



Making the
forest worth
more standing
than cut



The Amazon is too big to fail: eradicating poverty and deforestation in the Amazon

Sustainable development in action

The Amazon is being destroyed at alarming rates and will face an ecological collapse before 2030, with profound consequences for the future of the planet.

However, it is possible to have hope. Established in 2008, the [Sustainable Amazon Foundation \(FAS\)](#), the largest Brazil-based organization in the Amazon, is dedicated to the conservation of the rainforest through the improvement of the quality of life of traditional communities. Currently, FAS works in 581 communities, benefiting 39,420 people in 16 protected areas, a 10.9 million hectares territory (area similar to NY State).

FAS has been awarded as the best NGO of the Brazilian Amazon in 2017 and 2019, and has received a number of national and international prizes. Within 11 years, FAS has invested over USD 85 million in forest conservation, environmental monitoring, grassroots empowerment, relevant education, income generation, entrepreneurship, research and development, social inclusion and health care.

Due to its results and impacts, FAS has 53 financing partners, including Bradesco Bank (2008), Coca-Cola Brazil (2009), Amazon Fund (2010), Samsung (2010), Petrobras (2018), and Lojas Americanas (2018). In addition to funders, FAS has more than 110 institutional partners, such as municipalities, community-based associations, state secretariats, research institutes, universities, among others.

Through solid governance, state government relations, and result-based management, FAS has contributed to decrease the deforestation rate by 76% and increase family income generation by 202% (2009-2019) in the area where FAS operates.

FAS' solution to deforestation and poverty in the Amazon is based on investing in people and bioeconomy to **make forests worth more standing than cut**. FAS' solution package is called the Standing Forest Programme (SFP), that aims at catalyzing sustainable development in the Amazon.

The programme approach is based on a comprehensive theory of change with two goals: the eradication of poverty and deforestation in the Amazon. It is [implemented](#) through 8 [steps](#): (I) site diagnosis; (II) family registration and inclusion; (III) engagement workshop on climate change and the Amazon; (IV) cash reward due to forest conservation; (V) participatory workshop to [codesign](#) sustainable investments on empowerment and communitarian infrastructure; (VI) implementation



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in partnership with the communities; (VII) participatory management based on a social learning approach for monitoring, and (VIII) evaluation with [grassroots](#) leaders and partners.

FAS always engages research institutes to support in monitoring and evaluation. One example is the [partnership](#) with the University of Notre Dame on assessing Pirarucu fish supply chain for improving financial returns to communities.

FAS proposal is to scale up its «Amazon bioeconomy» approach to mobilize the region's major assets –its natural capital and its people– to serve local needs for income, health and wellbeing; and global needs for biodiversity and climate regulation.

We would like to invite you to support us in our mission to protect the Amazon and improve the quality of life of indigenous peoples and traditional populations.

Below we present how our project could use donations of different amounts to support sustainable forest-based economy, community empowerment of grassroots leaders, social investments (education, access to water, clean energy, health) and research and development in forest conservation.

USD 1 million

By investing USD 1 million in sustainable forest-based activities locally designed and an SDG-focused holistic approach we will improve the livelihoods of **5 thousand beneficiaries** in indigenous and traditional communities through the sustainable use of over **2 million hectares** of forest across the Brazilian Amazonas State, over the course of 1 year.

USD 5 million

By investing USD 5 million in sustainable forest-based activities locally designed and an SDG-focused holistic approach we will improve the livelihoods of **25 thousand beneficiaries** in indigenous and traditional communities through the sustainable use of over **9 million hectares** of forest across the Brazilian Amazonas State, over the course of 1 year.

USD 10 million

By investing USD 10 million in sustainable forest-based activities locally designed and an SDG-focused holistic approach we will improve the livelihoods of **50 thousand beneficiaries** in indigenous and traditional communities through the sustainable use of over **17 million hectares** of forest across the Brazilian Amazonas State, over the course of 1 year.

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