

PRIVATE **CULTURE** GOVERNMENT
KNOWLEDGE **INNOVATION**
FUTURE NATURE
RESULT **INTELLIGENCE**
CONSERVATION MANAGEMENT
PARTNERSHIP



SEMEIA

Annual Report **2015**



Jalapão
State Park

Image: Shutterstock

SUMMARY

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Vila Velha
State Park

Image: Semeia

There are areas in our country that are rich in biodiversity, home to rare species, where one can see beautiful landscapes, breath some fresh air, swim in clear waters, and where there is a light breeze and a huge feeling of freedom.

Preserving these areas ensures the maintenance of our history, and in doing so, wealth is generated, opportunities for recreation, welfare, job creation and additional revenue to the surrounding economies are created, and new generations of enthusiasts of such spaces are inspired.

Semeia works to transform these protected areas into a reason of pride for all Brazilians, being hands-on and effectively developing concrete, viable, and innovative solutions with governments, fighting daily against paternalism and educating society about the importance of these environmental assets. New models of partnerships covering management and financing should comprise an array of solutions for Brazilian protected areas, as well as a new mindset of investment, which combines profit to the generation of positive impacts for society.

Fortunately, there is a growing number of officials who, when faced with public administration managerial and budgetary constraints, seek models to unlock paralysis and abandonment that only contribute to the degradation of protected areas. Semeia is at the disposal of governments committed to politically confronting the challenges of this innovative process. In our first experiment, conducted in partnership with the Government of Minas Gerais, we supported the structuring of a unprecedented public-private partnership (PPP) in protected areas in Brazil.

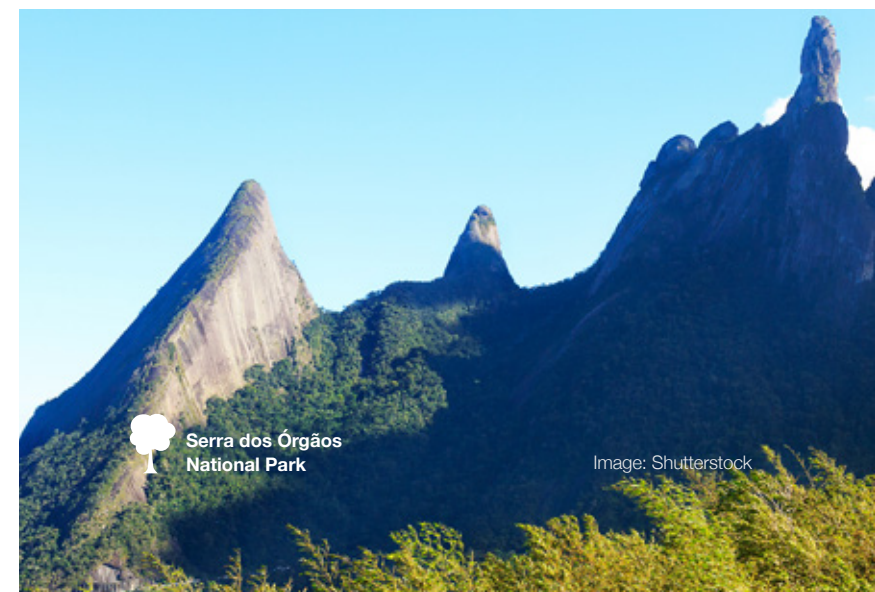
The project includes the Peter Lund Routes and the operational phase is still tied up in the bureaucratic barriers of the public sector.

In 2016, we will present to society, in partnership with the government of Paraná, studies to support new management models for 3 state parks (Vila Velha State Park, Guartelá State Park, and Monge State Park).

Also in 2016, we started developing a bid for a PPP, in partnership with the government of Rio de Janeiro, for the provision of integrated services and investments in the territory of Ilha Grande.

In the coming years, we aim to help dozens of other protected areas as well so that, through conservation, they can generate tangible benefits that Brazilian society both needs and deserves.

In doing so, we will seek to inspire and engage current and future generations of Brazilians in the defense of these treasures.



Serra dos Órgãos
National Park

Image: Shutterstock



► What drives us?

We started operating in 2011 with the belief that protected areas can be a source of wealth for the country and for Brazilians.

Our dream is to see the natural heritage providing good visitation experiences, education, and research and generating income and opportunities for people living around the protected areas.

► What we do?

We develop and implement innovative management models for our parks, coordinating partnerships between the public and private sectors to provide the preservation of our protected areas, the development of the surrounding population, and sustainable tourism.

We consider research and knowledge generation to be essential parts of our work that tell us what is the way for the management of Brazilian protected areas.

Thus, we generate inputs for the mobilization and engagement of people who can accompany us on this journey.

► How we do it?

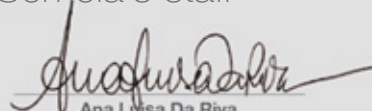
We use our expertise and learning to collaborate with innovations that promote a healthy and productive relationship between the public and private sectors.

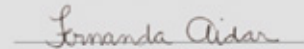
We support governments interested in, and committed to, developing partnership studies ensuring compliance with the highest standards so that the project can maximize the conservation of the park and the generation of benefits to society.

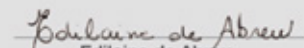
We also strengthen competencies of public officials so that they can take ownership of this process and carry-on on their own.

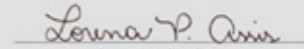
We accomplish this without giving up our values: integrity, courage, excellence, professionalism, and people appreciation.

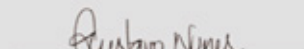
This is the commitment
of Semeia's staff

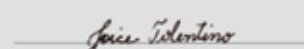

Ana Luisa Da Riva


Fernanda Aida


Edilaine de Abreu


Lorena Assis


Gustavo Nunes


Joice Tolentino


Eletheia Mendes


Caio Stracieri


Gabriel Palladini


João Henrique Bueno


Laura Mestres

► Learn more about our history by going to  http://bit.ly/Linha_Tempo





- In 2015, Semeia included innovative projects in Rio de Janeiro and Paraná in its portfolio.

RIO DE JANEIRO PROJECT

We are working in partnership with the state of Rio de Janeiro on a concession for integrated investment and services in the territory of the Ilha Grande State Park.

The initiative, which is under the leadership of INEA (Environmental Institute of the State of Rio de Janeiro) and SEA (Department of the Environment of the State of Rio de Janeiro), aims to improve the visiting experience for different types of park users, maximizing biodiversity conservation and social and cultural aspects associated with the island.



Ilha Grande
State Park

Image: Shutterstock

PARANÁ PARKS PROJECT

In partnership with the state of Paraná, under the leadership of SEMA (Department of the Environment and Water Resources of the State of Paraná) and IAP (Environmental Institute of the State of Paraná), we began conducting studies on the potential implementation of innovative management models in three areas: Vila Velha State Park, Guartelá State Park, and Gruta do Monge State Park.

The project seeks to promote sustainable tourism, conservation of biodiversity, and regional development.

LUND ROUTE PROJECT

As it is widely known, we helped structure the first Public-Private Partnership (PPP) in protected areas in Brazil, at the Peter Lund Route, in Minas Gerais.

In 2015, the winning private partner of the bidding was inducted – RMG Empreendimentos – and we are now waiting on the contract signing and the issuance of the work order by the government so that the partner can start the operation.

Do you
want
to know
more?

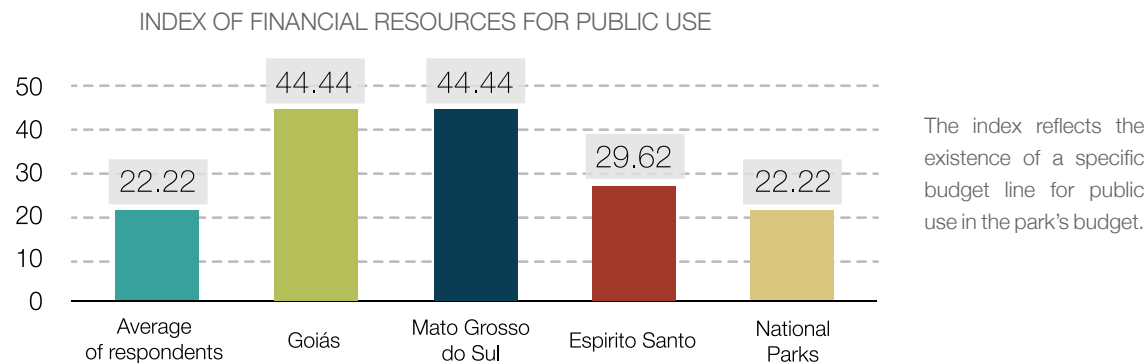
ACCESS
semeia.org.br/blog
and check out the
complete information.



► Public use diagnostic in Brazilian parks: the perspective of the managers.

The study was designed to map the situation of public use in Brazilian parks from the perception of professionals working daily in the management of these areas. In its third edition, we focused on national, state, and municipal parks.

The survey was answered by 67% of the country's state parks and 54% of Brazilian national parks, and assessed the situation of the parks in the following aspects: visitation, access, planning and management, monitoring and regulation, resources associated with public use, partnerships and outsourcing, and work conditions. For each of these aspects, whenever relevant, indices were developed, expressed in scores from 0 to 100 – 0 being the worst score. These indices allow us to establish a comparative analysis for visitation between the parks, the different administrative levels, environmental management bodies, biomes, and regions. The research shows, for example, that the average amount of resources that is allocated in the structuring of the parks throughout the country is still very low. The average a score of 22.2, with Goiás and Mato Grosso do Sul being noteworthy.



Over the years, we hope to evaluate the evolution of these indices and build time-based comparative analysis, so that the results of the research become a useful tool to support the management of parks. To learn more details about the calculation of indices, as well as their aspects and results, visit the analytical research report.



Image: Alberto

► The diagnosis in numbers:

68%

of the respondent parks reported that they do not have basic support structures or they have structures that do not meet the basic needs of the visitors, such as bathrooms. This percentage reaches 84% when it comes to the national parks respondents.

40%

of the parks did not count – nor do they have an estimate of – the number of visitors received in 2014. Of those who do have an estimate there's São Paulo, Rio de Janeiro, and Mato Grosso, which reported around 1,280,000, 687,000 and 410,000 visitors in their parks, respectively.



Number of downloads
in December:
470

Do you
want
to know
more?

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and check out the
complete information.

► Our first feedback.

In 2015, for the first time, we sent customized feedback to each respondent and to the leaders of environmental and tourism bodies. These feedbacks compared the park's individual responses to the overall average of the parks under the management of the same body and informed the results of all participants. The feedback to the executive bodies offered a comparative analysis of the responses of the parks under their management compared to the group of respondent state and national parks. It was an innovative step that allowed participants to understand their particular situation within the bigger picture and that complemented the understanding of the leaders. This material works as a powerful management tool and allows for benchmarking between the parks and between different environmental executive bodies throughout Brazil.

“ Congratulations on publishing this information. It will certainly contribute to the design of public use actions throughout Brazil. ”

“ In addition to receiving this document sent by Semeia, I have also received it from several other managers of protected areas of the state, which shows they are all extremely pleased for having participated in the study and are all very happy with the result. We appreciate the opportunity to participate in the study and receive this results report that will certainly serve as a basis for helping in the management of protected areas. ”

The names were kept private to preserve the anonymity of the survey.



► Knowledge.

We created a customized methodology of PPP modeling for parks based on the understanding of the main gaps that prevent the advancement of partnerships between the public and private sectors in Brazil. Through a joint work with the states, we surveyed the government's expectations for conservation and public use in protected areas, as well as the possibilities of these areas generating tangible benefits to their surroundings. We transformed those expectations into contractual obligations between the parties. Our methodological script is being improved in the states of Rio de Janeiro and Paraná, and will be converted into a handbook so that the process can be known by managers from all over Brazil.



Lençóis Maranhenses
National Park

Image: Carol Da Riva

► Technical content.

Bringing knowledge to the public is the gateway to a new reality in our parks. Therefore, we develop and publish technical contents that are created based on publications of other institutions or are created through partnerships.

They include:

1. Public-private partnerships: the case of the suburban hospital.

We told the story of Bahia's government, which broke new ground by implementing an award-winning public-private partnership project in Brazil in the healthcare area.

2. CEI as a Tool for Parks Conservation in Brazil.

In partnership with Radar PPP, we developed a technical content that aims to present the main nuances of CEI (Call for Expression of Interest).

3. Tourism Favoring Biodiversity.

Summary of the handbook that the Convention on Biological Diversity (CBD) has published on its guidelines for biodiversity conservation and sustainable tourism development.

4. Tourism in National Parks and the Conservation of Biodiversity.

Content based on a doctoral thesis developed based on a national parks research in Brazil and the US.

5. Coordinated Auditing in Protected Areas in Latin America.

The technical content brings a comparative panorama of parks in Brazil and Latin America based on the report of the audit by carried out Brazil's Federal Court of Accounts with partners from other countries in the region.

6. Rethinking Parks: Initiatives Selected by the British Program.

We presented the 11 projects selected by the Rethinking Parks Program in the UK. The initiatives aimed at creating new ways to use, manage, and make the most of what the parks have to offer.



TOTAL DOWNLOADS: 7,587

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to know
more?**

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and check out the
complete information.



► Strengthening the visibility of our cause.

At Semeia, we work so that our visibility goes beyond the environmental world, reaching social and economic public policy makers and the private sector—that is the main aspect that guides our work with the press.

The relevance of this topic secured the interest of national media, thereby securing high quality coverage.

- 29 insertions
- Reach in 2015: between 2,288,697 and 19,072,475 people
- 15 media vehicles
- Estimated media return: R\$ 481,792,00

► Image Research

Every year, we conduct an opinion poll to assess the perception of our work and how we are perceived by our public.

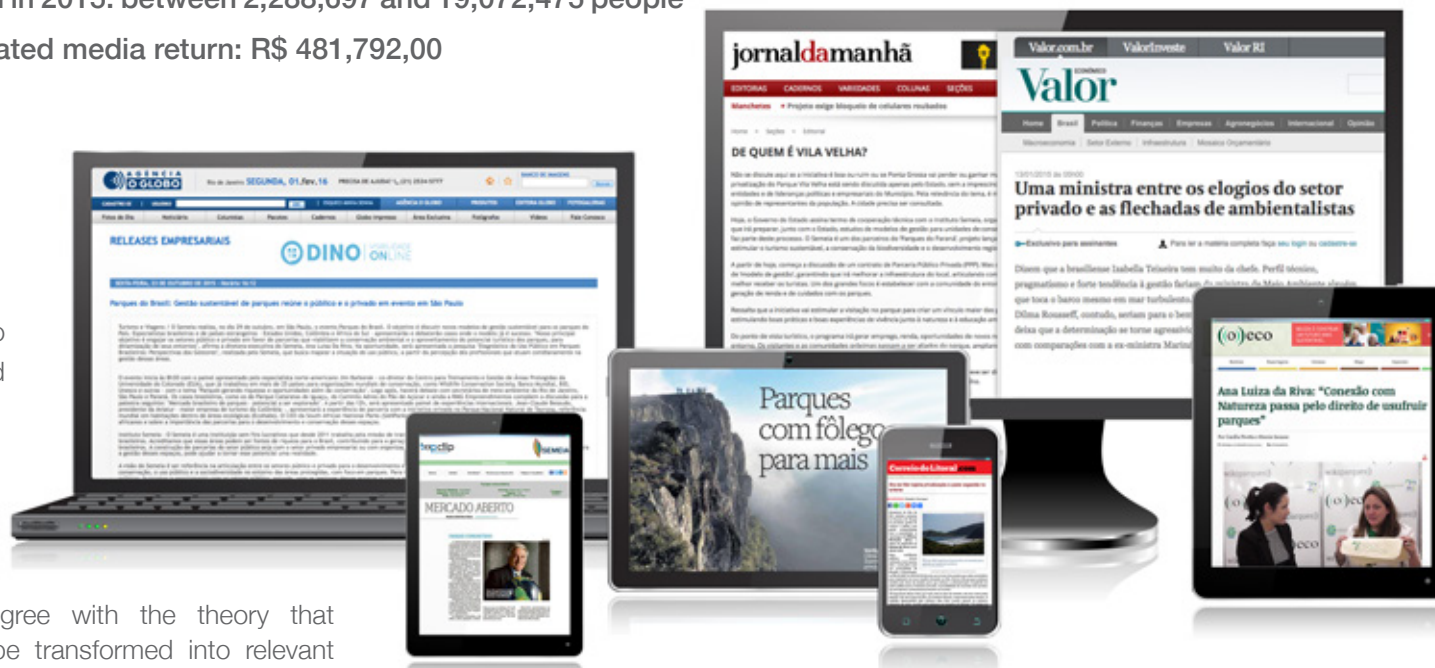
Here are some results of 2015:

93⁹⁰% of the respondents agree with the theory that “protected areas can be transformed into relevant sources of wealth for Brazil.” In 2014, this figure was 94.94%.

91²⁹% of the respondents agree with the theory that “partnerships between the public and private sectors (businesses and otherwise) are essential to enable conservation and socioeconomic development.” In the previous year, this figure was 94.35%.

90⁰⁹% of the respondents in 2015 said that their perception of Semeia is largely positive. This indicator was 90.90% in 2014.

90⁸⁰% of respondents consider us very efficient. In the previous year, this figure was 88.50%.



► Metrics.



Chapada dos Veadeiros
National Park

Image: Carol Da Riva

Engagement



Expanded average qualified engagement by 59% (interaction with Semeia and empowerment in our projects).

Facebook



Accumulated reach per year

2014	>	2015
109,223		217,093

Press



Press reach by People

2014	>	2015
1,567,000		2,288,697

Website



Accumulated visitors per year

2014	>	2015
13,600		18,117

Downloads



Publications - Annual Report and Technical Summaries

2014	>	2015
23,630		27,641

► Connect with us.



semeia.org.br



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[/InstitutoSemeia](https://www.linkedin.com/company/InstitutoSemeia)



► Semeia's videos.

In 2015, we produced and published videos in order to effectively and interestingly communicate our work and our guidelines. We intend to increasingly use this tool.

**Watch the videos - Australia/Management Models/
Institutional/Brazilian Parks Event.**



<http://bit.ly/semeia>

► Our blog.

Visit our blog and track the progress of our projects. The page aims to clarify the importance of each step and the role of all those involved.

**Do you
want
to know
more?**

ACCESS
semeia.org.br/blog
and check out the
complete information.



► PRÓ-UC Coalition.

At Semeia, we work to transform the reality of our parks and our society. So our cause gains more strength, we join efforts with NGOs committed to strengthening the National Protected Areas System. Members of the group: Conservation International, Imaflora, Fundação Grupo Boticário, Rede Nacional Pró-Unidades de Conservação, Semeia, SOS Mata Atlântica, and WWF.

From this coalition, a strong campaign with the participation of many partners was born. Launched in the Brazilian Congress of Protected Areas, the Unidos Cuidamos campaign aims to show that the conservation of protected areas is essential to ensure the existence of life.

Check it out:
www.unidoscuidamos.com

► Webcast.

In order to consolidate our commitment to transparency with our public and our partners, we held a conference call on July 15 in which we presented our current projects and took the opportunity to ask questions.

► Scholarships.

Our Scholarship Program, in partnership with the Colorado State University (CSU) in the US, seeks to value professionals involved in the day to day management of protected areas, giving them opportunities to try new ideas, which creates more security to innovate and break new grounds in the management of our protected areas.

The selection process, conducted between April and May, received 30 entries. This figure was 66.5% higher than in 2014, an extremely positive result and an improvement of Semeia's institutional visibility among the group of managers.



Class of 2015 - Colorado Studies Program.

Image: Personal Archive

“ I appreciate the great opportunity provided to me by Semeia to participate in the course in Colorado through its Scholarship Program. This program has certainly been multiplying ideas and planning and promotion actions of our parks throughout the country in the most appropriate way to turn them into increasingly valuable areas for all Brazilians. I presented the experience gained in the course during the VII Annual Meeting of Managers of Protected Areas of the State of Minas Gerais, in the Rio Doce State Park, which took place in November and where about 85 people were present, including managers and regional coordinators of protected areas and technicians from the Directorate of Protected Areas of the Minas Gerais State Institute of Forests (IEF). ”

Cecília Vilhena,
director of protected areas - manager of protected areas, 2015 fellow.



► Semeia's Annual Event.

Our annual event, Parks of Brazil, was held in São Paulo, in October, and counted on the participation of national and international speakers who addressed topics such as the potential for partnership management models to ensure the conservation of parks and the development of their surroundings, and presented success stories from around the world.

We had over 200 participants from the public and private sectors, NGOs, academia, etc., including 7 state secretaries for the environment.

Speakers: 22

Participants at the event: 238

Average public satisfaction with the event: 9

On the same day, in the afternoon, Semeia also held a workshop for some representatives of governing bodies, which was attended by 24 participants and was carried out under the leadership of Jim Barborak, Co-Director of the Center for Training and Management of Protected Areas of the University of Colorado (USA).



Image: Semeia



S



Ana Luisa Da Riva
Semeia's Executive Director



André Correa
Rio de Janeiro State Secretary
for the Environment



André Lima
Federal District State Secretary
for the Environment



Bernardo Issa
ICMBio Environmental Analyst



Bruno Marques
President of the Cataratas Group



Bruno Vidigal Coscarelli
Partner of Radar PPP



Celso Vítrio
Director of Cia. Caminho Aéreo
Pão de Açúcar

Meet our speakers



Douglas Simões
ABETA's Director of
Collaborative Work



Frederico Levy
Braztoa's Social and
Environmental Director



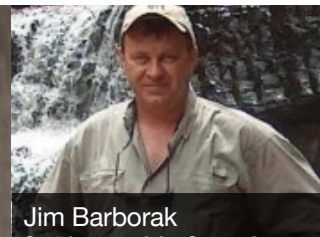
Fundisile Mketeni
CEO of South African National
Parks (SANParks)



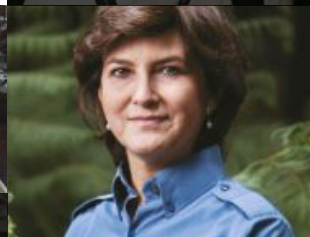
Guilherme Passos
Semeia's Member
of the Advisory Board



Jean-Claude Bessudo
President of Aviatur



Jim Barborak
Co-Director of the Center for
Training and Management of
Protected Areas of the University
of Colorado (USA)



Julia Miranda
General Director of the National
Natural Parks of Colombia



Lucilene Prado
Semeia's Member
of the Advisory Board



Luiz Fernando Merico
IUCN National Coordinator



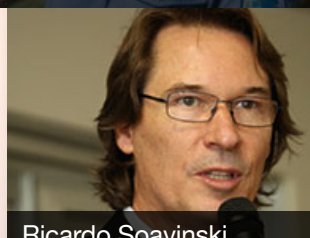
Patricia F. Iglecias Lemos
State Secretary of the Environment
of the State of São Paulo



Pedro Menezes
Environmentalist



Ricardo Géo
Executive Director of the Rota
das Grutas S/A Concessionaire.



Ricardo Soavinski
State Secretary of the Environ-
ment and Water Resources
of the State of Paraná



Simon Bellingham
Founder of Bellingham Safaris



Vinicius Lummertz
President of Embratur



Breakfast with the private sector in partnership with Radar PPP - September

Location: São Paulo

Ten representatives of companies interested in the topic participated.



Happy hour with entrepreneurs in partnership with the Arapyaú Institute - June

Location: São Paulo

45 people interested in this topic participated, including government representatives, business, and NGOs.





EdUC

Government of Rio de Janeiro, Moleque Mateiro Institute, and Conservation International
Location: Rio de Janeiro, RJ

PPPAmericas 2015

IDB
Location: Punta del Este, Uruguay

PPP Summit 2015

Hiria, PPP Brasil, and Radar PPP
Location: São Paulo, SP

CBUC

Grupo Boticário Foundation
Location: Curitiba, PR

Tourism and Protected Areas to Thrive

Conservation International and ICMBio
Location: Porto Seguro, BA

I Conference on the Sustainability of District Protected Areas

Federal District Government
Location: Brasília, DF

► Check out the main events attended by Semeia.



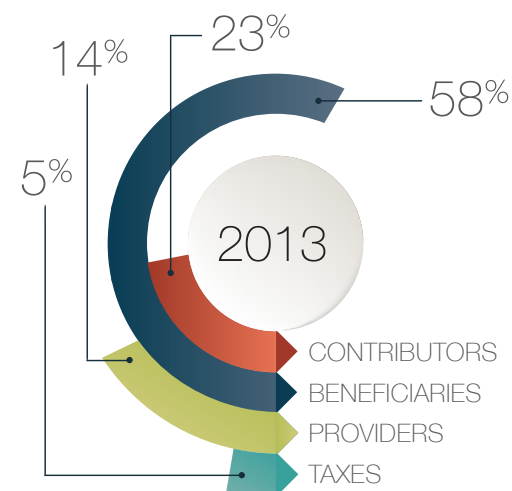
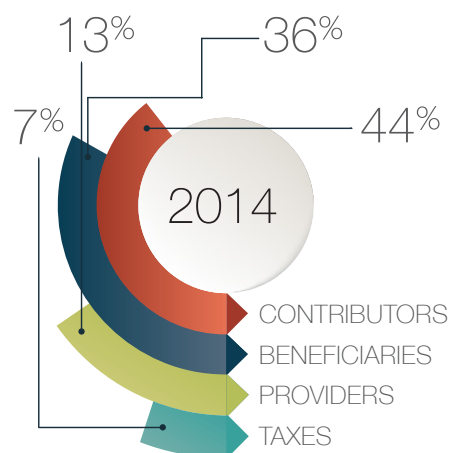
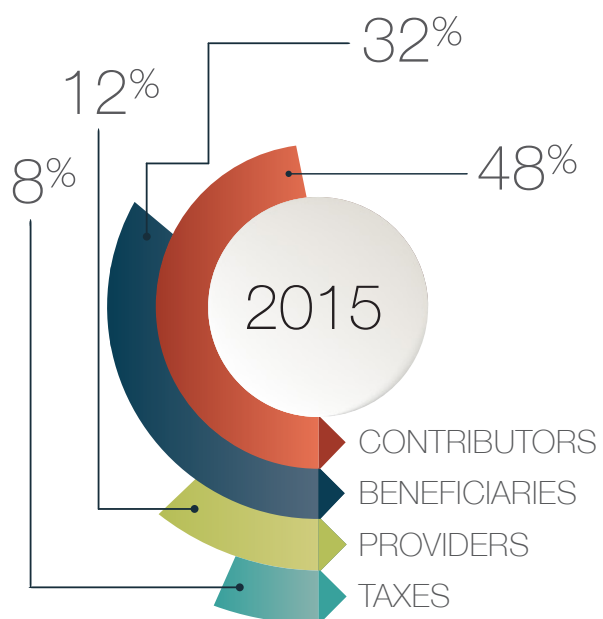
Aparados da Serra
National Park



► Strengthening the Visibility of Our Cause.

Statement of Value Added is the accounting report which shows, in summary, the values corresponding to the creation of wealth generated by the institution in a given period and its distribution.

Statement of Value Added



► Auditing Result.

Report of the Independent Auditors.

To:

Directors and Managers of the Semeia Institute
São Paulo - SP

We have audited the financial statements of Semeia Institute, comprising the balance sheet as on December 31, 2015, and the related statements of income, changes in equity, and cash flows for the year then ended, as well as a summary of significant accounting policies and other explanatory notes.

Management's responsibility for financial reporting

The Management Team (MT) of the Institute is responsible for the preparation and fair presentation of financial statements in accordance with accounting practices adopted in Brazil applicable to not-for-profit entities, and for the internal control that the MT defined as necessary to enable the preparation of financial statements free of material misstatement, whether due to fraud or error.

Responsibility of the Independent Auditors

Our responsibility is to express an opinion on these financial statements based on our audit, conducted in accordance with Brazilian and international auditing standards. These standards establish the obligation for auditors to comply with ethical requirements and for the audit to be planned and performed in order to obtain reasonable assurance that the financial statements are free from material misstatement. An audit involves performing certain procedures to obtain evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of risks of material misstatement in the financial statements, regardless of whether due to fraud or error. In this risk assessment, the auditor considers the relevant internal controls for the preparation and fair presentation of the financial statements of the Institute in order to plan the auditing procedures that are appropriate in the circumstances, but not to express an opinion on the effectiveness of such internal controls. An

audit also includes evaluating the adequacy of accounting policies used and the reasonableness of accounting estimates made by the Management Team, as well as evaluating the overall presentation of the financial statements taken as a whole. We believe that the audit evidence obtained is sufficient and appropriate for expressing our opinion.

Opinion

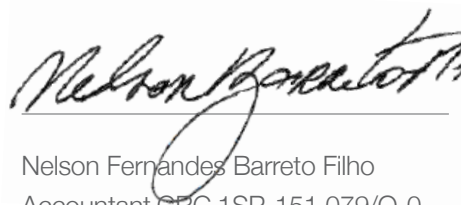
In our opinion, the aforementioned financial statements adequately present the financial position of the Semeia Institute on December 31, 2015, in all material aspects, the performance of the Institute's operations, and its cash flows for the year then ended, in accordance with accounting practices adopted in Brazil applicable to not-for-profit entities.

Other matters

Audit of figures corresponding to the previous year.

The figures for the year ended on December 31, 2014, presented for comparative purposes, were previously audited by another independent auditor who issued their report dated February 26, 2015 without modification.

São Paulo, February 24, 2016.



Nelson Fernandes Barreto Filho
Accountant CRC 1SP-151.079/O-0

Grant Thornton Auditores Independentes
CRC2SP-025.583/O-1

► Masthead.

Advisory Board

Pedro Luiz Barreiros Passos
Chairman

Guilherme Ruggiero Passos
Lucilene Silva Prado

Executive Director

Ana Luisa Da Riva

Finance and Administration

Lorena Assis
Eletheia Mendes

Projects and Knowledge Production

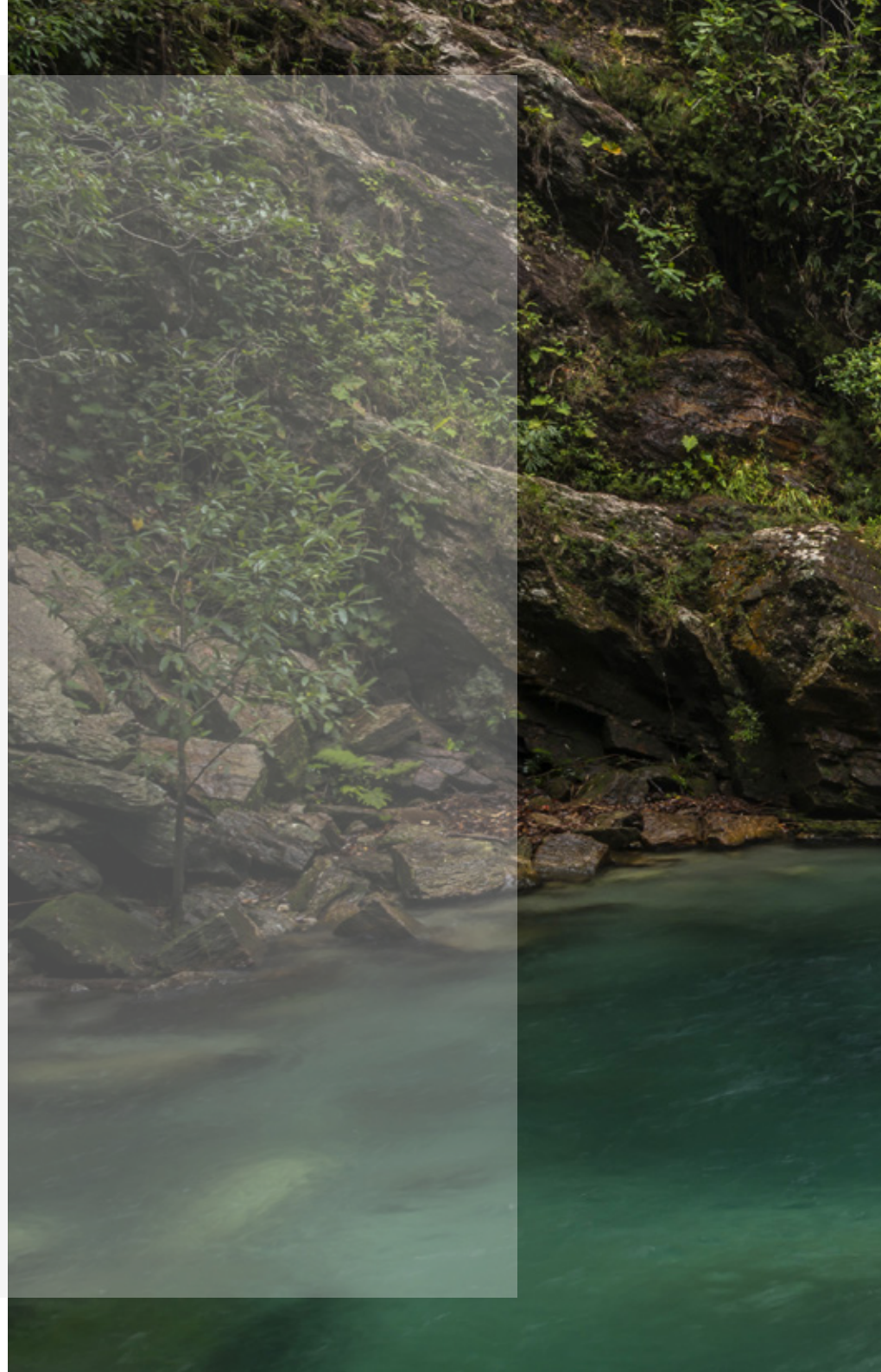
Caio Stracieri
Fernanda Aidar
Gabriel Palladini
João Henrique Bueno

Communication and Engagement:

Edilaine de Abreu
Joice Tonlentino
Gustavo Nunes
Laura Mestres

Cover and back cover photos:
Image: Shutterstock

We would like to thank all the partners
who contribute to Semeia's activities.
Thank you very much!





Chapada dos Veadeiros
National Park

Image: Shutterstock



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