

IRACAMBI

IMPACT REPORT

2022



SAVING FORESTS, CHANGING LIVES

IRACAMBI 



MESSAGE FROM THE FOUNDERS

Welcome to our 2022 Annual Report!

We want to start by sending each one of you a huge thank you for being our friends, partners and donors over the years. It's your encouragement, your wise counsel, and your support that keeps us going.

As is only too obvious to us all, the triple threat of covid, climate and conflict made 2022 yet another challenging year. Much has changed, but many new and exciting opportunities have opened up.

The UN conferences on Climate Change and Biodiversity, held in October and November 2022, focused attention on the urgency of resolving the climate crisis, while, for the first time, bringing to front and center the question of protecting biodiversity.

Here at Iracambi, all our work is in the context of these interlinked global priorities: we're doing our part by restoring forests, nurturing young leaders, learning with the community, and growing our skills.

2022 brought us two very important new team members: a communications coordinator and a research director. To add to our happiness we were able to open our doors once again to international and Brazilian students and volunteers. As our programs expand, we're also creating exciting new partnerships, as well as benefitting enormously from extensive corporate coaching from international firms based on three continents.

And, most excitingly, the Tri-National Atlantic Forest Pact has been recently designated by the United Nations as one of the world's ten flagship restoration programs. Iracambi is a regional hub for the pact and was thrilled to be present at COP 15 in Montreal when this was announced.

Despite all the challenges, 2022 was a good year down here in the rainforest, and we can't wait to see what 2023 will bring. Let's keep changing the world, wherever we are, and whatever we are doing!

With warm rainforest wishes from the team at Iracambi.

Binka and Robin
BINKA & ROBIN LE BRETON
FOUNDERS

WHAT WE DO

Founded in 2000, Iracambi has been hard at work for over two decades, Saving Forests and Changing Lives in one of the most important biodiversity hotspots in the world - Brazil's Atlantic Rainforest.

Our programs include:

- **Forests4Water**
- **Young EcoLeaders**
- **Forest Therapies**

In addition to these core programs, we are active in public policy at local, regional, and state levels. We also have an extensive and growing network of partners in the public, private and non-profit spaces, both in Brazil and also internationally.

Our volunteer program brings us people of all ages and all backgrounds from around the world, who lend us their skills, their energy and their experience as together we work to Save Forests and Change Lives.

Our researchers challenge us to ask questions and trial the solutions as we constantly seek to improve and refine our program delivery and document our progress.



Our programs and what we do in each of them

And finally we are increasingly focused on growing our own skills, individually and as a team, so that we can do more and better.

IN 2022

55,000

Native species trees planted
(2021-2022)

748

Local schoolchildren served
in our educational programs

161

Participants in our medicinal
plants workshops

PLANS FOR 2023

125,000

Native species trees planted
2023-2024

1000

Children served in our
educational programs

200

Participants in our medicinal
plants workshops



NURSERY

Where the magic happens

The forest nursery is where the magic happens.

Our first job is to collect the seeds from the forest. Not all mother trees give the same amount of seed every year, and not all trees give seed at the same time, so it's important to collect the seeds on the forest timetable, and not on the human timetable.

Once collected and identified, the next step is to germinate them in seedbeds and then transplant them into plastic bags with the right mixture of soil and compost.

In 2022 we learned a lot about different techniques of producing seedlings using different containers - from mini pots to biodegradable pots - and we'll be sure to keep you updated.

We're currently working with 64 species in the nursery - 53 of which are native to the Atlantic Forest: fast growing pioneer species and slower growing climax species, and we take great care to select the right mix of species for each specific site.

The seedlings require water, sunlight and shade, and different species grow at different rates, so life for the nursery staff is never boring.



What we accomplished in the Nursery in 2022

Once the species have been selected for each planting site, they are moved out of the main nursery to be hardened off, in preparation for their new life. Then it's time to load them up for planting, and the nursery staff breathe a huge sigh of relief.

And then the cycle begins again!



FORESTS4WATER

No trees, no water

No water, no life

The process of forest restoration never stops. But, luckily for us, some seasons are super busy, and some seasons are a little quieter. And since our goal is to plant one million trees by 2030, we're continuously working to improve our processes.

While the trees are being raised in the nursery, the forestry team is busy identifying the future planting sites. We collect data on existing forest cover, and prepare the ground before the rains come, correcting soil acidity and digging the holes.

Planting on steep mountain slopes assists the infiltration of rainwater runoff, improving and protecting the water supply not only locally but also in the river basin, impacting a downstream population of 640,000.

Once the rain sets in, our planting teams are out in all weathers to get those young trees safely planted. Rain is great for young trees, but it's tough on the planters and we often need a little help from the mule teams.

After the trees have been planted, they will require regular monitoring and maintenance – weeding, fertilizing and replanting where necessary. This needs to be done two or three times in the first year, and at least twice in year two. Forest restoration requires deep commitment to the land, and our team is rocking it!

One important development in 2022 was forming a partnership with The Nature Conservancy to create 5 hectares of agroforestry plots and start experimenting with natural regeneration.

We are now a regional hub for the Mantiqueira Conservation Project which aims to restore 2,700,000 hectares of former forest land and protect the water supply for the cities of Rio and São Paulo.

In order to build up a complete picture of ecosystem health, we are creating a more robust monitoring program which we call our Smart Forest. We monitor vegetation cover through physically measuring sample areas of trees, as well as drone-mounted photography and remote sensing. Data are collected in the field and uploaded to our Geographical Information System, which is web-based and freely available to everyone.

The presence of fauna is monitored through the use of camera traps, and we've set up protocols for continuous monitoring of soils and water. We're also conducting a bio-acoustic survey, and will keep you updated.

640,000

People with improved access to water

14

Local jobs created

14,4

Hectares of forest restored



YOUNG ECOLEADERS

Inspiring and equipping young forest champions

In our two decades of environmental education at Iracambi, we have impacted over 2500 children and young people, and demand for our program is growing by leaps and bounds.

Our goal is to take the children out of the classroom and into the forest, and we are happy to report that in 2022, after the extended period of lockdown, we were able to finally resume our in-person education programs. This required extensive negotiations with the local school supervisors, but we finally got the green light for the second semester, and were able to bring our programs to over 748 local children and youth.

First and foremost, we were able to graduate 48 Young EcoLeaders. We invited them to tell us why they wanted to join our regular program, thereby allowing them to self-select and ensuring that all course participants were highly motivated.

We also reached 400 children in other local schools, giving them their first taste of rainforest science, and we hosted a further 300 children and their teachers for day-long workshops of forest immersion, which left them clamoring for more.



A young dreamer with her tree sapling

Like tree planting, education is a long-term project, but we are constantly excited to hear from our former students, now first-generation graduates, who fondly remember their school trips to Iracambi. Some have become teachers and scientists, and, best of all, two of them are valued members of the Iracambi team!

748

Children impacted by our programs

18

Schools involved

FOREST THERAPIES

Promoting the conservation of medicinal forest plants

Our Forest Therapies program is the new version of the program of Forest Medicine that dates back to the early 2000s.

Our objectives are to promote the conservation of medicinal plants native to Brazil's Atlantic Rainforest, share traditional knowledge about their uses, and promote a sustainable income-based relationship between the local communities and the forest.

In order to do this, we focus on identifying and researching potential forest products, starting with essential oils made from forest plants. Working with community members (mostly women), we are experimenting with distilling aromatic medicinal plants, studying their bio-chemical compounds, and researching natural cosmetics based on these essential oils, with the objective of creating products and demonstrating the value of the standing forest and its medicinal plants.

We're also growing medicinal plants for use in our workshops, and this year we grew 300 plants including: American mint, Basil, Black sage, Brazilian Joyweed, Capsicum, Crassiuscula, Lantana, Lavender, Lemon balm, Kunth, Rattail, Rosemary, Rue and Thyme.



The medicinal plants

We then go into the local communities and work with the women, learning with them and from them as together we distill essential oils and share tips on the uses of aromatherapy.

By clearly demonstrating the value of these plants, we aim to encourage a shift in the local economy, whereby the forest can be seen as a source of sustainable income, and the women can take back their traditional role as the guardians of the forest. Our 10 community workshops were attended by 156 women, 3 children and 2 men.

161

Workshop participants

14

Species of medicinal plants

10

Workshops held in communities

8

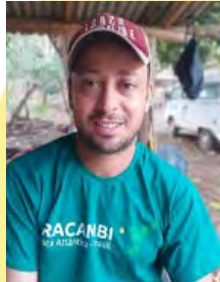
Communities impacted



MEET OUR TEAM!



Agnaldo Fraga
Young EcoLeaders



Alfredo Matos
Forests4Water



Arielle Canedo
General Coordinator



Binka Le Breton
International Relations



Carla Facchina
Forest Therapies



Deivid Godinho
Nursery



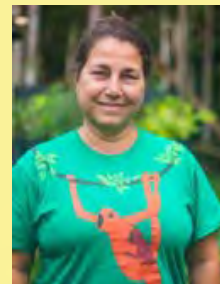
Dayana Duarte
Young EcoLeaders



Deocar Lima
General Services



Eduardo Dreyer
Volunteers



Franceline Santana
Nursery



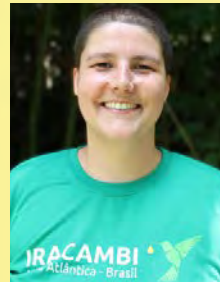
Isabela Mendes
Communications



Isadora dos Santos
Institutional Relations



Juliana Mendes
Communications



Lara Clemente
Research



Luiz Gusmão
Forests4Water



Robin Le Breton
Advisor and Public Policy



Thais Matos
Administrative Assistant



Vagner de Freitas
General Services



Yasmin Gouvêa
Young EcoLeaders

VOLUNTEERS

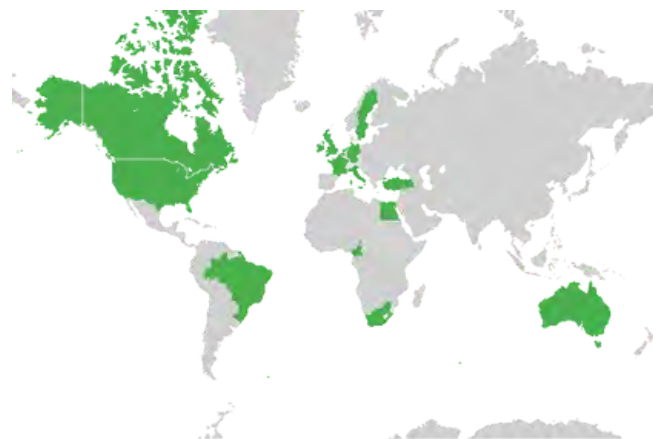
Iracambi is delighted to welcome back our cohort of volunteers from Brazil and around the world. Our volunteers and researchers bring us fresh ideas, new perspectives, and a wealth of skill and talent as they roll up their sleeves to work in the nursery or on the planting sites, visit the local schools and share their culture with the local kids, or develop all kinds of research projects, challenging us to do differently and better. We benefit enormously from their energy and enthusiasm, and from the intercultural experiences we share as we pool our experiences and work to make the world a better place.

Our heartfelt thanks to:

Abubakar Daniels, Adrian Terheyden, Alexander Vallada, Amy Lovegrove, Angelika Berndt, Basil Stevens, Benjamin Guionneau, Bruno Cesar da Mata Silva, Cansu Erdim, Eleonora Vallada, Emma Van Lancker, Federica Calvo, Finlay Trasler, Fionn Barr, Haroun Abdelkerim, Homero Vallada, Isaac Nelson, James Hughes, Janina Hahne, Jessica Höppner, Justin Stiles, Lara Bräuchle, Lygia Vallo Campos, Marina Carvalho Silva, Michelle Welch, Millie Smart, Natália Tolêdo Sacchetto, Njam Musuh, Olivia Petrini-Poli, Olivia Vallada, Pierre Faugère, Quinten Volders, Rebekah White, Sharon Mwangi, Skye Beauchamp, Tessa Aird and Yvo Hunink.



Where are our volunteers coming from?



Australia, Belgium, Brazil, Cameroon, Canada, Egypt, France, Germany, Ireland, Italy, Holland, South Africa, Sweden, Turkey, United Kingdom, United States of America.

CORPORATE VOLUNTEERS

2022 was the Year of Corporate Coaching here at Iracambi, and our culture, practices and management style have changed forever! We started with a six-person hackathon, facilitated by Tessa Vithayathil from Common Impact and conducted remotely by a team from Nvidia US. The brief was to help us move from good to great, and they gave us invaluable advice on several fronts, including managing human resources, improving our communications and streamlining workflows. We were guided through by long-time friend and business mentor Tomas Salazar, who was later joined by Kelli Greene from the original hackathon team.

Our second upskilling came via our long-time friends and colleagues from The International Exchange, this time in the form of a marketing makeover, from BBH London. A five person team helped us devise a new communication strategy, resulting in an amazing collection of assets including our two-minute corporate calling card which you can [check out here](#).

Further marketing help came from Callum Armstrong and Rebecca Hunt at Paste & Publish in New Zealand and London who worked patiently with us over the months, and across the time zones, to help us set up a shiny new online donation program.

And finally, to complete our happiness, we were introduced by Fernanda Scur of Pyxera to a team from 3M Brazil, who gave us a crash course in every aspect of project management.

We are beyond grateful to each of you for challenging us, for keeping us accountable, and for bringing the whole organization to new heights. Thank you!



Tessa Vithayathil - Common Impact



Kelli Greene - NVIDIA



Tomas Salazar

Phillipa White, Ulle Figueiredo - TIE



Emma Newman, Hannah Worthington, Jessica Garlick, Sacha Ward, Tina Mwazange - BBH



Callum Armstrong e Rebecca Hunt - Paste & Publish



Fernanda Scur - Pyxera



João Lucas Pereira, Kamilla Tietz e Maurício Pereira - 3M

FINANCES

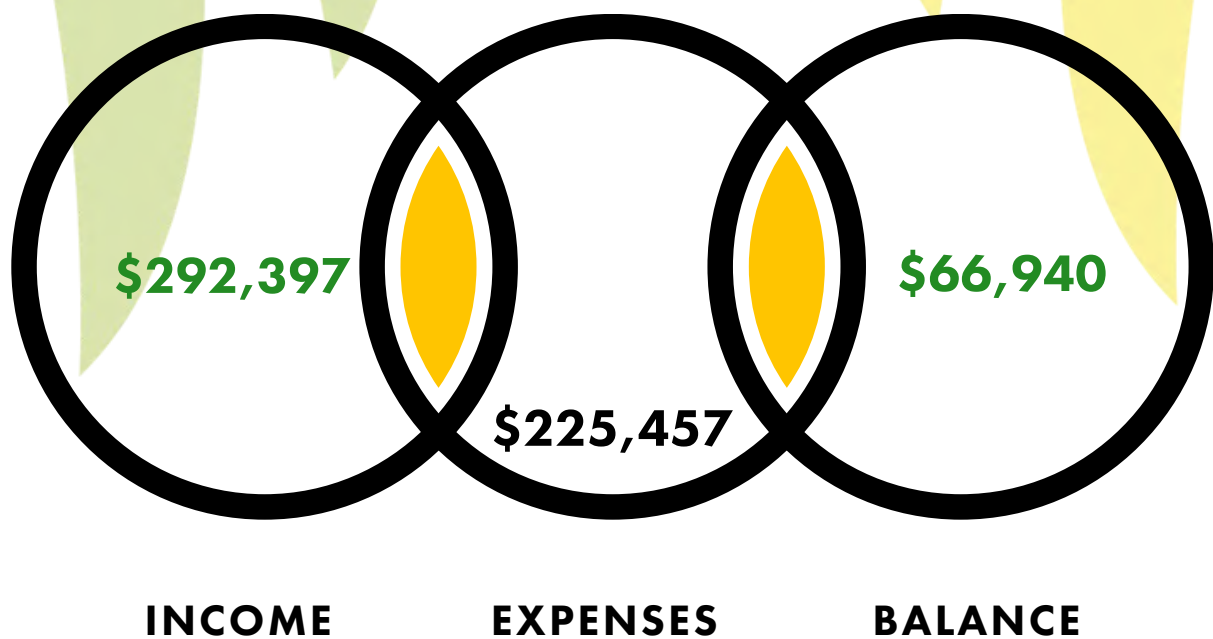
WHAT WE RAISED AND WHAT WE SPENT

In 2022 we raised a total of \$292,397 from a variety of sources.

Individual donations on various platforms totalled \$125,198 (42.82%).

Corporate donations totalled \$87,442 (29.91%), and funding from foundations and other sources totalled \$79,712 (27.26%).

Expenses totalled \$225,457, and the balance came to \$66,940.



We'd like to send a big thank you to our generous donors and funders for another successful year!

We received over 1600 donations through the GlobalGiving, Benevity and Doare platforms, as well as on our website (including a number of corporate donations).

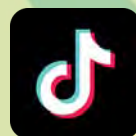
Direct corporate grants came from ServiceNow, McKinsey, Gone West and 3M, and foundation support from One Tree Planted, Brazil Foundation and the Luz Alliance Fund, The Nature Conservancy, US Embassy Branch Office Belo Horizonte, and Partners of the Americas.

THANK YOU!

Thank you to all our friends, partners and supporters around the world for another successful year.

We are honored to have you as part of the team!

PLEASE STAY IN TOUCH



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