

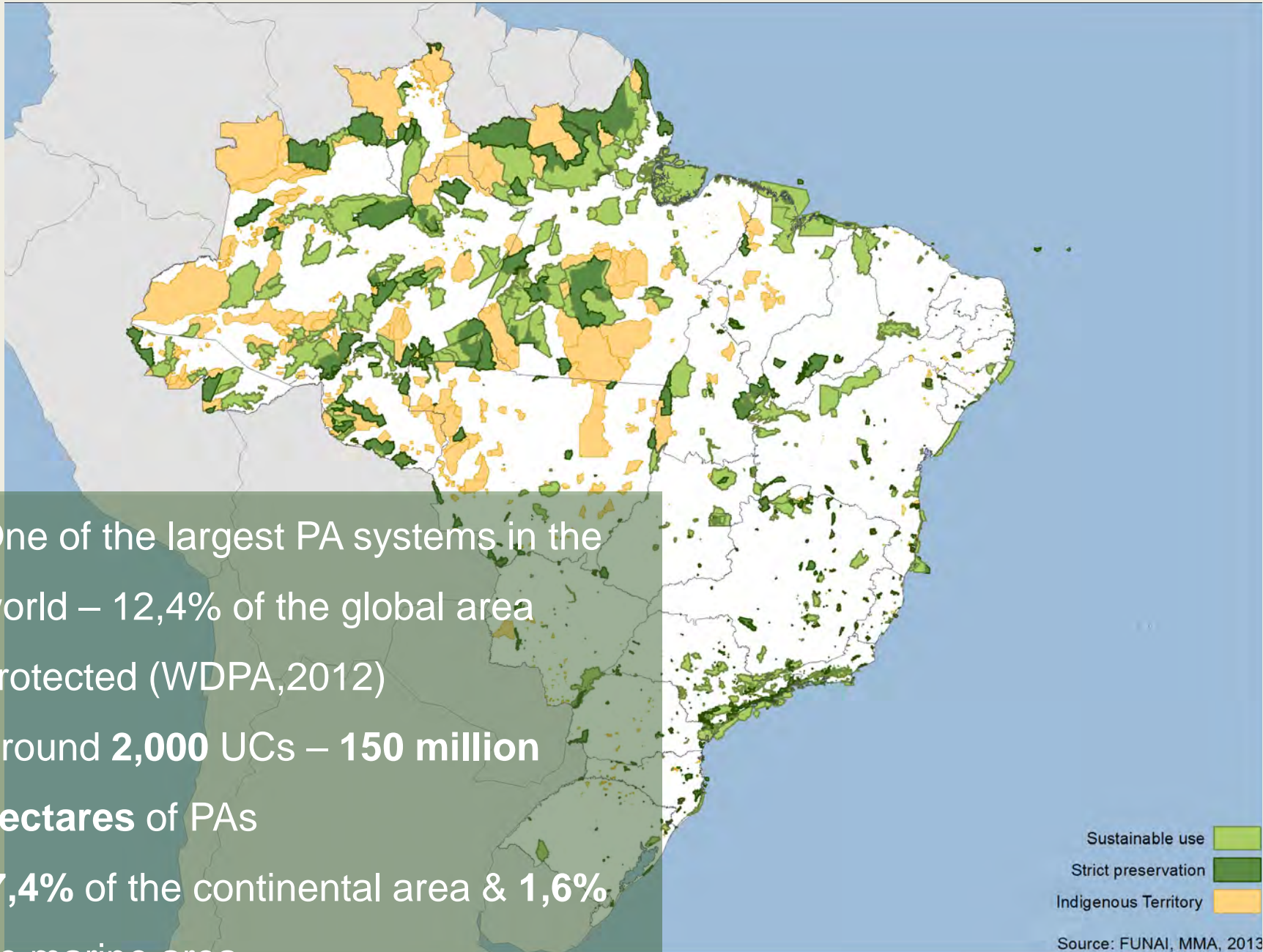


Atlantic Rainforest's Social Movement

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Oct, 2016





- ✓ One of the largest PA systems in the world – 12,4% of the global area protected (WDPA,2012)
- ✓ Around **2,000 UCs** – **150 million hectares** of PAs
- ✓ **17,4%** of the continental area & **1,6%** of the marine area

Atlantic Forest



BRAZIL

Brasília

Fortaleza

Recife

Salvador

Rio de Janeiro

São Paulo

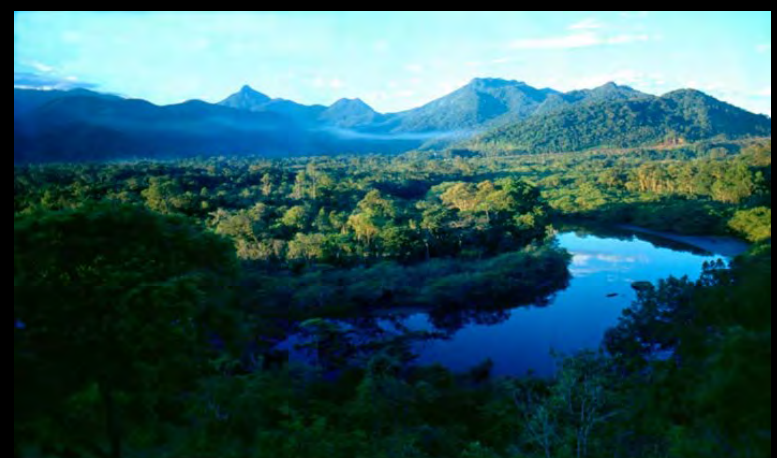
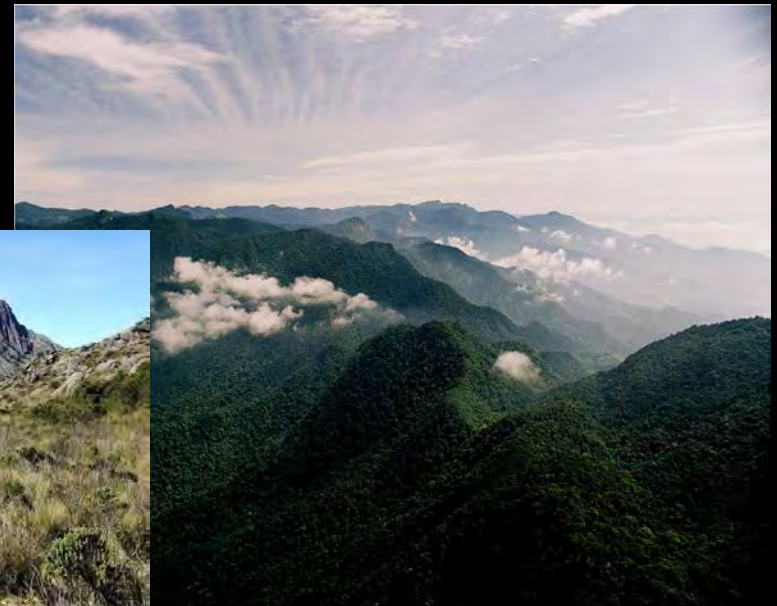
Florianópolis

70% of the National GDP

145 million inhabitants

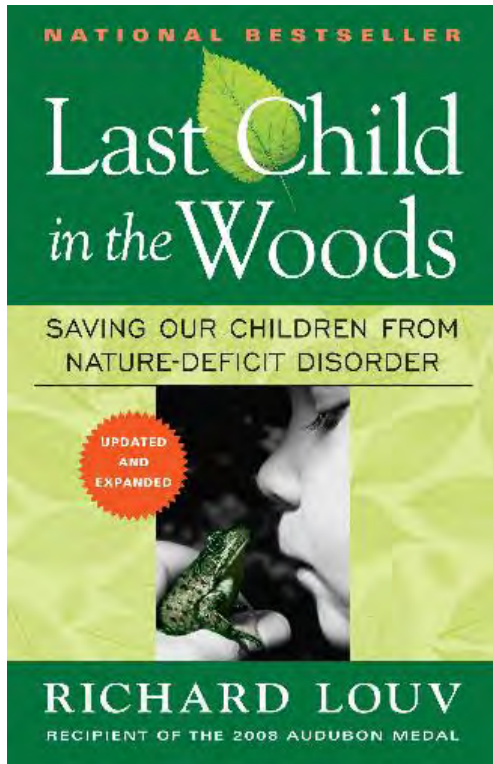
Atlantic Forest – Mosaics of Ecosystems and Landscapes

Marine and Coastal Regions





Nature deficit disorder



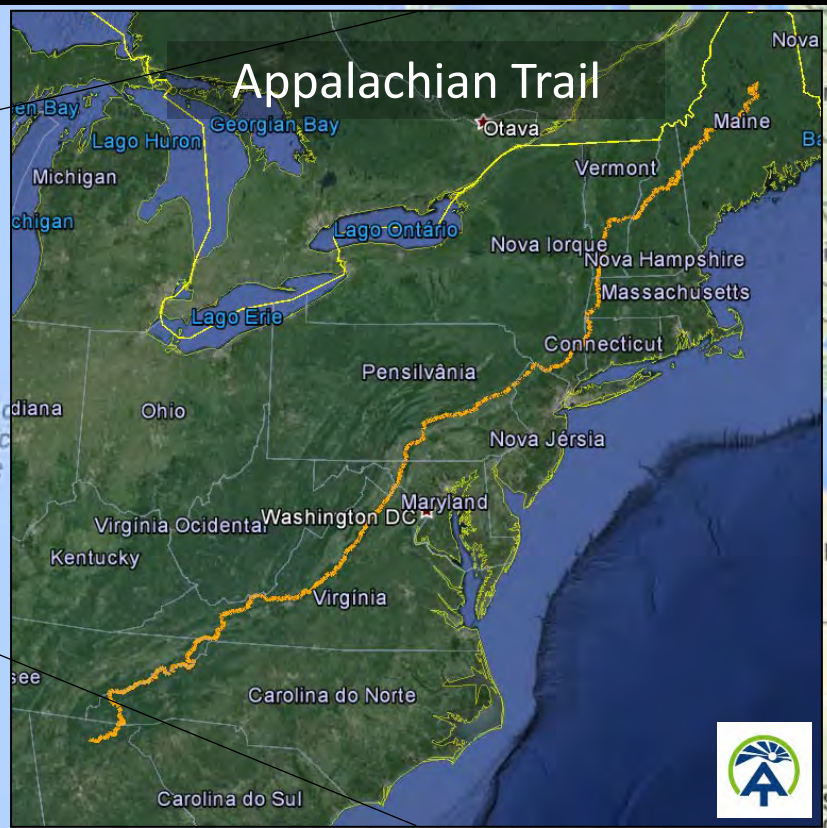
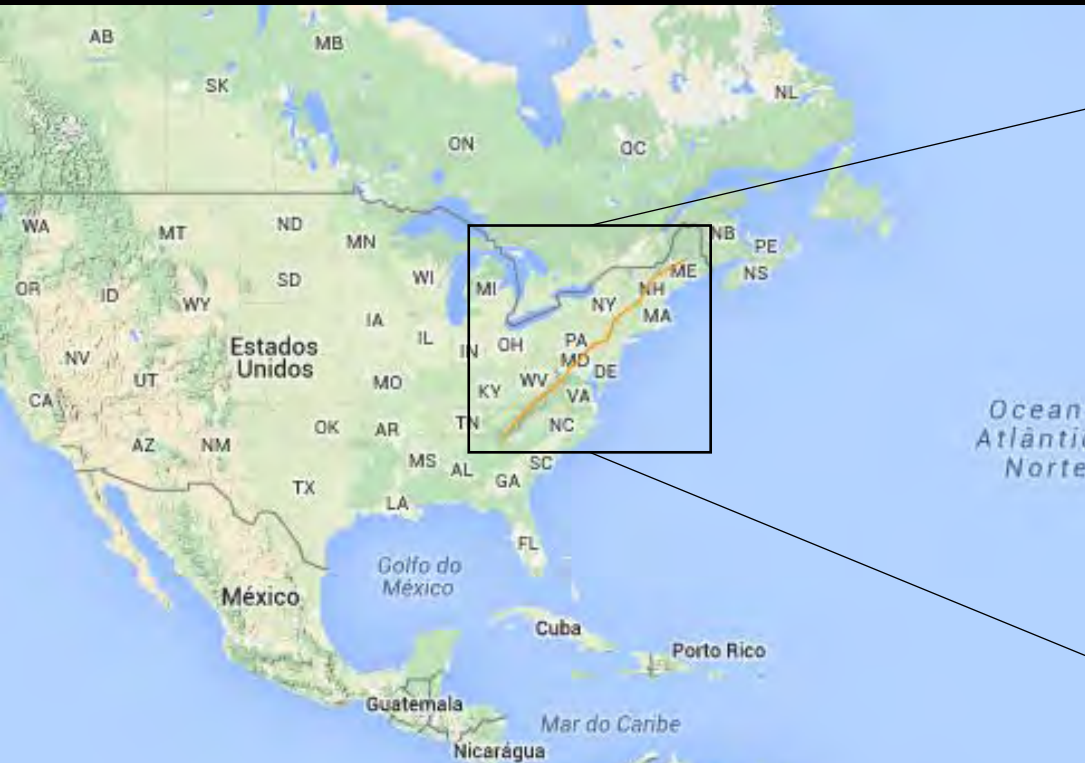
The Economist | World politics | Business & finance | Economics | Science & technology | Culture

National parks

Why go outside when you have an iPhone?

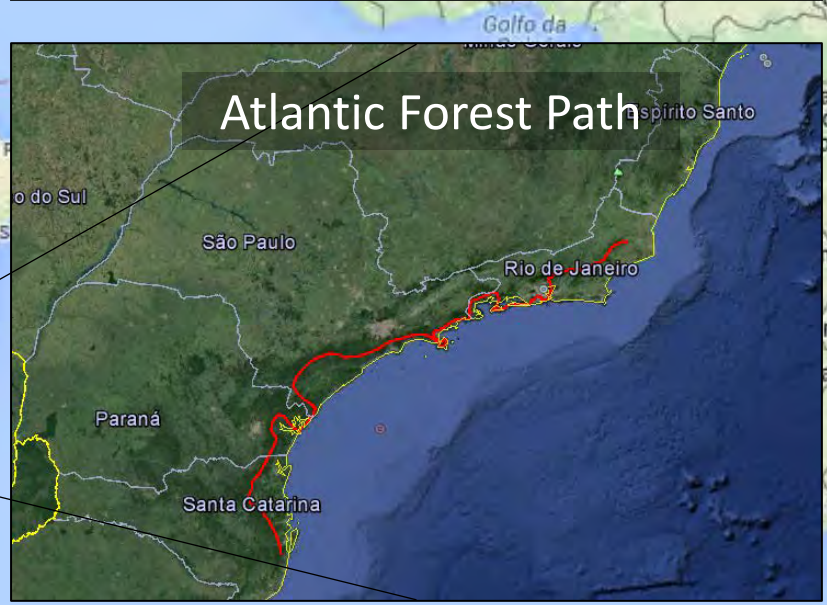
America's national parks struggle to attract young visitors

Aug 17th 2013 | GATLINBURG, TENNESSEE | From the print edition | [Like](#) 1.3k | [Tweet](#) 124



The idea

Inspired by Appalachian Trail: a trail crossing the mountain range along Brazilian Coast (Serra do Mar)





TrilhaTranscarioca



How to implement the trail?

Pilot project

Transcarioca Trail

Crossing 180 km in Rio de Janeiro city



First Transcarioca Trail Taskforce: 800 volunteers



***“Adopt your trail”* Program:**

Training and providing equipments to volunteers in order to maintain trail sections

More than 20 groups already working





1st TRANSCARIOCA Expedition (180 km, 12 days), testing signs, accommodation and food services along the trail.



Atlantic Forest Path in Santa Catarina, South Brazil

A movement to bring the Atlantic Forest into the lives of people and
people to the heart of the Forest.

B O

R AN

Juntos pela Mata Atlântica

DÁ

Borandá Movement / Together for the Atlantic Forest

Borandá is a neologism created from the popular phrase "bora", a contraction from a Portuguese word, meaning "let's go do something", with the idea of walking (andar in Portuguese).

Objectives:

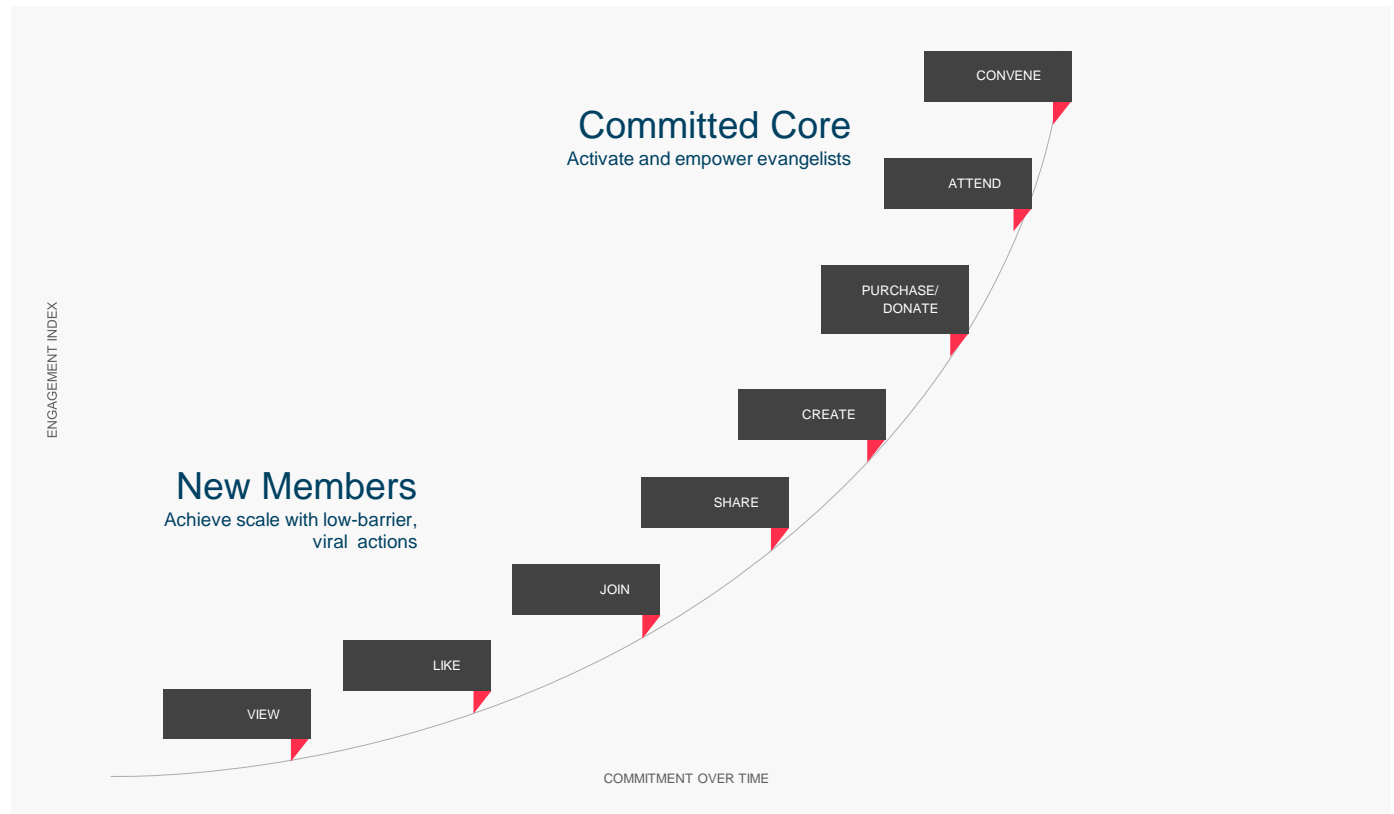
- Raise public awareness to Atlantic Forest and engage it in your recovery and protection;
- Stimulate the development of business opportunities with social and environmental impact;
- Create a community to assume it personally and work on the recovery and protection of the Atlantic Forest;
- Engaging both public and private sector to invest in the protection and conservation of the Atlantic Forest.





Building and Scaling Engagement

To build and scale communities, we will work with technologies and strategies that create low-barrier entry points and progressively build commitment

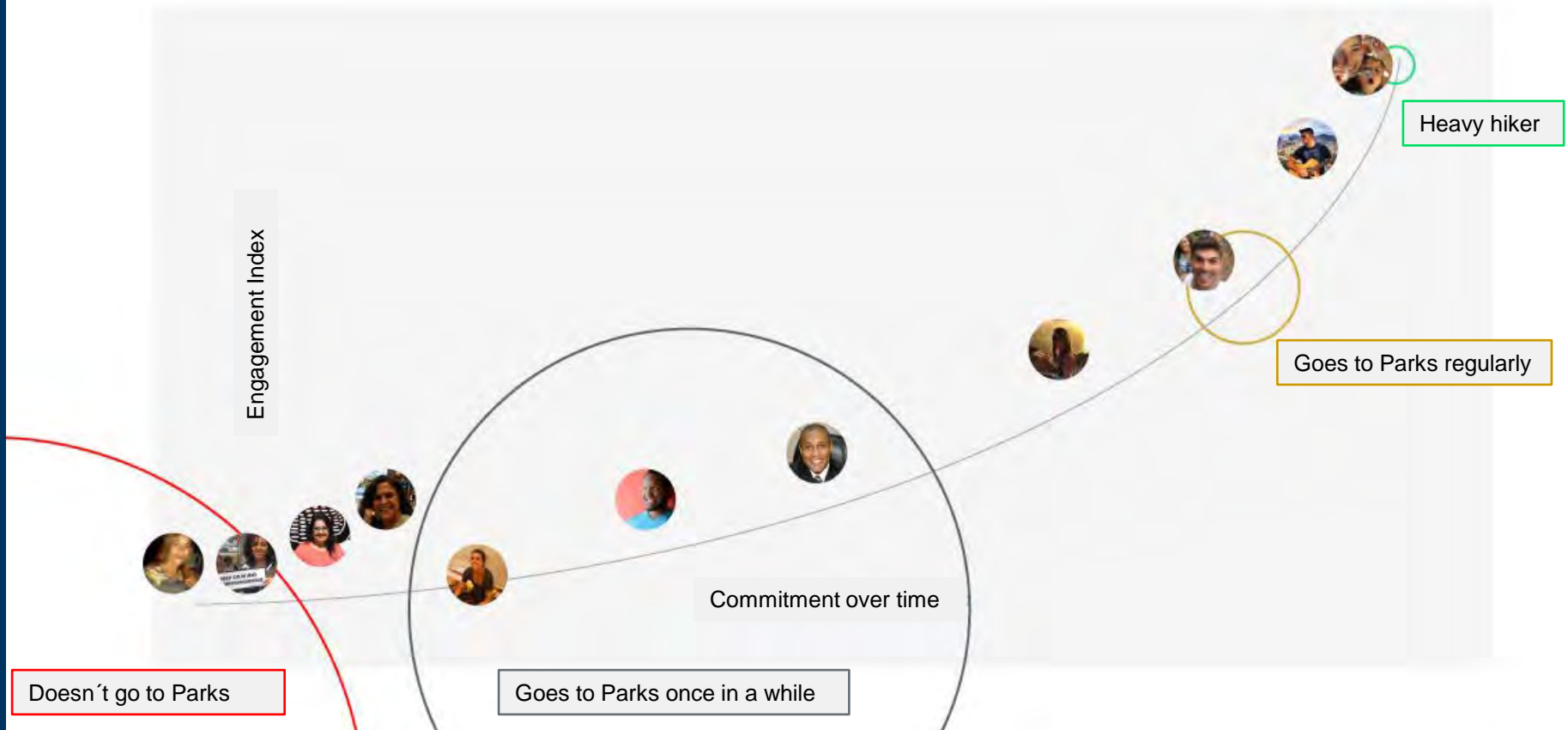


PURPOSE



Audiences in the Engagement Scale

Among city persons (87% of the Brazilian population), four different profiles were identified that helps to understand the engagement challenges and opportunities.





Issues:

Borandá movement will work with two issues, which were chosen after a process of strategic planning based on a participatory methodology, always focusing in the engagement of stakeholders:

- a. Lack of outdoor culture
- b. Added value to society



Storytelling:

Hiking is safe

videos, photos and stories about positive hiking experience

Issue 1: Lack of outdoor culture

Corporate volunteering

companies and employees engaged in corporate volunteering related to the long distance trail

Outdoor classroom

schools and students involved in curricular outdoor activities

Trail Angels

“Trail angels” accompanying inexperienced hiking groups

Treasure hunt

treasure hunting games related to the long distance trail



Relearning the value of nature with children

videos about relearning the value of nature with children

Issue 2: Added value to society

Fun outdoor activities

recreation games related to outdoor activities

Atlantic Forest Hub

Borandá Movement digital platform



BORANDA MOVEMENT

Will have a set of online tools and online and offline campaigns (call to action) that will converge to the digital platform as a channel of engagement and exchange of ideas, experiences, solutions and concrete actions around the trail.

It will seek self-sustainability of the initiative in the medium term, with the use of a set of tools that include membership, merchandising, technical assistance, partnerships with companies, governments and other partners.

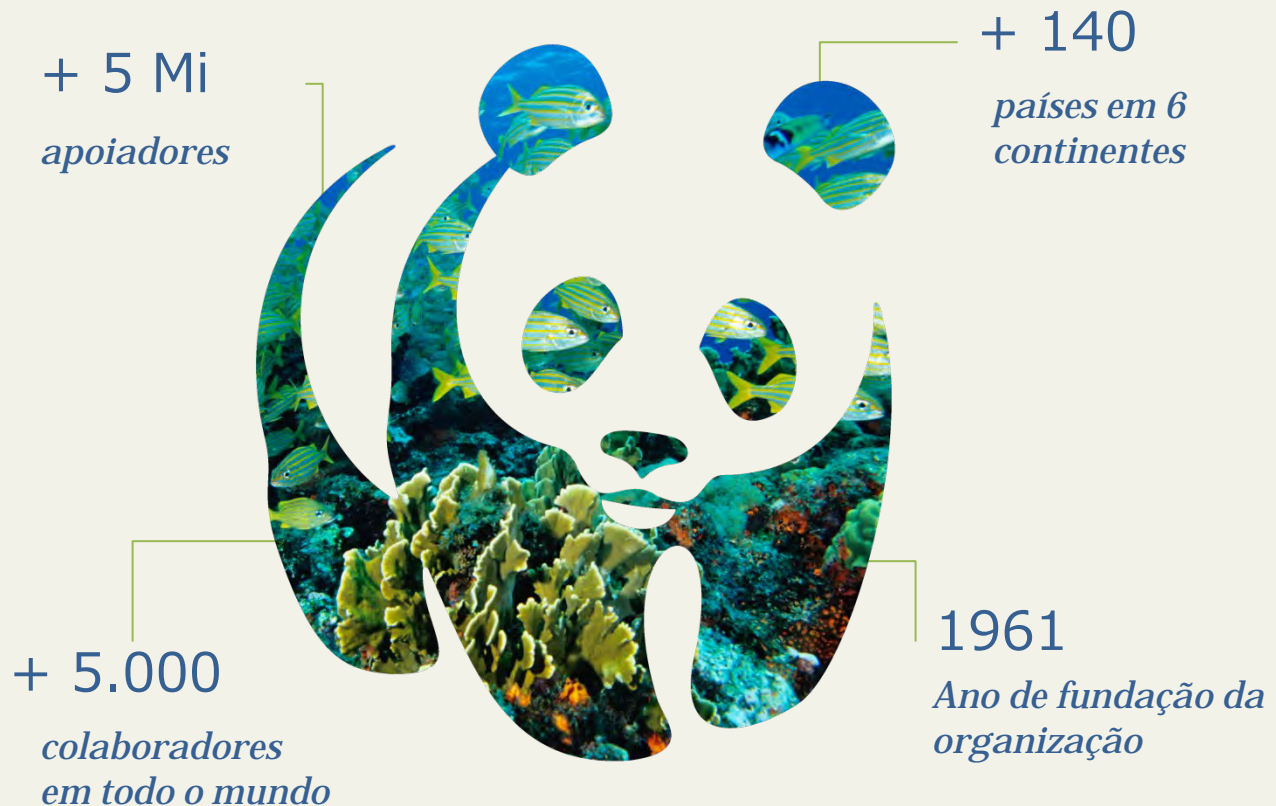


OUR VISION:

The Atlantic Forest becomes increasingly part of the life experience of people, which take as their personal matter, through protecting, enhancement and sustainable use.



Thank you!



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