

# Activity Report

## 2023



Foto: Fábio Barong



ASSOCIAÇÃO  
**CAATINGA**



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# Who makes CA



**AIDEE ARAÚJO DE OLIVEIRA**

Environmental Education Agent

**ANDERSON DOS ANJOS FELIX**

Park Ranger – Raposa Farm

**ANTONIA NAYARA SOUSA MATOS**

General Services – Serra das Almas Natural Reserve (RNSA)

**ANTONIO LOPES DA COSTA**

Plant Nursery Worker – Raposa Farm

**ANTONIO OLAVO VIEIRA DAS CHAGAS**

Environmental Analyst

**CARLITO RODRIGUES LIMA**

Mobilization Agent

**CARLOS HENRIQUE DE ARAUJO SILVA**

Plant Nursery Assistant – Flona Açú - RN

**CÁSSIA DIAS PASCOAL**

Environmental Analyst

**DANIEL FERNANDES COSTA**

General Coordinator

**EMANOEL GLEYSON DA SILVA**

Park Ranger – RNSA

**FRANCISCA ANDREZA ANTUNES DE MELO**

Environmental Education Agent

**FRANCISCO BENEDITO PEREIRA DOS SANTOS**

Park Ranger – RNSA

**FRANCISCO EDIVALDO RODRIGUES DA SILVA**

Park Ranger – RNSA

**FRANCISCO ISRAEL DA SILVA COSTA**

Park Ranger – Raposa Farm

**GILSON MIRANDA DO NASCIMENTO**

Coordinator Supervisor

**JOSÉ RONIESLEY DIAS MELO**

Administrative Coordinator - Financial

**JUAN CARLOS SILVA DE SOUSA**

Mobilization Agent

**JUNIEL SANTOS DA SILVA**

Park Ranger – Raposa Farm

**KELLY CRISTINA PEREIRA DA SILVA**

Communication Coordinator

**LAURA DANIELA RODRIGUEZ ORTIZ**

International Relations Agent

**LÍVIA LEVINSK ALVES DE SOUSA**

Communication Assistant

**MARCOS MOUREIRA DA SILVA**

Park Ranger – RNSA

**MARCOS ROBERTO RODRIGUES MARQUES**

Head of Operational Services

**MARÍLIA ALVES DO NASCIMENTO**

Environmental Education Coordinator

**OTÁVIO FERNANDES SOUSA**

Communication Assistant

**PEDRO ELDER MACIANO SILVA**

Administrative / Financial Assistant

**RENATO RODRIGUES CAVALCANTE**

Administrative / Financial Assistant

**SAMUEL VICTOR DA SILVA PORTELA**

Technical Coordinator

**SANDINO MOREIRA SILVA**

Institutional Relations Coordinator

**DELIBERATIVE COUNCIL**

**EDGAR GADELHA PEREIRA FILHO**

Deliberative Council President

**ROBERTO PROENÇA DE MACÊDO**

Deliberative Council Vice-President

**CARLOS RODRIGO CASTRO SCHLAEFLI**

**LÚCIO CARNEIRO ALBUQUERQUE**

**LÚCIO GONÇALO DE ALCÂNTARA**

**PEDRO ALCANTARA REGO DE LIMA**

**ROSEANE OLIVEIRA DE MEDEIROS**

**MICHELE MOURÃO MATOS**

**ANTÔNIO RENATO LIMA ARAGÃO**

**JOÃO BOSCO PRIAMO CARBOGIM**

**EBERTH TELES SANTOS**

**HONORARY COUNCIL**

**REGINA CASÉ**

**ESTEVÃO CIAVATTA**

**WÂNIA CYSNE DUMMAR DE MEDEIROS**



# Presentation

Photo: Barong





2023 was a special year for Caatinga Association, **the year in which the institution completed 25 years of working to protect and enhance the Caatinga**, the only biome exclusively Brazilian, in addition to stimulating sustainable local development and expanding climate resilience in communities of the semi-arid region of the Northeast. This journey has brought many challenges, but many achievements that we now share in this Activity Report. We understand that there is still much to be done to expand conservation efforts and generate opportunities for those who live in the semi-arid region. Considering the above, I invite you to follow the actions carried out by Caatinga Association in 2023 and join our cause of defending a better and fairer world.

Caatinga Association operates through seven lines of action: the creation and management of protected areas, reforestation, dissemination of social Technologies to promote coexistence with the semi-arid region, environmental education, research support, implementation of socioenvironmental public policies, and, finally, communication as a strategy to value the biome and engage society. A set of projects and programs were developed addressing these lines of action and some of the results are in this publication.

The Caatinga is one of the biomes most threatened and vulnerable to climate change. Approximately 13% of the biome is in an advanced stage of desertification due to human action that promotes deforestation, burning and the use of firewood for energy purposes, accelerating biome degradation and reducing the flow of the offered ecosystem services

To mitigate this scenario, we reviewed the Caatinga Association Strategic Plan, projecting the institution's strategy for the 2024-2028 period. We held the second edition of the Economic Incentives for Nature Conservation seminar, addressing topics such as Payments for Environmental Services, the carbon market, and compliance with the forest code. As a result of the event, the Government of the State of Ceará published the Law on Payments for Environmental Services, through which it will be possible to support initiatives that contribute to the protection of natural resources.

In accordance with the UN Decade of Ecosystem Restoration, Caatinga Association incorporated the technique of elongating seedling roots into its forest restoration projects, which consists of planting seedlings with roots measuring 1 meter in length. This technique was developed by the Department of Ecology of the Federal University of Rio Grande do Norte, and the results are significant, increasing the survival rate of seedlings to a percentage above 70%.

We have strengthened our work with socio-biodiversity and the bioeconomy through the execution of the Sustainable Carnauba project, which contributed to the implementation of good practices in the carnauba production chain and the increase in new technologies, raising the quality standards for the extraction of wax powder and generating income for communities involved in this extractive activity.

To celebrate its 25 years, the Caatinga Association received the O Otimista award in the sustainability category, recognizing the institution's efforts in preserving the Caatinga and promoting sustainable local development. Enjoy your reading!

**Daniel Fernandes** – General Coordinator



# Caatinga Association

Photo: Fábio Borong





## MISSION

To promote preservation of the Caatinga land, forests and waters, to guarantee the continuity of all its forms of life.

## VISION

To become a national reference in the development of the Caatinga preservation model, through the excellence of our actions in the promotion of this biome.



## VALUES

Transparency, Commitment, Innovation, Passion, Cooperation, Professionalism and Excellence.

## OUR STORY

AC was founded in October 1998 with the support of the Caatinga Conservation Fund, established by Samuel Johnson to protect the carnauba palm. It is a non-profit organization that works to protect the Caatinga and to develop communities in the semi-arid region in a sustainable way.

For over 25 years, the institution has been working to conserve and promote the Caatinga biome, the only biome exclusively Brazilian. Ensuring all possible forms of life in this area is part of our mission and we apply this objective in various actions, such as: support for the creation and management of new Conservation Units; reforestation of degraded areas and recovery of springs; dissemination of sustainable Technologies to promote coexistence with the semi-arid region; promotion of scientific research; environmental education in schools, training educators and society in general, always seeking to value the Caatinga and promoting communication to make the Caatinga better known for its riches than its scarcity.





# Sustainability



# Our actions are done in accordance with the Sustainable Development Goals (SDGs), the UN Decade of Ecosystem Restoration and the Kunming-Montreal Global Diversity Framework.

A strong alignment with Sustainable Development Goals 06, 13 and 15 can be emphasized, as well as adherence to 01, 02, 03, 04, 05, 10, 12 and 17.



DRINKING WATER AND SANITATION



ACTIONS AGAINST CLIMATE CHANGE



LAND LIFE



ERRADICATION OF POVERTY



HIGH-QUALITY EDUCATION



HEALTH AND WELLNESS



REDUCTION OF INEQUALITIES



GENDER EQUALITY



PARTNERSHIPS AND MEANS OF IMPLEMENTATION



RESPONSIBLE PRODUCTION AND CONSUMPTION



ZERO HUNGER AND SUSTAINABLE AGRICULTURE







# Highlights of the year

## PUBLIC POLICIES

- ARTICULATION FOR THE IMPLEMENTATION OF PSA LAW IN THE STATE OF CEARÁ.

## RESEARCH

- SUPPORT FOR RESEARCH ON THE BIOLOGICAL CONTROL OF *CRYPTOSTEGIA MADAGASCARIENSIS*.

## CREATION AND MGMT. OF PROTECTED AREAS

- CONDUCTION OF THE SECOND EDITION OF THE SEMINAR "ECONOMIC INCENTIVES FOR NATURE PRESERVATION;
- SUPPORT FOR THE MANAGEMENT OF RAPOSA FARM AND RIO MARANGUAPINHO EPAS;
- CREATION OF 3 RPPNS IN CEARÁ (RPPN AZEDO, IN SANTANA DO CARIRI; RPPN ALDEIA DA LUZ, IN CRATO; RPPN PEREIRA, IN APUIARÉS).



## COMMUNITY

- 444 BASIC FOOD BASKETS HANDED OUT;
- 42 PPE KITS HANDED OUT;
- DONATION OF FOOD CARDS, BUG REPELENT AND ZIPLOC FOR 1000 FAMILIES, A TOTAL OF 3223 PEOPLE IN 44 COMMUNITIES IN THE SERRA DAS ALMAS AREA.
- CONSTRUCTION OF 20 CISTERNAS DE PLACAS;
- CONSTRUCTION OF 40 CANTEIROS BIOSÉPTICOS AND 07 BATHROOMS;
- 01 TECHNOLOGY AND INNOVATION ITEM IMPLEMENTED AND TESTED: SOLAR DRYER.

## COMMUNICATION

- 25 YEARS OF CAATINGA ASSOCIATION;
- COP-28 PRESENTATION IN DUBAI OF PROJECTS SUSTAINABLE CARNAÚBA AND RESTAURA CAATINGA, AS PROJECTS THAT CONTRIBUTE FOR THE PROTECTION OF THE CAATINGA AND CREATION OF OPPORTUNITIES FOR THE SEMIARID COMMUNITIES;
- OTIMISTA SUSTAINABILITY AWARD.

## REFORESTATION

- 20 THOUSAND SEEDLINGS AND 15KG OF NATIVE SEEDS PLANTED WITH THE ELONGATED ROOT TECHNIQUE;
- 20 HECTARES OF CAATINGA BIOME RESTORED AND ENRICHED;
- PLANTING AND MONITORING OF 12.800 NATIVE CAATINGA SEEDLINGS.



# Performance

Photo: Barong



# WATER REPLACEMENT IN THE FORTALEZA METROPOLITAN AREA (ARIE RAPOSA FARM)

PARTNER: COCA-COLA BRASIL, SOLAR COCA-COLA E WHITE MARTINS COM O APOIO INSTITUCIONAL DA UNIVERSIDADE FEDERAL DO CEARÁ, PREFEITURA MUNICIPAL DE MARACANAÚ, SECRETARIA ESTADUAL DO MEIO AMBIENTE DO CEARÁ E FEDERAÇÃO DAS INDÚSTRIAS DO ESTADO DO CEARÁ.

STATUS: IN PROGRESS

**PROJECT OBJECTIVE:** implementation of forest preservation and restoration actions in the Area of Relevant Ecological Interest (ARIE) Raposa Farm, a Conservation Unit measuring 136 hectares located in the municipality of Maracanaú – Ceará.

## MAIN RESULTS



### PLANTING OF 4.000 SEEDLINGS

composing an accumulated total of 22.750 seedlings since 2022.



### 91,5 MILLION LITERS OF WATER

waste prevented per year.

- Maintenance of local biodiversity and execution of preservation methods that positively impact the river basin in the metropolitan region of Fortaleza;
- Monitoring, preservation and maintenance of firebreaks in Raposa Farm;
- Periodical pruning of the copernicia palms;
- Creation of a wildland firefighting brigade with periodic trainings;
- Reduction of fires: 2022 was the first year in a decade without fires. In 2023, the outbreaks were quickly controlled.



# WATER REPLACEMENT IN THE FORTALEZA METROPOLITAN AREA (RIO MARANGUAPINHO EPA)

PARTNER: COCA- COLA BRASIL

STATUS: COMPLETED

**PROJECT OBJECTIVE:** to contribute to the preservation efforts of the Rio Maranguapinho Environmentally Protected Area (APA), an environmental preservation unit in the metropolitan area of Fortaleza (CE).

## MAIN RESULTS

- Planting and monitoring of 8.800 Caatinga native seedlings;
- Protection and inspection aiming to reduce the incidence of forest fires;
- Acquisition of a motorcycle and equipment for the forest fire brigade.







## AC INSTITUTIONAL STRENGTHENING

PARTNER: INSTITUTO GALO DA MANHÃ  
STATUS: IN PROGRESS

**PROJECT OBJECTIVE:** to improve Caatinga Association's communication e marketing strategies, with the aim of engaging society in Caatinga preservation.

## MAIN RESULTS

- Implementation of a communication and marketing plan;
- Acquisition of software licenses for content creation;
- Production of communication campaigns using the Ecological Calendar as a reference.



# RPPN VOLUNTARY PRESERVATION: CREATING ENVIRONMENTAL SERVICES

PARTNER: GEF TERRESTRE/  
FUNBIO

STATUS: IN PROGRESS

**PROJECT OBJECTIVE:** to amplify and enhance the management of legally protected areas, with focus on the Private Reservations of Natural Patrimony (RPPNs). It takes place in the states of Ceará and Rio Grande do Norte, which have the greatest part of their territories within the Caatinga biome and are undergoing alarming deforestation rates.

## MAIN RESULTS



### CREATION OF HUGO PEREIRA RPPN in Apuiarés-CE

- Elaboration of the Management Plan for RPPN Fazenda Arizona, in Quixadá-CE and for RPPN Refúgio Jamacaii, in Equador-RN;
- Review and update of RPPN Serra das Almas' Management Plan in Crateús-CE;
- Support to the implementation of the steps defined in the Management Plans of five RPPNs in the city of Crateús-CE;
- Identification of areas for the creation of new RPPNs in the state of Rio Grande do Norte through the production of workshops;
- Capacitation of the RPPN Serra das Almas' Natural Reserve Team for the Combat of Forest Fires;
- Acquisition of fire prevention equipment for the forest fire brigade (helmets, goggles, flashlights, gloves, whistles, boots and special clothing);
- Acquisition of leg gaiters – support for the RPPN visitations;
- Acquisition of five camera traps for fauna monitoring.



Photo: Technical team at RPPN Fazenda Arizona - AC Collection









# CAATINGA RESTORATION: INNOVATIVE TECHNIQUES, CAPACITATION OF PEOPLE AND STRENGTHENING OF THE SEED NETWORK

PARTNER: GEF  
TERRESTRE/FUNBIO/  
UFRN E ICMBIO

STATUS: COMPLETED

**PROJECT OBJECTIVE:** foundation of a Caatinga forest restoration capacitation center to promote the Forest Restoration production chain through the creation of new restoration technologies; diffusion of technical information for the people involved in the restoration productive chain and strengthening of the seed network.

## MAIN RESULTS

- Construction of the Imburana Caatinga Restoration Center (CIRCA);
- Performance of the Forest Restoration Advanced Course with the participation of more than 200 people;
- Provision of a course for seed collectors in the surroundings of Açú National Forest and Serra das Almas Natural Reserve;
- Restoration of the greenhouse in Açú National Forest;
- Monitoring of experiments with elongated roots;
- Production of educational material, a website with forest restoration data from the Caatinga and a project documentary.



CAATINGA  
RESTORATION WEBSITE



PROJECT  
DOCUMENTARY

Click to find  
out more





# SUSTAINABILITY PROJECT AND VALUE CREATION IN PRODUCTION CHAINS

PARTNER: DEUTSCHE GESELLSCHAFT  
FÜR INTERNATIONALE  
ZUSAMMENARBEIT (GIZ)

STATUS: COMPLETED

**PROJECT OBJECTIVE:** conduction of field research to compose the baseline of carnauba powder production costs. Annual data and information were collected over 3 harvests on productivity and income generation from the carnauba activity. In addition, the initiative included mapping the carnauba extractive activity in the state of Maranhão to gather information on the occurrence and significance of the activity in the state and the settlements found.

## MAIN RESULTS

- 15 producers interviewed;
- Research composed by 3 groups formed by small, medium and large producers;
- 2 states contemplated: Ceará and Piauí;
- 8 cities contemplated: Morrinhos, Marco, Pacatuba, Jaguaruana, Esperantina, Campo Maior, Piripiri and Floriano;
- Quick mapping of the Carnaúba Chain production in Maranhão.







# RECONNECTING INDIVIDUALS, RECYCLING ATTITUDES

PARTNER: ENGIE BRASIL  
STATUS: IN PROGRESS

**PROJECT OBJECTIVE:** to monitor the Trairi Recyclable Collectors Association - Sol Nascente (Rising Sun), assisting in the group’s integration activities to establish new partnerships, strengthen its organization and expand leadership development.

## MAIN RESULTS

- Monitoring the process of use and occupation of the Triage Center and the various integration activities of the collectors;
- 15 monitoring visits performed;
- 20 hours of capacitation courses for the flow of products;
- 1 exchange workshop among collectors’ associations;
- 1 public library installed in the Triage Center - Recicloteca;
- 360 basic food baskets distributed to the collectors members of the association;
- Addendum to the agreement signed and established between Sol Nascente Collectors Association, Trairi City Hall and Engie Brasil.







# PRESERVATION OF NATURAL RESERVE SERRA DAS ALMAS

PARTNER: THE NATURE CONSERVANCY E SC JOHNSON

STATUS: IN PROGRESS

**PROJECT OBJECTIVE:** protection of Serra das Almas Natural Reserve and development of an integrative model for Caatinga preservation combined with biome preservation and local sustainable development.

[Click here and find the Online tour of Serra das Almas Natural Reserve](#)

## MAIN RESULTS



**4,7 BILLION LITERS OF WATER RUNOFF**  
prevented per year.



**1.647.245 TONS**  
of stored carbon.

- Preservation of 6.285 hectares of Caatinga;
- Restoration of 2,5 Km of fences, construction of 29,5 km de aceiros para prevenção de incêndios florestais;
- RPPN monitoring with the objective of preservation and maintenance of ecosystem services;
- Exchange program with the Petrobras Climate portfolio projects;
- Installation of 01 enclosure for the reintroduction of birds in partnership with Aquasis;
- Improvements to the accommodations at the unit's headquarters: solar lighting, lining of bedroom ceilings, construction and renovation of bathrooms;
- Donation of food assistance cards, bug repellent and Ziploc bags for 1.000 families, 3.223 persons in 44 communities around the RPPN.



# CAATINGA RESTORATION

PARTNER: VBIO E CELEO REDES

STATUS: FINALIZADO

**PROJECT OBJECTIVE:** strengthening the Caatinga restoration production chain through training and qualification courses, improvement of the seed network and planting of native seedlings.

## MAIN RESULTS

- Provision of the advanced course in Caatinga ecological restoration and the parobotanical seed collection;
- 80 hours of courses and trainings;
- 140 trained staff in the forest restoration area;
- 20k seedlings e 15kg of native seeds planted with the elongated root technique;
- 20 Caatinga biome hectares restored and enriched;
- Seedling survival rate above 73%.





**THE SURVIVAL RATE OF SEEDLINGS IN THE AREA CONTEMPLATED BY THE CAATINGA RESTORATION PROJECT WAS 73%. THIS IS AN INNOVATIVE AND REVOLUTIONARY RESULT FOR CAATINGA RESTORATION, SINCE CONVENTIONAL SEEDLING PLANTING METHODS USED IN THE CAATINGA HAVE AN AVERAGE SURVIVAL RATE OF 30%. THE WORK PERFORMED IN THE PROJECT HAS SHOWN GREAT SUCCESS EVEN DURING THE DRY PERIOD.**

The project adopted an innovative method in its forest restoration process that was developed by the Restoration Ecology Laboratory at the Federal University of Rio Grande do Norte (UFRN). The technique consists of using seedlings with elongated roots, up to 1 m long, supported by PVC pipes and planted in individually watered locations.

This method strengthens the plants' root system, increasing their capacity for survival, and, as a result, has received the "Dryland Champions Brazil" award, an important recognition from the United Nations Convention for initiatives that significantly contribute to the development of sustainable soil management practices in drylands and combat desertification.

Click to find out more



RESEARCH DONE ON THE SURVIVAL RATE OF SEEDLINGS



PROJECT DOCUMENTARY





# SUSTAINABLE CARNAÚBA PROGRAM: STRENGTHENING THE CARNAÚBA PRODUCTION CHAIN

PARTNER: VBIO E  
GRUPO BOTICÁRIO

STATUS: FINALIZADO

**PROJECT OBJECTIVE:** to help overcome the challenges faced by the Carnauba production chain through the establishment of a community model, viable and trained in extraction, promoting health, occupational safety and productive efficiency through technology and innovation, to encourage other producers to seek the same transformations promoted by this initiative.

The project also aims to modernize the chain, encouraging the formalization and professionalization of this sector, helping improve the living conditions of the extractive population while promoting the qualification of the carnauba production chain for national and international markets.

## MAIN RESULTS

- 01 community adopted by the project: Aragão Settlement, in Miraíma - Ceará;
- 42 families serviced;
- 84 basic food baskets given;
- 42 PPI kits given;
- 01 health and safety training performed;
- 01 good environmental practices course delivered;
- 12 qualification course hours taught;
- 01 technology and innovation item implemented and tested: the solar dryer;
- 10k straw kits for crafts given;
- 02 hectares restored with the planting of carnaúba seedlings;
- Elevation of the quality and quantity of wax powder from carnauba extraction.



Click and watch  
the project's video







# IN CAATINGA MOOD

PARTNER: PETROBRAS

STATUS: IN PROGRESS

**PROJECT OBJECTIVE:** to contribute to mitigate the potential effects of global warming, to the climate adaptation of rural communities involved and to the protection of water resources, forests and the armadillo, through conservation activities in the Caatinga.

The project includes conservation activities and support for Private Natural Heritage Reserves (RPPN), including the Serra das Almas Natural Reserve and four other RPPNs established in the previous phases of the project; planting and monitoring of 5,000 seedlings of native Caatinga species, ensuring the neutralization of emissions generated during project execution and expansion of ecosystem services; dissemination of social technologies in 40 communities, promoting adaptation to semiarid conditions and improving the quality of life in these communities; environmental education activities with a focus on early childhood audiences and women's empowerment and income generation; and, finally, communication activities aiming to engage and raise awareness in society about the importance of protecting the biome.

Photo: Fábio Barong







Click and watch  
the video

## MAIN RESULTS



TOUR ONLINE  
CAATINGA UM  
NOVO OLHAR

- Estimated number of project participants in 2023 – continuous direct audience: 982 people. Occasional direct audience: 18,192 people;
- 07 micro watersheds done - 5 Ceará + 2 Piauí;
- Support for the implementation of new activities in the management plans of 05 RPPNs in Crateús;
- Creation of 2 RPPNs in Ceará's Cariri region (RPPN Azedos, in Santana do Cariri and RPPN Aldeia da Luz, in Crato);
- Holding the second edition of the seminar on economic incentives for nature conservation;
- Continuing the scientific monitoring of mammals with emphasis on felines and primates;
- 03 monitoring sessions of the restored area in the RNSA;
- 96 monitoring sessions carried out for the conservation and protection of Serra das Almas Natural Reserve (RNSA) by the Park Rangers team;
- Construction of 20 cisterns;
- Construction of 40 bio septic tanks and 07 bathrooms;
- 02 monitoring sessions of the social technologies implemented in the communities surrounding the RNSA;
- 18 early childhood support meetings held involving 2 rural communities in Piauí and Ceará and reaching a total of 141 people;
- 08 puppet theater sessions held reaching 4 institutions and 248 children;
- 02 green screen cinema sessions involving 108 people;
- 01 'Caatinga Women Entrepreneurs' course held involving 31 women from rural communities surrounding the RNSA;
- 01 'The Blossoming of Childhood in the Caatinga' course held, involving 65 educators;
- 'Discover and Preserve the Caatinga' exhibition held at Seara da Ciência, with an attendance of 10,053 people in 2023;
- 28 volunteers absorbed by the Caatinga League – Caatinga Association Volunteer Program;
- RNSA Online Tour and 'Caatinga - um novo olhar' exhibition produced and available for broad public access.



# Communication





# SOCIAL MEDIA

## FACEBOOK

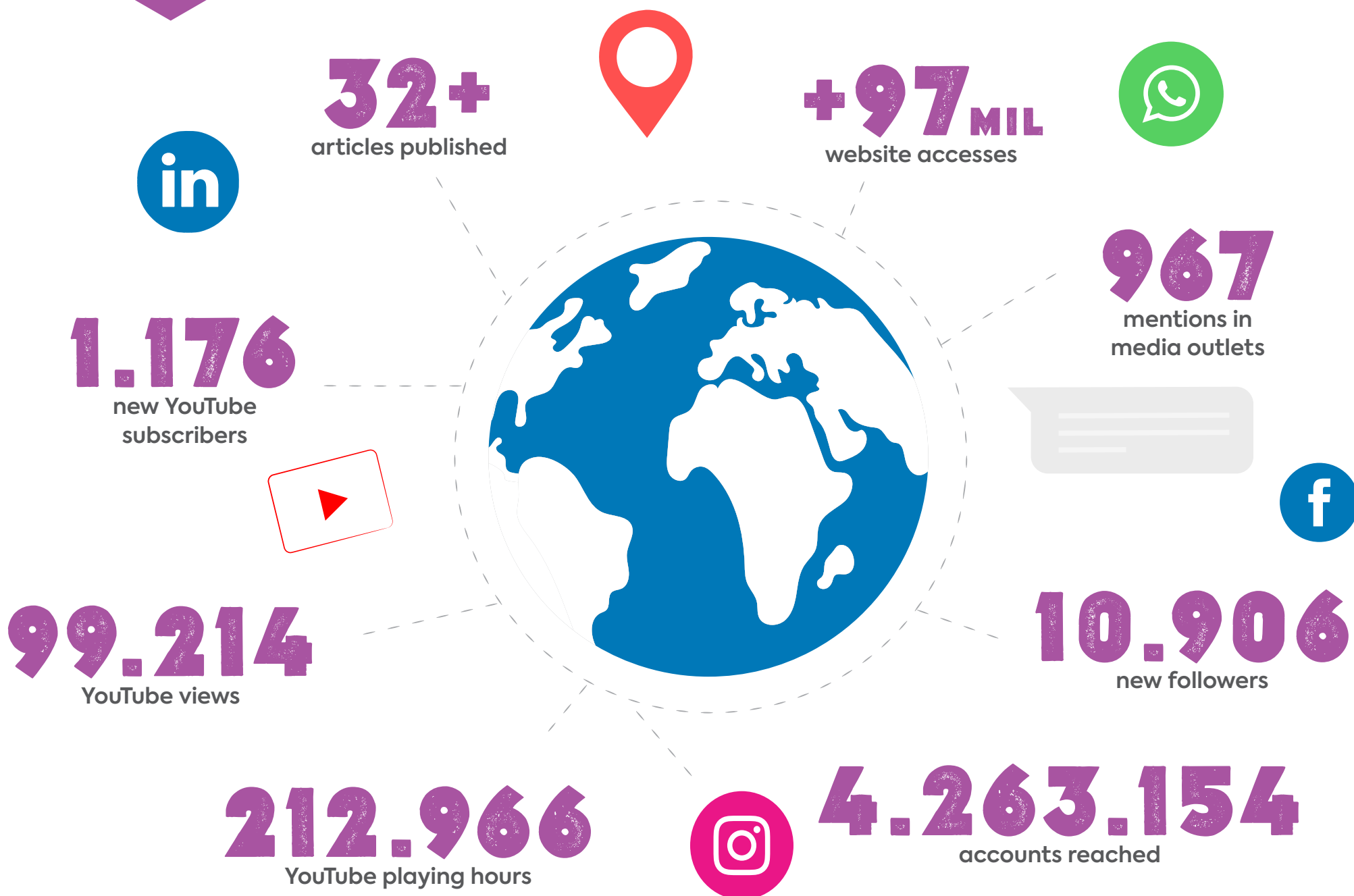
Caatinga Association  
January 2023: 16.035  
December 2023: 16.273

No Clima da Caatinga  
January 2023: 11.967  
December 2023: 12.125

## INSTAGRAM

Caatinga Association  
January 2023: 48.745  
December 2023: 56.353

No Clima da Caatinga  
January 2023: 13.656  
December 2023: 16.558





# AC IN THE MEDIA



## Nordeste Rural - Ceará







**UM MUNDO ENCANTADO**  
SERRA DAS ALMAS, A CAATINGA COMO VOCÊ NUNCA VIU

**UMA LUGAR COMO NUNCA VIU**  
A Serra das Almas, no norte do Ceará, é um dos poucos lugares onde a Caatinga ainda se encontra em sua forma original. O local é conhecido por sua beleza e pela presença de muitas espécies de plantas e animais ameaçadas de extinção. A Serra das Almas é uma das poucas áreas de Caatinga que ainda se encontra em sua forma original. O local é conhecido por sua beleza e pela presença de muitas espécies de plantas e animais ameaçadas de extinção.

# Ceará contabiliza 55 espécies ameaçadas de extinção

15% da flora e da fauna da Caatinga está em risco; no CE o bioma é impactado por queimadas e pelo uso de lenha como matriz energética

O Instituto Brasileiro de Geografia e Estatística (IBGE) divulgou, através da pesquisa Contas de Ecossistemas, que pelo menos 481 espécies de plantas e animais da Caatinga estão ameaçadas de extinção. No Ceará, que tem o território quase inteiramente formado por esse bioma, a lista vermelha da Secretaria do Meio Ambiente e Mudança do Clima do Estado (Sema) aponta 55 espécies de animais em risco de desaparecer. "A Caatinga é o único bioma exclusivamente brasileiro. As principais consequências caso houvesse uma degradação ainda maior seria justamente a extinção de muitas espécies que só ocorrem aqui", explica o coordenador técnico da Associação Caatinga, Samuel Portela.

Os estudos indicam que este é o terceiro bioma mais ameaçado do Brasil, atrás apenas do Cerrado e da Mata Atlântica. O estudo do IBGE



A Caatinga é o terceiro bioma mais ameaçado do Brasil, atrás apenas do Cerrado e da Mata Atlântica

# Caatinga tem 481 espécies ameaçadas de extinção

**MEIO AMBIENTE** | Bioma nordestino é o terceiro no Brasil em grau de risco à sobrevivência da fauna e flora. Em primeiro está o Cerrado e em segundo a Mata Atlântica

**LUCIANO CESÁRIO**  
luciano.cesario@opovo.com.br

O bioma Caatinga tem pelo menos 481 espécies de plantas e animais que estão ameaçadas de extinção. A informação consta na pesquisa Contas de Ecossistemas, divulgada nesta quarta-feira, 24, pelo Instituto Brasileiro de Geografia e Estatística (IBGE). O estudo analisou o grau de risco à sobrevivência da fauna e flora nas sete zonas biogeográficas brasileiras.

A Caatinga, que ocupa uma área de aproximadamente 806 km² na região Nordeste, é o terceiro ecossistema com maior proporção de espécies ameaçadas. Os 481 plantas e animais em risco da fauna e flora



FABIO LIMA

# TURISMO CONSCIENTE AJUDA NA PRESERVAÇÃO

Recursos também permitem melhorar condições de vida dos moradores

**JACILDO SARAIVA**

Atividade turística responde por 8,1% da emissão de gases de efeito estufa no mundo, de acordo com um estudo do Conselho Mundial de Viagens e Turismo (WTTTC, na sigla em inglês). Para especialistas do segmento, é possível fazer o setor se desenvolver de forma sustentável. Iniciativas em andamento incluem um maior envolvimento das empresas com boas práticas de preservação ambiental, novos formatos de viagens, com apelo comunitário, e sistemas digitais para o controle de acesso de turistas a reservas naturais.

— O turismo exercido de forma consciente contribui para a preservação ambiental e o desenvolvimento socioeconômico dos destinos — diz José Roberto Tadros, presidente da Confederação Nacional do Comércio de Bens, Serviços e Turismo (CNC). — Afinal, o interesse pela atividade turística vai diminuir sem um meio ambiente bem cuidado.



Paraíso no Brasil, Rio da Prata, em Bonito (MS); c



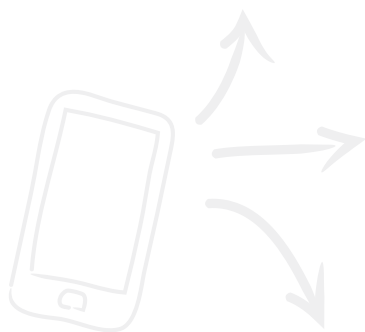
# VIDEOS



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OUT ALL OUR VIDEOS



# LIVES



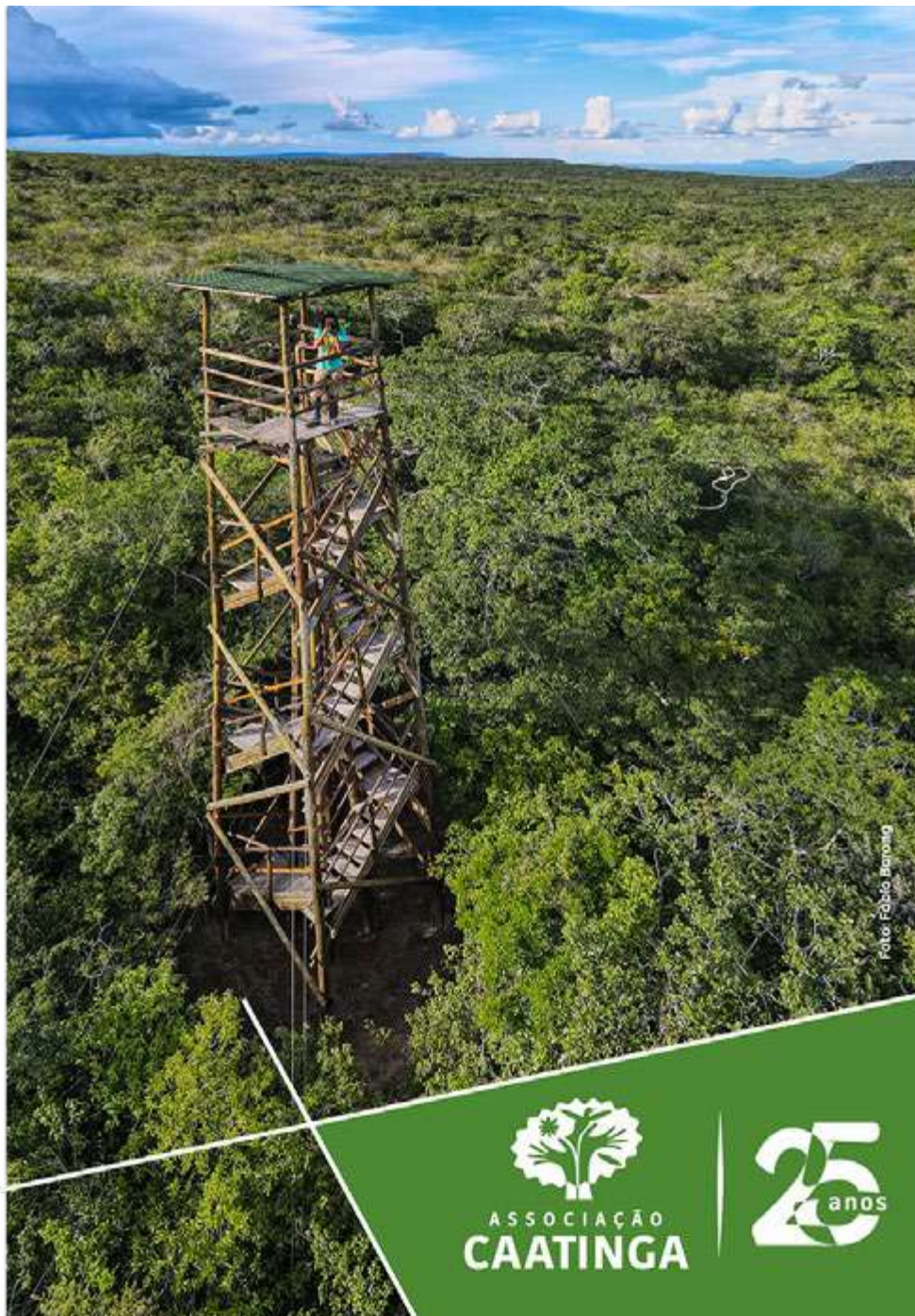






# PUBLICATIONS

[CLICK HERE AND DISCOVER  
THE PUBLICATIONS](#)



## CAATINGA ASSOCIATION - 25 ANOS

On October 21, 1998, Caatinga Association (CA) was founded with the mission of preserving plants, animals and the natural communities that represent the Caatinga's biodiversity. The institution was born from the Implementation of the Caatinga Conservation Fund, established by SC Johnson.

Throughout this 25-year journey, many challenges have emerged, but positive results have been achieved in the protection of biodiversity and generation of opportunities for CA partner communities. These results have been detailed and compiled in the "Caatinga Association: 25 Years" book.





## FAMILY FARMING IN CARNAÚBA EXTRACTION

In the production sector, carnauba provides many rural workers with a profitable activity during the dry season in the Caatinga, especially between August and December, the time of carnaúba straw harvest.

This material provides answers to the questions and challenges encountered by farming families who are protagonists in the carnauba production chain, such as recommendations for improving carnauba productivity, plague control, carnauba tree management techniques, means of proving the performance of family farming, among others that will be shared throughout the document.



## BOARD GAME - WE ARE THE FOREST

The goal of the #SomosAFloresta game is to advance through sustainable practices and collaborate to build a more balanced and healthier world. Through actions aimed at environmental care, participants can accumulate points and win, reflecting on the importance of adopting sustainable practices in our daily lives and contributing to a more sustainable future for our planet.





25  
anos



[CLICK HERE AND WATCH  
THE EVENT VIDEO](#)

**CAATINGA ASSOCIATION  
WAS CREATED DUE TO  
THE SUPPORT OF SC  
JOHNSON, THROUGH THE  
CAATINGA PRESERVATION  
FUND. CAATINGA  
ASSOCIATION STARTED  
ITS ACTIVITIES WITH  
THE HELP OF THIS FUND,  
WITH THE PRESERVATION  
OF SERRA DAS ALMAS  
NATURAL RESERVE.**

The event occurred on the 24th of October, at the Federation of Industries of the State of Ceará (FIEC), with the launch of a Caatinga-themed clothing collection in partnership with Handara, a jeanswear company.

On the same occasion, Roberto Proença de Macêdo was honored. Roberto Macêdo is currently a Deliberative Counselor of Caatinga Association. He was the first president of this Council, holding this position for 12 years.

During the event, three institutional videos and the digital book "Caatinga Association – 25 Years" were also launched, covering topics such as Caatinga biodiversity, the history of the Association, the Serra das Almas Natural Reserve, reforestation activities, distribution of social technologies, work in rural communities, awards, public policies and much more.







# Relationship with Society

## II SEMINÁRIO INCENTIVOS ECONÔMICOS PARA A CONSERVAÇÃO DA NATUREZA



### Panorama do Código Florestal

#### PROGRAMAS DE REGULARIZAÇÃO AMBIENTAL – PRA

O Brasil tem o Código Florestal desenvolvido sob o lema do desenvolvimento sustentável, buscando conciliar a conservação ambiental com o crescimento econômico. Este é o primeiro passo para a regularização ambiental, que visa garantir a sustentabilidade dos recursos naturais e a qualidade de vida das futuras gerações.

O Brasil possui uma das maiores reservas florestais do mundo, com mais de 500 milhões de hectares de floresta. No entanto, a pressão antrópica tem causado a degradação e o desmatamento de grandes áreas, ameaçando a biodiversidade e o equilíbrio ambiental.

Para garantir a sustentabilidade, é necessário implementar políticas públicas que promovam a conservação e a regularização ambiental. O Código Florestal é uma das principais ferramentas para isso, estabelecendo regras para o uso e a proteção das áreas de preservação ambiental.

A regularização ambiental é um processo complexo, que envolve a identificação das áreas de preservação, a avaliação dos impactos ambientais e a implementação de medidas de mitigação. É importante que o processo seja transparente e participativo, envolvendo a sociedade civil e os órgãos competentes.

A regularização ambiental é essencial para garantir a sustentabilidade do Brasil, preservando seus recursos naturais e promovendo o desenvolvimento econômico e social.



### Portal do Código Florestal

### Termômetro do Código Florestal



TRAININGS, QUALIFICATIONS AND PARTICIPATION IN EVENTS				
Qualification	Responsible institution	Participating member	Data	Local
Preparation meeting for the 3rd cycle of the Caatinga birds PAN	CEMAVE/ICMBio	Samuel Portela	08/03	Online
Seminar of Economic Incentives for Nature Preservation	Caatinga Association	Caatinga Association technical team	25/04	Fortaleza (CE)
Dialogue for responsible use of carnauba	Union for Ethical BioTrade (UEBT), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), MPT e outras.	Marília Nascimento Sandino Moreira	21/06	Teresina (PI)
Mid-term evaluation workshop on the giant anteater, giant armadillo and three-banded armadillo	CPB/ICMBio	Samuel Portela	21 and 22/06	Cabedelo (PB)
Semiarid Program Consultation Council meeting	IDH	Daniel Fernandes	01 to 03/08	Petrolina (PE)
Workshop to prepare the 3rd cycle of the Caatinga birds PAN	CEMAVE/ICMBio	Samuel Portela	7 to 11/08	Cabedelo (PB)
III Seminar for the exchange of vegetation recovery projects in Preservation Units supported by the terrestrial GEF in the Caatinga biome	FUNBIO	Carlito Rodrigues Daniel Fernandes Gilson Miranda Samuel Portela	19 to 21/09	Juazeiro (BA)
IV Ceara AgroSectors Seminar	FAEC/Senar/FIEC	Aidee Araujo Cássia Pascoal	27 and 28/09	Fortaleza (CE)



## TRAININGS, QUALIFICATIONS AND PARTICIPATION IN EVENTS

Qualification	Responsible institution	Participating member	Data	Local
Digital marketing and social media management course	CDL College	Kelly Cristina	09,16,13 and 30/09	Fortaleza (CE)
Professional master's degree in biodiversity preservation and sustainable development	Higher Education in environmental preservation and sustainability - ESCAS - Ipê School	Gilson Miranda	09/2023	Hybrid model - Nazaré Paulista (SP)
Green Hydrogen FIEC Summit	FIEC	Aidee Araujo Cássia Pascoal	25/10	Fortaleza (CE)
Workshop: state coordination and the forest code	Forest Code Observatory (OCF)	Marília Nascimento	25 and 26/10	Brasília (DF)
1º Exchange of Forest Fire Brigades	SEMA - APA da Bica do Ipu	Anderson dos Anjos; Antonio Lopes; Francisco Israel; Francisco Benedito; Francisco Edivaldo; Emanoel Gleyson; Marcos Moureira; Olavo Vieira.	18 to 19/11	Ipu (CE)
MBA in Project Management	São Paulo University (USP)	Marília Nascimento	2023	Online









RELATIONSHIP WITH SOCIETY AND COMMUNITIES			
Activity	Place	Attnd.	Target audience
SC Johnson food and bug repellent donation campaign	44 rural communities in Piauí and Ceará	3223	Students, farmers and the open public
Water cistern construction course	Bebedouro - PI and Lagoas - CE	34	Farmers serviced by NCC
Bioseptic site qualification course	Queimadas and Xavier settlement - CE	36	Farmers serviced by NCC
Parabotanists and seed collector course	Serra das Almas Nature Reserve	22	Population living around the RNSA and operational team
Forest restoration advanced course	Online	84	Students, teachers, NGOs, public and private sectors
Qualification course focused on associative and waste management	Trairi	60	Trairi collectors of recyclable materials
Qualification course in good practices in the carnauba production chain	Miraíma	42	Family farmers and carnaúba extraction workers
Early childhood support meetings	Crateús and Buriti dos Montes	141	Parents and guardians of children in early childhood
Qualification course for teachers in Environmental Education in the semiarid context	Crateús and Buriti dos Montes	65	Educators from rural schools in the surroundings of the RNSA
Caatinga Women Entrepreneurs course	Crateús	36	Farmers, artisans and women from the RNSA surroundings
Discover the Preserve the Caatinga Exhibit	Fortaleza	1040	Open public
Caatinga League Volunteering Program	Brazil	28	Open public
<b>Total</b>		<b>4811</b>	







# Forums, networks and counseling





Networks	Themes approached	Participating entities
National Plan for the Preservation of Caatinga Birds (Caatinga Birds PAN)	Preservation activities for the maintenance and protection of endangered caatinga bird species	ICMBio, Aquasis, SOS Sertões, UEFS/BA, UEMA/CESC, INEMA/BA, CPRH
National Plan for the Preservation of the Giant Anteater, Giant Armadillo and Three-Banded Armadillo (PAN TATA)	Preservation activities for maintenance and protection of the giant anteater, giant armadillo and three-banded armadillo	ICMBio, IBAMA, Instituto Tamanduá, AZAB, ICAS, IEF/MG, IDEMA/RN
National Plan for the Preservation of Pollinating Insects (Pollinating Insects PAN)	Preservation activities para maintenance and protection of endangered species of pollinating insects	ICMBio, COPAN/ICMBio, Embrapa, MAPA, Brazilian Association for Bee Studies, Bee Association, Biodiversitas Foundation, Federal Universities, federal institutes, among others
Forest Code Observatory (OCF)	Rural environmental registry (CAR), area restoration program (PRA), forest restoration, suppression and replacement, economic incentives, monitoring, transparency	The Nature Conservancy, Instituto Socioambiental, SOS Mata Atlântica, WWF, IPAM Amazônia, among others
Semiarid Education Network - RESAB	Education in the context of living in the semiarid region	Diocesan Caritas of Crateús; UFC; UECE; Regional Coordination for the Development of Education/Crede-13; Teachers' Union; Dom Frágoso Agricultural Family School
Municipal Council for Children and Adolescents of the Municipality of Crateús/CE (CMDCA)	Guarantee of the rights of children and adolescents in the municipality, in accordance with the Statute of Children and Adolescents	Diocesan Caritas of Crateús; Pastoral care for children; Municipal Department of Education, Municipal Department of Social Welfare; Guardianship Council, Municipal Department of Health; Association Escolinha Espaço Jovem Clube
Management Council of the Serra de Baturité Environment Preservation Area	Preservation activities of the Serra de Baturité EPA	SEMACE, SEMA, ICMBio, MPE, Aquasis
Management Council of the Serra da Ibiapaba Environment Preservation Area	Preservation activities for the Serra de Ibiapaba EPA	ICMBio, UFC, UFPI, IFCE, IFPI, IPHAN, UC Managers, Farmers' Unions, Caritas, Traditional Peoples and Communities
Management Council of the Serra da Ibiapaba Environment Preservation Area	Preservation activities for the Serra de Ibiapaba EPA	ICMBio, UFC, UFPI, IFCE, IFPI, IPHAN, UC Managers, Farmers' Unions, Caritas, Traditional Peoples and Communities



Networks	Themes approached	Participating entities
Management Council for the Area of Relevant Ecological Interest (ARIE) Raposa Farm	Preservation activities for ARIE Raposa Farm	SEMA, UFC, FIEC, GIA, Maracanaú City Hall
State Committee of the Caatinga Biosphere Reserve	Promotion of biodiversity preservation, sustainable development and the scientific knowledge of the Caatinga Biome	IBAMA, ICMBio, SEMA, SEMACE, INCRA, FIEC, FUNCEME, IFCE
Parnaíba River Hydrographic Basin Committee (CBH Parnaíba)	Coordination for the implementation of the Committee that will deliberate about the use of water resources in the basin	REAPI, CODEVASF, IAEPI, Agência Nacional de Águas e Saneamento Básico, CAGECE, EMATERCE, Centro de Defesa e Promoção dos Naturais do Maranhão, EMBRAPA, Secretaria de Recursos Hídricos do Ceará, SEMA/MA, SEMAR/PI
Hydrographic Basin Committee of the Hinterland of Crateús (CBHSC)	Deliberations regarding the management of water resources with representatives of society sharing management responsibilities with public authorities	CAGECE - Water Resources Management Company, Caritas, Independência Teachers' Association of Ceará, Environmental Departments and Representatives of fishermen's and farmers' unions
Management Council do Parque Cânion do Rio Poti - CE	Shared management of the Preservation Unit (UC) and preservation of the park's surroundings	Emartece, Oiticica Community Association, Poranga Volunteer Firefighters, UFC, UECE, SEMAM, Dom Frágoso, COGERH, CBH Sertões de Crateús, Sebrae
Rio Poti Canyon PES - PI Management Council	Shared management of the Preservation Unit (UC) and preservation of the park's surroundings	SEPLAN, SETUR, Family Farming Secretary of Piauí, Institute of Technical Assistance and Rural Extension of Piauí, Municipality of Buriti dos Montes, Municipality of Castelo do Piauí, Municipality of Juazeiro do Piauí, ICMBio, IPHAN, UFPI, UFC, Enjeitado Farm, Flor do Sertão Tourism, Tour Guides of the Poti River Canyon, Canyon Poty Tourism
Semiarid Education Network	To strengthen the theme of contextualized education in the municipality of Crateús	Crateús Diocesan Caritas, Dom Frágoso Agricultural Family School, Rural Workers Union of Crateús, Regional Coordination for the Development of Education and the Education Departments of the following municipalities: Tamboril, Ipaporanga, Poranga and Crateús







# Awards





Name	Responsible institution	Summary
Otimista Sustainability Award	O Otimista Sustainability Award	Listed among the 11 institutions honored during the first edition of the Otimista Sustainability Award, Caatinga Association received the award on September 12, 2023, in the BS Design, in Fortaleza. The award was created to honor Ceará personalities, companies and institutions who work to build a more just, inclusive and sustainable future. The honorees were chosen based on consultations with experts, academics and industry leaders.
Joaquim Feitosa Environmental Award	The Caatinga Biosphere Reserve Committee (CRBC) and the Environment and Climate Change Secretary (SEMA)	The Caatinga Association President and the Financial Director of the Federation of Industries of the State of Ceará (FIEC), Edgar Gadelha, have received, on 06/05/2023, the Joaquim Feitosa Environmental Award from the Ceará State Government.
Session to celebrate the 25 years of Caatinga Association	Ceará State House of Representatives	Caatinga Association was acknowledged for its work in the Caatinga Preservation in a ceremony held on 11/17/2023 by the Ceará State House of Representatives, to celebrate its 25th anniversary. On the occasion, the organization's efforts and achievements in favor of environmental preservation were highlighted.



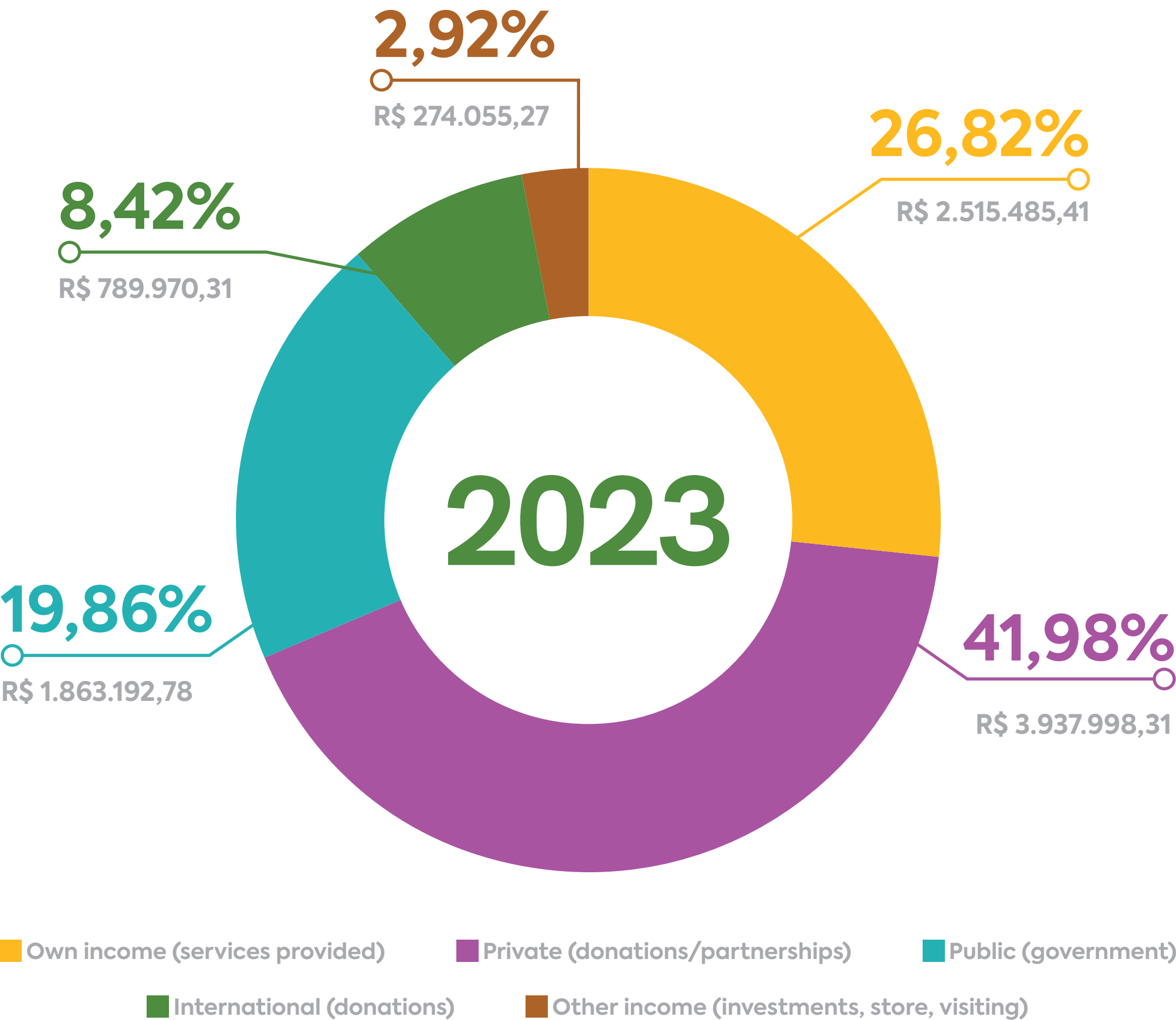


# Transparency





Demonstration of total income sources in 2023: R\$ 9.380.702,08

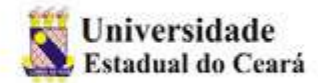




# Partners and Supporters









# CAATINGA

the forest that is  
the face of BRAZIL

[acaatinga.org.br](http://acaatinga.org.br)



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