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# BLACK JAGUAR FOUNDATION ANNUAL REPORT 2019

Read about our 2019 milestones and  
scaling up to plant the first of many  
millions of trees





AMAZON

ARAGUAIA  
CORRIDOR

CERRADO  
SAVANNA

THE BLACK JAGUAR FOUNDATION (BJF)

# TABLE OF CONTENTS

1. Mission & Vision	5
2. 3 phases of activity	6
3. Message from the Board	7
4. Financials 2019	10
5. BJF Team, remuneration of the Board & Ambassadors	12
6. How cash funds raised were invested in 2019: TEAM	14
7. How cash funds raised were invested in 2019: FIELD	16

## THE BJF MISSION

# 1. MISSION & VISION

We are the Black Jaguar Foundation (BJF). We are driven to restore the balance between nature and mankind.

## MISSION

We offer a tangible solution for the drastic degradation of two of our most precious ecosystems: The Amazon rainforest and the Cerrado savanna in Brazil. The Black Jaguar Foundation pursues one clear objective: planting indigenous trees on a massive scale.

The end result will be the completion of the Araguaia Biodiversity corridor. Spanning 2600km, this will be the longest nature corridor on earth.

## VISION

We pursue this mission in order to improve the lives of each of us and of all future generations on our planet.

With partners who match our values, we will reach our goal through well-defined tasks and a step-by-step approach. We all have the power to change.

This restoration project looks not only to restore native biodiversity, but to create a shift in the way agriculture and land use is approached in the region. Because of this, community building and the engagement of local stakeholders is central to the project and essential for this vision to be achieved.

## 2. PHASES OF ACTIVITY



All of our activities and efforts to ultimately realize the Araguaia Corridor in Brazil can be divided in 3 phases:

### 1 Preparation phase >

laying the groundwork for our foundation year 2010 - 2018

### 2 Fundraising phase >

starting to generate the required funds in cash year 2019/2020 onwards >

### 3 Implementation phase >

carrying out the tasks in the field from 2020/2021 onwards >



*This image shows native trees planted by the BJJ in Jan-Feb 2019, seen here 14 months after planting, towering over BJJ Project Coordinator Dimitrio Schievenin*

## 3. MESSAGE FROM THE BOARD

Years of investing reap results: concrete milestones and the contract for the first of many millions of native trees...

**2019: Science study & Field successes lay the foundations for the first 1 million trees**

After years of investing in the preparation-phase, to create a solid foundation for the Stichting Black Jaguar Foundation (BJF), an exciting array of milestones were achieved in 2019, these can be broadly categorized into planting, research and community building. First of all, in the corridor-zone in Brazil, with the scaling up of our field activities. Secondly, with the completion of the Green Capital study and the processing of this report, and thirdly, with the expansion of the BJF network, both globally and locally in Brazil.

In addition, 2019 saw the finalization and launch of various marketing tools, such as BJF Portuguese website and the option to send our BJF newsletters in Portuguese. The Portuguese site was launched in July 2019 and the newsletter followed shortly thereafter in October.

All our work in our previous preparation years will contribute to making the Black Jaguar Foundation a highly respected organization with strong brand values, and a prominent global actor in the field of ecological restoration.

**Green Capital Study: scientific research in full progress**

A consortium of scientists that worked for the Paris 2020 Climate Agreement started in January 2019 to execute the Green Capital Study (Cost-Benefit Analysis) for BJF's ambitious corridor tasks creating a lasting impact on mankind. With this study, we'll be able to scientifically fact-check all benefits of the Araguaia Biodiversity Corridor, for Brazil and the planet as a whole. Such as: the positive economic and financial impact for the landowners in the Corridor zone and the avoided costs for the planet as a whole.

Consequently, what will the exact positive impact of the planned massive reforestation in the corridor, be on global warming? How much oxygen does it produce? How much CO<sub>2</sub> will these billions of newly planted indigenous trees absorb? How many people will be able to enhance their lives with it, by –for example employment as seed collectors and as actors in the restoration chain? In short: a scientific backing of the benefits when we plant more than 1,7 billion indigenous trees or restoring more than 1 million hectares in two of the world's most vital ecosystems. The study is expected to be completed in March 2020.

### Expansion of the reforestation

After many years of preparations, the actual ‘reforestation’ itself started in 2018, as we constructed our first 2 nurseries for native trees. From these nurseries we produced our own variety of over 30 different species of native trees. 24,549 trees were planted in 2019 via the direct seeding and seedling planting methods. This number does not include the thousands of additional trees we will see grow via natural regeneration in the months and years to come. In total over 67 hectares were restored in this early phase of our restoration and planting activities. Specially from October to December in 2019, at the start of the rainy season, we made great progress planting 18,193 trees as part of the first phase of our first agreement with Movida Car Rental in which we committed to plant 50.000 trees. This is the very first of many sponsored projects that will be embarked upon by the Black Jaguar Foundation and it has paved the way for a strong relationship with Movida for 2020 and beyond.

### Expansion of BJF core team

The above progress could only be made possible by our small but growing and very dedicated ‘core-team’, supported by a team of professional volunteers. In 2019, we expanded our core-team by contracting a dedicated Project Coordinator (Dimitrio Schievenin). Later on in the year, we contracted our first two local Environmental Engineers and articulators (Phablo Maia and Elyakin Veiga). This year we also welcome a new Partnerships Coordinator Brasil (Marina Tavares) who took over from Francisco Macedo and a new Communications Coordinator (Daisy Longden)

### Landowner engagement

Now, with two years of successful planting, we are ready to scale up. The overall implementation of the Araguaia Biodiversity Corridor will necessitate a large community of landowners working with the Black Jaguar Foundation to restore their degraded land. This is why, in 2019 we have started to invest in building this community of landowners. Starting with the creation of our landowner brochure, the first in what will be a series of tools used to communicate our project to this group of stakeholders. Secondly, mid 2019 we started hiring Phablo Maia and Elyakin Veiga, another milestone. Phablo and Elyakin will be the first of many local articulators who will build these crucial relationships with landowners. As a result of this, in December a contract was signed with a new landowner partner Fazenda Cedro, allowing us to restore their degraded land in 2020 and 2021.

### To conclude

In 2019, we saw the continued success of our reforestation work in the field, with the completion of our pilot project and the successful first planting for our new corporate sponsor-partner Movida Car Rental. This combined with carefully prepared marketing tools will enable us to activate our team of lobbyists to further engage with local communities in Brazil with one clear next goal: to accelerate our activities and start implementing plans to plant our first million native trees. Being accepted as an IUCN member, along with the involvement of the Black Jaguar Foundation at the German-Brazilian Sustainable Development Symposium and at the Brazilian Conference on Climate Change in Recife, has also helped us to become a key member in the global environmental restoration community.



Drs. I. Klaui  
President - Stichting Black Jaguar Foundation



B. Valks  
Initiator - Black Jaguar Foundation



**TOGETHER WITH LOCAL FARMERS,  
WE MAKE IT HAPPEN**

## 4. FINANCIALS

Since 2014 we have worked closely with and are being sponsored by Salesforce.org for our CRM online database. The complete history of donations, contacts, background information on each donor and (sponsored) services and gift items are all recorded with great precision in our Salesforce CRM tool. Also since 2018, we started working with 'Amstelstad Accountancy' as our new accountancy partner in the Netherlands. Amstelstad sponsors their time to automate BJJ financials and together we have been looking into a new integrated and online accounting system to be implemented in 2020.

### THE VALUE OF NON-CASH SPONSORING RAISED IN 2019: € 490,000 THE VALUE OF SOFT SPONSORING UP TO 2019: € 3,39 MILLION

The cumulative amount of € 3,39 million in soft sponsoring, or 'sponsoring in kind', was raised from 2012 to the end of 2019. This amount is not reflected on our balance sheet, but it has given us the power to continue to build a healthy base for our foundation. Only in 2019, the scientific team of researchers from both Brazil and the USA, had accepted a rock bottom cash fee in remuneration for their one year's work and accepted to contribute thousands of hours of combined services as a gift to our foundation which is valued at € 150K in man-hours. Other key indicators of large contributions in kind in 2019 are the thousands of hours donated to us by our Team of professional volunteers. Not to forget the contribution in kind of the translation and publishing of the Brazilian edition of the BJJ Book, the origin of the Black Jaguar Foundation. We are proud to share for a second year in a row, contributions in kind were received from landowners who are part of the restoration process in the Corridor.

### THE VALUE OF CASH SPONSORING RAISED IN 2019: € 309,002

We have dedicated a minimal amount of time and effort to raise cash funds in 2019. First wanting to finalise the mapping task, dedicate full attention to the scientific backing of our work through the Cost-Benefit Study, plant the first number of 50.000 trees and further build the core-team in Brazil, we have yet to unleash our fundraising potential. However still, we have raised € 309,002 from both individuals and companies in 2019. The cumulative amount raised in cash between 2012 and 2019 is € 927,497. These donors and partners have believed in our mission from the start and made it possible for us to continue to lay the groundwork of our foundation.

Payments made in 2019 totalled € 312,894,--. The balance on 1-1-2019 on our AbnAmro euro account stated € 38,636 +/-Credit. The balance on 31-12-2019 on our AbnAmro euro account stated € 28,063 +/-Credit.

The legal entity BJJ Brazil as 'Instituto Black Jaguar' was established in 2016 in Brazil. In 2019 the amount in Brazilian Real of R\$ 49,269 equal to around € 12,317 was raised by the Brazilian entity. However, the accounting of both BJJ Netherlands and BJJ Brazil are not (yet) integrated in 2019.

SUMMARY OF PROFIT & LOSS 2019	ACTUALS 2018 €	ACTUALS 2019 €
Income in kind ( non cash )		
Volunteers time & talent	80.000	90.000
Official suppliers	90.000	160.000
Technical restoration partners	250.000	200.000
Farmers co-payment	30.000	40.000
<b>TOTAL INCOME IN KIND</b>	<b>450.000</b>	<b>490.000</b>
Income in cash		
The First 600 campaign	76.813	82.653
Crowdfunding - Tree adoption		
Exclusive corporate giving	125000	76.349
Foundations and philanthropy		150.000
Reforestation services & recurring carbon credits		
Cash Expenses Stichting Black Jaguar Foundation		
Overhead	-26.276	-27.605
Proposition Araguaia Corridor	-56.191	-93.218
Mapping task Araguaia Corridor	-90	-637
Biodiversity planning and reforestation	-102.893	191.435
Total cash expenses Stichting Black Jaguar	-185.450	-312.894
<b>RESULT FOR THE YEAR</b>	<b>16.363</b>	<b>-3.892</b>
Raised in cash - Netherlands	201.813	309.002
Raised in cash - Brazil	19.980	12.317
Total income cash NL & Brazil	€221.793	€321.319
<b>TOTAL INCOME IN KIND &amp; CASH</b>	<b>€671.793</b>	<b>€811.319</b>

# 5. BJF TEAM & RENUMERATION OF BOARD & AMBASSADORS

## HOW CAN WE DO SO MUCH WITH SO LITTLE FUNDS?

The driving force behind the BJF is the large number of dedicated professionals who donate their talent and time. A powerful team with a Green Heart on Fire as we call it. Some donate a few hours a month, some work almost full-time! Thousands of man-hours have made it possible for the BJF has to transition from the Preparatory Phase to the Fundraising and Implementation phase in 2019. Our team of professionals stand at more than 140 members in over 10 countries around the world in 2019. We do however see the need to expand our 'core team' of dedicated professionals who are full time employed or contracted by BJF. Additionally, the BJF Team consists of a large group of 'Official Suppliers': companies offering their services or products to the BJF at no costs or at charitable rates.

### Remuneration of the Board and of the Ambassadors

The board of BJF Netherlands and the board of BJF Brazil (Instituto Black Jaguar) consists of three members and are appointed for an indefinite period.

The foundation has 6 ambassadors and BJF is very grateful for their efforts.

BJF Ambassadors are a group of highly respected and commendable men and women who share the values of the BJF and act as a role model for our society.

BJF Board members and Ambassadors do not receive any cash remuneration. They are only reimbursed for basic expenses such as transport to attend BJF meetings.

In 2019 the Governance project Brazil began, as part of the Black Jaguar Foundation is currently approaching men and women at the top of their respective fields to help guide our efforts in Brazil.



### This year BJF were honoured to welcome new BJF Ambassador: Shannon O'Leary Joy

We are extremely honoured to officially welcome a new ambassador this year, Shannon O'Leary Joy! As an environmentalist, ocean advocate and philanthropist, Shannon O'Leary Joy brings with her a wealth of knowledge and experience to our diverse group of Ambassadors.

# BJF CORE TEAM 2019



**BEN  
VALKS**

Initiator



**JOËL  
BOËLE**

Community Outreach Coordinator



**ERIC  
SCHOORL**

Campaign Coordinator



**DAISY  
LONGDEN**

Communications Coordinator



**IVAN  
NISIDA**

Strategy Coordinator



**MARINA  
TAVARES**

Partnerships Coordinator (Brazil)



**EDUARDO CARLOS  
OLIVEIRA**

Field Coordinator



**DIMITRIO  
SCHIEVENIN**

Project Coordinator



**PHABLO  
MAIA**

Environmental Engineer



**ELYAKIN  
VEIGA**

Environmental Engineer

Since 2018, the BJF both extended its core team and was able to start paying cash as remuneration for the full-time services for its most dedicated volunteers. Both the expansion of the core team and the ability to pay remuneration has greatly improved the quality of the team as a whole. The multitude of tasks, initially taken on by a few core members who showed immense commitment are now distributed amongst a larger team of full-time professionals that, in virtue of being paid, are able to give a more focused attention to the BJF.

# 6. HOW CASH FUNDS WERE RAISED & INVESTED (TEAM)

## CORE TEAM EXPANSION IN 2019

### Hiring of Project Coordinator

The knowledgeable Dimitrio Schievenin has joined our team full-time in Brazil and we couldn't be more pleased. Dimitrio works for the BJF as a project coordinator, organizing and implementing ecological restoration along the corridor. Dimitrio has a Masters in Forest Science from São Paulo State University and a Bachelor's degree in Forest Engineering from São Carlos Federal University. Since his undergraduate studies, Dimitrio has worked in several projects focusing on ecological restoration and forest ecology in most Brazilian biomes.

### Hiring of our first two local Environmental Engineers

Elyakin and Phablo are our newest team members. As local environmental engineers, Elyakin and Phablo will play a crucial role in the next stages of our project, helping to communicate our mission and create new partnerships with landowners along the Araguaia corridor. Elyakin and Phablo are both local to the region and have extensive histories in farming. This intimate knowledge of the area, the people and the industry makes Elyakin and Phablo perfectly placed to articulate to landowners the merits of committing to our biodiversity project and allowing us to restore their lands to the rich, diverse areas they once were.

**Other notable additions have been the hiring of our new Partnerships Coordinator in Brazil, Marina Tavares, and the hiring of our new full time Communications Coordinator in The Netherlands, Daisy Longden.**

Marina's role within the foundation is to ultimately deliver the BJF message and create partnerships in Brazil. This includes engaging with different partners, from potential sponsors to NGOs, who may be able to provide the BJF with funding or expertise. After graduating at FGV Business School and working for years for the private sector, predominantly in marketing for large companies (such as Nestlé), she decided it was time to start giving back to the world. She was inspired by the work of the Black Jaguar Foundation and joined the organisation in May 2019.

In her role of Communications Coordinator, Daisy works to ensure all sponsors, friends and the wider global community are kept up to date with our progress and makes sure we deliver one clear, positive message. Trees are the solution! Originally from the UK, Daisy recently completed her masters in International Development at the University of Amsterdam, focusing on the co-dependence of social and environmental development.

## Payments to BJF's core team members

BJF Core team members, all donate a significant amount of their time towards the BJF and the goal of restoring the Araguaia Biodiversity Corridor, and therefore their salaries remain modest, they all work to plant as many trees as possible and allocate the most funds towards the restoration practices.

Joël Boele, who has previously spent a year and a half volunteering her time as a community outreach coordinator for the BJF, invoiced the BJF for € 15.240 in 2019 for her tireless work and commitment. Campaign Coordinator Eric Schoorl was paid a total of € 12.600 in 2019, after many years of incredibly loyal unpaid work for the project. BJF's initiator, Ben Valks, invoiced a remuneration fee for all his services such as making available and maintaining a car for BJF and other services throughout the year of € 3.000 per month. Eloise Moench filled in the important task of Communication Coordinator and worked until August 2019 with a total invoiced amount of € 6.776. Daisy Longden who took over as Communication Coordinator from Eloise and who joined the team in September of 2019, after having volunteered additional time each week, had invoiced the amount of € 2.904 for the last 3 months in 2019.

## Team Brazil

Stichting Black Jaguar Foundation (Netherlands) transferred the required funds to Instituto Black Jaguar on a bi-monthly basis in 2019 for the BJF Team in Brazil to flourish. From the account of Instituto Black Jaguar an amount of Brazilian Real (R\$) 4.000 per month was paid out to Francisco Macedo during January until July as remuneration for his services of BJF Brazil's Partnerships Coordinator in 2019. His important task was carried out by the new Partnerships Coordinator, Marina Tavares, from July 2019 onward. She was paid out (R\$) 7.000 per month during July to September and (R\$) 8.000 from October to December. An amount of (R\$) 4.750 per month was paid out to Dimitrio Schievenin for the full-time services of BJF Brazil's project coordinator in 2019. Eduardo Carlos Oliveira was remunerated (R\$) 4.000 per month for his dedicated work coordinating the field activities. Our field articulators Elyakin and Phablo started in October 2019 and were remunerated (R\$) 3.800 per month for their efforts to make more partnerships with landowners in the field.



# 7. HOW CASH FUND WERE RAISED & INVESTED IN 2019 (FIELD)

## FIELD DEVELOPMENTS IN BRAZIL FOR THE ARAGUAIA CORRIDOR

### BJF seedling show outstanding survival rate of 90%

The thousands of seedlings that were planted by BJF's team back in December 2018 have surpassed all expectations. Whereas 70% is the standard survival rate for reforestation projects, 90% of our seedlings have survived. This is because of fortunate rainfall and great maintenance work by the team at Fazenda Santa Fé!



THIS PHOTO WAS TAKEN IN APRIL 2019. IN THE FIRST 4 MONTHS OF THEIR LIFE, THESE TREES WERE MEASURING UP TO 2 METERS TALL! THIS STAGGERING GROWTH IS A TESTAMENT TO HOW HELPING NATURE JUST A LITTLE BIT CAN LEAD TO INCREDIBLE ECOLOGICAL RESULTS.



*Clóvis and Regina Molke from new partner farm, Fazenda Cedro, with BJf Team*

### **New partner landowner joins the BJF community**

We are extremely pleased to announce that in December, another landowner in the corridor region joined our grand mission. Introducing Fazenda Cedro! Also known as Fazenda H3C, the farm is located in the municipality of Santana do Araguaia, Pará State, in the heart of the Corridor. Originally from the south and southeast of Brazil, owners, Clóvis and Regina Molke, are proud to be a traditional family of farmers who always seek to produce with respect for the environment. Regina emphasises the need to take care of natural resources, commenting that without these, agricultural activity itself becomes infeasible.

### **BJF Demonstration unit up and running**

During the 2019 rainy season, the BJF field team has been implementing a Restoration Demonstration Unit (RDU), located in the Farm of the Future, in the heart of the Araguaia Biodiversity Corridor! Our team first prepared the area for restoration by removing all invasive grasses and plants, placing a fence and starting to plant the first seedlings. This RDU will be fully restored using three different techniques: seedling planting, with legume plants between the seedlings; dense seedling planting; and direct seeding, mixing tree species and legume plants.

## COMPLETION OF PLANTING SEASON 2018-2019...AND THE BEGINNING OF SEASON 2019-2020!

From January to March of 2019 the BJF completed their second planting season, finalising the second phase of the pilot project. In this pilot project over 50,000 trees were planted and grown. In December 2019, the rainy season once again meant we were able to begin planting. Using the trees that had been grown in our nurseries and the seeds that have been collected through the year, 18,000 trees were planted in the month of December.

In the coming year we will be more ambitious than ever as we start to action plans to plant our first million trees. Using the knowledge acquired from each last rainy season, we're perfecting our restoration techniques. Learning from experience, research and from our technical partnerships, this year we have particularly developed our direct seeding techniques, one of 5 methods we use in our restoration work. We've also gained an even better understanding of which tree species are optimum to rebuild the forest structure.



*Seedlings planted at the end of 2019*



*Planting seedlings in action, Dec 2019*



*Part of the field team in Dec 2019, after a day of direct seeding*

### **BJF Launch Official monitoring protocol with the help of Bioflora**

In order to ensure the success of our project, The Black Jaguar Foundation will now use an Official Monitoring Protocol to prove that our ecological restoration work is effective. The technical team at Black Jaguar Foundation- assisted by the forest restoration specialists Bioflora and the Forest Ecology and Restoration Laboratory (University of São Paulo)- developed the protocol to assess areas that have already been restored along the corridor. The Protocol includes qualitative and quantitative assessments to be conducted in areas that are under restoration. In the early years, external, internal and aerial images will be used to show changes in soil cover. After the third year, quantitative sampling is conducted using random plots. In these plots, soil cover by native vegetation and the density and richness of natural regeneration will be verified.

### **Community engagement and local environmental education made a priority**

Our project has developed only by building strong relationships with local communities, which has recently been extended through engagement with local schools and universities. This year, Carlos Eduardo, BJF forest engineer, has been visiting schools in the Araguaia corridor region to teach about the intrinsic value of nature and the reasons why we must all protect our planet's biodiversity! This is part of a new initiative with the Secretary of Environment, Fisheries and Tourism of Marianópolis do Tocantins to promote social and environmental sustainability in the region.

The BJF has also hosted students from local colleges to teach them first hand about the restoration process. During their time in the field they followed various activities under the supervision of Field Coordinator Carlos Eduardo Batista de Oliveira: collecting and processing forest seeds, the production of forest seedlings in the nursery, monitoring the areas planted in 2018 and looking at the next steps and the new areas where restoration will be implemented.

### **Our local community grows: meet nursery carer Elaine**

Eliane is the nursery carer at our seedling nursery in Santa Fé farm, doing an amazing job planting! She's a huge advocate for the BJF's work, explaining how retaining water in Brazilian land is crucial for her children and future generations.

She described the pleasure of planting trees and watching these trees grow, knowing that they will help the local area by ensuring water security and replenishing the quality of the soil. Taking pride in playing her part in the preservation of our planet, "Elaine said When everyone does their share, the planet is grateful".



*André Nave, Bioflora Director, implementing monitoring protocol*



*Environmental Education classes with BJF Field Coordinator, Eduardo*



*Work experience students from the University of Goiás*



*Elaine our dedicatd nursery carer*

## STRATEGIC ACCOMPLISHMENTS REALIZED AND PAID FOR IN 2019

Expanding our network of technical partners and developing the science and research behind our project.

### New Technical partnerships

#### Ibirau

This year Ibirau – the mapping and forest restoration engineers- became a BJJ technical partner. They have carried out an extensive mapping study and they have shared it with the BJJ. This was a huge breakthrough; one that meant we could start planning the next steps of restoration in the states of Tocantins and Par.

#### Caminhos da Semente

Introducing Caminhos da Semente, experts in direct seeding and new BJJ technical partner. They will be a crucial partner for us in the coming years as we expand and perfect our restoration techniques. Their mission? To help reforestation initiatives, such as the BJJ, succeed and maximise their efficiencies. Caminhos da Semente will be working in direct collaboration with our team in the field to improve our direct seeding techniques.

#### Arben

We are very proud to announce a new technical partner has recently joined our mission. Arben – Estudos e Consultoria Ambiental, a highly qualified and vibrant environmental consulting company from So Paulo, has offered to contribute to the creation of the Araguaia Biodiversity Corridor. Arben specialise in studies, licensing and environmental services. Their very qualified team will help our forest engineers with mapping and the development of new ecological restoration techniques.

#### Agroicone

We are excited to now be working with Agroicone! As environmental and agricultural consultants, they will help develop sustainable plans to develop farming in the region and also offer technical support for restoration initiatives regarding the direct seeding method.

### BJJ TECHNICAL PARTNERS IN FOREST RESTORATION



## Two year technical partnership with Bioflora and LERF renewed

Bioflora is the leading consulting firm for ecological restoration in Brazil. Together with the Laboratory of Ecology and Forest Restoration (LERF) of the University of São Paulo, they have been an invaluable technical partner for the BJJ for the past two years, carrying out field visits on our sites and providing us with a wealth of expert knowledge about ecological restoration. We are immensely proud to announce that our partnership has now been extended for the coming two years. Top Bioflora and LERF scientists will continue to visit our sites every three months and work closely with our forest engineers.

## BJJ become official IUCN member

We are extremely proud to announce that we have officially been accepted as an IUCN member. The International Union for the Conservation of Nature is one of the world's largest nature conservation organisations, composed of states, government agencies, NGOs, Indigenous Peoples' organisations, academic institutions and business associations, harnessing the experience of its more than 1,300 member organisations.

The IUCN represents a combined effort to conserve nature and accelerate the transition to sustainable development. Membership entails access to a wealth of resources and knowledge that helps organisations such as the BJJ be as effective as possible.



## RESEARCH : THE GREEN CAPITAL STUDY

Throughout 2019, 11 internationally renowned scientists from Brazil and the United States have been engaged in an impact study of the Araguaia Biodiversity Corridor. This study will determine the total funds required to implement the BJB reforestation tasks for the Araguaia Corridor project, as well as the benefits that the project will generate for humankind. It will investigate the project's impact on factors such as climate change and employment in local communities. It will show exactly how the return on investment (ROI) for this project is positive. With this study, we will be able to scientifically fact-check all benefits of re-greening the Araguaia Biodiversity Corridor, for Brazil and the planet as a whole. The study is expected to be completed in March 2020.

This critical study was made financially possible by a grant from our new Ambassador and president of the EarthSense Foundation, Shannon O'Leary Joy. All of us at BJB are truly grateful for her generosity towards our planet and to our foundation in particular. BJB's Cost-Benefit Analysis has also been awarded a Research Award Grant from the Lemann Institute.

**I ILLINOIS**

COLLEGE OF LIBERAL ARTS & SCIENCES

**THE LEMANN CENTER FOR  
BRAZILIAN STUDIES**

**EARTHSENSE FOUNDATION**

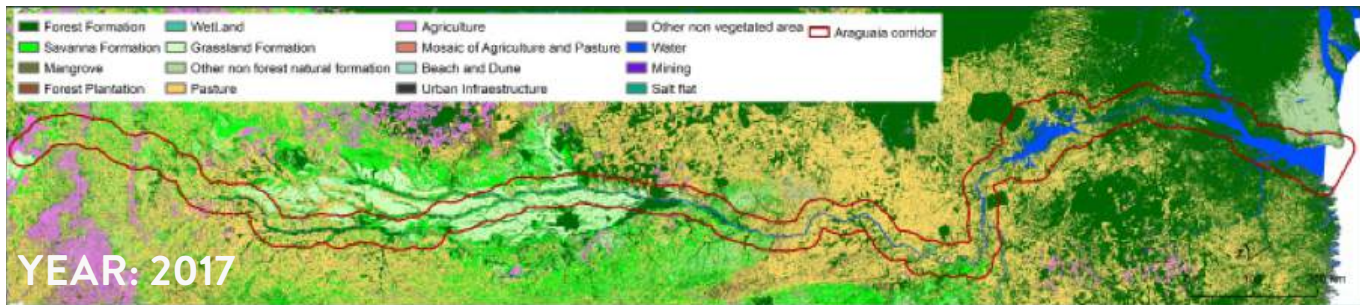
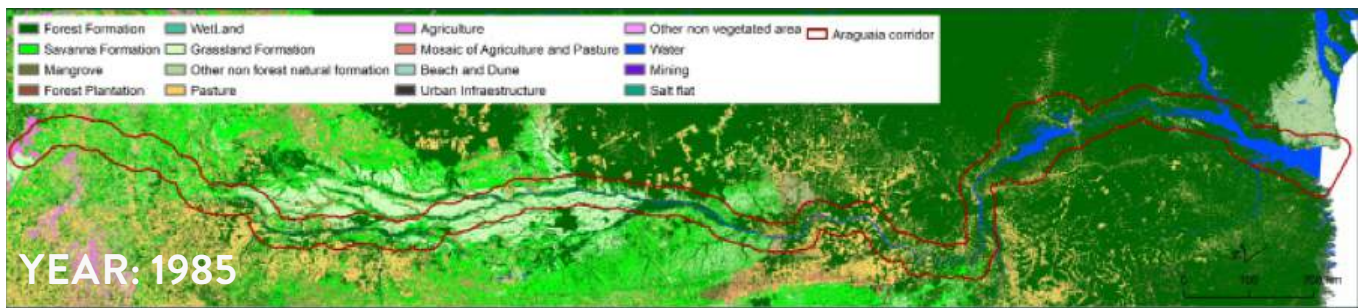
The study is lead by distinguished professors from the University of São Paulo (Brazil) and the University of Illinois (USA) and their Research Teams:

Prof. Andrea Lucchesi

Andrea Lucchesi is a Professor at the School of Arts, Sciences and Humanities of the University of São Paulo (EACH/USP) in the area of economics and quantitative methods. Her research focus is on natural resources and environmental economics, public policy evaluation, innovation, and the labor market. Prof. Lucchesi is a member of the European Association of Environmental and Resource Economists (EAERE).

Prof. Madhu Khanna

As a distinguished Professor in Agricultural & Consumer Economics (ACES), Madhu Khanna examines the motivations for producers to adopt innovative production technologies to meet demands for food and fuel. Her work informs stakeholders and policymakers about the cost-effectiveness of various policy approaches to improve environmental quality and their implications for farm profitability, land use, food and fuel production.



A great part of our time in 2019 has been dedicated to planning and managing the Green Capital Study. Internally regarding the execution of the study, and through regular meetings with the Research Team and Advisory Board. The project originated with BJJ's initiator Ben Valks who believes it is crucial for this ecological restoration to be grounded in concrete science. Coordination of the study from the very start was carried out by BJJ's Francisco Macedo, who in July 2019 handed over his responsibilities of the coordination to BJJ's core team members Joël Boele and Marina Tavares.

To ensure the research is able to be complete with the utmost care and expertise, the Research Team is being supported by an expert Advisory Board. This is chaired by Bianca Nijhof and composed of highly reputed individuals from all over the world.

### GLOBAL ADVISORY BOARD MEMBERS

A global Advisory Board, chaired by Bianca Nijhof, consisting of highly renowned individuals in the fields such as landscape management, green finance and corporate sustainability will support the Research teams with recommendations and secure the research process.



**BIANCA NIJHOF**  
Managing Director  
Netherlands Water Partnership  
NWP



**NAMITA VIKAS**  
Group President & Global Head  
Climate Strategy & Responsible Banking  
Yes Bank



**HELEN DING**  
Senior Environmental Economist  
World Resources Institute  
WORLD RESOURCES INSTITUTE



**JAN WILLEM DEN BESTEN**  
Senior expert Green Finance  
IUCN Netherlands  
IUCN



**DR. JÖRN GERMER**  
Project Manager Agroecology  
University of Hohenheim Germany  
UNIVERSITY OF HOHENHEIM

## PARTICIPATIONS AT SCIENTIFIC CONFERENCES AND CONGRESSES

### BJF talk impact of the Brazilian-German Symposium

In September, Ben Valks and Joel Boele travelled to Germany to speak at the Brazil-Germany symposium on Sustainable Development. The symposium focused on understanding the complex relationship between human and natural components and their integration into systems for sustainable development in Brazil and Germany. Invited by our Global Advisory Board Member for the Green Capital Study, Dr. Jörn Germer, we were honoured to present our work, discussing our large scale ecosystem restoration and the realisation of the Araguaia Biodiversity Corridor in the heart of Brazil.

### BJF lead panel of the Brazilian Conference on Climate Change

The CBMC – Brazilian Conference on Climate Change – is an annual meeting, the first of which convened in early November this year, for three days of dialogue and proposals surrounding the implementation of the Brazilian NDC, the Paris Agreement and the 2030 agenda. The Black Jaguar Foundation had the honour of being invited to participate in the event as a partner organisation. Marina Tavares (BJF) and Dimitrio Schievenin (BJF) lead the panel “Restoration and Recovering of Degraded Areas: Commitments and Opportunities for Brazil”.

Our project coordinator, Dimitrio Schievenin, was also invited to the WWF panel, “Barriers and Opportunities for NDC Implementation in the Farming Sector – A Focus on Restoring Degraded Areas in the Brazilian Cerrado.”. Here we shared the learnings so far from our pilot project in Santana do Araguaia (PA) and Caseara (TO), an area viewed to be the transition point between the Cerrado and Amazon biomes.

The outcome of this conference was the Recife Declaration. The Black Jaguar Foundation are one of numerous institutions, NGOs, companies and public agencies that have signed this agreement, committing to stand against climate change and work collectively towards a greener, more sustainable future.

### Bioflora x BJJ: Landowners syndicate of Santana do Araguaia

At the end of 2019, the BJJ hosted an event with the landowners syndicate of Santana do Araguaia. This was led by our technical partner, Bioflora Restoration Technology, who are now working with us to increase our engagement with new landowners. During this day, André Nave, Director of Bioflora, gave a lecture and led the discussion about the environmental improvement of farms and rural properties, shining a light on the necessity for landowners to engage in environmental regularisation.

The day sparked many interesting discussions surrounding the move to more sustainable practices and the benefits this can create both for landowner, communities and the environment.



*Brazilian-German Symposium 2019, Stuttgart*



*Dimitrio and Marina (BJF Brazil) on the “Restoring and Recovering of Degraded lands“ panel, CLIMA 2019, Recife*



*André Nave (Bioflora) at the Landowners syndicate of Santana do Araguaia event*

## MARKETING, FUNDRAISING & PREPARATION ACCOMPLISHMENTS REALIZED AND PAID FOR IN 2019

### BJF Website live in Portuguese!

We are proud to announce that this year saw the launch of our Portuguese site! This is a crucial step in our journey as it means we are now able to engage more readily with our Brazilian audience and keep them informed and up to date on all of the progress that's taking place! We want to make sure that as many people as possible are aware about this vital work that is taking place in Brazil, and the implications it has for the global population.

This website is the main outlet for tracking the BJF project, learning more about its importance and what you can do to support us in our mission. You can view our Portuguese website by clicking on the Brazilian flag in the top left corner of the page!





### BJF Brazilian Landowner brochure ready to engage new landowner partners


The BJF is excited to start engaging more landowners with our project in the state of Pará and Tocantins. To aid in this, this year we created our Landowner Brochure in print in both Portuguese and English. It outlines how landowners can become BJF partners and comply with the forest code and improve the quality of their land through the forest restoration services we provide. This brochure is a great tool for us to continue building the community of landowners along the corridor; only through positive cooperation with each landowner can we complete our mission, creating a Win for his farm and a Win for our planet

THE BENEFIT

### FOREST RESTORATION FOR THE BENEFIT OF LANDOWNERS

The return of native vegetation brings advantages to the agri-producer

<p style="text-align: center; font-weight: bold; font-size: small;">1. SOIL QUALITY</p> <div style="text-align: center; margin-bottom: 5px;">  </div> <ul style="list-style-type: none"> <li>• Maintenance of soil fertility</li> <li>• Decreased erosion</li> <li>• Increase in agricultural production</li> </ul>	<p style="text-align: center; font-weight: bold; font-size: small;">2. WATER SUPPLY</p> <div style="text-align: center; margin-bottom: 5px;">  </div> <ul style="list-style-type: none"> <li>• Conservation of water resources inside the property (springs, rivers and lakes)</li> <li>• Rain cycle regulation</li> </ul>
<p style="text-align: center; font-weight: bold; font-size: small;">3. POLLINATION</p> <div style="text-align: center; margin-bottom: 5px;">  </div> <ul style="list-style-type: none"> <li>• Increased natural pollination by insects and birds in the region</li> </ul>	<p style="text-align: center; font-weight: bold; font-size: small;">4. MICROCLIMATE IMPROVEMENT</p> <div style="text-align: center; margin-bottom: 5px;">  </div> <ul style="list-style-type: none"> <li>• Increased air humidity</li> <li>• Reduction of extreme heat in the field</li> </ul>



THE VISION


### FOREST RESTORATION TO ENSURE THE FUTURE

The return of native forests benefits the planet and your production

By restoring the areas required by law, the landowner also leaves his legacy on the world as he or she will be contributing to:

- Climate change mitigation
- Maintenance of the natural rain cycle;
- Conservation of thousands of plant and tree species

The Araguaia River is expected to dry up within 40 years, with serious economic implications, if its banks and tributaries are not restored.



BJF partner owners are the true heroes of one of the world's largest restoration projects and contribute to a better future for their children.

### BJF Brazil move into new Sao Paulo office

Our small but beautiful new jungle office, located in the heart of São Paulo, opened for business this year. The office serves as an ideal space for our expanding Brazilian team to work together, host meetings and make our mission a reality. A big thank you to owner Mrs. Adriana Caccuri, who sponsors the BJJ through great discounted rent and lots of benefits for this office space!

### Jaguar Parade raises awareness and funds for the BJJ and conservation work across the country

In September of 2019, artists Ivan Nisida and Andrea Tolaini painted one of the 90 Jaguar statues that took part in the Jaguar Parade. They created the “BJJ Araguaia Guardian”, a piece that is a poetic portrait of all the lives impacted by this Biodiversity Corridor.

This work of art was displayed in public areas around São Paulo throughout October and November of 2019 to raise awareness about the immediate need for conservation and restoration efforts in Brazil and worldwide! Inspired by the BJJ mission to restore the biodiversity of the Araguaia region, this beautiful piece was auctioned on the 29th November – with the proceeds going to help the BJJ progress in our crucial work. Thank you to the Jaguar Parade and all the artists and organisations that took part to raise awareness for this vital cause.



*“The Araguaia Guardian” - created, exhibited and auctioned to raise awareness and funds for the BJJ mission*

### Sponsor Partnership signed with Movida Rent a Car (Brazil)

On the 1st of October 2019, the start of an ongoing partnership was established between Black Jaguar Foundation and Movida Car Rental. Movida car rental is Brazil's leading mobility company and part of the JSL group, Brazil's largest logistics company. This new partnership will see the planting of 50.000 native trees by our forest engineers and planting team between October 2019 and May 2020. Movida is planting these trees as part of their 'Carbon Free Programme' which looks to offset the company's carbon emissions. We are excited by the partnership and committed to planting and maintaining these 50.000 native trees to ensure the highest standards of restoration, contributing to the creation of healthy, sustainable forests. The signing of this agreement for 50.000 trees may be the foundation for expanding our relationship with Movida in 2020 and beyond.



### Scelta Mushrooms remain loyal sponsor of the BJJ

Long-time BJJ sponsor and loyal friend Scelta Mushrooms kept up their constant support for the Black Jaguar Foundation throughout 2019. After generously hosting our extremely successful 2018 celebration event, their commitment to the future of our planet has only increased. Making sustainable strides in their own business as well as being dedicated to the work of the BJJ in Brazil.



### Accenture- BJF partnership stronger than ever

The BJF are extremely pleased to announce our partnership with Accenture is stronger than ever! Accenture, the leading Salesforce Implementation Partner is a world-renowned company that provides a wide range of premium cloud strategy and technology consulting, as well as cloud implementation, integration and management assistance. Accenture has supported the BJF by aiding our migration from the Salesforce “Classic” UI to the “Lightning Experience” UI. The migration was realized in record time of 3 weeks, helping us immediately with the day-to-day management of our tasks!

### Greenfinity celebrate BJF Partnership

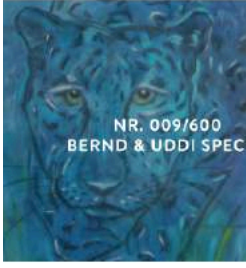
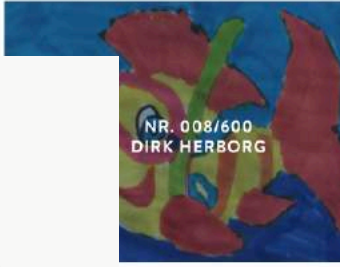
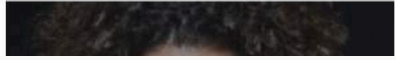
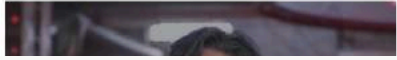
In October of 2019 we officially partnered with Greenfinity Foundation. From Austria, this charitable organisation is committed to the protection of the environment, actively supporting initiatives that promote awareness and secure the preservation of natural habitats. The funding provided by Greenfinity will be used directly by our BJF Brazil Team to implement our second pilot phase, the planting of 1 million trees, part of which will become the Greenfinity forest. As 2019 comes to a close and planting season commences in Brazil, we want to thank Greenfinity Foundation for the important role they have played in the planting of this next, much larger quantity of trees and we look forward to working with them in the coming year.

### New partner Welight highlight social impact and transparent giving

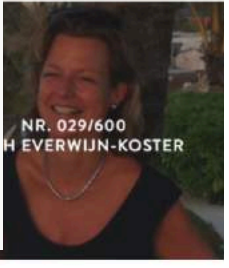
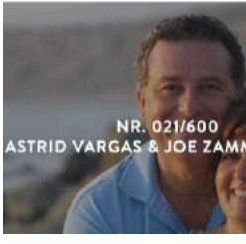
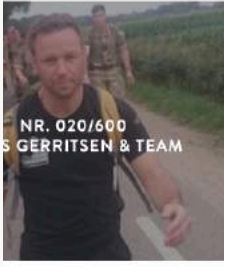
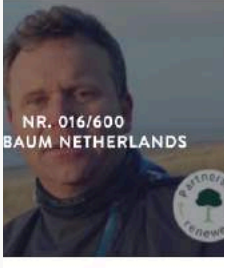
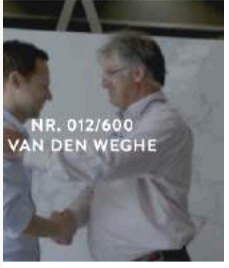
The BJF is extremely happy to become one of the first organizations in Europe to partner with emerging social business- Welight. Welight is making giving both simple and transparent. They firstly offer blockchain technology solutions, which allows individuals and companies to track the results of their donations through the Welight platform. Welight is an incredibly innovative business model and they have already found success in Brazil, distributing around \$R500.000 to social causes so far. They are now emerging into a European market and this year the BJF became one of the first organizations they have approached to be part of this.

### Seacon become BJF partner

People, planet, profit – Seacon Logistics has always attached great importance to corporate social responsibility and sustainability. Seacon is a global logistical company with a presence in 75 countries worldwide. They are dedicated to running their operations in a way that reduces their environmental impact and limits CO2 emissions. With these values at the forefront of their business they became a BJF partner at the start of 2019 and we are proud to have them on this mission with us.



# accenture



## BJF Araguaia Roadshow

In July our forest engineer- Eduardo Oliveira – and our project coordinator – Dimitrio Schievenin – went on a roadshow throughout the Araguaia region. The goal of the roadshow was to spread the news about the BJF to new landowners, regional stakeholders, and public agencies. They had many meetings, including with the secretaries of environment of Marianópolis, Caseara and Santana do Araguaia, secretaries of agriculture of Caseara and Santana do Araguaia, members of rural syndicates and agencies of Tocantins State. There was great interest to learn more about the project and the advantages of ecological restoration from all of these entities. Angela Barbosa, secretary of environment of Marianópolis, was very proud to partner with the BJF and promised an articulation with local landowners.

## BJF Brazil launch governance project

This year has seen many exciting developments which have propelled us into the next stages of our project, and as we grow, so must our structures. The BJF is therefore proud to have been awarded a Corporate Governance project by Vieira Rezende, a renowned Brazilian law firm.

Vieira Rezende's talented attorneys are currently working pro-bono in order to help us create compliance policies and set up a Brazilian advisory board. This board will be formed from renowned professionals from finance, forest restoration, third sector, impact business, environmental legislation and Agribusiness to help guide us in our future endeavours. The Brazilian Corporate Governance project will help bring even more transparency and trust to our partners and donors, as well as being a fundamental step towards broadening our Brazilian community! This is a crucial next step in the development of the BJF, helping to prepare us for the next, exciting phases of our immense task.

## Andrea Dreesmann & Son Felipe visit the corridor

The Dreesmann family became involved with the BJF back in February 2019, when Quinten and Andrea visited the BJF Amsterdam office. They were presented with our mission and both loved the work, yet Andrea wanted to see it for herself.

In April 2019, Andrea and her son Felipe went for a full due diligence trip to the Araguaia Biodiversity Corridor. They were introduced to a BJF partner landowner, nursery carers, seed collectors, forest engineers and our project coordinator – all who are working to make the BJF mission a reality. Andrea and Felipe planted several symbolic trees on behalf of their family and inspected areas prepared for restoration. They also took a trip down the Araguaia river and experienced the rich biodiversity of the nature that is still intact there.

We were delighted to host Andrea and Felipe and upon returning home, the Dreesmann family became dedicated supporters of the BJF, and have continued to spread the positive message of our work. Their support has been hugely valuable and we thank them greatly for this!



*Andrea Dreesmann & Son Felipe during their visit to the Araguaia Biodiversity corridor, seen here planting trees and taking in nature along the Araguaia river*



# VIEIRA REZENDE

## ADVOGADOS



*Photographs of the book launch of the Portuguese edition of ‘The Origin of the Black Jaguar Foundation - No Risk, No Life’ in Sao Paulo, Dec 2019*

## BJF Book Launch in Brazil

In December 2019 the Portuguese edition of No Risk, No Life was launch in Sao Pãulo. The book tells of the journey led to the BJF. The aim was to excite each reader and ignite the same passion that led to the start of this momentous reforestation mission! Initially published in Dutch, and soon after in European English and American English. Now with our field operations in Brazil developing so rapidly a Portuguese edition became a must!

Many were instrumental in our ability to create this Portuguese edition however none more so than our inspiring sponsor, Teresa Bracher, who generously sponsored the entire production of this crucial book, which we hope will inspire generations to come! The launch event was hosted and sponsored by Vieira Rezende Advogados, a Brazilian law firm who partnered with the BJF earlier in 2019 and have since been instrumental in helping the BJF mission to grow in Brazil.

## MEDIA DEVELOPMENTS: SHARING THE BJF'S MISSION WITH THE WORLD - REALIZED IN 2019

### French consulate in Brazil chooses the BJF

To celebrate the 14th of July French National Party, an event was organised by the French Consulate in São Paulo. The event was sponsored by 43 French companies and the BJF was one of two charities chosen to be promoted! Media agency Hud made an impactful video trailer for the event which included BJF and was presented to more than 700 people, including São Paulo Mayor, Bruno Covas. We are honored to be the charity of choice on such a prestigious day with one clear goal: planting 1 million native trees together with the incredible French community.



# WE ALL HAVE THE POWER TO CHANGE.

Recovering the planet's most precious ecosystems  
is vital for our future. Join our community and visit:  
[www.black-jaguar.org](http://www.black-jaguar.org)

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