

# The Economics of Ecosystems and Biodiversity

## Brazilian Natural Capital Initiative



***Communication makes the value of ecosystem  
services visible***

**Side-event Korea, CBD COP12, CEPA Fair October, 2014**

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# Communicating biodiversity values

- Union for Ethical BioTrade (UEBT) Barometer 2013:
  - **Biodiversity awareness is particularly high in emerging economies like Brazil and China**, highlighting the growing importance of biodiversity for business.

## Brazil



**96% aware of biodiversity in Brazil.**

Correct definitions of biodiversity slowly rises. Awareness is driven by documentaries, school and advertising.

**51% defines biodiversity correctly**

**25% defines biodiversity partially**

# Communicating biodiversity values

- ❖ Half of Brazilians are **aware or have heard about biodiversity loss**, and the other half are unaware of the theme (MMA/SAIC,2012)
- Knowledge scenario had improved: in 2006, **43%** of respondents said they were aware of biodiversity **loss**.

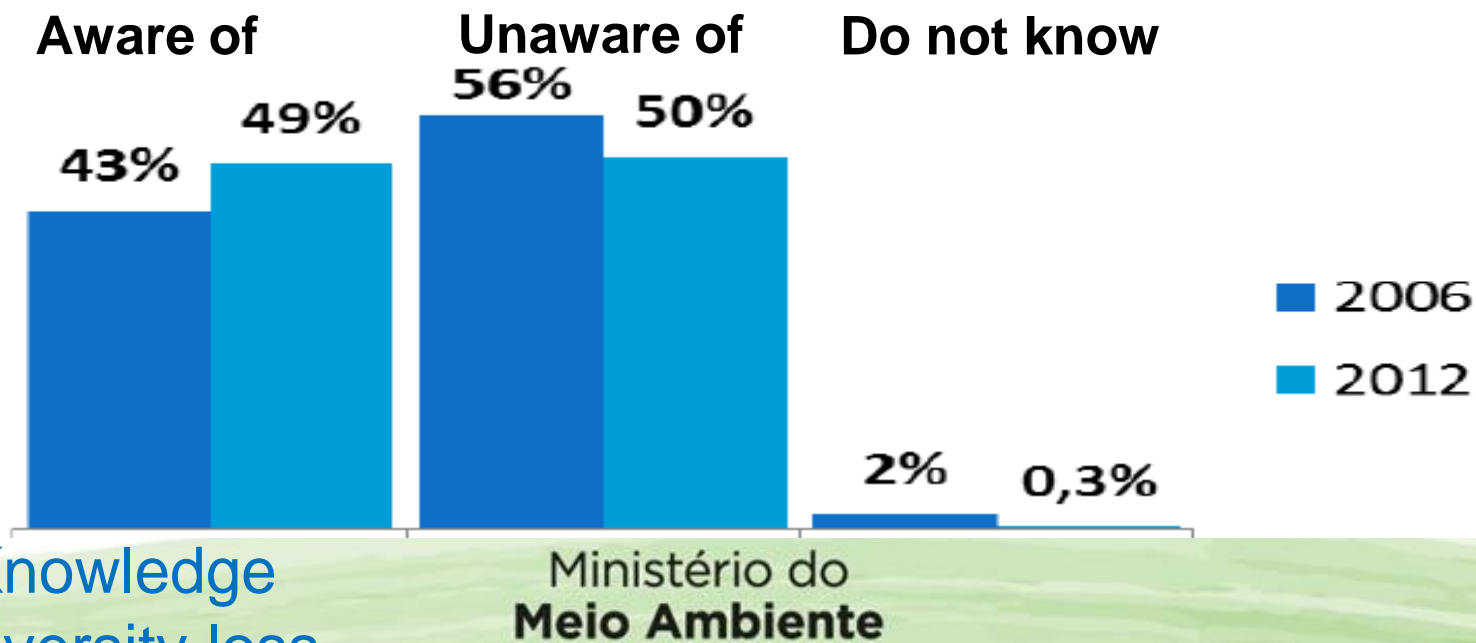


Figure 1. Knowledge about biodiversity loss

# Communicating biodiversity values

❖ It also **increased** the population's **ability to point out the elements** that are part of **biodiversity**:

- In 2006 only 36% of respondents stated that, ie, human beings were part of biodiversity; in 2012, this percentage nearly doubled, rising to 67%.
- It can be inferred that the design has been changing positively to a **more sophisticated notion of what the environment is**.

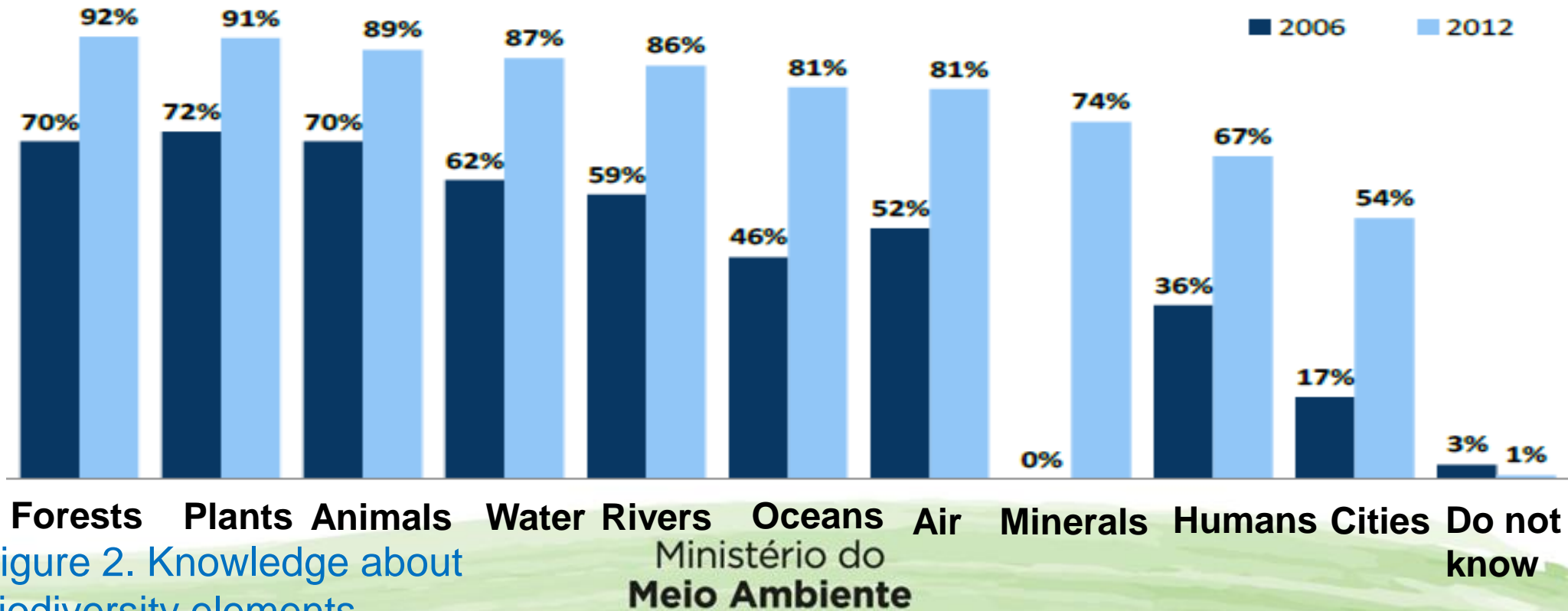
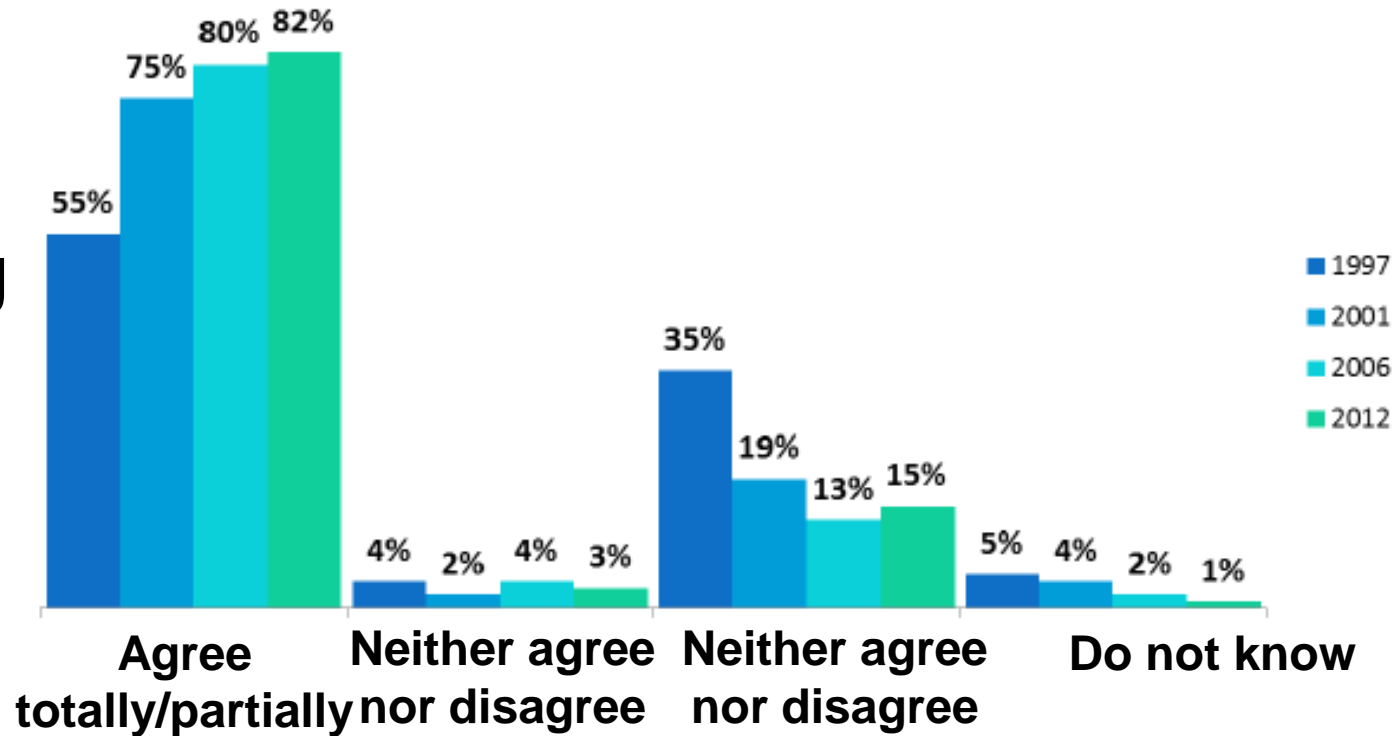


Figure 2. Knowledge about biodiversity elements

# Communicating ecosystem services

➤ "The way we use water, before long we will not have water to drink"



➤ "Concern for the environment in Brazil is exaggerated."

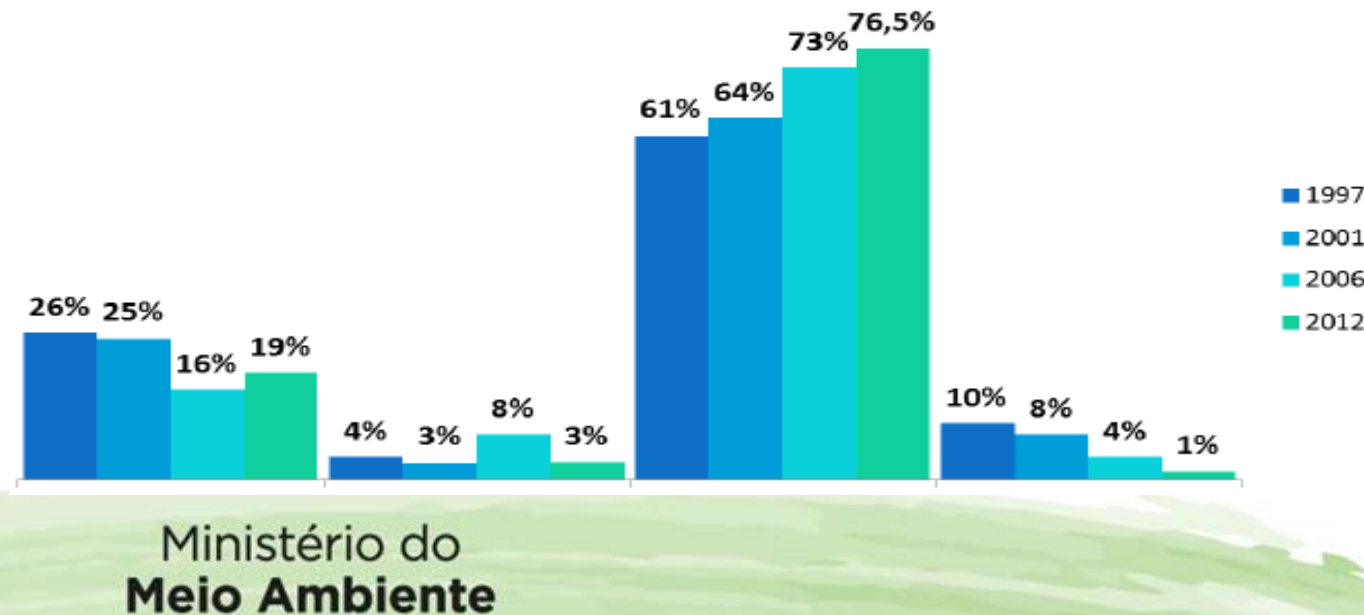


Figure 3 and 4. Opinions about statements related to environmental issues

# Forest Restorariion: the current playing field



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# Forest restoration: Level the playing field

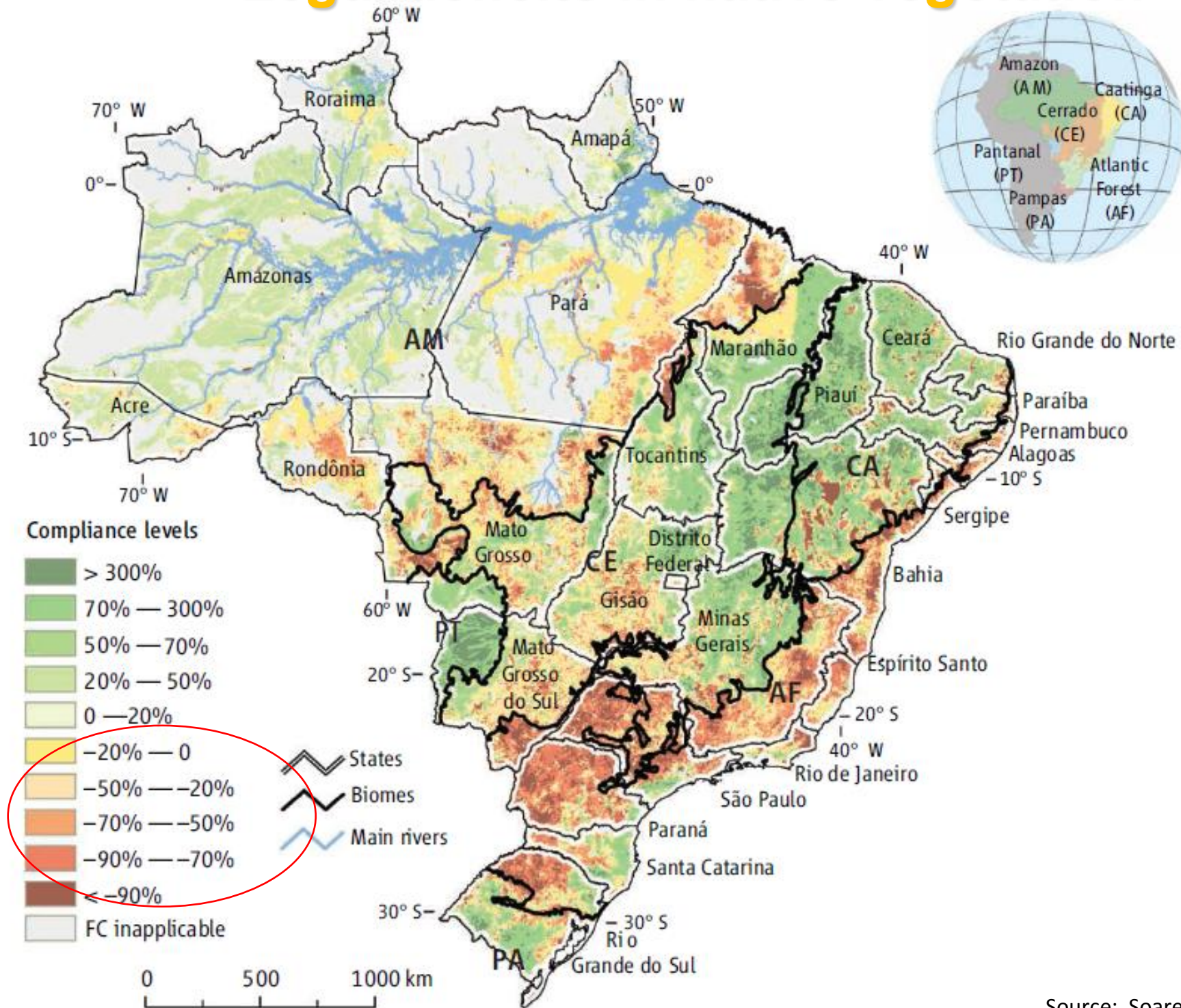


# To further level the playing field



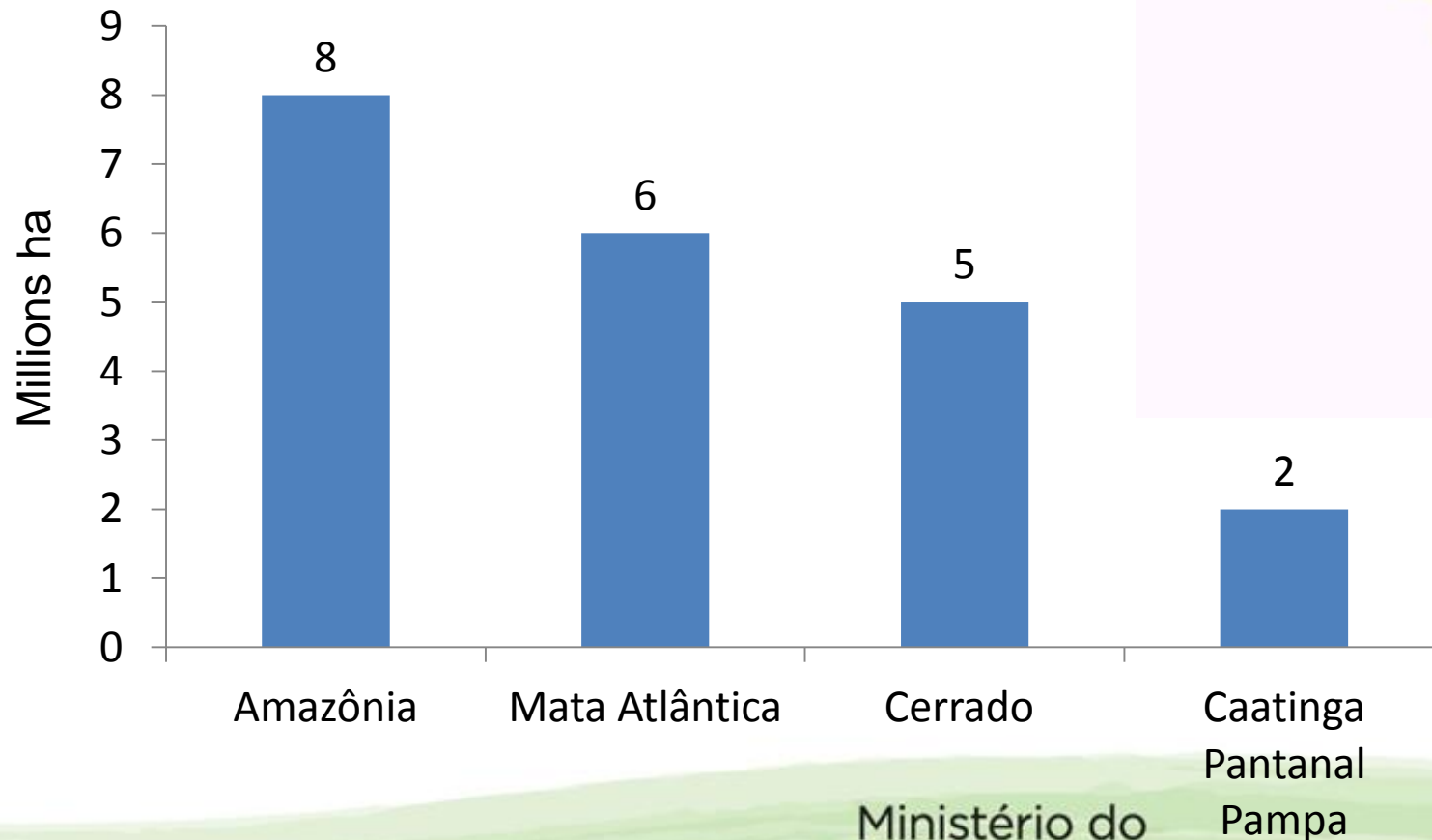


# Legal deficits in native vegetation



Source: Soares-Filho et al. (2014)

These deficits amount to about 21 million hectares across multiple biogeophysical regions



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Source: Soares-Filho et al. (2014); IBGE (2004)

# The Vegetation Recovery National Plan consists of 8 keystrategies but the first is the foundations of our effort

- 1. Awareness** Launch a multi-year *communications movement* targeting farmers, agribusiness, urban citizens, and opinion leaders to build awareness of what native vegetation recovery is, what its benefits are, and how to get involved

1988



2008



***Thank you!***



**Carlos Scaramuzza**

*Ministry of the Environment  
Secretariat of Biodiversity and Forests  
Department of Biological Conservation*

*carlos.scaramuzza@mma.gov.br*

**Luana Duarte and André Jardim**

*Ministry of the Environment  
Secretariat of Biodiversity and Forests  
Department of Biological Conservation*

*luana.duarte@mma.gov.br  
andre.jardim@mma.gov.br*