



The Forests Dialogue for the Atlantic Forest

TFD STEERING COMMITTEE

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Building and Woodworkers
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Switzerland

Scott Wallinger
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United States

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Russia

Gary Dunning
Executive Director
The Forests Dialogue

2ND REGIONAL DIALOGUE FINAL REPORT TRÊS BARRAS AND CANOINHAS, SANTA CATARINA



BACKGROUND

In October 2003, thirty stakeholders came together in Santa Cruz de Cabralia, Brazil for a dialogue convened by **THE FORESTS DIALOGUE**¹ (TFD). The focus of the discussion was on forestry and biodiversity conservation. The meeting provided an opportunity for members of environmental groups, the forests products industry, landowner groups, and academia to exchange information and ideas on the key factors needed to achieve successful biodiversity conservation and business outcomes in forest regions.

The positive outcomes of this first meeting inspired three Brazilian Non Governmental Organizations and three companies from the forest sector – Instituto BioAtlântica (IBio), The Nature Conservancy of Brasil (TNC), Conservação Internacional do Brasil (CI), Rigesa/MeadWestvaco, Suzano Papel e Celulose and Veracel Celulose – to further develop the Dialogue by integrating other regional players to the process and by focusing on the development of a shared concept for the forest sector and other stakeholders regarding the conservation of biological diversity in the Atlantic Forest. This proposal was well received by the TFD Steering Committee, which added the initiative to the TFD agenda and is giving full support to the Brazilian initiative.

Most of the forest companies that operate in the Atlantic Forest region, and particularly those from the pulp & paper sector, develop reforestation projects and biological diversity conservation and monitoring of the species located within their properties. Nevertheless, the level of cooperation between the companies and conservationist bodies is still very limited. Both groups agree that, to ensure the survival of the Atlantic Forest, it is necessary to broaden the efforts through the development of common agendas and by establishing partnerships.

TFD Brazil was created in order to aid the development of practical and economically viable activities for both the conservation of the biological diversity in priority areas and the improvement of the companies' business. This initiative aims at integrating the pulp & paper companies and conservationist bodies, which have operations and activities within the Atlantic Forest, one of the most important biomes on the planet in terms biological diversity.

The goal of **THE FORESTS DIALOGUE FOR THE ATLANTIC FOREST** is to build a common vision for both the forest companies and the environmental entities. This vision will bring concrete results and consequently broaden the scale of the conservation effort, thereby yielding tangible benefits for biological diversity and for the companies that participate.

THE FORESTS DIALOGUE FOR THE ATLANTIC FOREST was designed to promote four gatherings, each in a different part of the Atlantic Forest. The first one took place in October 2005 in Teresópolis (RJ), when the first steps were taken towards the promotion of discussing both opportunities and expectations, and the possibilities for

¹ For more information about the TFD, go to the website <http://theforestdialogue.org>

joint action involving the two groups. At this first gathering, two central themes for immediate action were defined – incentives to tree farmers and territorial planning – and a coordinating group was set up for each, with the task of designing an action plan. The final report of the first gathering, and the presentations given, can be accessed at <http://research.yale.edu/gisf/tfd/regionalfandb.html>

The second meeting took place in Southern Brazil when the participants met in a Conference room of a hotel in the municipality of Canoinhas, and also at the Rigesa/MeadWestvaco Training Center in Três Barras, in the state of Santa Catarina. The meetings were extremely productive, with a considerable exchange of experience and information between the participants. This document presents the discussions and results of this second gathering.

2ND REGIONAL DIALOGUE

Thirty-five participants from twelve environmental organizations and nine companies from the forestry sector attended the second gathering of **THE FORESTS DIALOGUE FOR THE ATLANTIC FOREST**. About half of the individuals were also present at the first meeting which convened in October 2005. The same number of environmental organizations were present at the first gathering, while four new companies joined the Dialogue. The following institutions were represented: Apremavi (Association for the Preservation of the Atlantic Forest in the Upper Itajaí Valley), Aracruz Celulose S/A, BioAtlantic Institute, Biodiversitas Foundation, Bracelpa (Brazilian Pulp & Paper Association), Celulose Nipo Brasileira (Cenibra), Conservation International - Brazil, Espiral Human Development, Flora Brasil Association, Floresta Viva Institute, Ipema (Atlantic Forest Research Institute), Masisa, The Nature Conservancy, Norske Skog Pisa, Rigesa MeadWestvaco, SOS Atlantic Forest Foundation, SPVS (Society for Wildlife Research and Environmental Education), Stora Enso Group, Suzano Bahia Sul Papel e Celulose S/A, Votorantin Celulose e Papel S/A (VCP), Veracel Celulose S/A, The World Wildlife Fund - Brasil, and the Yale School of Forestry & Environmental Studies.

The main objective of the second gathering was to review and consolidate the action plans developed around the central themes defined at the first gathering (Incentives for tree farmers and Territorial Planning), as well as to provide further opportunity for the promotion of dialogue on these matters in a trustworthy and respectful environment.



Luciano Lisbão (Aracruz), Helena Maltez (WWF – Brasil), Marco Britto (Rigesa) and Cristina Moreno (Veracel Celulose).



Miguel Calmon (TNC Brasil), Oscar Artaza (Flora Brasil) and André Guimarães (IBio).

The objective of the gathering was to design concrete proposals and actions, rather than to focus on long term aspirations which would require the involvement of other actors, hardening an effective implementation of actions.

Soon after the coordinators of the dialogue welcomed the participants, the moderator chose to introduce the individuals through a group dynamics technique whereby each one spoke about his or her hopes for the event, thus making it possible to identify the group's posture and expectations. Important considerations, such as willingness to listen and to cooperate, as well as the expectation to develop shared concepts and joint actions, composed the essence of the opinions.



Ludmila Pugliese (IBio), Cristina Moreno (Veracel Celulose) and Beto Mesquita (IBio)



Zeila Piotto (Veracel Celulose), Edilane Dick (Apremavi) and Kaisa Tarna (Stora Enso)

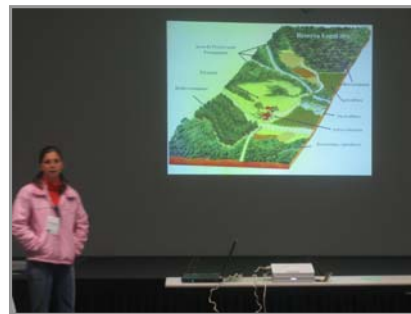
The first day was also devoted to passing on pertinent information about **THE FORESTS DIALOGUE** and its regional initiative, **THE FORESTS DIALOGUE FOR THE ATLANTIC FOREST**, especially to the newcomers. The exchange of information enhanced the level of awareness of the group, and was an opportunity to mention matters that were to be discussed during the gathering, such as to overcome the initial challenges facing the

dialogue; to identify positive and negative factors and the potential of the two segments (environmentalists and the forest sector); to recognize the importance of taking into consideration the socio-cultural factors, the diversity of which also needs to be preserved; to forward the desire to broaden the sweep of the dialogue, extending it into other segments and different development circumstances, among others.

On that afternoon, some participants gave presentations on some of the experiences involving partnerships between companies and environmental organizations in relation to the central themes of the event: the partnerships between the SPVS and Masisa, Apremavi and Klabin, and Cenibra with the University of Viçosa. The explanations, suggestions, and observations that followed each presentation reinforced the need to demonstrate not only the economic viability of the sustainable projects regarding traditional land properties, but also environmental education related to APPs (Permanent Preservation Areas). The importance of Forest Certification was also emphasized as an instrument which adds value to both the forest enterprises and ecological corridors as a reflection of good business practices. Other very important concerns were brought up, such as the opening and maintaining of roads, and the tendency of the State to push social issues into the responsibility arena of the companies.



Mariana Schuchovski (Masisa) and Sandro Coneglian (SPVS) present the strategy for the partnership between the two institutions.



Edilane Dick (APREMAVI) presents the "Matas Legais" program, the result of a partnership between her organization and Klabin.

The second day began with an agreement between the participants on how the discussions would be carried on in order to prevent misunderstandings and promote effective dialogue. Representatives from both sectors made a number of presentations on the preliminary proposals for the two action plans - incentives to landowners and economic-ecological zoning – and divided themselves in two groups to conduct a review of the topics and design the final version of the action plans.

On the same day, Rigesa invited the participants to go for a walk along the Howler Monkey Interpretative Trail, located on the Duas Barras farm, within an Araucaria or Brazilian Pine forest remnant - Mixed Ombrophile Forest, one of the phytophysionomies of the Atlantic Forest biome. The activity served to relax the groups and bring them closer together.

The trail is the result of the partnership built between Rigesa and the University of Contestado (SC). It extends for 1,000 meters, and is part of the “Nature is Our Business” program that provides an umbrella for Rigesa’s environmental projects.



Representatives from Rigesa and from the University of Contestado speak to the participants about the history and characteristics of the region and of the Howler Monkey Trail.



Participants get information from the monitor at the beginning of the Howler Monkey Trail.

On the third day, the spokesperson for the two groups presented to all the participants the action plans their groups prepared on the previous day. A great variety of suggestions and recommendations followed the presentations. Those that found consensus were then incorporated into the action plans. Next, the participants debated certain operational issues that arose in relation to the approved action plans-- such as the question of financing those activities, which would require investment-- and defined the next steps, leading up to the third gathering, set for October 25 to 27, 2006, in Porto Seguro, in Southern Bahia.



Participants in the Tree Farming Group:

Alexandre Prado; Beto Mesquita; Cristina Moreno; Deuseles Firme; Fernando Veiga; Helena Maltez; Heuzer Guimarães; Kaisa Tarna, Liana Amaral; Luciano Lisbão; Ludmila Pugliese; Mariana Schuchovski; Mário Mantovani; Rui Rocha.

Participants in the Zoning Group:

Afonso Noronha; André Guimarães; Edilaine Dick; Elizete Siqueira; Jaime de Assis; João Carlos Augusti; Leandro Scoss; Luiz Paulo Pinto; Marco Brito; Maria José Zakia; Miguel Calmon; Oscar Artaza; Rosane Borges; Sandro Coneglian, Zeila Piotto.



ACTION PLANS

During the first gathering of **THE FORESTS DIALOGUE FOR THE ATLANTIC FOREST**, the participants identified two central themes to focus their attention on in this initial phase of the dialogue (2005 – 2007). In order to effectively address these themes, two groups were formed.

These groups were responsible for designing an action plan proposal which would be forwarded to all the other participants so that they could analyze and suggest improvements. The main outcome of the second gathering was the consensual definition of the action plans for the two topics, in addition to consolidating the Dialogue process and increasing the number of participants.

After debating the content of the action plans, the participants agreed on a final format, to which all the Dialogue's participants were now fully committed.

TREE FARMING

Under the theme of “tree farming,” the participants highlighted the following factors restricting or favoring the efforts of companies and environmentalists:

RESTRAINING FACTORS	DRIVING FORCES
Lack of interest or difficulty in achieving certification for small and medium-sized enterprises	Potential for leveraging conservation action through the tree farmers
Cost of preservation is a heavy burden for small-scale farmers	Influence of the companies in relation to the tree farmers
Little conservation action directed to tree farmers	Partnerships already established with hundreds of rural landowners represent huge potential for scaling up the efforts
Difficulty in getting the network of tree farmers	Companies' power to induce conservationist

involved in the conservation effort	behavior (like registering Legal Reserves and restoring APPs) among tree farmers and suppliers
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In the discussions held during the first gathering, the following actions were proposed for development and implementation:

- Adopt a pro-active approach.
- Promote capacity building towards the planning of property use.
- Plan conservation action which should be written down on a contract, such as linking the size of the allotted Legal Reserve to the size of the area allowed for cultivation.
- Engage in joint approaches, particularly with regard to public policy, as in the licensing at the municipal level of independent tree plantations and small or medium-scale tree farmers.
- Plan strategies to encourage capacity building of the municipal licensing bodies.
- Provide incentives and guidance for managing Legal Reserves.
- Determine the kind of benefits that could be earned for protecting Legal Reserves.
- Encourage the plantation of mixed forests.
- Establish multiple-unit Legal Reserves in cases where individual modules do not attain the minimum legal requirement.
- Avoid the establishment of Legal Reserves to become a bureaucratic process. The areas should be determined as a result of planning aimed at forming corridors and larger blocks by connecting to neighboring forest fragments.

Analyzing the factors and the proposals put forward, we noticed that the tree farming programs of the pulp & paper companies offer great potential as a means of inducing and promoting sustainable practices on rural properties. It will be necessary to analyze the different examples that have already been implemented by companies, formulate guidelines for refining and scaling up these efforts, and introduce pilot schemes, so as to obtain a better understanding of the motivations, interests, and requirements of these rural landowners.

After the discussions and the incorporation of the contributions from the other participants, the final action plan for the Tree Farming took the following form:

OVERALL OBJECTIVE	SPECIFIC ACTIVITY	END PRODUCT	DEADLINE	PEOPLE RESPONSIBLE
1. Assessment of the tree farming state of the art	Compiling data on the tree farming programs in the Atlantic Forest biome	Diagnostic analysis	August	Deuseles; Beto; Heuzer; Ludmila; Liana
	Assessment of the rural social perception of tree farm (common objectives, risks, areas of conflict)	Analytical report, prepared by a consultant and reviewed by those responsible for the activity	May 31 (consultant's deadline)	Helena; Rui; Cristina; Viviane; Kaisa
	Survey of the existing initiatives to provide incentives/sponsorship that lean towards conservation/restoration of APPs, LRs and ecological corridors	Compiled documentation that will complement the analytical document from Activity 1.1. Includes report on workshop with project operators	August	Luciano; Mariana; Fernando; Alexandre; Edilaine;
2. Preparation of a sponsorship framework incorporating all the best environmental and socio-cultural practices	Consolidation of the results/reports produced within Objective 1	Document summarizing the analyses, proposing guidelines and premises for the preparation of the framework incorporating best practices	First week of September	Beto; Deuseles; Rui; Fernando
		A summary document, to provide support for decision making and compilation, that will complement the analytical document from Activity 1.1	August	Luciano; Mariana; APREMAVI
	Preparation of a sponsorship framework	Model platform for sponsorship, incorporating all the best environmental and socio-cultural practices	The Third Regional Dialogue for the Atlantic Forest	Beto; Deuseles; Rui; Fernando (organizers of the workshop)
3. Implementation of pilot schemes involving the best practices (putting theories into practice)	Identification of priority areas for the implementation of the pilot schemes	Suitable priority areas defined for the implementation of the pilot schemes	The Third Regional Dialogue for the Atlantic Forest	Participants in the Third Regional Dialogue
	Implementation of the pilot schemes	Pilot schemes implemented and undergoing monitoring	Between the Third and Fourth Regional Dialogues	Dialogue companies and NGOs, according to the opportunities identified

TERRITORIAL PLANNING

The first step taken by the Zoning Group was to change the Portuguese name of their theme from “zoneamento econômico-ecológico (economic-ecological zoning, which is more a government responsibility)” to “ordenamento territorial (territorial planning)”, given that the latter term was more suitable for the issues being addressed within the scope of the **THE FORESTS DIALOGUE FOR THE ATLANTIC FOREST**.

Economic-ecological zoning (EEZ) is a basic tool for tailoring and encouraging economic activities to be developed according to the natural resources available within a given region. When planning EEZ, it is necessary to take into consideration and optimize the economic, social and environmental factors, to preserve the sustainability of the natural resources in the light of the economic and social demands placed upon them.

Based upon the premise that the development of EEZ is a responsibility of the State, or the State should at least participate in the process of establishing such tool, the participants agreed that, presently, they ought to concentrate on establishing “formal land use and occupation agreements” grounded in the voluntary classification of the land until the State Government approves formal policies on EEZ.

The states that have initially been considered for this initiative are Rio Grande do Sul, Santa Catarina, Paraná, São Paulo, Minas Gerais, Espírito Santo, and Bahia.

On the process of discussing and defining the actions to take place under this plan, the following results and recommendations from the first gathering were taken into consideration:

RESTRAINING FACTORS	DRIVING FORCES
<p><u>Zoning</u></p> <ul style="list-style-type: none"> • Risk of uncontrolled expansion of human activities • Conservation buffer zones are not being respected • No consensus over land occupation and use • Absence of EEZ in most regions where there are forest operations • Rapid expansion of the forest sector 	<p><u>Dialogue</u></p> <ul style="list-style-type: none"> • Promising tendencies; potential for the exchange of information between the two groups • Growing predisposition for dialogue, with both groups becoming more open • Willingness of the forest companies to engage in dialogue • Willingness to establish a synergetic agenda • Recognition of new players
<p><u>Communication and information</u></p> <ul style="list-style-type: none"> • Inadequate communication with other sectors • Communication channels are blocked • Lack of transparency in the relationships • Little regular exchange of information • Poor quality of information • Few number of dialogue between government, environmentalists and companies • Lack of awareness of ongoing actions, operations and practices, making it difficult to set up joint activities • Little disclosure of good practice in the relationship between the forest business and conservationists • Unavailable information on the conservation of biological diversity • Generalized misconceptions of the sector 	<p><u>Partnerships</u></p> <ul style="list-style-type: none"> • Predisposition for working in partnership • Actions of the two sectors are complementary • Environmentalist know-how allied with forest sector efforts and resources can give a huge boost to conservation and restoration • Both sectors – environmental and business – are interested in working with the local communities • It has got to the point of “no return” – one cannot just stand back and do nothing • Plenty of scope for interaction between environmentalists, government and communities • The forest sector can transfer cutting edge technology to the small-scale producers
<p><u>Public administration</u></p> <ul style="list-style-type: none"> • There are no local environmental councils • No training for municipal environmental departments • SISNAMA (National Environmental System) is poorly equipped • Institutional fragility • Lack of control in various governmental incentive programs • Limited effectiveness of public environmental policies 	<p><u>Planning</u></p> <ul style="list-style-type: none"> • Capacity for long-term planning • NGOs and companies have the agility and know-how to come up with joint solutions that they can present to the government sector

<ul style="list-style-type: none"> Companies and environmentalists have no common positive agenda 	
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During the first TFD gathering, the participants identified the following guidelines for the territorial classification action plan:

- Both sectors represented in the dialogue should pay attention to the strategic importance of economic-ecological zoning (EEZ) as a fundamental tool.
- Environmentalists and companies should collaborate on the planning and implementation of plans for the management of the protected areas located within the companies' areas of influence.
- Even though the EEZ in the regions where the companies operate might be unfeasible or slow, formal agreements governing the use and occupation of the land should be drawn up and monitored.

Thus, following the discussions and the incorporation of the contributions of the other participants, the Territorial Planning action plan has the following final frame:

Coordinating group

Suzano (lead coordinator), *Flora Brasil*, *APREMAVI*, *Biodiversitas*, *Cenibra* and *Veracel*

Regional coordinating groups

- Extreme south of BA and north of ES: *Aracruz* (lead coordinator), *Veracel*, *Suzano*, *Flora Brasil*, *Conservação Internacional* and *IPEMA*
- Doce River Basin: *Conservação Internacional* (lead coordinator), *Cenibra*, *Aracruz*, *Biodiversitas* and *Instituto BioAtlântica*
- Paraíba Valley and Upper Tietê: *Votorantim Celulose e Papel* (lead coordinator), *Suzano*, *Conservação Internacional*, *SOS Mata Atlântica* and *Instituto BioAtlântica*
- PR and SC: *The Nature Conservancy* (lead coordinator), *APRENAVI*, *SPVS*, *Masisa*, *Rigesa*, *Norske* and *Klabin*

OVERALL OBJECTIVE	SPECIFIC ACTIVITY	END PRODUCT	DEADLINE	RESPONSIBLE
1. Definition of the premises for: diagnosis situation; strategy for participation of local/regional players; proposal of designs and instruments for classification process	Selection of premises to be adopted	Defined premises	July	Coordinating group
2. Environmental and socio-economic assessment and evaluation of the legislation and available instruments	Survey of available information	Completed assessments	September	Regional groups

3. Strategy for the participation of local/regional players	Identification of potential players	Identified players	September	Regional groups
	Strategies for sharing and partnerships in activities	Prepared strategies	September	Regional groups
4. Proposal of designs and instruments for the classification process	Definition of agreements and commitments for integrated action regarding land use and occupation	Defined agreements and commitments	From October	Regional groups
	Preparation of methodology for the development and implementation of territorial classification	Prepared methodologies	From October	Regional groups
	Recommendations to be endorsed by TFD	TFD endorsement	From October	Regional groups
5. Strategy for a communication plan	Preparation of a document on the purpose and guidelines of territorial classification, with emphasis on the opportunities it presents	Prepared document	September	Territorial Classification group
	Preparation of a program for communicating the different stages and the results	Prepared communication program	September	Territorial Classification group

THE WAY AHEAD AND THE NEXT STEPS.

Once the activities of the working groups were completed, the participants made decisions regarding the next steps leading up to the third gathering of **THE FORESTS DIALOGUE FOR THE ATLANTIC FOREST**.

The first decision was related to the location and date of the next gathering. The participants agreed to promote the meeting in Porto Seguro, Bahia, the Northeast region of Brazil, on October 25 to 27, 2006, maintaining an interval of six months between gatherings.

One of the chief concerns manifested by the participants was the issue related to financial resources necessary to the development and implementation of the action plans. It was decided that the performance of these activities has to be financed by the members of The Forests Dialogue themselves. Further, the participants agreed that the working groups will be responsible for formulating a budget of the activities they intend to design and implement and will later forward a proposal to all the other participants to allow the identification of means which will contribute to the development of the activities.

Finally, the participants stressed the importance of promoting efficient communication dissemination of both The Forests Dialogue process and the working groups' efforts and results. It was decided that a communication committee should be composed to develop strategies and help the participants to publicize the results of the Dialogue. In addition, all the information related to **THE FORESTS DIALOGUE FOR THE ATLANTIC FOREST**, including the reports, presentations and news about previous gatherings will be available on the website: <http://research.yale.edu/gisf/tfd/biodiversity.html>

PARTICIPANTS IN THE 2ND REGIONAL DIALOGUE

Name	Institution
Afonso Kiehl Noronha	Norske Skog Pisa
Alexandre Prado	Conservação Internacional Brasil
André Guimarães	Instituto BioAtlântica (IBio)
Beto Mesquita	Instituto BioAtlântica (IBio)
Cristina Moreno	Veracel Celulose S/A
Deuseles João Firme	Celulose Nipo-Brasileira (Cenibra)
Edilaine Dick	Associação de Preservação da Mata Atlântica do Alto Vale do Itajaí (APREMAVI)
Elizete Siqueira	Instituto de Pesquisas da Mata Atlântica (IPEMA)
Fernando Veiga	The Nature Conservancy (TNC)
Helena Maria Maltez	World Wildlife Fund (WWF) - Brasil
Heuzer Guimarães	Rigesa MeadWestvaco
Jaime Soares de Assis	Associação Brasileira de Celulose e Papel (BRACELPA)
João Carlos Augusti	Suzano Bahia Sul Papel e Celulose S/A
Kaisa Tarna	Grupo Stora Enso (FI)
Leandro Scoss	Fundação Biodiversitas
Liana Maria Martins Amaral	Associação Brasileira de Celulose e Papel (BRACELPA)
Luciano Lisbão	Aracruz Celulose S/A
Ludmila Pugliese de Siqueira	Instituto BioAtlântica (IBio)
Luiz Paulo Pinto	Conservação Internacional Brasil
Marco Antonio Brito	Rigesa MeadWestvaco
Maria José Brito Zakia	Votorantim Celulose e Papel S/A (VCP)
Mariana Schuchovski	Masisa
Mario Mantovani	Fundação SOS Mata Atlântica
Marisa Camargo	Yale School of Forestry & Environmental Studies
Miguel Calmon	The Nature Conservancy (TNC)
Nelson Silveira	Espiral Desenvolvimento Humano
Oscar Artaza	Associação Flora Brasil
Rosane Monteiro Borges	Aracruz Celulose S/A
Rui Rocha	Instituto Floresta Viva

Sandro Coneglian	Sociedade de Pesquisa em Vida Selvagem e Educação Ambiental (SPVS)
Zeila Piotto	Veracel Celulose S/A