

<b>Title of case study*</b>	Green Farm Project in Itaquiraí, MS, Brazil
<b>Date of submission*</b>	31/05/2013
<b>Name of organization(s)*</b>	Green Farm Administradora de Imóveis Rurais e Preservação Ambiental
<b>NWP Objective*</b> <i>Select the objective(s) of the NWP that the case study responds to.</i>	<p>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:</p> <p><input checked="" type="checkbox"/> <b>improve their understanding and assessment</b> of impacts, vulnerabilities and adaptation to climate change; and</p> <p><input checked="" type="checkbox"/> <b>make informed decisions on practical adaptation actions and measures</b> to respond to climate change on a sound scientific, technical and socio-economic basis, taking into account current and future climate change and variability.</p>
<b>Objective of case study*</b> <i>Describe the specific objective of case study.</i>	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.
<b>Actions*</b> <i>Describe the activities to meet the case study objective, highlighting organizations, communities and/or experts to be engaged.</i>	<ul style="list-style-type: none"> <li>- The project invests in ecosystem services best management practices according to natural capital value which is based on regional and landscape plans</li> <li>- The project monitors, registers and implements activities and services provided by rural properties. These properties are dedicated to Green growth &amp; Sustainability and Green Infrastructure implementation.</li> <li>- Green Farm CO2FREE uses diverse criteria (such as MRV) to measure ecosystem services of natural capital (i.e. carbon, biodiversity, water, etc.).</li> <li>- Best management practices on the properties so as to increase resilience to climate change include reforestation, sustainable forest management and endangered fauna rehabilitation</li> <li>- Further activities include the rehabilitation of riparian vegetation and the monitoring of the rain as it alters water quality and quantity on-site</li> </ul>
<b>Expected results*</b> <i>Describe the envisaged outputs/benefits of the case study/</i>	<ul style="list-style-type: none"> <li>- Expected results include the valorisation of natural capital and social inclusion/public participation in a green economy framework</li> <li>- Through the activities, private properties will be better equipped to respond and deal with weather extremes due to climate change:</li> <li>- The specific results expected thus are: <ol style="list-style-type: none"> <li>1) provision of more habitat for human and nature</li> <li>2) production of quantity and quality water</li> <li>3) preservation of cultural heritage for local populations</li> <li>4) increase in landscape resilience to climate change</li> </ol> </li> </ul>
<b>Indicators of achievement*</b> <i>Describe any quantitative and/or qualitative indicator to show that</i>	Today there are close to 25 companies participating at Green Farm CO2FREE project. The farm holds estimates 40,000 tCO <sub>2</sub> eq/year of

<p><i>the objective of the case study has been achieved.</i></p>	<p>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&amp;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.</p>
<p><b>Region(s) relevant to case study*</b></p>	<p> <input checked="" type="checkbox"/> All regions  <input type="checkbox"/> Africa  <input type="checkbox"/> Arab States  <input type="checkbox"/> Asia  <input type="checkbox"/> Caribbean  <input type="checkbox"/> Central America  <input type="checkbox"/> Europe  <input type="checkbox"/> Least Developed Countries  <input type="checkbox"/> North America  <input type="checkbox"/> Pacific  <input type="checkbox"/> Polar regions  <input type="checkbox"/> Small Island Developing States  <input checked="" type="checkbox"/> South America </p>
<p><b>Country(ies) relevant to case study</b></p>	<p>Brazil</p>
<p><b>Business sector of the organization(s)*</b></p>	<p> <input type="checkbox"/> Intergovernmental organization  <input type="checkbox"/> National/regional programme/initiative  <input checked="" type="checkbox"/> Non-governmental organization  <input checked="" type="checkbox"/> Private sector entity  <input type="checkbox"/> Research institute  <input type="checkbox"/> UN organization/agency </p>
<p><b>Adaptation sector relevant to case study*</b></p>	<p> <input checked="" type="checkbox"/> Capacity building, education and training  <input type="checkbox"/> Energy  <input type="checkbox"/> Finance and insurance  <input checked="" type="checkbox"/> Food, agriculture, forestry and fisheries  <input type="checkbox"/> Human health  <input type="checkbox"/> Oceans and coastal areas  <input checked="" type="checkbox"/> Science, assessment, monitoring and early warning  <input checked="" type="checkbox"/> Technology and Information &amp; Communications Technology (ICT)  <input checked="" type="checkbox"/> Terrestrial ecosystems  <input checked="" type="checkbox"/> Tourism  <input type="checkbox"/> Transport, infrastructure and human settlements  <input checked="" type="checkbox"/> Water resources </p>

\* Mandatory fields

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

**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.

<b>Adaptation activity delivered by case study*</b>	<input checked="" type="checkbox"/> Capacity building <input checked="" type="checkbox"/> Climate-resilient development planning <input checked="" type="checkbox"/> Communications and awareness-raising <input checked="" type="checkbox"/> Disaster risk reduction <input type="checkbox"/> Early warning systems <input checked="" type="checkbox"/> Education <input checked="" type="checkbox"/> Financial support <input type="checkbox"/> Humanitarian assistance <input checked="" type="checkbox"/> Knowledge management <input checked="" type="checkbox"/> Monitoring and evaluation <input checked="" type="checkbox"/> Pilot adaptation programmes/projects <input type="checkbox"/> Risk/vulnerability mapping <input checked="" type="checkbox"/> Training
<b>Work areas of the NWP*<sup>1</sup></b> <i>Select among the nine work areas of the NWP that apply to the case study.</i>	<input checked="" type="checkbox"/> Adaptation planning and practices <input type="checkbox"/> Climate modelling, scenarios and downscaling <input type="checkbox"/> Climate-related risks and extreme events <input checked="" type="checkbox"/> Data and observations <input checked="" type="checkbox"/> Economic diversification <input checked="" type="checkbox"/> Methods and tools <input checked="" type="checkbox"/> Research <input checked="" type="checkbox"/> Socio-economic information <input checked="" type="checkbox"/> Technologies for adaptation
<b>Target group*</b>	<input checked="" type="checkbox"/> Academics <input checked="" type="checkbox"/> Children <input checked="" type="checkbox"/> Communities <input checked="" type="checkbox"/> Policy makers <input checked="" type="checkbox"/> Practitioners <input checked="" type="checkbox"/> Private sector <input checked="" type="checkbox"/> Women
<b>Link</b> <i>Further information on relevant websites.</i>	<a href="http://www.greenfarmco2free.com.br">www.greenfarmco2free.com.br</a>
<b>Description</b> <i>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.</i>	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.
<b>Credits</b> <i>Provide the name of the photographer or the copyright references.</i>	Luiz Henrique Elias da Silva

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# Reality show

Câmeras mostram como funciona o negócio ecológico

**SELVAGENS**  
Animais silvestres apreendidos ou que sofreram maus tratos lotam os viveiros da fazenda



**BERÇÁRIO**  
Mudas nativas crescem em canteiros especiais para ser replantadas na propriedade



**CADEIA ALIMENTAR**  
O gado é vítima das onças, que não encontram pacas, suas presas naturais na mata



**ESCRITÓRIO FLUVIAL**  
Um barco ecológico pode servir de sala de reuniões para as negociações



**GERMOPLASMA**  
No viveiro de mudas, especialistas têm de "imitar" processos naturais para obter êxito

**ROYAL Eagle**

**Harpia harpya**  
Parana River  
Biodiversity Corridor  
Atlantic Forest Biome

Royal Eagle (*Harpia harpya*) Genetic Variability Bank at ASFA100001/2012 Harpia. Species endangered and almost extinct from Parana River Biodiversity Corridor. The region where the bank is located holds a deforestation rate of 99% with several large infrastructure projects surrounding it (Itaipu Binacional, BR 487, sugarcane plants etc) and high pressure for land use conversion (landless movement, soya, sugarcane, industry and others). Last private area with relevant presence of native ecosystems dedicated to environmental preservation ([www.greenfarmco2free.com.br](http://www.greenfarmco2free.com.br)).

**In-land Atlantic Forest**  
Mato Grosso do Sul  
Rio Grande do Sul  
Santa Catarina  
Minas Gerais  
São Paulo  
Paraná  
Goiás

**1st Biodiversity Bank in Brazil – Voluntary Independent Registry at [www.pnbsae.com.br](http://www.pnbsae.com.br)**

GREEN FARM ADMINISTRAÇÃO DE INVESTIMENTOS EM PRESERVAÇÃO AMBIENTAL LTDA  
BR 487, Km. 123, Estrada Vicinal, 5 Km, Sentido Sul  
CEP 79955-000, Caixa Postal 33, tel: 55 (51) 3491 13765, Itaquiraí, Mato Grosso do Sul, Brasil

**Area bank-200 m2**

**Interior Atlantic Forest**  
Total of 7 million hectares (ASFA10001/2012 Royal Eagle)

**Biodiversity Project Activity**  
Genetic Variability

**Genetic Variability**

Contract: Marcelo Membrano [www.co2free.com.br](http://www.co2free.com.br)  
Phone: +5511 99911 9723 ext: +5514491211111

**Genetic Variability**

Credits project: US\$ 10,750 (One hundred and forty nine thousand seven hundred and fifty)  
Total price of bank: US\$ 297,250 (Two hundred and ninety seven thousand two hundred and fifty)  
Location: CCA/OC Petróleo Bônito - Rodovia BR 487, Km 123, Itaquiraí, MS (99910000)

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