

# IMPACT REPORT

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**2023**

**SAVING FORESTS, CHANGING LIVES**

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# PRESIDENT'S MESSAGE



Today, Iracambi celebrates, with pride and gratitude, nearly a quarter of a century of tireless dedication to environmental restoration and ongoing dialogue with our community.

Since the beginning of our journey in 1999, we have embraced the monumental challenge of ecosystem restoration, fully aware that the task extends beyond the borders of our beloved Iracambi.

Over these 24 years, we have witnessed a remarkable evolution in understanding the importance of environmental restoration and the conservation of Brazilian biomes. Our passion to make this world a greener place has driven us from the outset, and today, we look back with gratitude for every step taken on this journey.

Science has advanced, education has become more democratized, and we have seen a growing awareness of our rich biodiversity, including the fundamental role of best planting techniques and effective dialogue with the local and wider community.

We are united by a cause that transcends borders and belongs to all humanity.

However, our work is far from over. The challenge of the climate crisis lies before us, and we are the generation tasked with facing it with resilience and determination. It is time to expand our networks of collaboration and accelerate dialogue with Brazilian and international society.

Let us always remember: to fell a forest may take only moments, but to restore one takes many years. We can and must make a difference.

We're in this together!



**REINALDO SANTOS**  
PRESIDENT

# 24 YEARS AT IRACAMBI

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Iracambi is a Brazilian non-profit environmental organization with no political or religious affiliations. Since 1999, we have been dedicated to the preservation and conservation of the Atlantic Rainforest through programs that encompass reforestation, environmental education, and rainforest research.

Iracambi's core initiatives include:

1. Forests for Water
2. Young Eco Leaders
3. Scientific Research
4. Forest Therapies
5. National and International Volunteering

The Atlantic Rainforest is one of the five major biodiversity hotspots on the planet, and Iracambi collaborates with several organizations dedicated to its preservation. These include the Atlantic Rainforest NGO Network (RMA), the Atlantic Rainforest Biosphere Reserve (RBMA), the Trinational Network for Atlantic Rainforest Restoration, and the Pact for Atlantic Rainforest Restoration (Pacto) – where Iracambi is a regional hub for the Mantiqueira Corridor Project.

We are the only Brazilian member of the Organization of Biological Field Stations (OBFS), and affiliated with the Organization of Tropical Studies. Iracambi also manages a registered Private Natural Heritage Reserve (RPPN) and plays an active role in public policy at local, state and regional level.





# MEASURING PROGRESS

In 2023, Iracambi worked hard to document and measure our performance, as well as undertaking a comprehensive organizational restructuring.

We visited many of the schools in the Serra do Brigadeiro within a 100km radius from Iracambi, and we also held medicinal plants workshops for rural women, with the aim of assessing their needs and aspirations, and aligning our programs to respond to those needs.

We welcomed partners to our facilities, fostering an exchange of knowledge and resources that contributed to strengthening our support network. Additionally, we sought to expand our internal impact by monitoring the engagement of our team in their programs, the number of hours they spent in delivering results, and our policy of fair remuneration for the work involved.

We are increasingly committed to doing more and better, adapting our strategies in order to maximize our positive impact on the community and the environment.

## IN 2023

**26,859**

Trees Planted

**1,675**

People impacted by our  
Environmental Education program

**290**

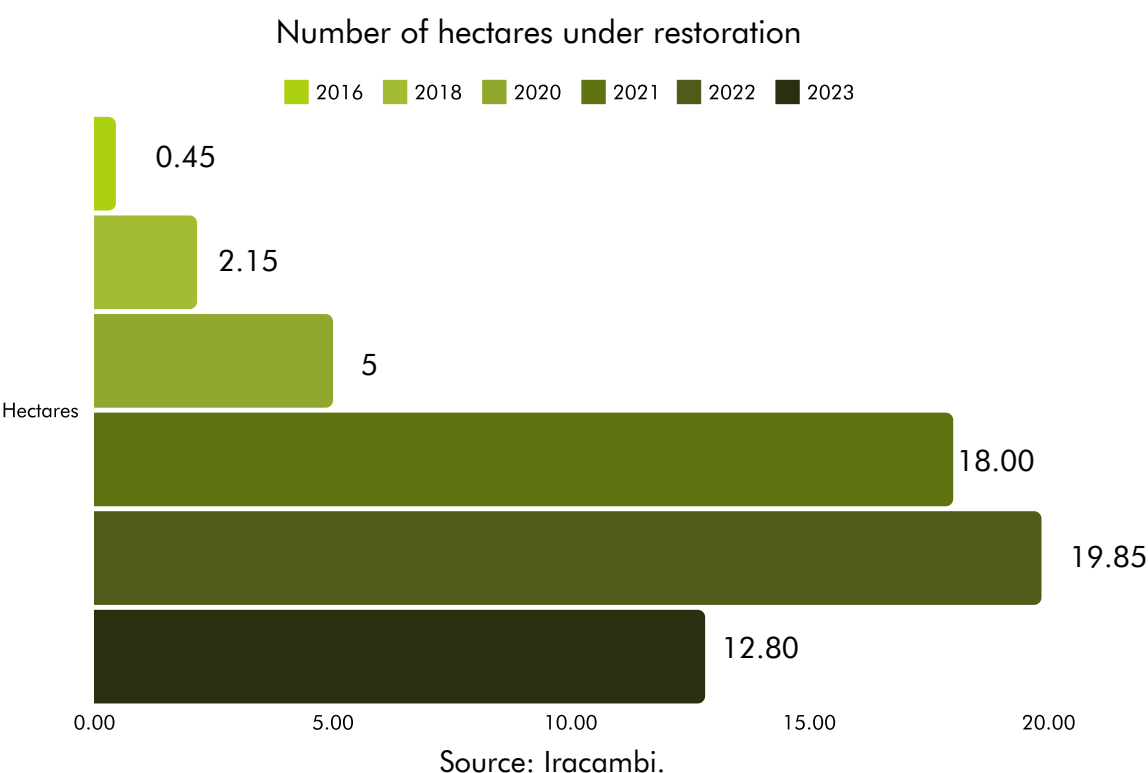
Participants in the Medicinal  
Plants Workshops



# FORESTS FOR WATER

In recent years, we have witnessed extraordinary growth in our activities at Iracambi, especially within the Forests for Water program.

This exponential increase generated significant demand for producing and planting seedlings, resulting in an increase in the area of hectares undergoing restoration. In response to this, we had to increase the number of seedlings in our nursery as well as collaborating with local community members in our Community Nursery initiative and the increased demand resulted in the need to grow our team, both in the forest nursery and in the field.



Our commitment to ecosystem restoration is an absolute priority, aiming to replicate, as much as possible, the original biome of the region before human intervention.

To achieve this, we have experimented in different restoration techniques, including agroforestry which integrates restoration with income generation. We also tested the "muvuca" technique which consists of planting large numbers of seeds together – far simpler and easier than planting individual seedlings!

Another crucial activity for Iracambi is seed collection. We go into the forests, map the mother trees, and establish a chronology to ensure that we know when each species is expected to give seed. Seeds are then collected and propagated in our nursery.

All these activities are carried out in the face of the significant challenges posed by climate change and unpredictable weather patterns, which means that we have to identify those species that appear to be most resilient, as well as prioritizing degraded areas most in need of restoration.



# FORESTS FOR WATER



We are committed to addressing these challenges and continuing to advance our mission of preserving and restoring ecosystems, ensuring a sustainable future for future generations. Stay tuned for more updates in 2024!

**9**

COMMUNITIES REACHED

**13**

LOCAL JOBS CREATED

**39.73**

KILOGRAMS OF SEEDS COLLECTED

**52**

SPECIES OF SEEDLINGS PLANTED

**10**

PARTNERSHIPS WITH  
COMMUNITY NURSERIES

**26,859**

NATIVE SPECIES SEEDLINGS PLANTED

**5,686**

SEEDLINGS SOURCED FROM  
COMMUNITY NURSERIES

**12.8**

HECTARES UNDER RESTORATION

# YOUNG ECOLEADERS

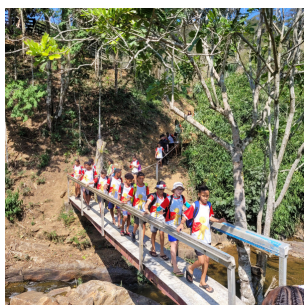
Thanks to the generous support of our funders and the counties of Rosário da Limeira (MG) and Muriaé (MG), we have significantly expanded our presence in the Environmental Education program.

During the dry season – May through October – local public-school children visit Iracambi every two weeks for a total immersion experience in the rainforest. These classes combine theory with practical hands-on activities such as walking the forest trails, working in the forest nursery, participating in water and soil sampling.

This program, which we call Young Eco Leaders, not only equips young people to understand the environment and their place in it, but also aims to inspire qualities of leadership so that, at the end of classes, these children are equipped to become active defenders of the forest landscape in which they live. They are encouraged to value local culture and traditional knowledge, while learning about best practice global ways of caring for the planet.

In addition to this regular program, our teacher visits local schools with the aim of introducing the children to our form of teaching – experiential learning, or learning through discovery. Frequently these schools send their students for a whole day's immersion experience at Iracambi, thus widening our sphere of influence and spreading the word that learning to live well within our environment is good for people and good for the planet that supports us all.

Another innovative initiative is our cultural exchange project. Our international volunteers and students visit local schools, sharing information about their countries, culture, food, clothing, language and music. In exchange they learn about Brazil, experiment with Brazilian cuisine, learn Brazilian dances and acquire a little Portuguese. An enriching exchange for everyone involved.



**1,675**

TOTAL NUMBER OF PEOPLE REACHED

**1,185**

SCHOOLCHILDREN REACHED

**491**

EDUCATIONAL VISITORS AT IRACAMBI

**91**

YOUNG ECOLEADERS GRADUATED

**35**

PEOPLE REACHED THROUGH OUR NEW  
CULTURAL EXCHANGE PROGRAM

**22**

SCHOOLS INVOLVED

# RAINFOREST THERAPIES

The Rainforest Therapies program goes beyond the conservation of native medicinal plants of the Brazilian Atlantic Rainforest. It drives holistic therapies, highlights the value of standing forests and promotes the autonomy and independence of local communities, especially rural women.

Within the program, we develop innovative projects, such as Bioprospecting, which seeks to identify how biological resources can be applied in fields such as medicine and agriculture.

Ethnobotanical Study deepens the understanding of the relationships between plants and communities, exploring traditional knowledge about plant use in different cultures.

The Medicinal Mandala consists of a circular arrangement of plants with therapeutic purposes, following therapeutical principles, and cultivating aromatic plants, to be used in aromatherapy and essential oil production.

We also work with rural women in aromatherapy, natural cosmetology, and hydrotherapy, instigating self-worth and potentially generating additional rural incomes.

Our goal is to stimulate a transformation in the local economy, recognizing the forest as a source of sustainable income and promoting the valuing of traditional knowledge associated with these precious plants.



**16**

**WORKSHOPS IN COMMUNITIES**

**290**

**WORKSHOP PARTICIPANTS**

**9**

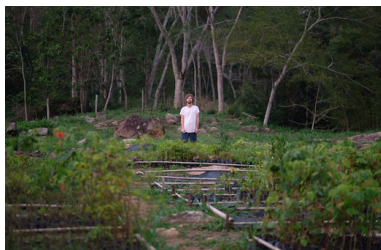
**COMMUNITIES REACHED**

**3**

**SCHOOLS, UNIVERSITIES  
AND COUNTIES REACHED**



# IRACAMBI IN THE MEDIA



## **GONEWEST**

02/23/2023 - James Hughes and Federica Calvo from Gonewest visit Iracambi.

## **ISAVIÇOSA**

03/16/2023 - Forest Restoration with Partners (TNC and Iracambi).



## **COUNTY GOVERNMENT - ROSÁRIO DA LIMEIRA**

03/09/2023 - Event celebrates International Women's Day with a natural cosmetics workshop featuring Carla Faccina, coordinator of the Rainforest Therapies project.

## **BLOGSPOT - SILVAN ALVES**

03/23/2023 - Rural women celebrate World Water Day with plenty of activities.



## **PARTNERS OF THE AMERICAS**

03/26/2023 - Iracambi hosts webinar "A Call to Action on Biodiversity", where we discuss highlights from COP 15, focusing on nature protection and halting biodiversity loss worldwide.

## **UNESCO**

03/27/2023 - UNESCO highlights our program of education for sustainability in the Brazilian Atlantic Rainforest.



# IRACAMBI IN THE MEDIA



## **COMMON IMPACT**

03/30/2023 - Highlighting NGO leaders featuring Binka Le Breton and Iracambi.

## **COUNTY GOVERNMENT - ROSÁRIO DA LIMEIRA**

04/03/2023 - Students from Maria Auxiliadora School participate in the Young Ecoleaders project at Iracambi.



## **SUSTAINABLE CESEC**

06/02/2023 - CESEC Professor Paulo Roberto Reis de Almeida hosts a Natural Cosmetics workshop with Carla Faccina, as part of their sustainable program.

## **REFORESTATION**

### **RESEARCH AT IRACAMBI**

09/15/2023 - Bologna University researcher Paola Meirelli, studies reforestation techniques in the Atlantic Rainforest and their role in biodiversity preservation.

[WATCH ON YOUTUBE](#)



## **JOHNS HOPKINS UNIVERSITY**

10/12/2023 - Bauxite mining in Southeast Brazil: the story of an unjust transition, a study conducted by Sophie Egar, with the participation of Lara Clemente and Carla Faccina from Iracambi.

# IRACAMBI IN THE MEDIA



## **THE BRAZILIAN REPORT**

11/16/2023 - Iracambi's Lara Clemente participated in an interview with a mining company that is causing environmental damage and harm to communities in Minas Gerais. Despite the fact that this company portrays itself as a "climate defender", local stakeholders are either ignored or silenced.

## **BLOGSPOT - SILVAN ALVES**

11/16/2023 - Graduation of Young Eco-Leaders of the Atlantic Rainforest at Iracambi.



## **MONGABAY**

11/27/2023 - In Minas Gerais, NGO restores the Atlantic Rainforest amidst mining threats.

[WATCH ON YOUTUBE](#)

## **WESLEYAN UNIVERSITY**

11/30/2023 - The Intercultural Learning Office of Wesleyan University hosts an information session with Tamira Lee about the Iracambi Research Center.



## **BTG SOMA - ENVIRONMENTAL**

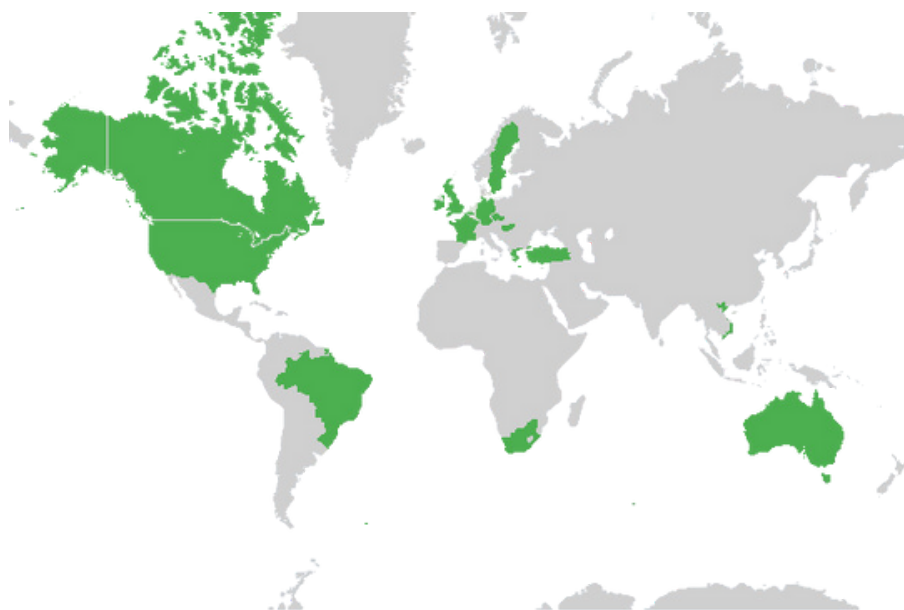
12/06/2023 - Iracambi was one of the NGOs chosen to participate in the 2nd Edition of BTG Soma - Environment, an acceleration program for NGOs and social businesses, promoted by BTG Pactual and Ago Social.



# VOLUNTEERS AND PARTNERSHIPS

Our volunteers and researchers bring new ideas, perspectives, and a variety of skills as they actively work in the nursery, at planting sites, and during visits to local schools to share their cultural experiences with children. Their energy and enthusiasm, along with the intercultural experiences they share, enrich our work environment and inspire us to constantly seek ways to improve and innovate.

We also express our gratitude to our university partners involved in scientific research: Università di Bologna (Paola Merelli), Johns Hopkins University (Sophie Egars), University of Exeter (Rebekah J. White), University of Southampton (Amy Lovegrove).



Our volunteers come from the following countries: Australia, Belgium, Brazil, Canada, Czech Republic, France, Germany, Greece, Hungary, Ireland, Palestine, South Africa, Sweden, Turkey, United Kingdom, United States, Vietnam.

A huge thanks to all of our volunteers and the funders, foundations, and corporate partners for their partnership and continuous support of Iracambi: UNESCO, US Embassy, TIE, ServiceNow, Brazil Foundation, One Tree Planted, Plant for the Planet, Bruni Foundation, SWM, Treeapp, Milkywire, WildlifeAcoustics, POA, Good to Nature, Peace Boat, Brown University, Notre Dame, Università di Bologna, EMST Berlin, Wesleyan University, Presidential School Khiva, USP, UFV, Roots, Weltwaerts, ASA Germany, BTG Soma, and for participating in the Organization of Biological Field Stations Conference (Costa Rica).

We also thank the organizations for giving us the opportunity to participate in some mentoring programs, which have propelled our organization to do more and better!

# FINANCES

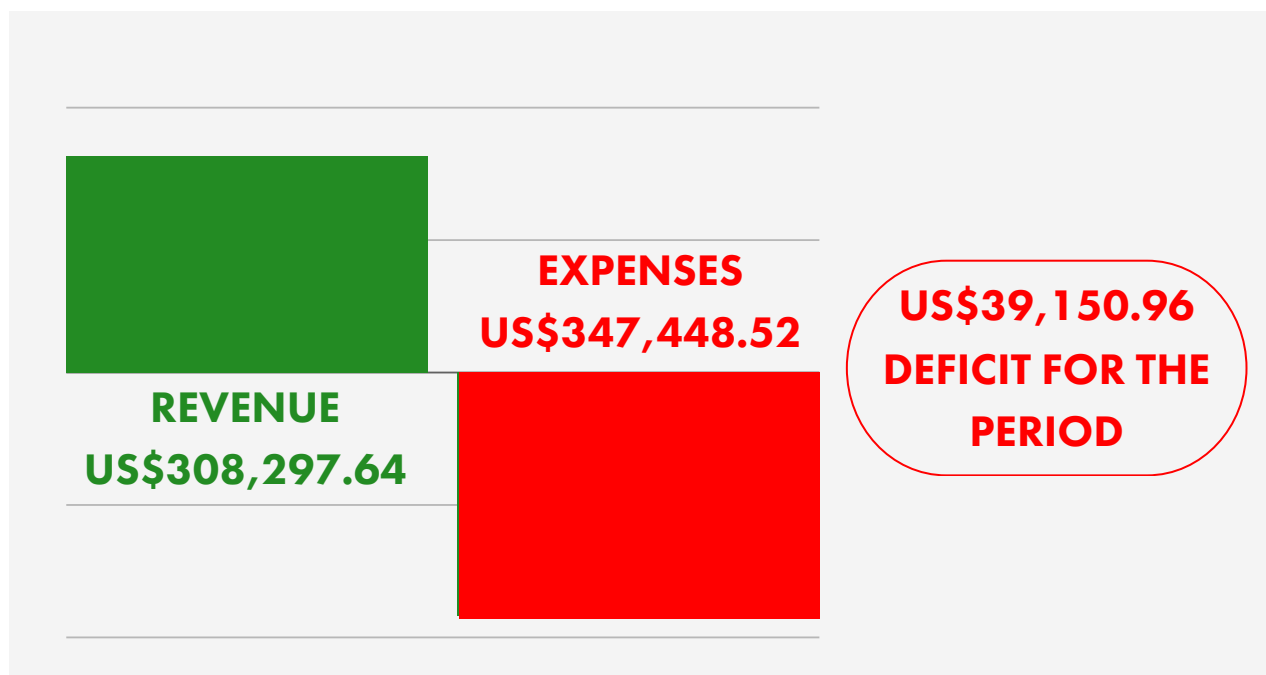
In 2023, we raised a total of US\$308,297.64 from various sources.

Individual donations and fundraising platforms contributed US\$204,447.36 (representing 66.32% of the total amount raised). Corporate donations and other sources amounted US\$103,850.28 (representing 33.68% of the total amount raised).

Our expenses encompassed the five programs of Iracambi and the management of the NGO, resulting in an expenditure of US\$347,448.52, leading to a deficit of US\$39,150.96 for the fiscal year.

Despite facing financial challenges, we are confident that with the continued collaboration of our supporters and the tireless efforts of our team, we can overcome these difficulties and achieve a positive outcome in the coming year. We are hopeful that in 2024, with the assistance and improvements we are pursuing, we will be able to ensure a more prosperous future for Iracambi's programs and for the management of our NGO.

Once again, we express our profound gratitude to all those who have made our work possible, and we reaffirm our unwavering commitment to our mission of making a difference in our community and the world. Together, we can turn challenges into opportunities and continue to make a lasting positive impact. Thank you for walking alongside us on this journey.



# OUR TEAM



**Alfredo Matos**  
Forests4Water



**Arielle Canedo**  
General Coordinator



**Binka Le Breton**  
International Relations



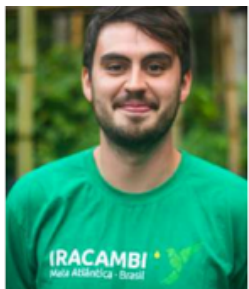
**Carla Facchina**  
Forests Therapies



**Deivid Godinho**  
Nursery



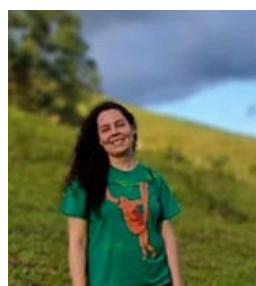
**Dayana Duarte**  
Young Ecoleaders



**Eduardo Dreyer**  
Volunteers



**Franceline Santana**  
Nursery



**Isadora dos Santos**  
Institutional Relations



**Juliana Mendes**  
Communication



**Lara Clemente**  
Research



**Luiz Gusmão**  
Forests4Water



**Robin Le Breton**  
Advisor and Public Policy



**Thais Matos**  
Administrative Assistant



**Vagner Ribeiro**  
General Services



# ACKNOWLEDGMENTS

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We appreciate your continued support for our reforestation efforts.

We also extend our gratitude to our team. Furthermore, we thank the organizations that provided us with the opportunity to participate in mentoring programs, which have propelled our organization to do more and better!

We look forward to seeing you in 2024!

## Stay up-to-date with what's happening



## Contact

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