start of the **2nd phase of ClickÁrvore**, with the payment of a bonus for projects with guaranteed results at the end of the planting monitoring cycle, after forest growth checking. The success of the program attracted new sponsors, creating the opportunity for larger projects

2017

Expansion of the Florestas do Futuro program in addition to voluntary participation, companies in the state of São Paulo began to collaborate through mandatory compensation via an **Environmental Recovery Commitment Agreement (TCRA)**

 [READ MORE ON CHAPTER 4](#)

Our efforts to rescue the forest (2000 – 2025)



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2025: A look at the legacy

In order to draw an overview of the restoration projects carried out by the SOS Mata Atlântica Foundation throughout all these years, at the end of 2025 a detailed analysis was made in partner rural properties. In the study, information on changes in land use and land coverage where interventions were carried out was extracted, considering the period of 2016 and 2023 – an interval defined according to the availability of MapBiomas data. Among the positive points raised by the analysis is the increase of almost 20% of average forests in properties. Check out the main highlights.

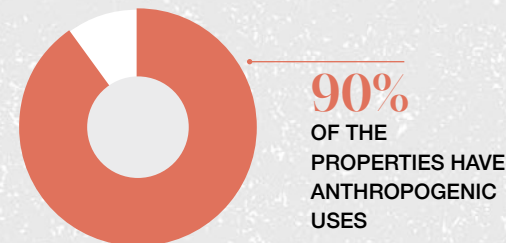
Characteristics

The rural properties are between **0.021 and 24,500 ha**, with



If there were a river running through all these properties, it would have **314 km of 30 meters wide banks, covered with native forests.**

Uses



The human intervention use includes:

46% temporary crops,
such as sugarcane and soybeans

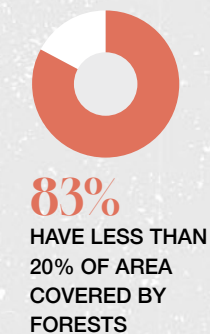
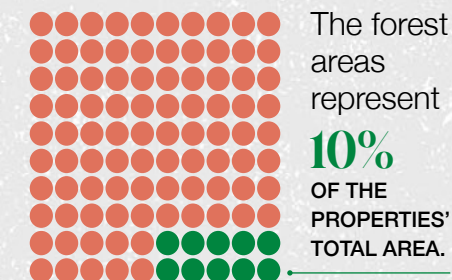
24.3% pastures

19.5% multiple uses

Only **5.5%** have forest
as predominant use

When only the restored areas were evaluated, the **gains in forest and multiple uses were more expressive**, while there was a reduction in anthropic use.

Isolated Forest Cover



SAMPLE OF ANALYZED PROPERTIES

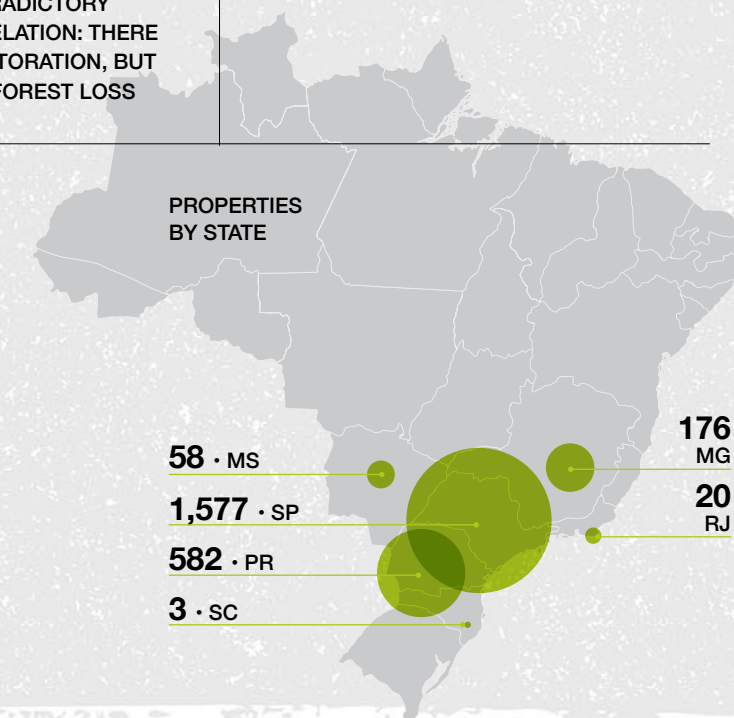
2,416
PROPERTIES

1,487
POLYGONS

60%
OF THE AREA RESTORED
SINCE 2000

Basins

The impact of the restorations on the structural connectivity of the river basins was low (usually **less than 5%**), due to the disparity in scale between the restored areas and the total extension of the basins — this data point highlights **the importance of working on projects in strategic territories.**





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The science of restoration

Setting up
young biodiverse
forests

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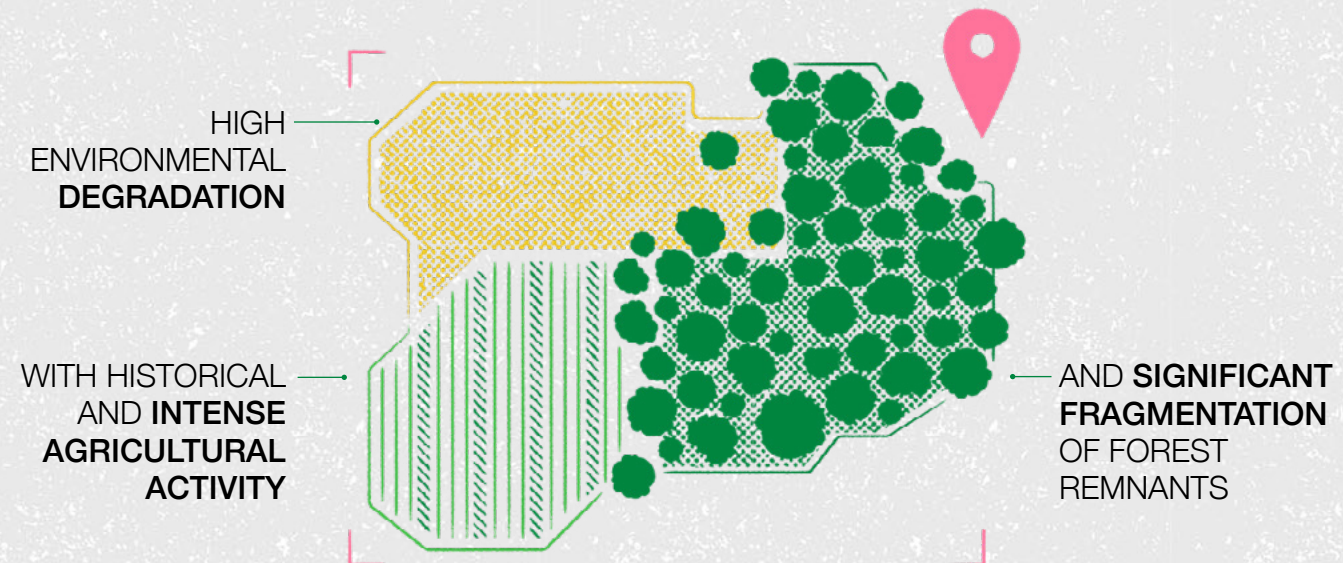
The forest restoration model

The restoration led by SOS Mata Atlântica follows a science-based model improved at the Center for Forest Experiments (CEF), in Itu (SP), in partnerships with researchers from various institutions. The projects encompass planting seedlings of native forest species,

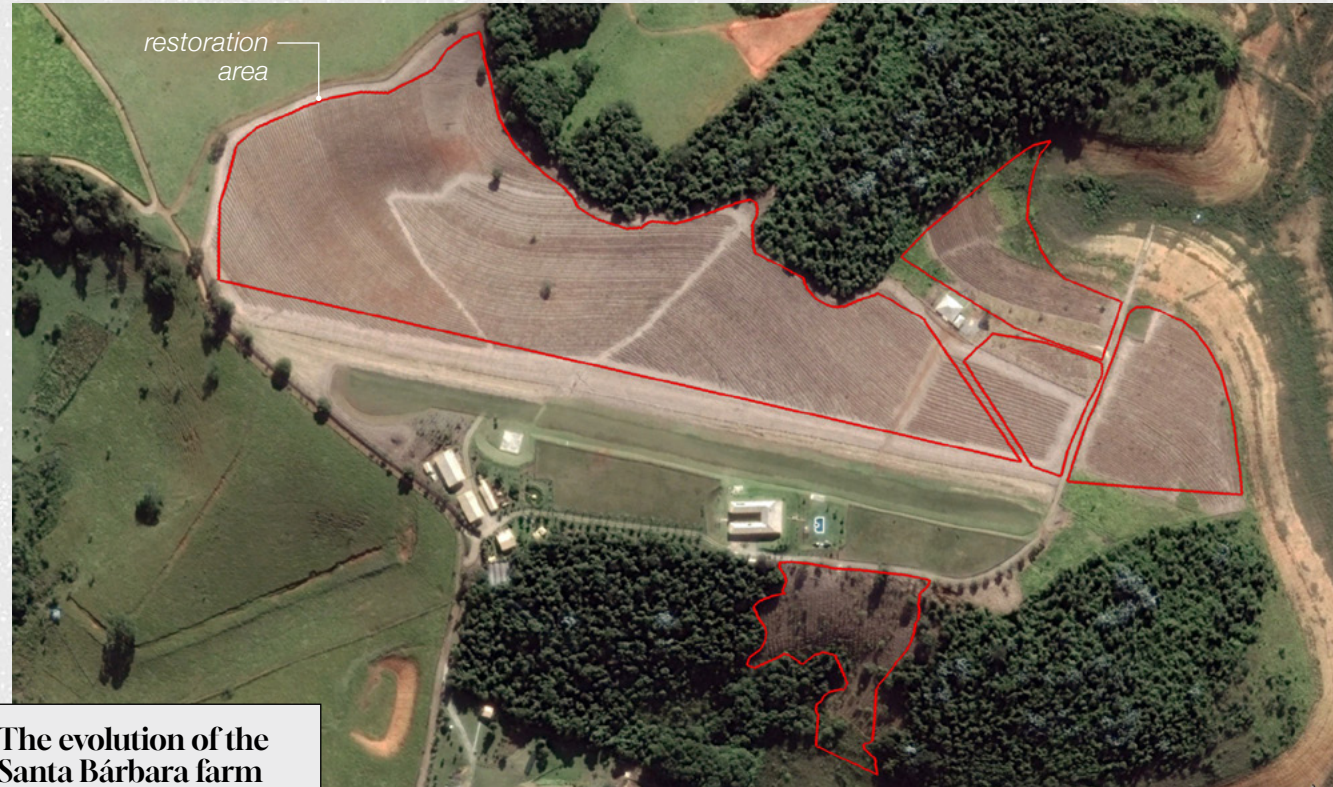
maintenance and growth monitoring. The result is the building of a young forest ecosystem with high biodiversity and the potential to perform its ecological function, provide ecosystem services and perpetuate itself over time.

Suitable restoration regions

The projects are carried out in regions with these characteristics:



The projects happen on a medium-term timeline
(five to eight years)



The evolution of the Santa Bárbara farm (ES), between 2015 and 2023



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From seeds to the forest

Planting seedlings is one of the techniques used in the restoration of degraded areas. This work goes from collecting native species seeds to growing a new young and biodiverse

forest. The stages of each project are monitored by the SOS Mata Atlântica Foundation and its partners.

Here's how it works:



1

SEEDS

The nursery at CEF acquires seeds from trained suppliers for its seedlings. They come from **parent trees in forest fragments** up to 300 kilometers away, from regions where vegetation has the same physiognomy of the plantations.



2

SEEDLINGS

Seedlings grow in different timelines, it takes between 3 and 8 months before they can be planted. In the CEF nursery, seedlings represent **110 native forest species**. For more distant projects, seedlings are purchased from partner nurseries.

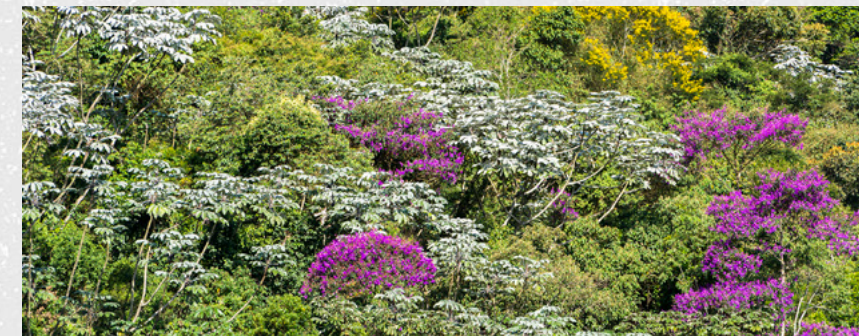
The species

Seedling species are divided into two planting groups:

COVERAGE

These are **quick-growing, high coverage species** that represent the first stages of replanting. About 15 species and half of seedlings fit this criteria

Examples: sangra d'água, paineira, ingás



DIVERSITY

All other species, of different successional stages, that bring **variety and richness** to new forests

Examples: jatobá, yellow ipê, white ipê, jequitibá, aroeira, pitanga tree, jaboticaba tree, palmito-juçara



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3

SOIL

Preparing the soil can be done mechanically or manually, using equipment such as tractors, drills, brushcutters or diggers, according to the area's topographical conditions. After **rows are created on the ground**, the soil is fluffed and prepared to receive seedlings.

4

PLANTING

Planting can also be a manual or mechanical step. The seedlings are **distributed to alternate coverage and diversity species**. Next to the roots, the planting gel, also referred to as hydrogel, is applied. This material absorbs water and slowly makes it available to the plant, keeping it hydrated even in dry conditions.

5

OTHER TECHNIQUES

At the planting site, other relevant techniques for the future forest are applied, such as **invasive plant control and leafcutter ant prevention**. Work is also done to mitigate degradation factors, including fire risk, livestock invasion and others.

6

MAINTENANCE AND MONITORING

After planting, the Foundation follows up with the owners to ensure the correct implementation and development of the forest according to predefined indicators (such as species mortality rate, density of invasive species, flora diversity, coverage promoted by native species and density of regenerating individuals). The process follows technical protocols in

two phases: for two years, it focuses on structure, coverage, tree composition, soil and degradation factors; afterwards, on the ecological trajectory. In the end, **the result is the establishment of a young forest ecosystem with high biodiversity** and the potential to perform its ecological function, provide ecosystem services and perpetuate itself over time.

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Center for Forest Experiments (CEF)

All the fieldwork is guided by the results of research developed at CEF, an open-air laboratory installed in an old coffee farm in rural São Paulo, where the restoration of the forest itself transformed the landscape. Since its opening in 2007:

Over 30 research projects in partnership with universities and other organizations

386
hectares
OF FOREST
RESTORED
WITHIN CEF

+156.7%

SPECIES
REAPPEAR,
SUCH AS



cougar (onça-parda)

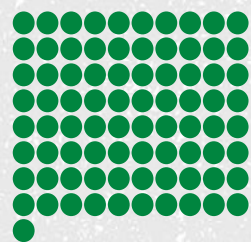


otter (lontra)



forest dog
(cachorro-do-mato)

In 10 years,
the bird
population
has gone
from:

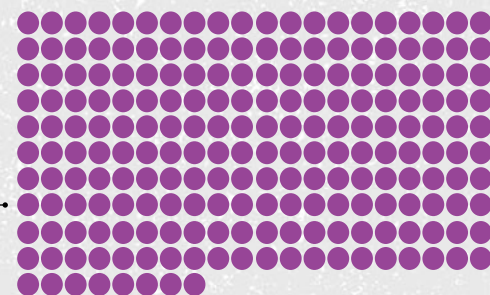


81

TO

208

SPECIES



Including **two endangered species**: the partridge (perdiz) and the orange-winged amazon (curica).



Photos Alexandre Pottes Macedo



CHECK OUT THE CEF BIRD GUIDE

Scientific research

Improving and generating impact

The research carried out at CEF, in partnership with laboratories from institutions such as the University of São Paulo and the Federal University of São Carlos, seeks both the improvement of restoration techniques and a better understanding of the positive impacts generated by restored areas. Aspects such as soil preparation methods, the behavior of natural pest predators, the influence of restoration on soil macrofauna, changes in the composition of the bird community and more have been studied through these partnerships. Animal presence was observed through cameras, drones, footprint monitoring and fecal analysis in the area. The dynamics and volume of bird and mammal species were determined similar to those found in nearby natural forest areas, proving the ecological potential of the restored areas. In other words, research proves that the place is a refuge for biodiversity.



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Restoration initiatives connect people and fuel the economy



Photos Alexandre Pottes Macedo (1 e 4), Léo Barilari (2) and SOS Mata Atlântica Archive (3)

Who makes it happen

The SOS Mata Atlântica Foundation acts as a catalyst for solutions, alongside companies, foundations, governments, universities, social movements and local communities. All these partnerships are key to broaden the scope of initiatives, boost innovation and ensure the sustainability of programs. Forest restoration initiatives are only possible through the action of many partners, such as the companies

sponsoring projects and the owners of rural properties. Additionally, with a chain that connects seed suppliers, plant nursery specialists, material producers and forest restoration companies. This furthers the economy and generates jobs. The Foundation also works in a network, alongside other NGOs and institutions, to strengthen laws, stop setbacks and expand commitment to the biome.



686
MUNICIPALITIES
SERVED IN THE
LAST 25 YEARS



2,186
RESTORATION
PROJECTS BETWEEN
2000 AND 2025



1,700
PARTNER
COMPANIES

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Funders or sponsors

SOS Mata Atlântica mobilizes funders or sponsors and identifies rural properties in need of restoration, especially permanent preservation areas (APPs) – legally protected areas with an environmental function such as: preserving water resources, landscape, geological stability and biodiversity. This includes river banks, springs, slopes and restingas.



Photo SOS Mata Atlântica Archive

Some of the strategic partnerships that marked 2024 are Heineken, Cariuma and Ypê, in addition to long-term partnerships such as iFood and MOL Impacto (photo)

 GET TO KNOW THE PARTNER ORGANIZATIONS

Funding models

The Florestas do Futuro project models, with different funding and sponsoring systems

VOLUNTEER		COMPENSATION
In general, companies committed to environmental issues	 Profile	Companies required to follow legal obligations due to the environmental impact identified in the licensing of their projects
Interested in funding to: · neutralize greenhouse gas emissions · protect water supplies · preserve an area's natural resources	 Objectives	Maintain the restoration area in accordance with current legislation
They can choose a region of their interest, influence, presence , or linked to suppliers in their production chain. When there is no geographical preference, the Foundation allocates these resources towards a larger restored area and positive environmental impact	 Region	In this scenario, the choice of areas for planting is restricted to APP and legal reserves of regions considered priority by the Government of the state of São Paulo
Increasingly, funders seek to be part of the projects actively , monitoring the processes, understanding what indicators are being measured and what the real impact of the restoration is	 Actions	They can choose from a range of NGOs and companies to conduct the planting processes. SOS Mata Atlântica has criteria to accept these projects, such as respect for the Atlantic Forest Law and absence of bad faith on the part of the companies

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Rural land owners

The owners are a fundamental part of the restoration process in rural properties, bringing their regional expertise, following the project along and committing to maintaining the forest. In addition to conforming to Brazilian Forest Code rules, restoration paves the way for certifications and contributes to more resilient environments. Despite the lack of cost and the legal need to plant in APPs, there are still hurdles in identifying interested owners, especially when it involves personal investments. Over the years, the importance of mobilizing associations, cooperatives, consortiums, companies in the agro chain, municipalities and other organizations for the collective engagement of owners has become clear in contrast to the lower impact of individualized efforts. Ideally, collectives can offer counterparts, such as fence installation to isolate/protect planting areas.



Photo SOS Mata Atlântica Archive

The economics of restoration

Fieldwork, management and planning of restored areas can mobilize thousands of people. It creates jobs across various stages of the restoration chain, such as seed supplying, seedling production, planting, main-

tenance and monitoring, technical assistance and other services – not to mention the entire raw materials chain, which provides fertilizers and hydrogel, for example.

A STUDY SHOWS THAT FOR EVERY

100 hectares,

THERE ARE

42 restoration jobs



Meaning, there's potential for 2.5 million jobs in Brazil



READ THE STUDY PUBLISHED IN THE SCIENTIFIC JOURNAL "PEOPLE AND NATURE"

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Network action

There are multiple workforces that continue to make the Atlantic Forest restoration fieldwork happen. Institutional forces act to strengthen laws, stop setbacks and expand commitment to the biome, while communication and environmental education projects bring knowledge and awareness to the public.

PUBLIC POLICIES

The Foundation actively participates in the formulation and application of federal, state and municipal public policies for the biome, individually and alongside collectives.

NETWORKS

We work in networks such as the Observatório do Clima (Climate Observatory), the parliamentary environmentalist front, Observatório do Código Florestal (Brazilian Forest Code Observatory), the Pact for Mata Atlântica Restoration, MapBiomias and more.

STATES

At the state level, the Foundation also promotes annual meetings with the environmental cabinets, consolidating its role as an articulator of public policies.

BRASÍLIA

Considering the continuous threats to environmental legislation, SOS Mata Atlântica keeps an active presence alongside partners, strengthening the social and environmental agenda.

Examples: articulations to prevent setbacks to the Brazilian Forest Code and to measures that threaten legal reserves, APPs, conservation units and collective rights, in addition to important agendas such as Planaveg

COMMUNICATIONS

It is a strategic ally in confronting environmental deniers, strengthening science and bringing the reality and urgency of conservation efforts to the public. With credibility, engagement and mobilization forces, it helps making the defense of the biome more collective.

ENVIRONMENTAL EDUCATION

Restoration needs engagement and social participation as well, so environmental education projects are also key to the Foundation's work.

Examples:

- **Aprendendo com a Mata Atlântica** (Learning from the Atlantic Forest): over 47 thousand people from three states (São Paulo, Rio de Janeiro and Paraná) have experienced forest restoration at the CEF.
- **Porteira Aberta** (Open Gates): visitors can get to know the restored area and the restoration process, from nursery to planting, through educational trails and gardens

IN 2024,

5,000

PEOPLE
WERE DIRECTLY
REACHED BY
ENVIRONMENTAL
EDUCATION

24

PROJECTS
DEVELOPED IN

22

SCHOOLS IN
DIFFERENT REGIONS

87

**PEDAGOGICAL
COORDINATORS**
RECEIVED TRAINING
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A possible
future for
the biome

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Legislation and public policy

The current environmental legislation, the Brazilian Forest Code, provides guidelines for the Atlantic Forest restoration. But commitment to biome recovery goes beyond legal obligations. Public policies at the state and federal levels have set goals for forest restoration and a multisectoral coalition with Argentina and Paraguay has been recognized by the UN as a world reference. Seedling by seedling, restoration has been gaining force and bringing green back to the Atlantic Forest again. Here are the main government commitments to the forest:

BRAZILIAN FOREST CODE

The Native Vegetation Protection Act, also known as the Brazilian Forest Code



OBJECTIVE

Establish **legal obligations for the recovery of native vegetation** by landowners, such as:

- restoration of permanent preservation areas (APPs)
- recomposition of deregulated suppressed legal reserves (RL)



WHAT ABOUT THE ATLANTIC FOREST?

There are at least **2.76 million hectares of APPs to be restored***

PLANAVEG

The federal government's National Plan for the recovery of Native Vegetation



OBJECTIVE

Aims to accelerate the implementation of the Brazilian Forest Code, which helps the country's goal: **restore 12 million hectares by 2030**



WHAT ABOUT THE ATLANTIC FOREST?

There is no specific goal for the biome

ATLANTIC FOREST LAW

Federal law that specifically protects the Atlantic Forest



OBJECTIVE

Establishes that **illegally deforested areas must be restored**, in addition to restricting the suppression of forests in the middle or advanced stage of regeneration. It also guides states and municipalities to define priority areas for conservation and restoration



WHAT ABOUT THE ATLANTIC FOREST?

This legislation targets the region directly

THE ATLANTIC FOREST ACTION PLAN

Action Plan for the Prevention and Control of Deforestation and Fires in the Atlantic Forest, for the Environment and Climate Change



OBJECTIVE

Set up **restoration measures and area planning** for the biome



WHAT ABOUT THE ATLANTIC FOREST?

Despite not having defined restoration goals, it is a **relevant public policy**

State policies

Some states have their own public commitments

ESPÍRITO SANTO

The Reforestar (Reforestation)

program promotes the restoration of the hydrological cycle through forest conservation and recovery, generating opportunities, income and stimulating the adoption of sustainable soil management systems

SÃO PAULO

São Paulo policies set the goal of restoring 37,500 hectares by 2026 and up to 1.5 million hectares by 2050. The state has not defined specific figures for the Atlantic Forest, which makes up 70% of its territory



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LEARN MORE ABOUT
THE BRAZILIAN FOREST CODE

**Sources: SOS Mata Atlântica, Imaflora and Observatório do Código Florestal, 2021*

Trinational Atlantic Forest Pact

The alliance between the Pact for the Restoration of the Atlantic Forest, a collective with over 300 Brazilian entities, and the Trinational Network for the Restoration of the Atlantic Forest, with 60 entities in Brazil, Paraguay and Argentina, was recognized by the UN as one of the ten best large-scale and long-term ecosystem restoration initiatives in the world. It's eligible to receive promotion, technical support or funding with the support of the organization. They were select-

ed under the United Nations Decade on Ecosystem Restoration project, a movement coordinated by the United Nations Environment Programme (UNEP) and the Food and Agriculture Organization of the United Nations (FAO) to prevent, halt and reverse the degradation of natural spaces. The pact acts as a catalyst for restoration projects in the biome, prioritizing territories, training, multidimensional monitoring and certification of restorative initiatives.

THE TRINATIONAL ATLANTIC FOREST PACT WAS DECLARED ONE OF THE FIRST

10 REFERENTIAL INITIATIVES

OF THE UN'S DECADE ON ECOSYSTEM RESTORATION



TAP TO LEARN MORE ABOUT THE PACT

THE GOAL OF THE PACT IS TO ENABLE **THE RECOVERY OF**

15 million

HECTARES

BY THE YEAR 2050



Photo Midia Ninja

Responding to the climate and biodiversity crisis

A biome with global importance

The restoration of the Atlantic Forest is a response to the global biodiversity, climate and water crisis. The biome is considered a priority for restoration given its potential for carbon sequestration, climate change mitigation and

biodiversity and freshwater conservation. The forest plays an important role in absorbing greenhouse gases, contributing to the pursuit of limiting it to 1.5°C, as established by the Paris Agreement.



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What we've done

Forests are growing again. It's a net positive, but part of this recovery does not sustain itself.

Between 1993 and 2022, there was 4.9 million hectares of forest coverage restoration*

LARGER THAN THE STATE OF RIO DE JANEIRO AND 16% OF THE CURRENT COVERAGE OF THE BIOME

OF THIS TOTAL, IN

3.8 million

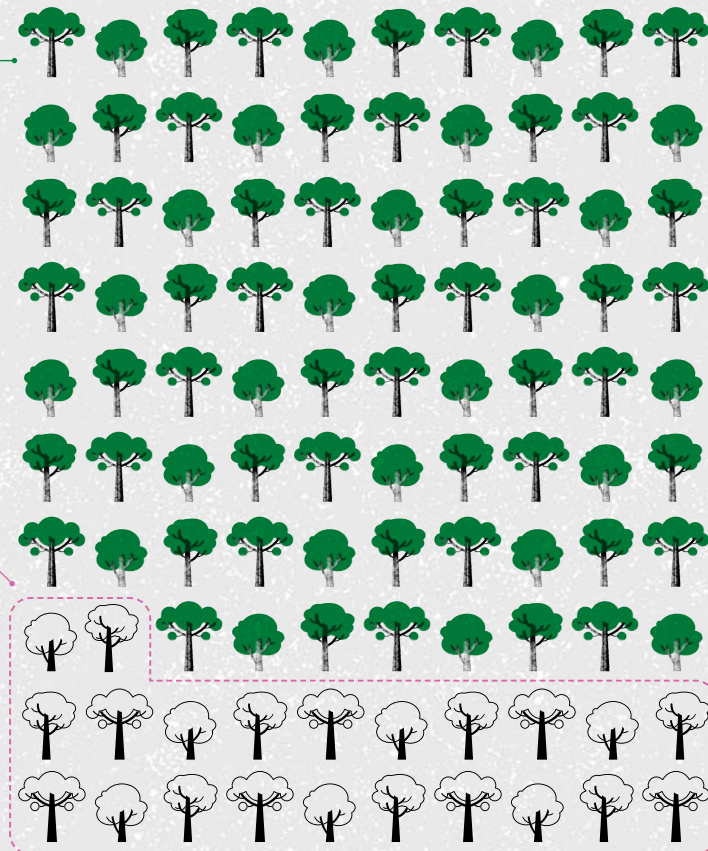
HECTARES (78%)
THE FOREST STILL STANDS
(PERMANENT RESTORATION)

MEANWHILE, IN

1.1 million

HECTARES (22%)
THERE WAS DEFORESTATION
(EPHEMERAL RESTORATION)

We call this the Atlantic Forest paradox. There is good forest recovery, but we're also losing forest areas. And what we've planted does not replace what existed before.



* including natural regeneration and active restoration

What we can do

All these years of the SOS Mata Atlântica Foundation's work, alongside other institutions, governments, companies and society are proof of the potential of restoration. We have the science, the knowledge, the policies, the capital and all the necessary conditions to reverse the trajectory and bring back the forest that has been destroyed. The Atlantic Forest will be the first place where we will be able to reverse this path of destruction. A local solution that can teach the world. Given that this is entirely possible and that it is happening in selected places, we have to accelerate and strengthen the systems. And, looking at the SOS Mata Atlântica logo, a Brazilian flag partially removed, we propose a new perspective: let's bring the green back to our land and color the flag back.



LEARN MORE ABOUT SOS MATA ATLÂNTICA



BRING THE GREEN BACK TO OUR LAND

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Communication

Knowledge

Restoration

Territorial Articulation

Information Technology

Storytelling, Design, and Illustrations

Translation

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