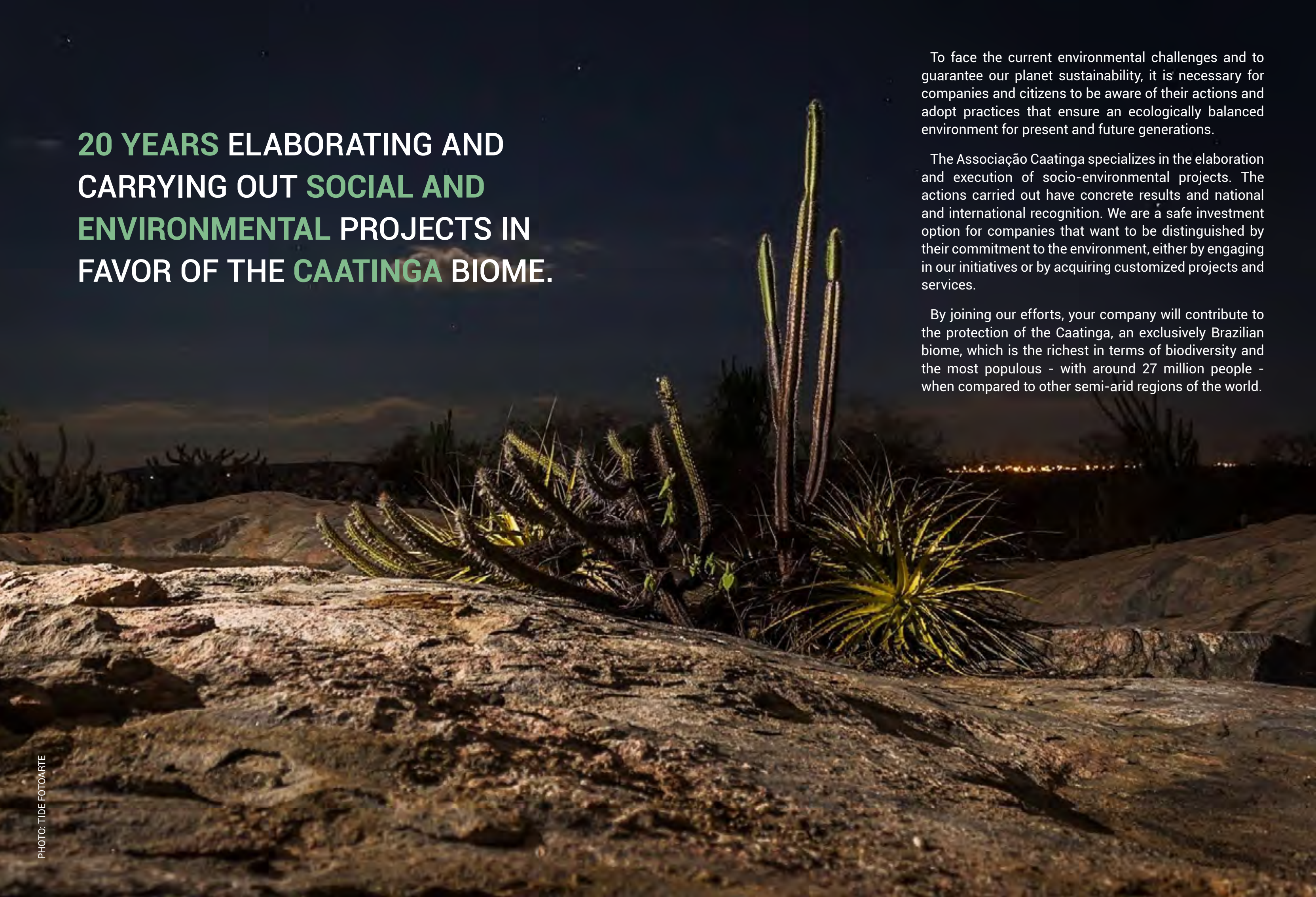




ASSOCIAÇÃO
CAATINGA

Conheça e preserve
o surpreendente mundo da Caatinga



20 YEARS ELABORATING AND CARRYING OUT SOCIAL AND ENVIRONMENTAL PROJECTS IN FAVOR OF THE CAATINGA BIOME.

To face the current environmental challenges and to guarantee our planet sustainability, it is necessary for companies and citizens to be aware of their actions and adopt practices that ensure an ecologically balanced environment for present and future generations.

The Associação Caatinga specializes in the elaboration and execution of socio-environmental projects. The actions carried out have concrete results and national and international recognition. We are a safe investment option for companies that want to be distinguished by their commitment to the environment, either by engaging in our initiatives or by acquiring customized projects and services.

By joining our efforts, your company will contribute to the protection of the Caatinga, an exclusively Brazilian biome, which is the richest in terms of biodiversity and the most populous - with around 27 million people - when compared to other semi-arid regions of the world.

An aerial photograph of a vast, dense green forest. In the center-left, a cluster of buildings with red-tiled roofs is visible, surrounded by a cleared area and a winding road. The forest extends to the edges of the frame, with varying shades of green indicating different tree species and canopy heights.

FOUNDED IN 1998

Associação Caatinga is a civil society organization, acknowledged by the Brazilian Ministry of Justice and Public Security as a Public Interest Civil Society Organization (OSCIP, as per its acronym in Portuguese), with the mission of promoting the conservation of lands, forests and waters of the Caatinga to ensure the permanence of all its forms of life.

SERRA DAS ALMAS NATURAL RESERVE

Located between the States of Ceará and Piauí, the RNSA (as per its acronym in Portuguese) is recognized by UNESCO as the first Advanced Post of the Caatinga Biosphere Reserve. It was created by a Fund established by Samuel Johnson (in memoriam), and today there are over 6,000 hectares of protected area that include three springs. It is home to a number of endangered species and also contributes to the maintenance of environmental and ecosystem services.

BACKWOODS COMMUNITIES

The actions carried out around the RNSA have benefited 40 rural communities and approximately 3,600 families. We work with socio-environmental projects that link the conservation of the Caatinga with local sustainable development, promoting income generation and adaptation of backwoods communities to the semiarid.

BRAZILIAN THREE-BANDED ARMADILLO

The institution was responsible for nominating “Tatu-bola” (Brazilian three-banded armadillo) as the Official Mascot for the FIFA World Cup in Brazil and is currently the executive coordinator of the National Action Plan (PAN, as per its acronym in Portuguese), a public policy focused on this species conservation. It also implements a Tatu-bola Conservation Program.

WE OFFER SERVICES THAT FIT THE
PROFILE OF YOUR INSTITUTION.

WHAT IS YOUR COMPANY
LOOKING FOR?



**HELP PEOPLE AND
NATURE**

We develop socio-environmental projects in the areas of species conservation, protection of springs, reduced and avoided carbon emissions, and actions aimed at improving coexistence with the semi-arid region, disseminating sustainable technologies and environmental education.



**PROMOTE A CULTURE
OF SUSTAINABILITY**

We carry out environmental education activities for companies, which include campaigns, training, lectures, and exhibitions. We create sustainability programs for the work environment and, according to your needs, we elaborate educational content and materials.



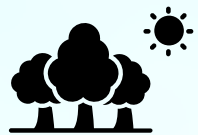
PHOTO: SAMUEL PORTELA

PHOTO: ÉDEN BARBOSA



MANAGE CONSERVATION HERITAGE

Our experience in management is represented in the Serra das Almas Natural Reserve. For more than 18 years, the AC has been managing this conservation unit that is a reference when it comes to the integrated conservation model of the Caatinga. We have prepared 16 management plans which were approved by environmental agencies.



RESTORE FOREST AREAS

We produce and sell seedlings native to the Caatinga. We also prepare and execute forest replanting projects in compliance with environmental compensation processes provided for in the Brazilian environmental licensing of enterprises.



PROTECT BIODIVERSITY

Studies to subsidize the creation of public and private conservation units. We have conducted several studies for the creation of more than 25 conservation units in the Caatinga and Atlantic Forest biomes. In addition, we register rural properties in the Rural Environmental Register (CAR, as per its acronym in Portuguese), in compliance with the Brazilian Forestry Code.

PHOTO: AC PHOTO COLLECTION

**THE SERRA DAS ALMAS
NATURAL RESERVE IS A
CAATINGA FAUNA AND
FLORA SANCTUARY.**



**LEARN MORE ABOUT OUR
PROJECTS, SUPPORT
THE ONLY EXCLUSIVELY
BRAZILIAN FOREST -
THE CAATINGA-, AND
BE A DISTINGUISHED
COMPANY.**

SERRA DAS ALMAS NATURAL RESERVE CONSERVATION

It is the largest Private Natural Heritage Reserve (RPPN, as per its acronym in Portuguese) in the state of Ceará. It shelters rich biodiversity, including threatened species. The project promotes conservation and environmental education activities, scientific research, monitoring of fauna, and recovery of degraded areas.

BRAZILIAN THREE-BANDED ARMADILLO CONSERVATION PROGRAM

It promotes actions to conserve the natural habitat of the Brazilian three-banded armadillo, in order to reduce the risk of extinction of the species. The project works through educational and research activities to foster the creation of conservation units, and thus preserve springs, diminish local degradation, and reduce desertification levels.

PRESERVED WATER

Actions for the conservation of water resources in the semi-arid region, through the protection and recovery of springs, environmental education, and dissemination of water management technologies; including collection, storage and reuse of water, food production, and income generation.

SOCIO-ENVIRONMENTAL TECHNOLOGIES

These technologies contribute to the improvement of the backwoods communities' quality of life and the rational use of the Caatinga natural resources. They include solar ovens, plate tanks, bio-water system, eco-efficient stoves, seed collection, production of native seedlings, composting, bio-septic tanks, and production of Melipona bee honey (meliponiculture).

NO CLIMA DA CAATINGA


With operations in 40 communities in the states of Piauí and Ceará, it aims at a prosperous and harmonious coexistence with the semi-arid, looking for the protection of water resources, forests, and the Brazilian three-banded armadillo. We also work towards the mitigation of the harmful effects of climate change, through 6 lines of action: Creation and Management of Protected Areas, Scientific Research, Environmental Education, Communication, Forest Restoration, and Sustainable Technologies.

SUSTAINABLE CARNAUBA

The carnauba is a palm tree native to the Caatinga with great environmental, economic, and social importance for the Brazilian northeast. It supplies a powder that gives origin to the Carnauba Wax, which is widely used by the industry. The aim of the project is to develop a sustainable model for the carnauba production chain.

SUPPORT FOR THE CREATION AND MANAGEMENT OF CONSERVATION UNITS

Technical support to those interested in the creation of Private Natural Heritage Reserves (RPPN, as per its acronym in Portuguese) and their management. Reserves guarantee the environmental quality, sustainability, and mitigation of global warming effects. We develop technical studies for the creation of public protected areas and elaborate management plans. Through our work, the AC has supported the creation of 24 of the 36 existing RPPNs in Ceará, and the elaboration of 13 management plans.

An aerial photograph of a red building with a blue roof, situated in a dense, lush green forest. The building has a small white tower-like structure on its roof. A dirt path leads to the building. The surrounding forest is thick and vibrant green.


**WOULD YOU LIKE TO COLLABORATE?
WITH YOUR HELP WE WILL PROTECT
THE BRAZILIAN THREE-BANDED
ARMADILLO AND OUR FOREST .**

**ADOPT THE SERRA DAS
ALMAS NATURAL RESERVE**

The Serra das Almas Natural Reserve is a Private Reserve of Natural Heritage (RPPN, as per its acronym in Portuguese) that houses a significant sample of the typical fauna and flora of the Caatinga, an exclusively Brazilian biome. Located in the municipalities of Crateús (Ceará) and Buriti dos Montes (Piauí), the area has more than 6 thousand hectares of preserved forest. From this conservation unit, the institution develops an integrated model of conservation of the Caatinga. Through an annual contribution, you would help with the maintenance of activities in the Serra das Almas Natural Reserve and the implementation of actions involving its surrounding rural communities. Learn more at acaatinga.org.br

EU PROTEJO O TATU-BOLA

The Brazilian three-banded armadillo (*Tolypeutes tricinctus*) is the smallest and least known species of armadillo in Brazil. He lives in the Caatinga and in some Cerrado areas. Being often a target of poachers, it also suffers as a result of deforestation and is considered an endangered species. Through the Eu Protejo o Tatu-bola campaign, companies and individuals can help us protect our armadillos and the forest where they live, benefiting also other flora and fauna species of the Caatinga, and improving the quality of life in the backwoods communities.



TO GUARANTEE ALL FORMS OF
LIFE IN THE **CAATINGA BIOME**
IS ONE OF OUR MISSIONS, AND
IT IS PRESENT IN EACH OF
OUR PROJECTS' ACTIONS.

THE ONLY EXCLUSIVELY BRAZILIAN BIOME

This biome is rich in biodiversity and has a population of 27 million people. A set of actions is needed to provide protection to the Caatinga by also generating alternatives of coexistence with the semi-arid region and the respect for natural resources.

INVESTMENT WITH SOCIAL AND ENVIRONMENTAL RETURN

All investments made in the Associação Caatinga, including those coming from consulting, are directed towards the achievement of its institutional and statutory goals. The actions carried out have concrete results and national and international recognition.

INVESTMENT WITH TAX INCENTIVE

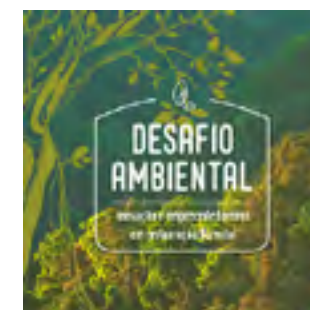
Donations made by companies taxed based on actual profit may be deducted from their Income Tax, up to a limit of two percent from its operating profit, when it is made to a Civil Society Organization as provided for in Article 13, paragraph 2, III of Law No. 9,249/95.

ADHERENCE TO THE ONU'S SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals are part of the 2030 Agenda, established by the United Nations as a commitment between countries to adopt sustainable practices. The actions implemented by the Associação Caatinga have a strong adherence to the SDGs, especially to goals no. 1, 2, 3, 6, 7, 8, 12, 13 and 15. Our work is also aligned with the UN Decade on Ecosystem Restoration (2021-2030) principles.



AWARDS AND RECOGNITIONS



OUR PARTNERS

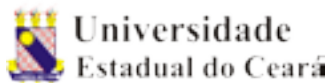


PHOTO: FÁBIO NUNES



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