United Nations Framework Convention on Climate Change

Private Sector Initiative actions on adaptation

Title of case study*	Green Farm Project in Itaquiraí, MS, Brazil
Date of submission*	31/05/2013
Name of organization(s)*	Green Farm Administradora de Imóveis Rurais e Preservação Ambiental
NWP Objective* *Select the objective(s) of the NWP that the case study responds to.*	The objective of the Nairobi work programme is to assist all Parties, in particular developing countries, including the least developed countries (LDCs) and small island developing States (SIDS), to: ☒**improve their understanding and assessment** of impacts, vulnerabilities and adaptation to climate change; and ☒**make informed decisions on practical adaptation actions and measures** to respond to climate change on a sound scientific, technical and socio-economic basis, taking into account current and future climate change and variability.
Objective of case study* *Describe the specific objective of case study.*	By adopting a land use management approach, Green Farm considers private properties in buffer zones of protected areas. Through a public-private partnership the aim is to reduce climate change vulnerability and increase resilience as regards extreme events.
Actions* *Describe the activities to meet the case study objective, highlighting organizations, communities and/or experts to be engaged.*	- The project invests in ecosystem services best management practices according to natural capital value which is based on regional and landscape plans - The project monitors, registers and implements activities and services provided by rural properties. These properties are dedicated to Green growth & Sustainability and Green Infrastructure implementation. - Green Farm CO2FREE uses diverse criteria (such as MRV) to measure ecosystem services of natural capital (i.e. carbon, biodiversity, water, etc.). - Best management practices on the properties so as to increase resilience to climate change include reforestation, sustainable forest management and endangered fauna rehabilitation - Further activities include the rehabilitation of riparian vegetation and the monitoring of the rain as it alters water quality and quantity on-site
Expected results* *Describe the envisaged outputs/benefits of the case study/*	- Expected results include the valorisation of natural capital and social inclusion/public participation in a green economy framework - Through the activities, private properties will be better equipped to respond and deal with weather extremes due to climate change: - The specific results expected thus are: 1) provision of more habitat for human and nature 2) production of quantity and quality water 3) preservation of cultural heritage for local populations 4) increase in landscape resilience to climate change
Indicators of achievement* *Describe any quantitative and/or qualitative indicator to show that*	Today there are close to 25 companies participating at Green Farm CO2FREE project. The farm holds estimates 40,000 tCO2eq/year of

the objective of the case study has been achieved.	carbon, some 1,25 million fishes are realised into nature yearly, close to 1,000 mammals and birds get rehabilitated each year, there are 5 endangered species being breed annually, and natural protected habitat and scenic beauty area preserved, R&D projects are implemented and some 300,000 pollinators were monitored in 2012. In 2012 over 3,000 people, most of them children within school's activities visited the project. The project has participated at local, state, national and international conferences, congress and other technical, scientific, media and public events. The project won the AMBIENTAL2012 and LIDE2012 awards.
Region(s) relevant to case study*	☒All regions ☐Africa ☐Arab States ☐Asia ☐Caribbean ☐Central America ☐Europe ☐Least Developed Countries ☐North America ☐Pacific ☐Polar regions ☐Small Island Developing States ☒South America
Country(ies) relevant to case study	Brazil
Business sector of the organization(s)*	☐Intergovernmental organization ☐National/regional programme/initiative ☒Non-governmental organization ☒Private sector entity ☐Research institute ☐UN organization/agency
Adaptation sector relevant to case study*	☒Capacity building, education and training ☐Energy ☐Finance and insurance ☒Food, agriculture, forestry and fisheries ☐Human health ☐Oceans and coastal areas ☒Science, assessment, monitoring and early warning ☒Technology and Information & Communications Technology (ICT) ☒Terrestrial ecosystems ☒Tourism ☐Transport, infrastructure and human settlements ☒Water resources

Adaptation activity delivered bycase study*	☒Capacity building ☒Climate-resilient development planning ☒Communications and awareness-raising ☒Disaster risk reduction ☐Early warning systems ☒Education ☒Financial support ☐Humanitarian assistance ☒Knowledge management ☒Monitoring and evaluation ☒Pilot adaptation programmes/projects ☐Risk/vulnerability mapping ☒Training
Work areas of the NWP*[1] *Select among the nine work areas of the NWP that apply to the case study.*	☒Adaptation planning and practices ☐Climate modelling, scenarios and downscaling ☐Climate-related risks and extreme events ☒Data and observations ☒Economic diversification ☒Methods and tools ☒Research ☒Socio-economic information ☒Technologies for adaptation
Target group*	☒Academics ☒Children ☒Communities ☒Policy makers ☒Practitioners ☒Private sector ☒Women
Link *Further information on relevant websites.*	www.greenfarmco2free.com.br
Description *Provide a title and brief description of the picture and of the case study. This information will appear with your image on the homepage of the NWP.*	Green Farm features dedicated to ecosystem services management are portrayed in the image, like a nature reality show. Next picture is about the Crown Eagle Biodiversity Bank implemented within the property to rehabilitate species population at the international biodiversity corridor.
Credits *Provide the name of the photographer or the copyright references.*	Luiz Henrique Elias da Silva

Disclaimer: These business cases have been cited to raise awareness about the engagement of the private sector in climate change adaptation. The information in the business cases has been provided either directly by the organization or obtained from a public source. The UNFCCC Secretariat has not verified the information and takes no responsibility for it. Users are therefore advised to verify the information before they take any action relying on the information provided in the business cases.

* Mandatory fields

[1]More information on the Nairobi work programme work areas is available at: <http://unfccc.int/nwp>

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