

# Activity report

2024



Foto: Fábio Nunes







# Summary

Foto: Ewerton Torres

- OVERVIEW ..... 3
- HIGHLIGHTS IN 2024 ..... 6
- BIODIVERSITY ..... 10
- FIELD OF WORK ..... 19
  - Support for the Serra das Almas Natural Reserve (RNSA) ..... 22
  - Caatinga Preservada (Preserved Caatinga): Expanding and improving the management of protected areas (Unidades de Conservação – Ucs) in the Caatinga biome in Ceará ..... 23
  - S.C. Johnson Food donation campaign ..... 24
  - Conservation of the Serra das Almas Natural Reserve ..... 25
  - Conservation and financial sustainability in the Poti River Canyon State Park ..... 26
  - Eco-protagonists: young people in action for the Caatinga biome ..... 27
  - Institutional strengthening ..... 28
  - No Clima da Caatinga Project: education, conservation and sustainable technologies ..... 28
  - No Clima da Caatinga Project – Fase IV ..... 29
  - Carnauba Sustentável (Sustainable Carnauba programme): strengthening the carnauba production chain ..... 31
  - Reconnecting actors, recycling attitudes ..... 32
  - Refaunar Arvorar ..... 33
  - Water conservation in the hydrographic basin of the Metropolitan Region of Fortaleza ..... 34
  - Restaura Caatinga ..... 35
  - Private Natural Heritage Reserves (RPPNs) - voluntary conservation: generating environmental services ..... 36
- COMMUNICATION ..... 37
- GOVERNANCE ..... 41
  - Training, capacity building, and participation in events ..... 42
  - Relationship with society and communities ..... 44
  - Participation in forums, councils, and networks ..... 46
  - Transparency ..... 48
- MEET ASSOCIAÇÃO CAATINGA’S TEAM ..... 49
- OUR SUPPORT ECOSYSTEM ..... 53





# Overview

In this report, we present the results of an intense year: projects that expanded access to water, promoted the restoration of degraded landscapes, empowered women in the semi-arid region, enhanced production chains that foster the bioeconomy, expanded the use of social technologies, and brought the Caatinga biome into the international debate, from the daily lives of communities to the COP 16 on Biodiversity.

The year 2024 was one of putting down roots. We have established technologies, alliances, and hopes. After a 2023 celebrating the 25th anniversary of Associação Caatinga, we continue with great energy and determination to transform each challenge into an opportunity to protect our biome, the only one exclusively Brazilian.

The Caatinga continues to call us to action. Amidst climate uncertainties, socioeconomic pressures, and environmental urgencies, our work has been strengthened from the ground up in the Caatinga biome, through our relationship with the people of the semi-arid region, and through our union with a team of engaged partners committed to sustainability.

The challenges in the Caatinga biome are enormous; unfortunately, deforestation increased in 2024, with Ceará and Bahia being the states with the highest rates of deforestation. Deforestation has occurred even in Conservation Units (UCs), environments that should be legally protected. Of the UCs that recorded the most deforestation in their territories, two are located in the Caatinga biome. This degradation process accelerates the loss of biodiversity and causes desertification to advance in the biome, generating environmental, social, and economic damage.

In contrast to this challenging scenario of degradation, we continue to execute our seven lines of action with consistency and innovation. We strengthen communication as an engagement tool, inspiring more people to learn about and defend the Caatinga biome. We multiply the reach of our initiatives through strategic partnerships, collaborative networks, and a team committed to the legacy we want to leave for present and future generations.

This report is an invitation to delve into our projects and experiences. It is also a record of how much we have progressed collectively. Each action documented here represents the effort of dozens of hands that plant, care for, research, educate, and transform. As you browse through these pages, you will find not only numbers and goals achieved, but the fulfillment of a commitment to a vibrant, thriving, and prosperous Caatinga.

The journey continues. And, in order for the Caatinga biome to remain resilient and full of possibilities, we count on your perspective, your voice, and your choice to join forces with us. Enjoy your reading. And may the spirit of the Caatinga biome continue to inspire us.

**Daniel Fernandes - CEO**



# Associação Caatinga

Associação Caatinga was founded in October 1998, with the support of the Caatinga biome Conservation Fund, established by Samuel Johnson for the protection of the carnauba palm tree.

It is a non-profit organization that works to protect the Caatinga biome and promote the sustainable development of communities in the semi-arid region.

For over 26 years, the institution has been working to conserve and promote the Caatinga biome, the only biome found exclusively in Brazil. Ensuring all possible forms of life in this domain is one of our missions, and we pursue this goal through various initiatives, such as: supporting the creation and management of Conservation Units; reforestation of degraded areas and recovery of springs; dissemination of sustainable technologies for living with semi-arid conditions; promotion of scientific research; environmental education, awareness-raising and training to disseminate knowledge to the general public; and promotion of communication initiatives to make the Caatinga biome better known and valued for its rich biodiversity, culture, and productive potential.

CLICK HERE TO FIND OUT MORE  
ABOUT ASSOCIAÇÃO CAATINGA.



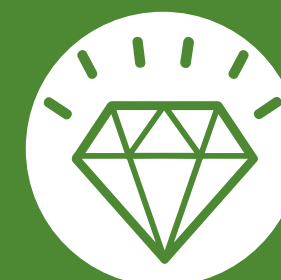
## MISSION

To conserve the Caatinga biome, to spread awareness of its natural wealth, and to inspire people to care for nature.



## VISION

To expand the Integrated Conservation Model for the Caatinga biome, generate socio-environmental services, and consolidate innovative strategies to enhance the value of forests and life.



## VALUES

Transparency; Respect; Commitment; Enthusiasm; Collaboration, and Innovation.



# Global sustainability agendas

Each project completed is a concrete step towards a more resilient, just and biodiverse world. By protecting the Caatinga biome, we are defending life in all its forms – today and in the future.

Our work to conserve the Caatinga biome requires more than just caring for our biome — we understand that we are part of a larger movement that connects biomes, territories, people, and commitments to the future of the planet.

Therefore, the projects led by Associação Caatinga reflect the principle of **'THINK GLOBALLY AND ACT LOCALLY'**: we develop initiatives that transform realities in the Brazilian semi-arid region, while contributing to the goals of the main global sustainability agendas, especially the Sustainable Development Goals (SDGs), the Decade on Ecosystem Restoration, and the Kunming-Montreal Global Framework for Biological Diversity.

What do these agendas mean?



## DECADE OF ECOSYSTEM RESTORATION (2021-2030)

Proclaimed by the UN, this is a global call to reverse the degradation of ecosystems across the planet. Environmental restoration is one of the most effective tools for combating the climate crisis, preventing species extinction, and improving the quality of life for human populations, especially those living in vulnerable areas.

In practice, each hectare of Caatinga restored by our projects is a direct contribution to this global effort, with positive impacts on the soil, water, biodiversity, and the well-being of local communities.



## KUNMING-MONTREAL GLOBAL BIODIVERSITY FRAMEWORK

Approved during the UN Conference on Biodiversity (COP15), it represents a new global agreement to protect nature until 2030. A strategy that establishes 23 targets to curb species loss, restore ecosystems, halt deforestation, and ensure a more balanced coexistence between humans and nature. Our initiatives are particularly aligned with targets 01, 03, 07, and 13, but we also contribute to targets 02, 04, 05, 08, 10, and 14.

- **Target 01 Ecosystem Conservation:** conserve, restore, and connect natural and semi-natural ecosystems, especially the most threatened ones.
- **Target 03 Protected areas:** ensure protection and that at least 30% of terrestrial and marine areas are protected.
- **Target 07 Climate change:** contribute with nature-based solutions to climate mitigation and adaptation.
- **Target 13 Education and awareness:** increase public awareness, knowledge, and participation regarding biodiversity.



## SUSTAINABLE DEVELOPMENT GOALS (SDGS)

Created in 2015 by the United Nations, the SDGs are a set of 17 global goals and 169 targets that guide countries, businesses, and organizations in addressing the main challenges of sustainable development. Our projects are strongly connected to SDGs 6, 12, 13, and 15, which address water, production and consumption, climate, and life on land.

- **SDG 6 Clean water and sanitation:** ensure availability and sustainable management of water and sanitation for all.
- **SDG 13 Climate initiative:** take urgent action to combat climate change and its impacts.
- **SDG 15 Life on land:** protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.



# Highlights in 2024



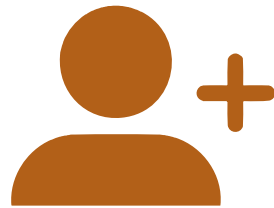


# 2024 in numbers



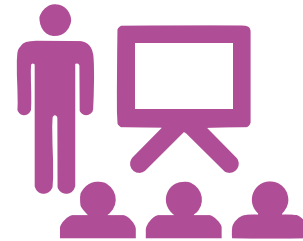
4,356,877

ACCOUNTS REACHED  
THROUGH SOCIAL MEDIA



26,824

NEW FOLLOWERS  
ON SOCIAL MEDIA



13,522

PEOPLE REACHED  
BY THE TRAINING PROGRAMS



1,647,245

TONS OF CO<sub>2</sub>  
STORED



14,010

NATIVE SEEDLINGS  
PLANTED



31

DUSKY-FACE PARAKEETS  
HAVE BEEN REINTRODUCED  
TO THE "SERRA DAS ALMAS"



16

NETWORKS AND  
COUNCILS INCLUDED THE  
PARTICIPATION OF AC



4,7

BILLIONS OF LITERS OF  
WATER STORED BY SERRA DAS  
ALMAS NATURAL RESERVE



15

PROJECTS UNDERWAY  
THROUGHOUT THE  
YEAR 2024



3,186

PEOPLE WHO BENEFITED  
FROM THE DONATION  
OF FOOD VOUCHERS



# Our 2024, month by month



## January

### CIVIL FIREFIGHTERS IN COCÓ STATE PARK

Four civil firefighters from Associação Caatinga supported the Fire Department, BPMA (Environmental Police Battalion), and other agents in containing the fire that hit the Cocó State Park, the largest urban natural park in the North/Northeast region.

### TRAINING AT INSTITUTO ROCHA LIMA

Educators from Instituto Rocha Lima, a leading institution in art education and early childhood education in Fortaleza, participated in a training promoted by Associação Caatinga, focusing on environmental content and pedagogical practices adapted to the semi-arid region.



## February

### CLOSING OF MEETINGS WITH FAMILIES

The series of meetings on Early Childhood with families from rural communities around the Serra das Almas Natural Reserve has come to an end. The initiative strengthened family bonds and provided guidance on emotional care and the development of children's autonomy from birth.

### DISTRIBUTION OF REPELLENTS AROUND RNSA

In partnership with SC Johnson, Associação Caatinga distributed insect repellent to communities surrounding the Serra das Almas Natural Reserve, between Crateús (CE) and Buriti dos Montes (PI), contributing to the protection of local health.



## March

### 1ST CAATINGA WOMEN ENTREPRENEURS FAIR

As a result of the "Women Entrepreneurs of the Caatinga biome" course, promoted by the No Clima da Caatinga project, the fair brought together participants from communities surrounding the RNSA. The initiative celebrated financial independence and female empowerment in the semi-arid region.

### PLANTING OF CARNAUBA PALMS IN MIRAÍMA (CE)

1,300 carnauba palm tree seedlings were planted as part of the Sustainable Carnauba Program. The initiative aims to strengthen the species' production chain and build a model community, structured and valued in extractive activities.



## April

**EVENT CELEBRATING NATIONAL CAATINGA DAY**  
The event marked National Caatinga Day with awareness-raising activities about the importance of the biome, which is uniquely 100% Brazilian. This initiative reinforces the role of Associação Caatinga in promoting environmental education and defending the biodiversity of the semi-arid region.

**TECHNICAL EXCHANGE AT THE ARAGÃO SETTLEMENT**  
Representatives from SEBRAE, municipal secretariats, unions, and cooperatives visited the Aragão Settlement in Miraíma (CE) to learn about the Sustainable Carnauba Program. The visit included a demonstration of the solar dryer, a technology that increases the efficiency in extracting carnauba wax.



## May

**LAUNCH OF THE CAATINGA PRESERVADA PROJECT**  
The project "Caatinga Preservada: expanding and improving the management of protected areas in the Caatinga biome of Ceará" has begun. The initiative aims to conserve the biodiversity of the biome in Ceará, strengthen local communities, and encouraging sustainable economic practices.

**NEW PROJECT IN THE POTI RIVER CANYON PARK**  
The project "Conservation and Financial Sustainability in the Rio Poti Canyon State Park" was also launched, focusing on strengthening the protection of the Caatinga biome in Piauí within the framework of the Financial Sustainability Plan and the Integrated Fire Management Plan.



## June

### REFAUNAR ARVORAR: A NEW CYCLE FOR NATIVE WILDLIFE

We signed the contract for the "Refaunar Arvorar project", which aims to reintroduce endangered birds to Ceará, starting with the dusky-faced parakeet and the jandaia parakeet.

### REINTRODUCTION OF THE DUSKY-FACED PARAKEET TO THE SERRA DAS ALMAS

Nineteen specimens of dusky-faced parakeets (*Pyrrhura griseipectus*) were reintroduced to the Serra das Almas Natural Reserve (RNSA), where they underwent a period of acclimatization to the natural environment, in a historic conservation action.



# Our 2024, month by month



## July

**FIRST RECORD OF PAPA-LAGARTA-DE-EULER (*COCCYZUS EULERI*) AND TUJU (*LUROCALIS SEMITORQUATUS*) IN "SERRA DAS ALMAS".**

The Pearly-breasted Cuckoo (*Coccyzus euleri*) was recorded for the first time in Serra das Almas. The bird lives in humid forests and semi-arid areas, and is uncommon in the Caatinga biome. The Short-tailed Nighthawk (*Lurocalis semitorquatus*) was recorded for the first time in the RNSA. This is an unprecedented record and a rare occurrence in the semi-arid region of Ceará.

**PREMIERE OF THE DOCUMENTARY NCC: HISTÓRIAS DE MUDANÇA**

The launch celebrated the results of the No Clima da Caatinga project (2021-2024) and featured inspiring stories from communities in the semi-arid region.



## August

**EXPERIMENTAL PLANTING AT RAPOSA FARM**  
3,700 seedlings with elongated roots were planted in a restoration experiment at Fazenda Raposa, an Area of Relevant Ecological Interest in Maracanaú (CE). The innovative technique increases the survival rate of Caatinga species from 30% to 70%.

**ASSOCIAÇÃO CAATINGA IS PART OF THE COUNCIL OF THE SERRA DA IBIAPABA ENVIRONMENTAL PROTECTION AREA**

The institution took office on the Advisory Council of the Serra da Ibiapaba Environmental Protection Area (APA, Brazilian Portuguese initials for Environmental Protection Area). The presence of Associação Caatinga expands networking and strengthens social participation.



## September

**24 SERRA DAS ALMAS NATURAL RESERVE**  
24 years as a benchmark in the conservation of the Caatinga biome, protecting 6,285 hectares between the states of Ceará and Piauí.

**DATA COLLECTION IN PIAUÍ FOR A SUSTAINABILITY PLAN**  
The technical team from Associação Caatinga visited the Rio Poti Canyon State Park (PI) to collect data that will support the development of the unit's financial sustainability plan.

**PARTNERSHIP WITH SC JOHNSON IN SUPPORTING COMMUNITIES**  
Action to support communities surrounding the RNSA (National Network of Food and Nutrition Security), with the donation of 667 food vouchers and hygiene and cleaning kits, strengthening the food and health security of local communities.



## October

**26 YEARS OF ASSOCIAÇÃO CAATINGA**  
The date was celebrated in the community of Jatobá, Medonho, in Buriti dos Montes (PI), to reinforce ties with the territory and the institution's mission.

**LAUNCH OF THE ECOJOVENS PROJECT**  
O "The Eco young protagonists project: young people in action for the Caatinga biome", aimed at teenagers aged 12 to 17, combines social practices and practical workshops to train multipliers in conservation and environmental citizenship.

**PRESENCE AT COP-16 ON BIODIVERSITY**  
Participation in COP-16, the UN Conference on Biological Diversity, in Cali, Colombia, contributing to discussions on conservation and restoration.



## November

**CONSULTING SERVICES FROM THE BRAZILIAN FOREST SERVICE (SFB) IN THE CAATINGA BIOME REGION**  
Associação Caatinga hosted the SFB for a technical visit on value chains for non-timber forest products. The team learned about bioeconomy experiences in the region, such as carnauba wax, honey, and the collection and processing of seeds.

**PARTICIPATION IN A SEMINAR ON COMMUNITY MANAGEMENT**  
AC participated in the II Seminar on Community Forest Management, held by Instituto Internacional de Educação do Brasil (IEB) and Empresa Brasileira de Pesquisa Agropecuária (EMBRAPA), addressing topics such as sustainable economy, bioeconomy and conservation in the semi-arid region.



## December

**FIRE MANAGEMENT TRAINING**  
Rural communities in Buriti dos Montes (PI) participated in workshops on integrated fire management, focusing on controlled burning, safety, soil preparation techniques, and wildlife protection. This activity is part of the fire prevention plan for the Rio Poti Canyon State Park.

**FIRST RELEASE OF DIRTY-FACED DUSKY-FACE PARAKEETS IN SERRA DAS ALMAS**  
The dusky-faced parakeets spent five months in acclimatization enclosures, an essential step for adapting to the environment and strengthening group bonds, increasing their chances of survival in the wild.



# Biodiversity





# Fauna, forests, and a sustainable future



Foto: Fábio Nunes

In 2024, Associação Caatinga expanded its commitment to the conservation of the Caatinga biome's fauna and flora through concrete, innovative initiatives integrated into our area of operation.

It was the year that the dusky-faced parakeet returned to fly over the Serra das Almas Natural Reserve, marking an important step in the process of reintroducing endangered species.



Foto: Armadilha fotográfica – Serra das Almas

We continue to strengthen wildlife monitoring using camera traps and deepen our studies on wild cats, which are valuable indicators of ecosystem health.

We closely monitor the dynamics of restored areas, generating data that guides decisions and reinforces our conservation model based on evidence, technology, and innovation.



Foto: Fábio Barong

Furthermore, our work has reached international decision-making and networking spaces, with participation in COP 16 on biodiversity, held in Cali, Colombia.

At the national level, we actively participated in the National Action Plans (PANs) aimed at the conservation of the Caatinga biome. Protecting biodiversity also involves valuing the ways of life that depend

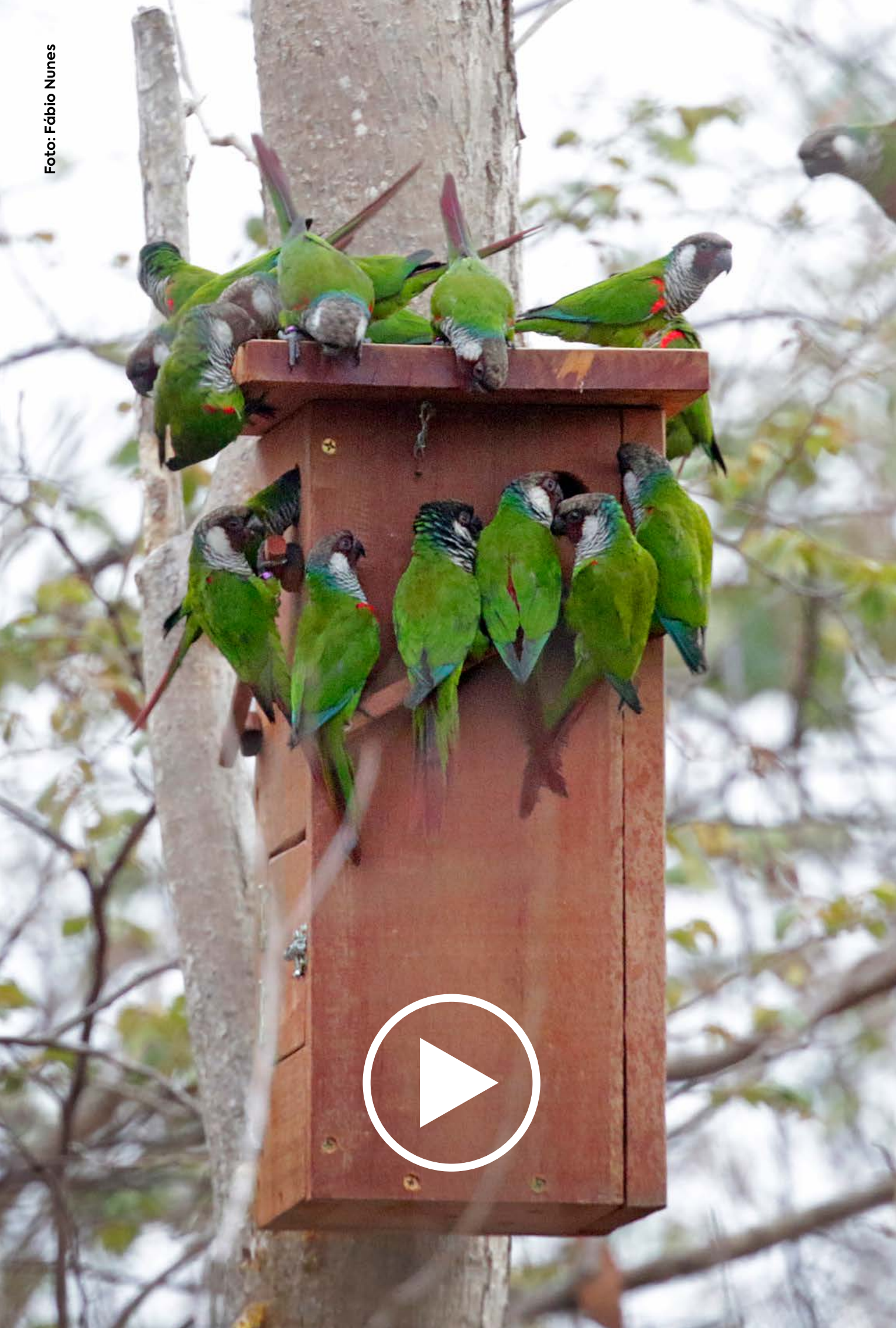


Foto: Fábio Barong

on it. Therefore, we continue to carry out initiatives to strengthen and improve the carnauba production chain, promoting sustainable practices that generate income and keep the forest standing.

This chapter brings together the initiatives that reflect Associação Caatinga commitment to the territory, the species, and future generations.





## REINTRODUCTION OF THE DUSKY-FACED PARAKEET IN THE RNSA: A MILESTONE FOR THE CONSERVATION OF THE CAATINGA BIOME

After 114 years without any sightings in the Ibiapaba Plateau, the dusky-faced parakeet (*Pyrrhura griseipectus*), one of the most endangered birds in the Caatinga biome, was reintroduced to the Serra das Almas Natural Reserve (RNSA).

This action is part of the Refaunar Arvorar project, in partnership with Associação Caatinga and Aquasis. The project was launched in June 2024, marking a historic milestone: 19 dusky-faced parakeets were reintroduced to the RNSA, celebrating the species' return to the Ibiapaba Plateau after more than a century without sightings in the region.

The birds spent months acclimating to the reserve's enclosure and,

in December 2024, were finally released into their natural environment, a crucial step in the species' population restoration process.

In November 2024, a second group, consisting of 10 parakeets translocated from the wild in the Serra de Baturité, arrived at the RNSA. Initially, these birds were kept for a short period before being moved to the main aviary, as preparation for the acclimation protocol. After the release of the first group, the newcomers were transferred to the same enclosure in December of the same year.

Located between the municipalities of Crateús (CE) and Buriti dos Montes (PI), RNSA is the largest RPPN in Ceará, with 6,285 hectares of protected area. Recognized by UNESCO since 2005 as an Advanced Post of the Caatinga biome Biosphere Reserve, the RNSA is home to hundreds of species of fauna and flora and one of the most important functional ecosystems of the semi-arid region.





Foto: Armadilha fotográfica - Serra das Almas

## FAUNA MONITORING USING CAMERA TRAPS AND RESEARCH WITH FELINES

Monitoring the mammal fauna within the Serra das Almas Natural Reserve (RNSA) is an ongoing action, with the main objective of gathering data on the fauna.

In 2024, we carried out 12 initiatives to install trail cameras on the grid

established by the researchers, with 16 camera units placed for different periods at various pre-defined points within the RNSA. The traps are installed at designated points and remain in place for 25 to 30 days. They are usually programmed in hybrid mode (filming and photography) to be more effective in recording the fauna present in the RNSA.

In the case of primate monitoring, cameras were installed near the treetops to capture the behavior of the monkeys

and the species present in the Unit. Long-term monitoring of this order of animals is led by the team of Professor Dr. Antônio Robério Gomes Freire Filho, manager of the Guariba project.

For feline monitoring, we expanded our image capture efforts to obtain a greater number of records of local fauna, especially animals that are not usually photographed in camera traps. The idea is that we can test new image capture methodologies in different types of environments to better understand the distribution of species within the Serra das Almas, propose

more effective conservation initiatives, expand and improve the image bank to enhance project communication, and support research.

Fauna monitoring is an ongoing action so that we can understand and describe the environments used by these animals and to support the research currently being developed at RNSA, especially focusing on felines that are at the top of the food chain and on primates, due to the occurrence rates of the so-called "Guariba" (howler monkey - *Alouatta ululata*).

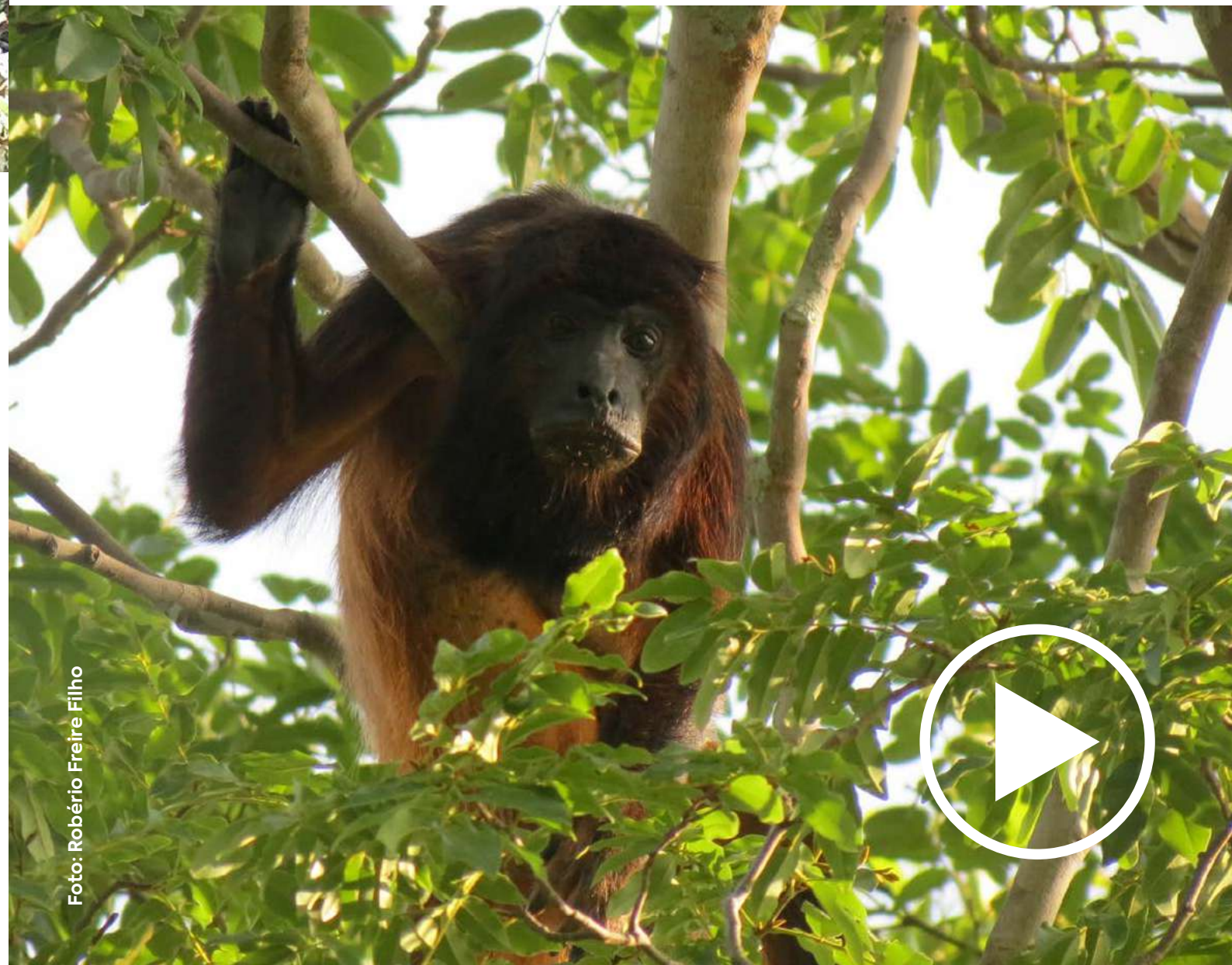


Foto: Robério Freire Filho





# PARTICIPATION IN THE BIODIVERSITY COP

In 2024, Associação Caatinga participated in the 16th Conference of the Parties to the Convention on Biological Diversity (COP16), held in Cali, Colombia, reaffirming its commitment to biodiversity conservation and the development of sustainable solutions for the Brazilian semi-arid region.

The institution's participation focused on sharing successful experiences in the conservation of the Caatinga biome, with emphasis on the creation and management of private conservation units, the promotion of socio-biodiversity, and the implementation of social technologies that strengthen coexistence with the semi-arid region.

During the event, Associação Caatinga also reinforced the strategic relevance of the Caatinga biome in meeting the goals of the Global Biodiversity Framework, highlighting the fundamental role of private reserves and the populations of the semi-arid region in protecting endangered species and maintaining ecosystem services.

The institution's presence at COP16 represented a valuable opportunity to strengthen ties with global networks, broaden the recognition of local initiatives, and advocate for the urgent need for more investment, public policies, and international cooperation aimed at protecting the only exclusively Brazilian forest.



## MONITORING OF THE SERRA DAS ALMAS

Environmental monitoring is a strategic initiative for the protection of biodiversity in the Serra das Almas Natural Reserve, with a special focus on combating illegal hunting and forest fires.

Hunting is one of the main threats to the local wildlife. Camera trap records reveal a worrying decline in species such as peccaries, jaguars, deer, and rodents, a direct reflection of increased human pressure in the region.

Given this scenario, the main entry and exit points used by hunters are mapped, in addition to recording the traces left in the forest. All this information is passed on to the Public Authorities.

Unfortunately, hunting still persists in the RNSA, with recurring signs such as traps, packaging, bottles, campfires,

and temporary campsites. In 2024, 96 environmental monitoring events were conducted in the RNSA.

Several illegal initiatives by hunters and invaders were identified. When there is an increase in these signs, the team expands the monitoring as a way to deter new occurrences.

To ensure accuracy and transparency, standard monitoring forms and applications with georeferenced photographic records are used, increasing the effectiveness of preventive and enforcement initiatives.



## FOREST RESTORATION AND LOCAL DEVELOPMENT IN THE VICINITY OF THE NENÉM BARROS PRIVATE NATURAL HERITAGE RESERVE.

We planted 20,000 native Caatinga seedlings across 20 hectares, using the elongated root technique, which accelerates growth and increases root size.

The restored area is located in the vicinity of the Neném Barros Private Natural Heritage Reserve (RPPN), in the district of Monte Nebo, in Crateús (CE). The Private Natural Heritage Reserve (RPPN) covers 63.16 hectares, while the total property area is 205.23 hectares. The purpose of planting is to protect biodiversity, maintain ecological corridors, and mitigate the edge effect.

The elongated root method, developed by the Restoration Ecology Laboratory (UFRN) and Professor Dr. Gislene Ganade was awarded a prize at the Dryland Champions Brazil event, organized by the United Nations Convention to Combat Desertification. Its application increased the survival rate of the species from 30% to 70%.

Restoration is an effective measure to neutralize carbon emissions,

conserve soil, improve microclimate, preserve water, and protect biodiversity. In addition to carbon sequestration and storage, the planted species reinforce the water security of neighboring communities.

The initiative also generates positive social impacts: all the seeds were collected locally, and the hired labor—collectors, day laborers, and workers—comes from the surrounding communities, strengthening the local economy and the income of the families involved.

According to the latest monitoring, the area is performing well, with consistent seedling growth and a survival rate of 71%. The mortality rate was 29%.

The site continues to be monitored to track plant development, natural regeneration, and the effectiveness of restoration in the Caatinga biome.

“

For about 15 years we have been implementing initiatives to strengthen environmental preservation on our property.” One of our goals is to restore degraded areas surrounding and below our Private Natural Heritage Reserve. Upon learning about the Restaura Caatinga project, we immediately became interested and joined, making available an area of 20 hectares, already reserved and excluded from agricultural and livestock activities, exclusively for the restoration of riparian vegetation.”

JOSÉ WILMAR – Owner of the property and the Neném Barros Private Natural Heritage Reserve.

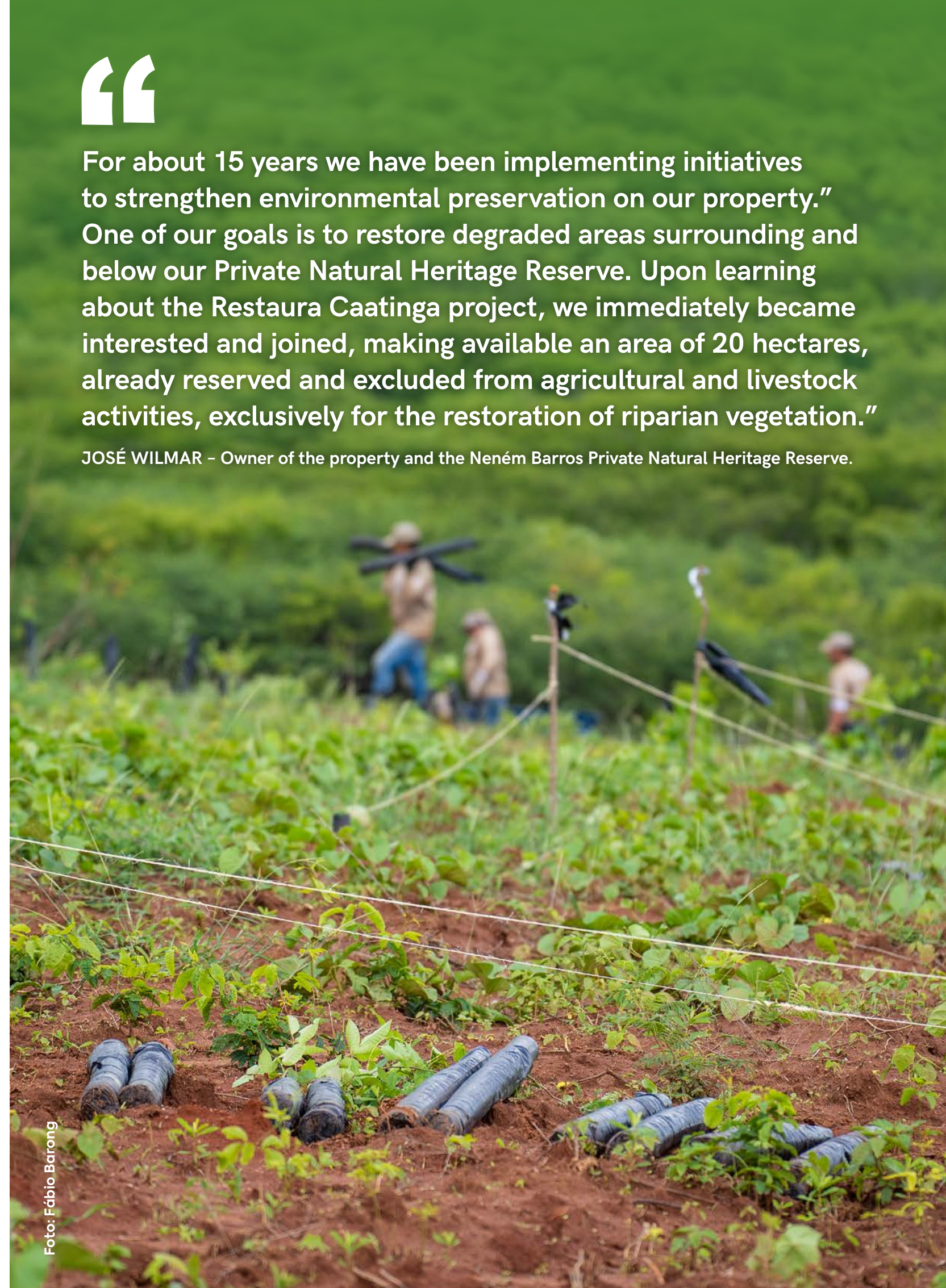


Foto: Fábio Barong





Foto: Fábio Barong

“

**We hope to continuously improve our knowledge with the expertise we acquire and refine production using the solar dryer, achieving the desired quality and market prices.”  
We know that it is adding quality to our product and has the potential to increase profits, as well as improving the quality of the work in the settlement and our workforce.”**

**PEDRO SILVINO – Carnauba palm harvester and leader of the Aragão Settlement**

## **SUSTAINABLE CARNAUBA PROGRAM: INNOVATION AND SOCIO-ENVIRONMENTAL JUSTICE IN THE SEMI-ARID REGION**

**Associação Caatinga has distinguished itself in promoting the bioeconomy and socio-biodiversity by improving the production chain of carnauba, a palm tree native to the Caatinga biome that economically sustains several communities in the semi-arid region.**

Since 2016, the institution has been working in partnership with companies and organizations to encourage fairer and more sustainable extraction practices, promoting better working conditions, correct management techniques, and increased quality of the final product.

In this context, the Carnaúba Sustentável program has established

itself as a strategic initiative for strengthening this chain, combining environmental conservation with the development of vulnerable territories.

One of the biggest recent advances was the implementation of the solar dryer, an innovative technology developed and tested within the program, capable of increasing the quality of the wax powder by up to 50%.

Innovation represents a milestone in the modernization of the production process, adding value to the product and promoting real gains in productivity and income.

In 2024, the technology was incorporated into a model experiment in a carnauba palm harvesting community, which began to adopt good environmental practices, workplace safety measures, and resource management.

Furthermore, the residual straw processed in the solar dryer enabled new uses for women artisans in the region, expanding the social and economic impacts of the initiative.



## RUBBERVINE: A THREAT TO THE BIODIVERSITY OF THE CAATINGA

Rubbervine (*Cryptostegia madagascariensis*) is an exotic climbing plant native to Madagascar, introduced to Brazil as an ornamental plant. Currently, it is considered one of the main threats to the biodiversity of the Caatinga biome, especially to the carnauba palm groves, due to its ability to suffocate and eliminate native plants, compromising even the carnauba wax production chain.

To address this challenge, Associação Caatinga coordinates a Classical Biological Control (CBC) project for the species, aiming to identify an effective biological agent to combat the invasion of rubbervine in the carnauba palm groves of Northeastern Brazil.

The project has important partners, such as the Ceará State Development Agency (ADECE), the Carnauba Wax Processing Industries Union (Sindicarnáuba), as well as institutions like the Center for Agriculture and Biosciences International (CABI), the State University of Ceará (UECE), the Federal University of Ceará (UFC), the Federal University of Viçosa (UFV), and the State University of Feira de Santana (UEFS).

The initiative seeks to protect the biodiversity of the Caatinga biome and ensure the economic sustainability of communities that depend on carnauba wax, promoting innovative and environmentally responsible solutions for the control of invasive species.





## ASSOCIAÇÃO CAATINGA IN THE NATIONAL ACTION PLANS FOR BIODIVERSITY CONSERVATION

The institution has acted strategically as a coordinator and collaborator in various initiatives of the national action plans (PANs) aimed at conserving the biodiversity of the Caatinga biome. Currently, the institution is formally part of the technical advisory group (GAT) of three PANs.

### PAN anteater and armadillos (PAN TATA)

The national action plan for the conservation of the giant anteater, giant armadillo, and three-banded armadillo brings together efforts to protect these three endangered mammal species.

Associação Caatinga (AC) actively participates in the advisory group, contributing field data, technical knowledge, and practical experience in the Serra das Almas Natural Reserve (RNSA) and other priority areas of the Caatinga biome.

In addition to collaborating in the development of conservation strategies, the institution coordinates initiatives with local communities, promotes awareness about the species, and participates in the planning and execution of the measures foreseen in the plan, with emphasis on the three-banded armadillo (*Tolypeutes tricinctus*), a species that has been the focus of the organization's work since 2013.

### PAN birds of the Caatinga biome

PAN seeks to improve the conservation status of more than 30 threatened species, such as the dusky-faced parakeet (*Pyrrhura griseipectus*), the guan (*Penelope jacucaca*), the northeastern woodcreeper (*Xiphocolaptes falcirostris*), and the leaf-turner from Ceará (*Sclerurus cearensis*).

As a member of the GAT, AC supports reintroduction, monitoring, and habitat management initiatives, as well as developing environmental education activities aimed at raising public awareness about the importance of these species.

In the Serra das Almas Natural Reserve, Associação Caatinga, in partnership with Aquasis, is responsible for coordinating the project to reintroduce the dusky-faced parakeet, and also contributes to the creation and management of the technical group responsible for promoting the recovery of priority areas of the Caatinga biome.

### PAN flora of the Caatinga biome

Currently under development, the national action plan for the conservation of threatened flora in the Caatinga biome brings together experts and institutions committed to protecting plant species such as *Senegalia ceratonia* and *Erythroxylum bezerrae*.

The institution is part of the plan's technical advisory group, working in close partnership and coordinating initiatives through the collection of field data and the definition of strategies aimed at the conservation of flora and the sustainable use of natural resources.

Associação Caatinga also collaborates with the National Center for Flora Conservation (CNCFlora/JBRJ) in developing action planning strategies, contributing to the integration of the National Action Plan (PAN) with other public policies and ongoing projects in the territory.



# Field of work





# Thematic lines



## **Bioeconomy and sustainable business**

It encompasses initiatives that promote sustainable production chains and business models based on the responsible use of socio-biodiversity, fostering income generation, innovation, appreciation of local knowledge, and conservation of natural resources.



## **Creation and management of protected areas**

It encompasses initiatives aimed at the creation, regularization, planning, and management of Conservation Units, focusing on territorial consolidation, strengthening local governance, and ensuring long-term conservation.



## **Environmental education and community relations**

It includes educational and social engagement initiatives that disseminate knowledge about the Caatinga biome, using methodologies and approaches adapted to diverse audiences, such as educators, students, farmers, producers, rural workers, women, children, and young people.



## **Gender equality**

It focuses on initiatives that promote women's participation, empowerment for female entrepreneurship, and the strengthening of equity in local and rural contexts.



## **Research funding**

It encompasses the promotion of research through technical assistance, scientific production, environmental monitoring, and the development of plans for the conservation of species and ecosystems.



## **Environmental public policies**

It involves political advocacy, support for the formulation or regulation of environmental laws and policies, as well as institutional networking.



## **Protection of biodiversity, water, and climate**

It includes initiatives that contribute directly to the conservation of biodiversity, protection of water sources, and maintenance of ecosystem services, such as carbon sequestration, water balance, and adaptation to climate change, including payment for environmental services initiatives.



## **Resilience and climate justice**

It encompasses initiatives that strengthen the capacity to adapt to climate change and seek to promote equity in access to natural resources, with a view to promoting water security and environmental justice initiatives, including capacity building for local communities, valuing local knowledge, and encouraging social leadership.



## **Forest restoration**

It focuses on activities such as the recovery of degraded areas, seed collection and processing, planting of native species, maintenance of natural regeneration, and management of vegetation cover for the regeneration of the Caatinga biome.



## **Social technologies**

It involves the adoption of sustainable technologies adapted to the reality of the semi-arid region, focusing on access to water, renewable energy, sanitation, income generation, and other solutions that strengthen the resilience of local communities in the face of the climate crisis.



# Thematic lines



BIOECONOMY AND  
BUSINESS THAT ARE  
SUSTAINABLE



PROTECTED  
AREAS



ENVIRONMENTAL  
EDUCATION AND  
COMMUNITY RELATIONS



GENDER  
EQUALITY



PROMOTION  
OF RESEARCH



PUBLIC POLICIES  
ENVIRONMENTAL



BIODIVERSITY,  
WATER, AND  
CLIMATE



RESILIENCE AND  
CLIMATE JUSTICE



FOREST  
RESTORATION



SOCIAL  
TECHNOLOGIES

SUPPORT FOR THE SERRA DAS ALMAS  
NATURAL RESERVE



PRESERVED CAATINGA: EXPANDING AND  
IMPROVING THE MANAGEMENT OF PROTECTED  
AREAS IN THE CAATINGA OF CEARÁ



FOOD DONATION CAMPAIGN



CONSERVATION OF THE SERRA DAS ALMAS  
NATURAL RESERVE - RNSA



CONSERVATION AND FINANCIAL  
SUSTAINABILITY IN THE POTI RIVER CANYON  
STATE PARK



ECO-PROTAGONISTS: YOUNG PEOPLE IN  
ACTION FOR THE CAATINGA



INSTITUTIONAL STRENGTHENING



NO CLIMA DA CAATINGA - PHASE IV



NO CLIMA DA CAATINGA - EDUCATION,  
CONSERVATION, AND SUSTAINABLE  
TECHNOLOGIES



SUSTAINABLE CARNAUBA PROGRAM:  
STRENGTHENING THE CARNAUBA  
PRODUCTION CHAIN



RECONNECTING INDIVIDUALS, RECYCLING  
ATTITUDES



REFAUNAR ARVORAR



WATER REPLENISHMENT IN THE  
HYDROGRAPHIC BASIN OF THE FORTALEZA  
METROPOLITAN REGION



RESTAURA CAATINGA



PRIVATE NATURAL HERITAGE RESERVE (RPPN):  
VOLUNTARY CONSERVATION GENERATING  
ENVIRONMENTAL SERVICES





# SUPPORT FOR THE SERRA DAS ALMAS NATURAL RESERVE

**STATUS: COMPLETED**

**PROJECT GOAL:**

To strengthen the initiatives of Associação Caatinga in protecting biodiversity and addressing climate change. This partnership contributes to the preservation of ecosystems and reinforces the commitment to sustainability.

## MAIN RESULTS

- **Support for environmental education initiatives**  
Environmental education activities were carried out in communities surrounding the Serra das Almas Natural Reserve (RNSA), promoting awareness and appreciation of the Caatinga biome.
- **Support in monitoring and maintenance**  
The team provided support for monitoring reforested areas and maintaining technologies installed in the RNSA, contributing to the effectiveness of conservation strategies.
- **Acquisition of camera traps**  
Four camera traps were acquired to support scientific research related to the flora, avifauna, and mastofauna of the RNSA, as well as to support research on carbon stock and flux.
- **Acquisition of radio communicators**  
RNSA now has 4 walkie-talkie radios, used to reinforce communication among the operational team in the protection and monitoring activities of the unit.
- **Conservation of areas and climate impact**  
The initiatives taken contributed to the protection of 1,857 hectares of the Serra das Almas, equivalent to 18.57 km<sub>2</sub> of preserved Caatinga. As a result, the emission of 494,091.99 tCO<sub>2</sub> was avoided and the removal of 6,870.90 tCO<sub>2</sub>e was recorded.
- **Training in ecotourism**  
An introductory workshop on ecotourism in the Caatinga biome was held, training 16 people from the region.

### RELATED LINKS

Young people from rural communities in Ceará and Piauí participate in an ecotourism workshop.



SUPPORTING PARTNER



Sonhar, realizar, crescer.





# PRESERVED CAATINGA: EXPANDING AND IMPROVING THE MANAGEMENT OF PROTECTED AREAS IN THE CAATINGA OF CEARÁ

**STATUS: IN PROGRESS**

**PROJECT GOAL:**

To contribute to the expansion and strengthening of conservation in the Caatinga biome in the state of Ceará, through the creation of new legally protected areas and the implementation of initiatives to improve the management of the Carnaúbas State Park and the forest management of its surroundings.

## MAIN RESULTS

- **Creation of new Conservation Units**

Technical studies were developed, revised, and updated, in addition to public consultations, to support the creation of four state conservation units in priority areas of the Caatinga biome in Ceará. The regions covered include the Sertões of Canindé and Tejuçuoca, as well as the mountains and slopes of the area called Serra da Ibiapaba (Ibiapaba Plateau) in the municipalities of Viçosa do Ceará, Granja, and Pacujá.

- **Strengthening the management of the Carnaúbas State Park (PEC)**

A diagnostic assessment was carried out as a preparatory step for the development of the park's visitation plan, with the aim of promoting ecotourism and expanding environmental education initiatives in the area.

- **Promoting sustainable forest management**

A technical diagnosis was prepared with the aim of developing a manual of good practices for forest management and the sustainable extraction of carnauba straw and wax in the vicinity of the Carnaúbas State Park (PEC).

### RELATED LINKS

Associação Caatinga launches a project for the preservation of the semi-arid region and sustainable development in Ceará.

Associação Caatinga launches two projects for the conservation of the Caatinga biome.

Associação Caatinga meets with national and international institutions to promote the creation of protected areas in Ceará.



PARTNERSHIP



FINANCIAL SUPPORT





# FOOD DONATION CAMPAIGN SC JOHNSON

STATUS: COMPLETED

PROJECT GOAL:

To guarantee food security, promote family health, and strengthen the local economy through the use of prepaid cards, valid exclusively for the purchase of food in establishments within the region.



Foto: Vinicius Martins

This activity reflects our commitment to reducing socioeconomic vulnerability, ensuring food security, and conserving the Caatinga biome.

This action represents the fourth stage of the program. Since 2021, the partnership between SC Johnson and Associação Caatinga has enabled the distribution of thousands of benefits.

“This activity reflects our commitment to reducing socioeconomic vulnerability, ensuring food security, and conserving the Caatinga biome.” “We work to meet the needs of families and preserve the natural resources of the region,” emphasizes Daniel Fernandes, CEO for Associação Caatinga.

The program’s history shows that, between 2021 and 2022, 4,400 food parcels were distributed, and in 2023, 3,186 pre-meal vouchers were delivered to 1,000 families, a number that is expected to remain the same in 2024.

## MAIN RESULTS

- Direct support to local communities  
Food vouchers, insect repellent, and zip-lock bags were donated to 1,000 families, directly benefiting 3,186 people in 40 communities surrounding the Serra das Almas Natural Reserve.



Foto: Vinicius Martins

SUPPORTING PARTNER







Foto: Barong

## CONSERVATION OF THE SERRA DAS ALMAS NATURAL RESERVE

**STATUS: IN PROGRESS**

**PROJECT GOAL:**

Protection of the Serra das Almas Natural Reserve and development of an integrated model for the conservation of the Caatinga biome, combining conservation of the biome with sustainable local development.

### MAIN RESULTS

- **Technical training**  
The team received training on the safe use of chainsaws, reinforcing sustainable management practices.
- **More equipment, more protection**  
Four walkie-talkie type radios were acquired for internal communication, four camera traps, one drone with a thermal sensor, and new equipment for the fire brigade.
- **Environmental monitoring**  
Continuous monitoring of the Private Natural Heritage Reserve (RPPN) was maintained, ensuring the conservation and ecosystem services of the territory.
- **Updated management plan**  
The review and update of the management plan (4th Interaction), an essential instrument for the management of the conservation unit, has been completed.
- **Preservation and climate impact**  
6,285 hectares of Caatinga were preserved, with a stock of 1,647,245 tons of CO<sub>2</sub> and an estimated generation of 4.7 billion liters of water per year.
- **Fire prevention**  
32 km of firebreaks were renovated, a fundamental measure for the control and prevention of wildfire.
- **Historical reintroduction**  
After 114 years, 18 individuals of dusky-faced parakeet (*Pyrrhura griseipectus*) were reintroduced to the reserve, strengthening local biodiversity.
- **Energy transition**  
Electrical upgrades were carried out to implement a new off-grid solar power system, reinforcing the commitment to sustainability.

SUPPORTING PARTNER

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Protecting nature. Preserving life.™

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# CONSERVATION AND FINANCIAL SUSTAINABILITY IN THE POTI RIVER CANYON STATE PARK

STATUS: IN PROGRESS

## PROJECT GOAL:

To contribute to strengthening conservation in the Caatinga biome in the State of Piauí, especially in the Potí River Canyon State Park (PESCRP) and its surroundings, through the development of its financial sustainability plan and integrated fire management plan.

Foto: Samuel Portela

## MAIN RESULTS

- **Training in integrated fire management**  
Two training sessions were conducted focusing on the prevention and controlled use of fire in rural areas.
- **Diagnosis of areas susceptible to fires**  
A detailed diagnosis of the areas of the PESCRP most vulnerable to forest fires was prepared, contributing to the planning and preventive management of the conservation unit.
- **Communication plan**  
A plan was developed with strategic guidelines aimed at strengthening the project's image and expanding the reach of its initiatives to the public.
- **Environmental education plan**  
A plan was developed focusing on ongoing educational activities, integrating the community, visitors, and partner institutions.
- **Financial sustainability plan**  
A diagnosis was produced for the construction of the plan, an essential tool to guarantee the sustainable management of the Conservation Unit.

### RELATED LINKS

Associação Caatinga launches a financial sustainability project for protected areas in Piauí.

The Caatinga Association begins drafting the "Financial Sustainability Plan" for the Rio Potí Canyon State Park in Piauí.

Associação Caatinga is conducting fire management training to protect the Rio Potí Canyon State Park.



#### SUPPORTING ORGANIZATION



#### FINANCIAL SUPPORT





## ECO-PROTAGONISTS: YOUNG PEOPLE IN ACTION FOR THE CAATINGA

### STATUS: IN PROGRESS

#### PROJECT GOAL:

To contribute to the development of ecological awareness among adolescents aged 12 to 17 through virtual discussion groups and practical workshops. The project aims to promote environmental awareness and deepen knowledge about the Caatinga biome, encouraging active engagement in the preservation and appreciation of this ecosystem, focusing on citizen-centered, participatory, transformative environmental education contextualized to local realities and culture.

The project is integrated into the 'Integrated Caatinga Conservation Model', an AC strategy that involves around 40 communities in the Serra das Almas region in conservation and sustainable development initiatives.

Throughout the project, the young people will participate in 52 hours of workshops covering topics such as photography, sustainability, ecology, recycling, and art. The culmination of the project will be an art exhibition featuring materials produced in the workshops, presented by the teenagers themselves. The idea is to promote an event created from the creative and artistic perspective of these young people.

#### PARTNERSHIP

Secretaria da  
Infância, Adolescência  
e Juventude



GOVERNO DE  
**CRATEÚS**  
CUIDANDO DA NOSSA GENTE



## MAIN RESULTS

- **Territorial reach and appreciation of local knowledge**

The project's activities reached the School of Citizenship. Dr. Samuel Lins, in the municipality of Realejo, in Crateús (CE). The activities included workshops, discussion groups, participatory exercises, and opportunities to exchange knowledge, promoting dialogue between scientific knowledge and the community's traditional wisdom.

- **Training sessions**

Seven virtual meetings were held, each lasting four hours, totaling 28 hours of training focused on Environmental Education and strengthening youth leadership.

- **Student participation**

In total, 128 students participated in the project activities, demonstrating the engagement of different age groups in the educational process.

#### RELATED LINKS

Associação Caatinga launches a project to raise awareness among young people about the preservation of the Caatinga biome.





# INSTITUTIONAL STRENGTHENING

**STATUS: COMPLETED**

**PROJECT GOAL:**

To strengthen the communication and marketing strategy of Associação Caatinga in order to engage society about the importance of protecting the Caatinga biome.

## MAIN RESULTS

- **Software acquisition**  
Licenses were acquired for software designed for content creation.
- **Campaigns aligned with the ecological calendar**  
Communication campaigns were carried out on strategic dates, strengthening public engagement with environmental issues.
- **Implementation of the communication and marketing plan**  
Actions foreseen in the plan were carried out, focusing on strengthening the image of Associação Caatinga.

SUPPORTING PARTNER



## MAIN RESULTS

- **Support for institutional sustainability**  
It contributed to strengthening the economic and financial sustainability of the institution.
- **Support in the monitoring and management of the Serra das Almas Natural Reserve**  
Actions to strengthen the protection of the Reserve and the maintenance of ecosystem services.
- **Capacity building, environmental education and gender equality**  
She supported the debate on gender equality and empowering women for entrepreneurship. In addition to educational activities focused on children.
- **Solar system installation**  
Improved operating conditions for the infrastructure of Serra das Almas.



## PROJECT IN THE CAATINGA CLIMATE: EDUCATION, CONSERVATION AND SUSTAINABLE TECHNOLOGIES

**STATUS: COMPLETED**

**PROJECT GOAL:**

Associação Caatinga received goods seized by the Federal Revenue Service for a charity bazaar in partnership with four institutions: Caverna de Adulão, Nosso Lar and Ambulatórios André Luiz, Sentiero and Associação dos Moradores do Conjunto Tancredo Neves.



# NO CLIMA DA CAATINGA - PHASE IV

**STATUS: COMPLETED**

**PROJECT GOAL:**

To contribute to mitigating the exacerbating effects of global warming, to the climate adaptation of involved rural communities, and to the protection of water resources, forests, and the armadillo, through integrated conservation initiatives in the Caatinga biome.



Foto: Barong

## OVERALL PROJECT RESULTS

- **Training activities**  
364 hours of training activities were carried out with rural communities, promoting technical skills and strengthening local leadership.
- **Conservation of Private Natural Heritage Reserves**  
Protection of 7 private natural heritage reserves (RPPNs), totaling 6,442.53 hectares of conserved land.
- **Endangered species protected**  
Six endangered animal species directly benefited from the project's initiatives.
- **Reference event**  
The 2nd edition of the seminar "Economic Incentives for Nature Conservation" was held, culminating in the publication of the State Law on Payments for Environmental Services in Ceará.
- **Media and visibility**  
The value of exposure through earned media reached R\$38 million.
- **Seedlings and restored areas**  
10,100 seedlings were planted and 11.7 hectares were restored.
- **Technical and scientific publications**  
Nineteen publications were produced, expanding the dissemination of knowledge.
- **Implemented social technologies**  
106 social technologies focused on access to water, rural sanitation, and meliponiculture were developed.
- **Total number of people involved**  
37,506 people were involved in the various activities of the project.

SPONSORSHIP





## Ceará approves Law on Payments for Environmental Services with the support of Associação Caatinga.

The governor of Ceará, Elmano de Freitas, has approved the State Policy on Payments for Environmental Services. PSA, as it is called, is an economic instrument to compensate owners of Private Natural Heritage Reserves (RPPNs), rural producers, family farmers, traditional communities and others for the environmental services provided on their properties that generate benefits for society. These services are generated, for example, from the protection of forests, the protection of water sources, and the recovery of degraded areas, which directly contribute to addressing climate change by storing and removing carbon from the atmosphere, increasing water security, protecting biodiversity, and ensuring people's well-being.

For many years, Associação Caatinga has advocated for the importance of PSA (Payment for Environmental Services) as an economic instrument to strengthen the conservation and restoration of degraded areas in the Caatinga biome. The institution participated in public hearings suggesting

improvements to the draft law and, through No Clima da Caatinga project, which is sponsored by Petrobras through the Petrobras Socio-environmental Program, has already promoted two seminars on the theme "Economic Incentives for Nature Conservation," where the creation and strengthening of public policies for financing and payments for environmental services for projects and initiatives for environmental conservation were discussed.

According to Daniel Fernandes, coordinator of Associação Caatinga, the new law on payments for environmental services will encourage the adoption of good practices related to the sustainable use of natural resources and, consequently, help to preserve biodiversity and maintain the ecosystem services that are fundamental to our survival. "Nothing is more fair than encouraging and rewarding those who contribute to the protection of natural resources, an initiative that benefits the entire community and future generations," emphasizes Daniel Fernandes.

Foto: Barong

**Nothing is more fair than encouraging and rewarding those who contribute to the protection of natural resources, an initiative that benefits the entire community and future generations."**





## SUSTAINABLE CARNAUBA PROGRAM: STRENGTHENING THE CARNAUBA PRODUCTION CHAIN

**STATUS: COMPLETED**

### PROJECT GOAL:

To contribute to overcoming the challenges of the carnauba production chain through the implementation of a model community, viable and formalized in extractive activities, focusing on health, workplace safety and productive efficiency through technology and innovation. The initiative seeks to encourage other producers to adopt similar practices, promoting the modernization, formalization, and professionalization of the sector. The project also aims to improve the living conditions of extractive communities and enhance the quality of the carnauba supply chain in relation to national and international markets.

## OVERALL PROJECT RESULTS

### • Community services

The project adopted the Aragão Settlement, in Mirafima (CE), directly benefiting 42 families.

### • Safety and training

84 food parcels and 42 kits of personal protective equipment (PPE) were delivered. Additionally, 14 hours of training were conducted through 4 workshops on health, safety, and environmental best practices.

### • Technology and innovation

The project implemented and tested a solar dryer, promoting improvements in the utilization of carnauba palm straw. With the technology, there was a 12.5% increase in the productivity of wax powder.

### • Promoting handicrafts

10,000 straws were allocated to local artisanal production, valuing knowledge and strengthening income generation.

### • Restoration and monitoring

Two hectares were restored with the planting of carnauba seedlings, and 13 monitoring visits were also carried out to track the activities at the Aragão Settlement.

### RELATED LINKS

Production chains in the semi-arid region are the subject of a national bioeconomy program.

Associação Caatinga concludes project "Sustainable Carnauba: Strengthening the Carnauba Production Chain"; see results.



COORDINATION



SUPPORTING PARTNER



CLICK AND WATCH  
THE PROJECT VIDEO



# RECONNECTING ACTORS, RECYCLING ATTITUDES.

**STATUS: COMPLETED**

**PROJECT GOAL:**

To expand the use of the Trairi Solid Waste Sorting Center by the Association of Recyclable Material Collectors of Trairi Sol Nascente.



## MAIN RESULTS

- **Leadership training, communication development, and follow-up meetings**  
The project provided 12 hours of training to strengthen leadership and another 12 hours focused on internal and external communication, with an emphasis on strengthening associations and self-management. In addition, 8 follow-up meetings were held, which contributed to aligning the initiatives among those involved.
- **Implementation of control and organization systems**  
A time and attendance system was established to organize the routine of members at the sorting center (CT), in addition to the implementation of a financial record to monitor income and expenses, promoting greater transparency and organization in the association's finances.
- **Start of the pilot route for selective waste collection.**  
The pilot route for selective waste collection has been launched in the municipality of Trairi, an important milestone in consolidating waste management in the region.
- **Mapping partnerships**  
A mapping of potential strategic partnerships was developed to support the development of selective waste collection and the sustainability of the CT (Center for Technology).
- **Internal organization by matrices**  
Two matrices were developed to strengthen the association's management: one of responsibilities, defining the roles and duties of leaders and members, and another of activities, prioritizing procedures and improving the operation of the sorting center.
- **Strategic planning and partnership acquisition**  
The management team prepared a bimonthly diagnostic report with goals, tasks, and responsibilities defined for each work cycle. Furthermore, a roadmap was developed to guide the association's strategic approach in seeking institutional and financial support.

SPONSORSHIP



### RELATED LINKS

Associação Caatinga meets with the Municipality of Trairi to discuss the Selective Waste Collection Plan.





# REFAUNAR ARVORAR

**STATUS: IN PROGRESS**

**PROJECT GOAL:**

Reintroducing endangered native birds to their natural habitats in Ceará. The initial species included in the project are the Jandaya Parakeet (*Aratinga jandaya*) and the Dusky-faced Parakeet (*Pyrrhura griseipectus*).

## MAIN RESULTS

- **Communication initiatives**  
Actions were developed to publicize the project's activities and results, increasing the visibility and engagement of the project's initiatives.
- **Technical advice**  
The Parque Arvorar team received technical advice from the project team, ensuring a scientific and methodological basis for the initiatives carried out.
- **Group formation and screening**  
The individuals were screened and a cohesive and healthy group was formed, an essential step for the success of the reintroduction.
- **Reintroduction of dusky-faced parakeets**  
The dusky-faced parakeet (*Pyrrhura griseipectus*) population has begun to be reintroduced to the Serra das Almas Natural Reserve (RNSA), marking an important step forward in the recovery of the species in the region, bringing the total to 31 parakeets.
- **Release of individuals**  
In total, 29 individuals were released in the Serra das Almas mountain range using the soft release method, which ensures greater adaptation to the environment and increased chances of survival.

### RELATED LINKS

After 114 years, an endangered parakeet species is rediscovered in the Caatinga biome.

Associação Caatinga participates in the 4th edition of the Sustainable Journey, an event coordinated by Beach Park.

Associação Caatinga and Aquasis are promoting the reintroduction of an endangered bird into the wild.



PARTNERSHIP





# WATER REPLENISHMENT IN THE HYDROGRAPHIC BASIN OF THE FORTALEZA METROPOLITAN REGION

STATUS: IN PROGRESS

## PROJECT GOAL:

Implementation of forest conservation and restoration initiatives in the Area of Relevant Ecological Interest (ARIE) Fazenda Raposa, a conservation unit of 136 hectares located in the municipality of Maracanaú – Ceará.



Foto: Acervo AC

## Associação Caatinga promoted the planting of 3,700 seedlings with elongated roots at the Raposa Farm.

Adding to previous reforestation initiatives carried out between 2022 and 2024, a total of 35,420 seedlings have already been planted in this Conservation Unit.

The elongated root technique was developed by Professor Gislene Ganade at the Restoration Ecology Laboratory (LER, for Laboratório de Ecologia da Restauração) of the Federal University of Rio Grande do Norte. The strategy uses PVC pipes to extend the roots of native Caatinga plants up to 1 meter, increasing the survival rate to up to 70%.

In addition to reforestation, Associação Caatinga conducts research and monitoring experiments on seedlings, with the aim of collecting data and analyzing the behavior of the species and their survival rate in the Caatinga biome.

## MAIN RESULTS

- **Fire brigade training**  
Specialized brigades were formed and trained to combat forest fires.
- **Installation of firebreaks and fences**  
5 km of firebreaks and 3 km of fences were installed, fundamental measures for fire prevention and access control to protected areas.
- **Establishment of a seedling nursery**  
A nursery focused on producing seedlings of native Caatinga species was established.
- **Cleaning and revitalizing botanical collections**  
The *Copernicia sp.* collections were cleaned and revitalized.
- **Forest planting and restoration**  
In 2024, 3,870 seedlings were planted, totaling 35,420 seedlings between 2022 and 2024, along with the restoration of degraded areas during the same period.

SUPPORTING PARTNER

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## RESTAURA CAATINGA

**STATUS: COMPLETED**

**PROJECT GOAL:**

Strengthen the production chain for the restoration of the Caatinga biome, through training and capacity building, strengthening the seed network, and planting native seedlings.

## OVERALL PROJECT RESULTS

- **Specialized training**

The advanced course on ecological restoration of the Caatinga biome and the course for parobotanical seed collectors were completed, totaling 80 hours of training.

- **Trained public**

140 people were trained in the area of forest restoration, with a focus on both technical and community aspects.

- **Participant safety**

Twenty kits of personal protective equipment (PPE) were distributed to the participants of the waste collectors' course.

- **Restoration with innovation**

20 hectares of the Caatinga biome were restored and enriched with the planting of 20,000 seedlings and 15 kg of native seeds, using the elongated root technique.

- **Efficiency of the applied technique**

Seedlings with elongated roots showed a survival rate of 73.5%, more than double the conventional average of 30%.

- **Climate contribution**

The restoration work has the potential to remove 3,719 tons of CO<sub>2</sub> from the atmosphere over 30 years.

### RELATED LINKS

Production chains in the semi-arid region have been certified by the national bioeconomy program.

Associação Caatinga presents environmental results and successful experience with elongated roots during the FIEC Summit 2024.

Associação Caatinga concludes Restaurar Caatinga project; find out more.



COORDINATION



SUPPORTING PARTNER



CLICK AND WATCH THE INFORMATIVE VIDEO



# PRIVATE NATURAL HERITAGE RESERVES (RPPNS) – VOLUNTARY CONSERVATION: GENERATING ENVIRONMENTAL SERVICES

## STATUS: COMPLETED

### PROJECT GOAL:

To expand and improve the management of legally protected areas, with a focus on Private Natural Heritage Reserves (RPPNs). It takes place in the states of Ceará and Rio Grande do Norte, which have most of their territories within the Caatinga biome and face worrying rates of deforestation.



Foto: Acervo AC – RPPN Hugo Pereira

## OVERALL PROJECT RESULTS

### • Creation of a new conservation unit

The Hugo Pereira Private Natural Heritage Reserve (RPPN) was established in Apuiarés-CE, through Ordinance No. 111/2023 of the Secretariat of the Environment and Climate Change of the State of Ceará (Official Gazette No. 243 of 12/28/2023).

### • Management plans

Management plans were developed for the Fazenda Arizona Private Natural Heritage Reserve (Quixadá-CE) and the Jamacáí Refuge (Equador-RN), in addition to the revision and updating of the plan for the Serra das Almas Private Natural Heritage Reserve (Crateús-CE).

### • Integrated conservation initiatives

In the municipality of Crateús-CE, strategic initiatives foreseen in the management plans of 5 Private Natural Heritage Reserves (RPPNs) were implemented, strengthening their management and protection.

### • Equipment, fire prevention and protection of supported Private Natural Heritage Reserves.

With a focus on visitor safety and the protection of Private Natural Heritage Reserves (RPPNs), 40 kits of personal protective equipment (PPE) were allocated, and 29.51 km of firebreaks were rebuilt, in addition to the renovation of 3.1 km of fences. A brigade was also formed with 5 trained firefighters, and 8 forest fire fighting kits were acquired.

### • Monitored wildlife

09 camera traps were incorporated into biodiversity monitoring activities.

### • Mobilization for new RPPNs and training.

In Rio Grande do Norte, in-person workshops mobilized 30 rural landowners interested in creating private natural heritage reserves (RPPNs). Furthermore, as part of the awareness and training activities, an online course was conducted and 10 videos were produced and made available on [Associação Caatinga's YouTube channel](#).

## FINANCIAL SUPPORT





# Communication



Foto: Kelly Cristina

## Social media

### FACEBOOK

#### Associação Caatinga

January 2024: 16,273

December 2024: 15,744

#### No Clima da Caatinga

January 2024: 12,125

December 2024: 11,614

### INSTAGRAM

#### Associação Caatinga

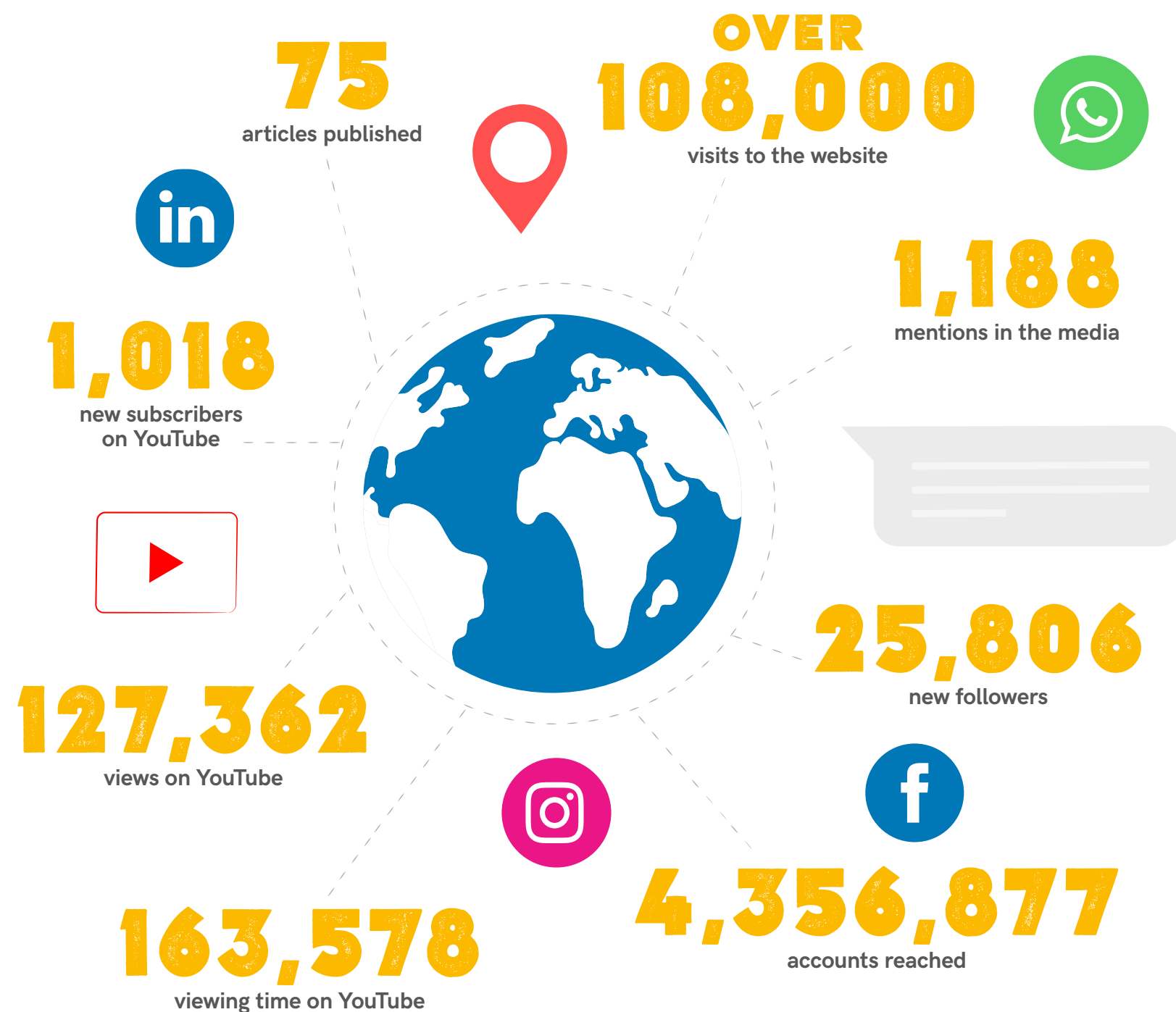
January 2024: 56,353

December 2024: 68,776

#### No Clima da Caatinga

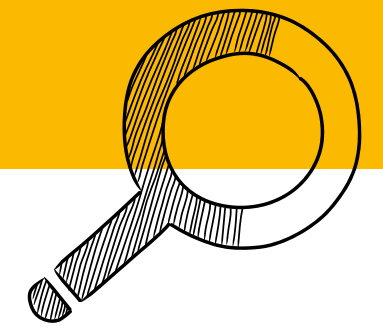
January 2024: 16,558

December 2023: 19,509





# AC in the Media



Neomondo

Associação Caatinga supports more than 70% of private areas in Ceará



Globo rural

Project restores degraded areas of Caatinga



Ceará leste

Serra das Almas Natural Reserve stands out as an ecotourism option in Ceará



G1 Ceará

After 114 years of being missing, an endangered parakeet species returns to the Caatinga biome region





# Videos

Click here to see all our videos







## Celebrating to preserve: a gathering for the Caatinga biome

In 2024, Associação Caatinga held an event to commemorate National Caatinga Day. The activity took place on April 28th at Cocó State Park and brought together children, families, and visitors in a program focused on valuing the biome. The initiative strengthened the event's proposition as an annual action for environmental education and community engagement.

The program included a traveling exhibition about the Caatinga biome, life-size replicas of animals typical of the region, games, drawing activities, making

children's masks, distribution of gifts and informational materials.

More than a symbolic celebration, the event aimed to raise public awareness about the importance of the Caatinga biome, the only 100% Brazilian biome, rich in biodiversity and essential for life in the semi-arid region.

This action reinforces Associação Caatinga commitment to promoting knowledge, respect, and protection of the biome, consolidating the institution as a benchmark in conservation and environmental education initiatives in the Northeast.

“

**We need to care for, value, and celebrate the Caatinga biome, which is the only biome that is 100% Brazilian.” Valuing this national treasure is essential to ensuring a society that appreciates and recognizes the importance and value of the Caatinga biome.”**

Daniel Fernandes - CEO for Associação Caatinga

CLICK HERE TO FIND OUT MORE ABOUT OUR EVENT TO CELEBRATE NATIONAL CAATINGA DAY.





# Governance

INTERCÂMBIO

## INTERCÂMBIO RAÍZES DO PURUS

08 a 12 de abril | Lábrea, Amazonas





## Training, capacity building and participation in events

Event name	Responsible institution	Participants	Date	Location
National Day of Private Natural Heritage Reserves	FUNATURA	Daniel Fernandes and Samuel Portela	31st of January	Brasília – DF
OCF Network Meeting	Forest Code Observatory (OCF)	Kelly Cristina	20th of February	Virtual
Promotion of the Caatinga biome League: volunteer program with Associação Caatinga	Federal University of Ceará	Aidee Araújo	28th of February	Fortaleza – CE
Biodiversity Credits Course	Life Institute	Marília Nascimento and Samuel Portela	March, 5th to 7th	Virtual
Exchange Program for Vale Sustentável Project	Rio Grande do Norte's Association of Agricultural Engineers	Carlito Lima and Gilson Miranda	March, 12th to 14th	Assú – RN
GEEDUCA – Pet Biologia	Federal University of Ceará	Aidee Araújo	8th of April	Fortaleza – CE
Exchange Program for Raízes do Purus Project	Amazônia Nativa Operation	Daniel Fernandes and Marília Nascimento	April, 8th to 12th	Lábrea – AM
1st Technical-Scientific Seminar on the Causes and Consequences of Deforestation and Wildfires in the Caatinga biome	Ministry of Environment and Climate Change – MMA	Samuel Portela	16th of April	Brasília – DF
Caatinga's Journey	Impact Coalition (Coalizão pelo Impacto)	Marília Nascimento	23rd of April	Fortaleza – CE
CBH Parnaíba Training	Parnaíba River Basin Committee	Gilson Miranda	May, 1st to 3rd	Timon – MA
2nd Brazilian Action Plan to Combat Desertification and Mitigate the Effects of Drought	Brazilian Semi-Arid Education Network / MMA	Andreza Antunes	May, 20th and 21st	Crato – CE
Workshop: How to sell to the PNAE (National School Feeding Program)	Ministry of Social Development and Assistance, Family and Fight against Hunger	Andreza Antunes	23rd of May	Crato – CE
Environment Week	Solar Coca Cola	Cássia Pascoal and Samuel Portela	5th of June	Maracanaú – CE
Environment Day	CUCA Network	Aidee Araújo	5th of June	Fortaleza – CE
Sustainability and Tourism Forum in the Land of Wind 2024	Aguama, Rancho do peixe and Instituto S.E.R.	Samuel Portela	June 6th to 8th	Préa – CE
PEC Nordeste	Faec, Senar and Sebrae	Aidee Araújo, Cássia Pascoal, Daniel Fernandes, Kelly Cristina and Marília Nascimento	June 6th to 8th	Fortaleza – CE
Environmental Education Week	M. Dias Branco	Aidee Araújo	June 13th	Maracanaú – CE
Ceará Climate Seminar	Government of the State of Ceará	Daniel Fernandes, Marília Nascimento and Samuel Portela	June 17th and 18th	Fortaleza – CE
5th Brazilian Conference on Ecological Restoration	Brazilian Society for Ecological Restoration	Olavo Vieira and Samuel Portela	July 8th to 12th	Juazeiro – BA and Petrolina – PE
Webinar Forests of Value – Impacts of Climate Change on Communities	Imaflora	Cássia Pascoal	16th of July	Virtual



Nome do evento	Instituição responsável	Participante	Data	Local
Exchange Program at SESC Pantanal	SESC Pantanal	Gilson Miranda, Marcos Roberto and Samuel Portela	July, 22nd to 28th	Barão de Melgaço and Poconé – MT
Strategic Studies Seminar of the 10th Military Region	10th Military Region	Daniel Fernandes, Marília Nascimento and Rayana Vanessa	August, 1st and 2nd	Fortaleza – CE
FIEC Summit Green Hydrogen	Fiec	Aidee Araújo, Cássia Pascoal, Daniel Fernandes, Kelly Cristina and Marília Nascimento	August, 12th and 13th	Fortaleza – CE
Seminar on Regenerative Agriculture in the Amazon	Ecoporé	Cássia Pascoal	August, 13th and 14th	Rolim de Moura –RO
Exchange Program for the Citizen Nursery Project	Ecoporé	Cássia Pascoal	15th of August	Rolim de Moura –RO
Workshop on collecting geospatial data for native vegetation restoration projects in the Caatinga biome	Funbio/ MMA	Marília Nascimento and Olavo Vieira	1st of September	Virtual
SINCOMBIO Participation	Federal University of Ceará	Aidee Araújo	5th of September	Fortaleza – CE
2nd International Meeting Dialogues in Support of Carnauba	MDA, Fiocruz, GIZ, UEBT, Responsible Carnauba Initiative (IRC) and ILO	Cássia Pascoal and Rayana Vanessa	September, 16th to 18th	Fortaleza – CE
8th Brazilian Congress of Environmental Journalism	Brazilian Network of Environmental Journalism	Lívia Levinsk	September, 19th, 20th and 21st	Fortaleza – CE
Workshop on Developing PAN Indicators for Caatinga Birds	Cemave/ ICMBio	Marília Nascimento	September, 24th to 26th	Virtual
CNI Biodiversity Network Meeting	CNI	Daniel Fernandes	15th of October	Virtual
Advisory Council of the Roots of the Caatinga biome Program	IDH	Daniel Fernandes	October, 16th and 17th	São Paulo – SP
Petrobras Socio-environmental Workshop	Petrobras	Marília Nascimento	October, 21st to 24th	Rio de Janeiro – RJ
RECAA – Participatory Strategic Planning I	RECAA	Marília Nascimento	22nd of October	Virtual
COP 16 on Biodiversity	UN	Daniel Fernandes	October, 22nd to 29th	Cali – Colômbia
5th Monitoring Session of the Giant Anteater, Giant Armadillo, and Three-banded Armadillo Program	CPB/ICMBio	Samuel Portela		Virtual
Sustainable Journey	Beach Park	Daniel Fernandes	November, 4th to 8th	Aquiraz – CE
Basic Introduction to Meliponiculture Course	Ematerce	Carlito Lima	November, 4th to 8th	Quixeramobim – CE
Training in organic standards	Cert Quality	Rayana Vanessa	November, 6th to 8th	Fortaleza – CE
5th Census of the Dusky-faced Parakeet	Aquasis	Samuel Portela	November, 15th to 18th	Serra de Baturité – CE
RECAA – Participatory Strategic Planning II	RECAA	Olavo Vieira	19th of November	Virtual
1st Seminar on Community and Family Forest Management in the Caatinga biome	Brazilian Forest Service / MMA	Cássia Pascoal and Carlito Lima	November, 27th and 28th	Brasília – DF
8th National Museums Forum	Seara da Ciência	Aidee Araújo and Rayana Vanessa	28th of November	Fortaleza – CE



# Relationship with society and communities



Foto: Fábio Barong

Initiative	Location	Number of attendees	Target audience
Food donation campaign SC Johnson	40 rural communities in Piauí and Ceará	3.186	Students, farmers, and the general public
Training in integrated fire management	Jurema Settlement	42	Farmers (male and female)
Training in integrated fire management	Miraíma Settlement	12	Farmers (male and female)
Training in integrated fire management	Conceição dos Marreiros	22	Farmers (male and female)
Training in integrated fire management	Santana Settlement	84	Farmers (male and female)
Teacher training at the Dr. Rocha Lima Institute	Dr. Rocha Lima Institute	07	Teachers
Women’s Course – Module 2 (Parts 1 and 2)	Tapuio Community	44	Women participating in the course
Early Childhood Support Meeting	Communities of Queimadas and Jatobá Medonho	48	Parents and guardians of children aged 0 to 6 years
Women’s Course – Module 3 (Parts 1 and 2)	Tapuio Community	56	Women participating in the course
The blossoming of childhood in the Caatinga biome – Live NCC	Youtube – Associação Caatinga	333	General public
1st Women Entrepreneurs Fair in the Climate of the Caatinga biome	Tapuio Community	100	General public
Puppet theater action	Pestalozzi Association	32	Children and teenagers
Puppet theater action	Beyond the Eyes Institute	58	Children and teenagers
Closing of the women’s course	Closing of the women’s course	60	Women participating in the course
Volunteer Exchange, Caatinga League		15	Volunteers of the Caatinga biome League
Exhibition “Discover and Conserve the Caatinga biome”	M Dias Branco	200	Company employees
Monitoring of social technologies	Rural communities in Piauí and Ceará	308	Beneficiary families
2nd NCC Women Entrepreneurs Fair	Tapuio Community	100	General public
Puppet theater action	Kulturbrás Institute	80	Children



Initiative	Location	Number of attendees	Target audience
Green Screen Cinema – NCC 4 Documentary	Jatobá Medonho Community	300	General public
Meeting with city hall and assembly of waste pickers	Tairi City Hall	28	Municipal and Association representatives. Associação de Catadores Sol Nascente
Meeting with the Municipality of Tairi	Tairi City Hall	10	Municipal and Association representatives. Associação de Catadores Sol Nascente
Meeting with the Municipality of Tairi	Sol Nascente Association Solid Waste Sorting Center	15	Members of the Association Associação de Catadores Sol Nascente
AC Meeting + Sol Nascente Association		10	Members of the Association Associação de Catadores Sol Nascente
Training in internal and external communication (parts 1, 2 and 3)		25	Members of the Association Associação de Catadores Sol Nascente
General Assembly of the Sol Nascente Association		10	Members of the Association Associação de Catadores Sol Nascente
Leadership Workshop I, II and III		31	Members of the Association Associação de Catadores Sol Nascente
Meeting with the Municipality of Tairi	Virtual	20	Municipal and Association representatives. Associação de Catadores Sol Nascente
Coordination meeting with Infrastructure Secretariat	Tairi Infrastructure Secretariat	03	Representatives from the Infrastructure Secretariat
Meeting on the pilot plan for selective waste collection in Tairi	Virtual	20	Municipal and Association representatives. Associação de Catadores Sol Nascente
Meeting – Selective waste collection in Tairi	Virtual	12	Municipal and Association representatives. Associação de Catadores Sol Nascente e Managers of educational establishments
Mobilisation of schools in Tairi	Eliseu Eli Barbosa School, Pio Rodrigues School, José Neri School, and Jonas Rodrigues School	12	Managers of municipal education units in Tairi
Meeting with AJAS Tairi	Virtual	10	Young participants in the Tairi Young Environmental Agent programme (AJAS Tairi)
Promotional campaign by Associação Sol Nascente	Tairi Shopping Centre	300	General public
Training in good practices in the carnauba production chain	Vida Nova Aragão / Miraíma Settlement	25	Workers in the production chain
Practice of planting seedlings		40	
Sustainable Carnauba project meeting + visit to Sebrae		25	
Sustainable Carnauba project evaluation and closing meeting		20	
Meetings with residents of the Aragão Settlement		40	
Exhibition “Discover and Conserve the Caatinga biome”	Seara da Ciência	7.487	Students, teachers and the general public
National Caatinga Day Event	Fortaleza – Parque do Cocó	300	General public
Lecture for school in Mossoró	Virtual/ Municipal School André Luiz	22	Students and teachers
<b>Total</b>		<b>13.522</b>	



# Participation in forums, councils, and networks

Network name	Topics covered	Main participating entities
Forest Code Observatory (OCF)	Rural Environmental Registry (CAR), area restoration program (PRA), restoration, deforestation and replacement, economic incentives, oversight, transparency.	The Nature Conservancy, Instituto Socioambiental, SOS Mata Atlântica, WWF, IPAM Amazônia, among others.
State Committee of the Caatinga Biosphere Reserve	Promoting biodiversity conservation, sustainable development, and the production of scientific knowledge about the Caatinga biome.	IBAMA, ICMBIO, SEMA-CE, SEMACE, INCRA, FIEC, FUNCEME, IFCE.
PAN birds of the Caatinga	Actions for the conservation of endangered Caatinga birds.	ICMBIO/CEMAVE, AQUASIS, UFPE, IBAMA, UFPB, SAVE.
PAN anteater and armadillos	Actions for the conservation of the giant anteater, giant armadillo, and three-banded armadillo, species of Brazilian fauna threatened with extinction.	ICAS, Instituto Tamanduá, ICMBio/CPB, UFG, Ibama, Zoo BSB, IEF/MG, UFMG.
PAN flora of the Caatinga	Actions for the conservation of the Caatinga flora in the states of Ceará and Piauí threatened with extinction.	CNCFLORA/JBRJ, SEMA-CE, ICMBIO, UFC, UFPI, UVA, MMA, SEMARH-PI.
PAN pollinating insects	Conservation actions for the maintenance and protection of endangered species of pollinating insects.	ICMBio, COPAN/ICMBio, Embrapa, MAPA, Brazilian Association for Bee Studies, Associação Abelha, Fundação Biodiversitas, Federal Universities, Federal Institutes, among others.
Management Council of the Raposa Farm Environmental Protection Area	Conservation actions for the Raposa Farm Area of Relevant Ecological Interest.	SEMA, UFC, FIEC, GIA, Municipality of Maracanaú.

Foto: Hiara Meneses

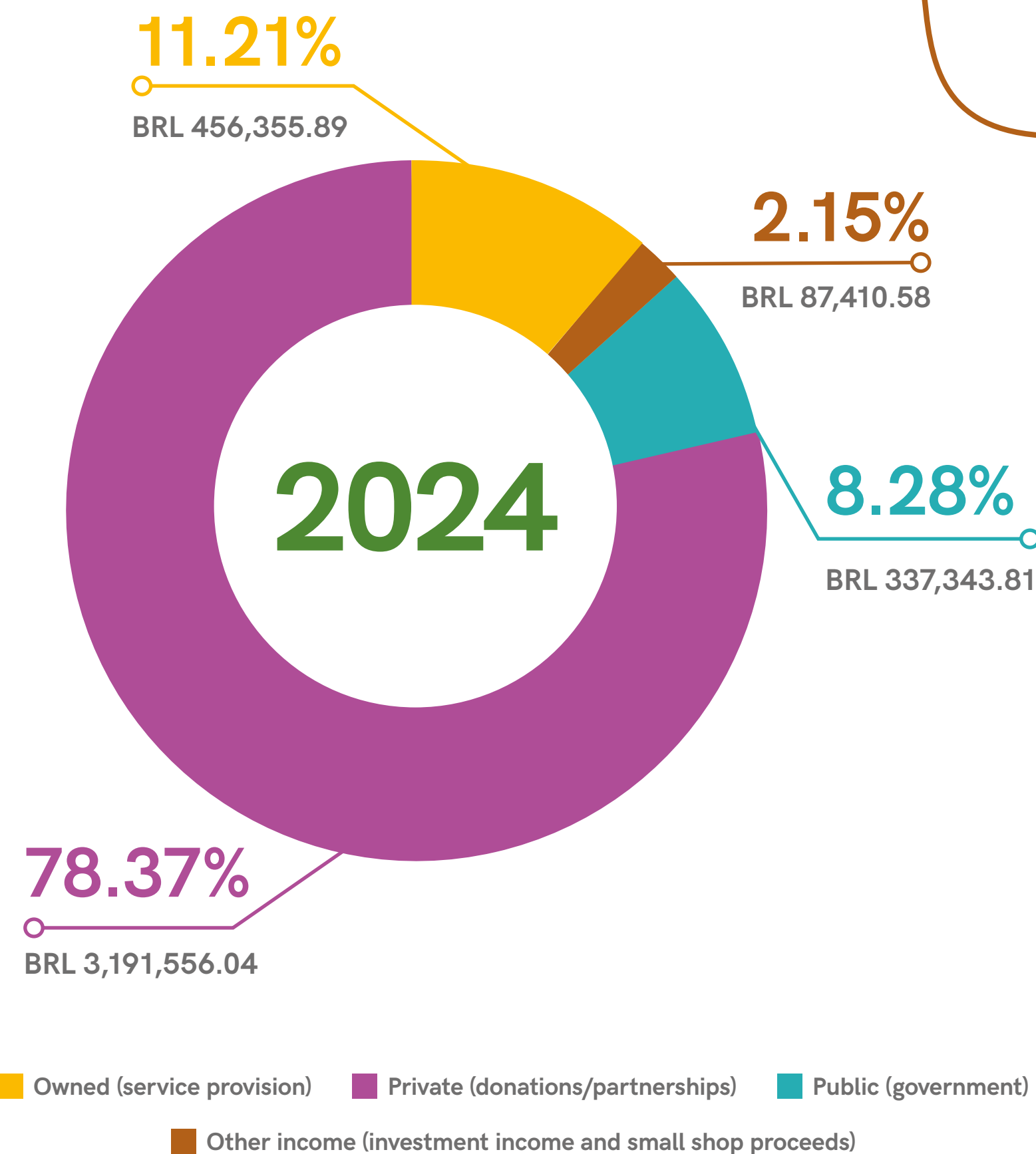


Network name	Themes covered	Main participating entities
Crateús Inlands Hydrographic Basin Committee (CBHSC)	Deliberations regarding water resource management with representatives from society sharing management responsibilities with the public authorities.	Water and Sewage Company of Ceará, Water Resources Management Company, Cáritas, Association of Teachers of Independência do Ceará – APROFI, Environment Secretariats and Representatives of fishermen’s and farmers’ unions.
Parnaíba River Basin Committee (CBH Parnaíba)	Coordination for the implementation of the Committee that will deliberate on the use of water resources in the basin.	REAPI, CODEVASF, IBAMA, ANA, CAGECE, EMATERCE, SEMA/MA, EMBRAPA, SRH/CE, SEMARH-PI.
Management Council of the Baturité Mountain Range Environmental Protection Area	Discussions on the approval and monitoring of the management plan; the regulation of public use, promotion of environmental education actions, support for inspection and mediation of conflicts of use; planning of strategies for the conservation of local biodiversity; encouragement of sustainable development in surrounding communities.	SEMACE, SEMA, ICMBio, MPE, Aquasis.
Advisory Management Council of the Serra da Ibiapaba Environmental Protection Area		ICMBio, UFC, UFPI, IFCE, IFPI, IPHAN, Conservation Unit Managers, Farmers’ Unions, Cáritas, traditional peoples and communities.
Advisory Management Council of the Poti River Canyon Park – CE		Ematerce, Oiticica Community Association, Poranga Volunteer Firefighters, UFC, UECE, SEMAM, Dom Fragoso, COGERH, CBH Sertões de Crateús, Sebrae.
Advisory Management Council of the Poti River Canyon State Park – PI		Main participating entities: SEPLAN, SETUR-PI, SAF-PI, EMATER-PI, Municipal Government of Buriti dos Montes, Municipal Government of Castelo do Piauí, Municipal Government of Juazeiro do Piauí, ICMBio, IPHAN, UFPI, UFC, Fazenda Enjeitado, Flor do Sertão Turismo, Tourist Guides of the Poti River Canyon, Canyon Poty Turismo.
Education Network of the Brazilian Semi-Arid Region (RESAB) of the Inhamuns and Crateús region – RESAB Crateús	Strengthening and thematizing contextualized education in the Inhamuns and Crateús territories.	Cáritas Diocesana Crateús, Escola Família Agrícola Dom Fragoso, IFCE, UFC, UECE, Sindicato dos Trabalhadores Rurais de Crateús, Coordenadoria Regional de Desenvolvimento da Educação – CREDE 13, Secretarias de Educação de the following municipalities: Tamboril, Ipaporanga, Poranga and Crateús.
Municipal Council for Children and Adolescents of the Municipality of Crateús – CE (CMDCA)	Guaranteeing the rights of children and adolescents and monitoring public policies in accordance with the Statute of Children and Adolescents (ECA).	Cáritas Diocesana de Crateús, Pastoral da Criança, Municipal Department of Education, Municipal Department of Social Assistance, Child Protection Council, Municipal Department of Health, Associação Escolinha Espaço Jovem Clube.
RECAA – Network for the Restoration of the Caatinga	ReCaa is a national collective movement that seeks to create governance in the Caatinga biome to strengthen the culture of restoration, the biome, and with it opportunities for dignified work, income generation, and maintenance of the Caatinga biome.	Governmental, non-governmental and private entities.



Transparency – Demonstration of  
the origin of total resources in 2024

Statement of origin of funds in 2024:  
R\$4,072,666.32





# Meet Associação Caatinga's team





# Meet Associação Caatinga's team



## ASSOCIAÇÃO CAATINGA BOARDS

### DELIBERATIVE BOARD

The deliberative board comprises 8 members from the environmental, business, and organized civil society sectors. It is responsible for the strategic steering of Associação Caatinga.

#### President

Edgar Gadelha Pereira Filho

#### Vice President

Roberto Proença de Macêdo

#### Business sectors

Edgar Gadelha Pereira Filho

Lúcio Carneiro Albuquerque

Milene Alves Pereira

Pedro Alcântara Rego de Lima

Roberto Proença de Macêdo

#### Organised Civil Society Sector

Carlos Rodrigo Castro Schlaefli

João Bosco Priamo Carbognin

Michele Mourão Matos

### HONORARY BOARD

Composed of individuals who support the socio-environmental cause and contribute to the institutional visibility of Associação Caatinga, it currently consists of:

- Estevão Ciavatta
- Renato Lima Aragão
- Regina Casé
- Wânia Cysne



### CARRER & WAGE PLAN

Approved in 2024, the Carrer & Wage plan is a milestone in valuing the people who build Associação Caatinga. The initiative establishes clear criteria for professional growth, promotes transparency in roles, and recognizes merit fairly and equitably. The plan contributes to talent retention and the long-term sustainability of teams.



### ORGANIZATIONAL CLIMATE SURVEY

Conducting the climate survey allowed us to listen carefully to the team, identify perceptions, needs, and opportunities for improvement in the work environment. The data collected will guide internal adjustments that promote well-being, engagement, and healthier relationships, reinforcing a culture of active listening and participatory management.



### STRATEGIC PLANNING UNTIL 2029

With the participation of all collaborators, Associação Caatinga developed its strategic plan for the period 2025 to 2029. Planning is an essential tool for guiding AC's future with clarity and purpose. It defines the goals and priorities that align the team's performance with the organization's mission. Developed through a participatory process, the plan also strengthens the internal team, improves decision-making, anticipates challenges, and expands the capacity for consistent socio-environmental response, in addition to reaffirming institutional transparency.



# Meet AC's team

## CEO

**Daniel Fernandes Costa**

## SOCIO-ENVIRONMENTAL PROGRAMS MANAGER

**Marília Alves do Nascimento**

## ADMINISTRATIVE-FINANCIAL

**José Roniesley Dias Melo**

Coordinator II

**Pedro Elder Maciano Silva**

PL I Analyst

**Renato Rodrigues Cavalcante**

Assistant V

## COMMUNICATION

**Kelly Cristina Pereira da Silva**

Coordinator II

**Otávio Fernandes Sousa**

Junior II Analyst

**Sabrina Késia de Araújo Soares**

PL I Analyst

## BIODIVERSITY CONSERVATION

**Samuel Victor da Silva Portela**

Coordinator V

**Antonio Lopes da Costa**

Nurseryperson II

**Anderson dos Anjos Felix**

Park Ranger I

**Francisco Israel da Silva Costa**

Park Ranger I

**Juniel Santos da Silva**

Park Ranger I

## COMMUNITY RELATIONS AND ENVIRONMENTAL EDUCATION

**Cássia Dias Pascoal**

Coordinator I

**Aidee Araújo de Oliveira**

Junior I Analyst for Socio-environmental Projects

**Carlito Rodrigues Lima**

Junior I Analyst for Socio-environmental Projects

**Francisco Antonio de Sousa**

Junior I Analyst for Socio-environmental Projects

**Francisca Andreza Antunes de Melo**

Junior IV Analyst for Socio-environmental Projects

**Rayanna Vanessa Alves da Silva**

Senior III Analyst for Socio-environmental Projects

## SERRA DAS ALMAS NATURAL RESERVE

**Gilson Miranda do Nascimento**

Manager II

**Antonia Nayara Sousa Matos**

General Services II

**Antonio Olavo Vieira das Chagas**

PL III Analyst for Socio-environmental Projects

**Emanoel Gleyson da Silva**

Park Ranger II

**Francisco Benedito Pereira dos Santos**

Park Ranger I

**Francisco Edivaldo Rodrigues da Silva**

Park Ranger I

**Tiago Souza de Pinho**

Park Ranger I

**Marcos Roberto Rodrigues Marques**

Operational Services Supervisor IV

**Maria Genilda Oliveira Melo**

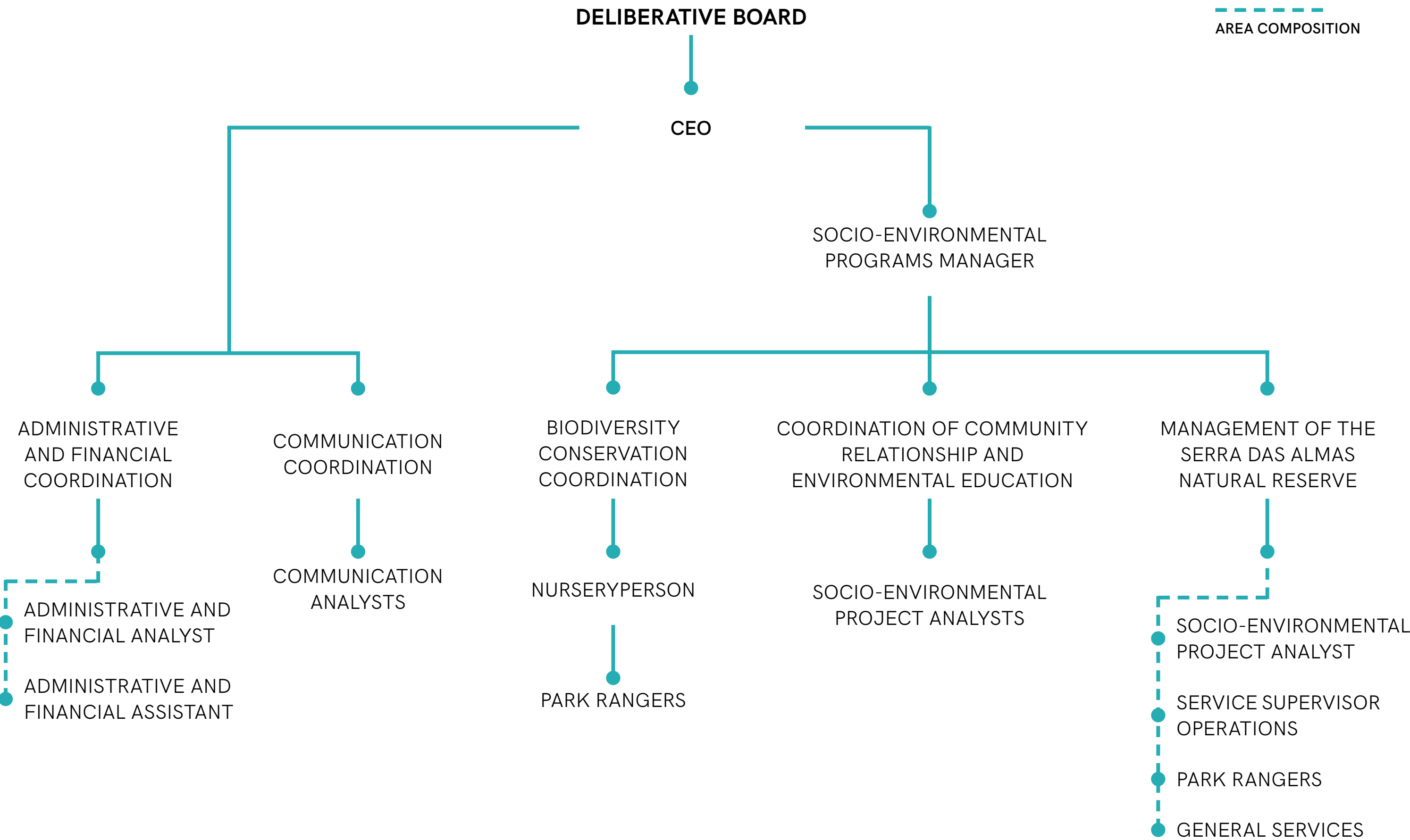
Park Ranger I

CLICK HERE TO GET TO  
KNOW BETTER ASSOCIAÇÃO  
CAATINGA'S TEAM





# Organizational chart





# Our support ecosystem











# CAATINGA

THE BIOME THAT IS  
THE FACE OF BRAZIL

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