



**WELCOME  
RVO FRIENDS**



**BJF & PARTNERS FOR WATER**  
*Making a difference together*  
15 April 2025



**PARTNERS  
FOR WATER**  
CO-CREATING IMPACT

**THANK YOU FOR YOUR SUPPORT IN REALIZING  
THE LONGEST BIODIVERSITY CORRIDOR ON EARTH!**

***TOGETHER WITH YOU, WE ARE MAKING A DIFFERENCE***





IT'S TOO LATE TO BE A  
PESSIMIST



**Together we will restore the balance between  
nature and humankind**



**... and realize the longest Biodiversity Corridor  
and one the largest reforestation projects  
in the heart of Brazil**

# THE ARAGUAIA BIODIVERSITY CORRIDOR

## THE LONGEST BIODIVERSITY CORRIDOR ON EARTH



**2600**  
KM LONG

**40**  
KM WIDE

**10.4**  
MILLION  
HECTARES



*Positive impact on all your RVO stakeholders, when working together with the Black Jaguar Foundation in realizing the longest biodiversity corridor on earth!*

**~1.700**

TREES TO PLANT  
PER HECTARE

**~1**

MILLION

HECTARES TO BE RESTORED

**~1.7**

BILLION

NATIVE TREES TO PLANT

**78**

DIFFERENT TREE SPECIES





PRESENTS





+20.000 jobs in restoration




1 million hectares to restore  
1,7 billion native trees to plant



**US\$ 17,1 BILLION**  
in avoided costs for the planet.

BIODIVERSITY | WATER | CREATING JOBS



70 + native species  
currently being grown



BJF Nursery producing  
+ 500,000 seedlings



# Ecological Restoration Impacts







Contents lists available at [ScienceDirect](#)

### Land Use Policy

journal homepage: [www.elsevier.com/locate/landusepol](http://www.elsevier.com/locate/landusepol)



## Araguaia biodiversity corridor cost benefit analysis: Large scale restoration and sustainable agribusiness in Amazon and Cerrado

Andrea Lucchesi<sup>a,\*</sup>, Madhu Khanna<sup>b</sup>, Paula C. Pereda<sup>c</sup>, Keyi A. Ussami<sup>c</sup>,  
Patricia G.C. Ruggiero<sup>c</sup>, Victor S. Dornelas<sup>d</sup>, Tess Lallement<sup>b</sup>

<sup>a</sup> School of Arts, Sciences and Humanities, University of São Paulo – USP, Brazil

<sup>b</sup> University of Illinois Urbana Champaign, USA

<sup>c</sup> School of Economics, Management and Accounting, University of São Paulo – USP, Brazil

<sup>d</sup> Cornell University, USA

The study was carried out by 11 renowned scientists from the University of Sao Paulo and University of Illinois  
Over the course of 14 months the study was carried out.

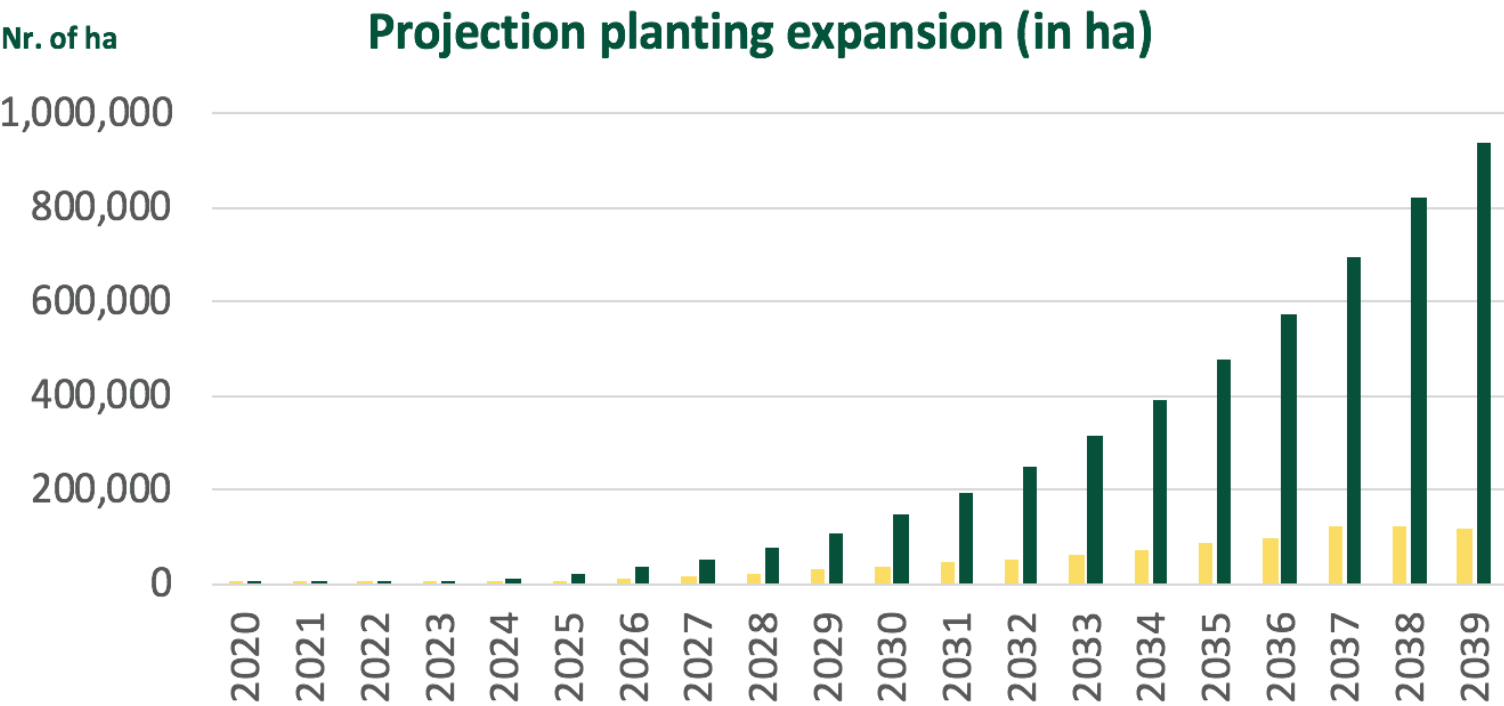
The *Lemann Center for Brazilian Studies* sponsored BJF to carry out this important study.



# PROJECTION EXPANSION PLANTING (in ha)



Source: Araguaia Corridor Cost-Benefit Analysis, 2019



	Yearly increase (ha)										Accumulated (ha)									
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039
Increase yearly (ha)	556	556	1.452	3.438	6.174	9.661	13.898	18.887	24.625	31.115	38.355	46.346	55.088	64.580	74.823	85.817	97.561	110.056	123.302	120.845
Accumulated (ha)	556	1.113	2.565	6.003	12.177	21.837	35.736	54.622	79.248	110.363	148.718	195.064	250.152	314.732	389.555	475.372	572.933	682.990	806.292	927.137





# WHERE WE'RE *GOING*

## Phase I



### Sponsors:

+120 individuals and companies  
from 14 countries ([The First 600](#))



**CAIXA**



Corporate partnerships  
+ philanthropy + grants  
+ others





# ARAGUAIA BIODIVERSITY CORRIDOR: MORE THAN PLANTING TREES

Realising the Araguaia Biodiversity Corridor requires a lot more than planting trees.  
The following are some of the steps in our restoration process:



## COMMUNITY

OUTREACH  
COMMUNITY  
ENGAGEMENT  
MEDIAS  
PUBLICATIONS



## FUNDRAISING

CORPORATE  
PARTNERSHIPS  
NON-PROFIT  
PARTNERSHIPS  
INDIVIDUAL  
PARTNERSHIPS



## LANDRAISING

LANDOWNER  
PARTNERSHIPS  
MAPPING  
VALIDATION



## RESTORATION

BIODIVERSITY PLANNING  
SEED COLLECTIVE  
NURSERIES  
PLANTING  
MAINTENANCE  
MONITORING



## Learnings to bring back healthy forests

Before starting the presentation, an overview of all BJJ 17 required steps to bring back healthy forests



Year 1



Year 2



# The BJF Restoration Cycle



The 17 quality steps to bring back Healthy forests  
*Each 1 Step = 1 unique Impact Project to support*

- 1 Community Engagement
- 2 Landowner Partnerships
- 3 Fire Brigade
- 4 Environmental education

- 5 Mapping
- 6 Biodiversity Planning
- 7 Scientific Partnerships
- 8 Evidence based restoration



- 15 Three year maintenance & care
- 16 Up to 20 years of monitoring
- 17 Fire prevention

- 9 Seedling production
- 10 Seed collection
- 11 Soil preparation and recovery
- 12 Fence construction
- 13 Logistics
- 14 Planting trees & seeds





# The BJB Restoration Cycle



The 17 quality steps to bring back Healthy forests  
*Each 1 Step = 1 unique Impact Project to support*

## COMMUNITY



1

### COMMUNITY ENGAGEMENT

Working together with local communities, schools, technical partners and other non-profits.



2

### LANDOWNER PARTNERSHIPS

Helping famers with restoration and compicance with the Forest Code.



3

### FIRE BRIGADE

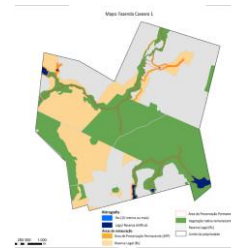
Trainings to prevent and control fires and providing fire brigade tools



4

### ENVIRONMENTAL EDUCATION

Lecturing on the importance of ecologically restoration.



5

### MAPPING & VALIDATION

Assessment of the land, to map the areas that need to be restored.



6

### BIOIVERSITY PLANNING

Evaluating the right combination of native trees to select the methods of restoration.



7

### SCIENTIFIC PARTNERSHIPS

Making sure we follow the highest possible standards of restoration.



8

### EVIDENCE BASED RESTORATION

Experience, research and knowledge, in close collaboration with leading institutions and partners.





# The BJB Restoration Cycle



The 17 quality steps to bring back Healthy forests  
*Each 1 Step = 1 unique Impact Project to support*

## PLANTING

## 3 YEAR CARE



9

### OUR OWN TREE NURSERIES

We build, develop and operate our own tree nurseries to grow local tree species.



10

### SEED COLLECTION

In cooperation with local seed collectors, specific seeds are collected.



11

### SOIL PREPARATION AND RECOVERY

Equalizing the land and removing rocks/stones/trunks.



12

### FENCE CONSTRUCTION

Fences to protect our growing trees where they are vulnerable to cattle.



13

### LOGISTICS

Our restoration sites are dispersed in remote areas with long distances in between.



14

### PLANTING TREES AND SEEDS

Restoration, with love and care: on average 1,667 trees per hectare, planted by hand by our local team.



15

### 3 YEAR MAINTENANCE

The first 3 years we must grow our seedlings in the right mix and remove invasive species.



16

### UP TO 20 YEARS OF MONITORING

Monitoring growth to make sure a self-sustaining ecosystem will come back.



17

### FIRE PREVENTION

We make sure that natural barriers and fire lookouts are created.



# Planting Season

## Planting season '22/'23 in action



**June 2022**

BJF Restoration site



**November 2023!**

BJF Restoration site





# Planting Season

## Planting season in action



TEMPORADA DE PLANTIOS  
Planting Season

SANTANA DO ARAGUAIA - PARÁ - BRASIL

Look at what we have  
achieved together!





# TEMPORADA DE PLANTIOS

Planting Season

SANTANA DO ARAGUAIA - PARÁ - BRASIL

Look at what we have  
achieved together!



## BJF Restoration TECHNIQUES



### SEEDLING PLANTING

Planting seedlings in areas where regeneration is not expressed.



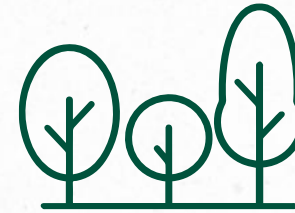
### DIRECT SEEDING

Planting seeds of native species directly on the site to be restored.



### DENSIFICATION

Complementation with seedlings and seeds when natural regeneration is not fully expressed on site.



### ENRICHMENT

Biodiversity enrichment where natural regeneration is poor in species due to degradation.



### ASSISTED NATURAL REGENERATION

Removal of degradation factors and conduction of already established seedlings.

High ← —————→ Low  
DEGRADATION LEVEL



# OUR NEW NURSERY - FULLY OPERATING SINCE JULY 2022



500.000 seedlings  
production per cycle!

73+ different native  
tree species!

**Ready to restore!**

Drone view taken in Jan 2023



## NURSERY UPDATE JANUARY 2025

Officially signing the 20-year extension of the free-land-use with the mayor of Santana DA





# Fast growth of our trees

## Quality restoration results the return of rich biodiversity







# LANDOWNER

partner



## HOW WE DO IT

Landowners:  
the protagonists of this story

We offer **technical and financial support**  
for **environmental regulation** and  
restoration of **APPs and Legal Reserves**

*And they protect the Forests.*





# Win for the agro economy partnering with BJF



Environmental  
Regulation



Cross  
Pollination



Protection of  
Water Resources



Rain cycle  
Regulation



# A more sustainable AGRO SECTOR



# Creating Social impact

## BJF Araguaia Seed Collective



 **ressemear**

Training, technical assistance and income generation for **local communities**, providing native seeds for our nursery and promoting the **value of standing forests** and **protection of preserved forests**.

**2021:** Pilot project in Barreira do Campo, Santana do Araguaia

**2022:** Expansion of the program to Tocantins – +170 people trained

**2024:**

- **76 active seed collectors! 52 women and 24 men**
- **More than 300 people trained!**
- **New brand – RESSEMEAR** and support to planning of the future cooperative!



# Creating Social impact

## BJF Araguaia Seed Collective



So now, we are collecting seeds...



# Organization Growth

## Operations & Team at BJB Brazil & NL



Year 2024

*122 full time employed BJB field team + Seed collectors people from local communities hired for BJB Restoration Cycle activities: Production of seedlings in a nursery, Construction of firebreaks, Maintenance, Seedling Planting, Direct Seeding. . . and much more*





# Community of partnerships BLACK JAGUAR



## 105+ Sponsor Partners



## Rural, Technical and Institutional Partners





# CAIXA FEDERAL BANK - Sustainability Journey - example BJF partner



In 2022 we signed a € 4M partnership with **CAIXA Federal Bank** to co-fund the planting of **1 million trees in the Araguaia Biodiversity Corridor!**



Caixa Econômica Federal, referred to in Brazil as CAIXA, is one of the two federal banks in Brazil and the fourth largest financial institute in Latin America.



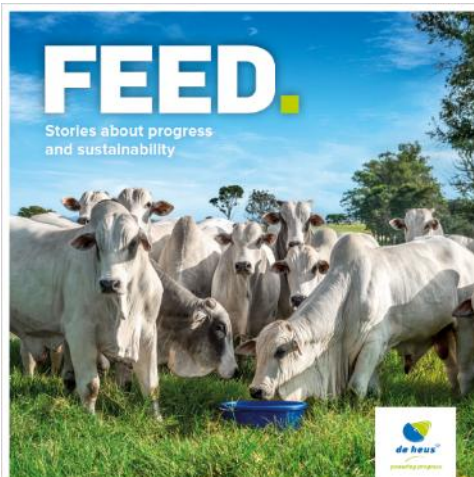


# Royal De Heus - Sustainability Journey

- example BJF partner



Article in FEED magazine about BJF & DH partnership and positive role of farmers in Brazil and beyond.



## FARMERS CAN BE HEROES IN RESTORING BRAZIL'S BIODIVERSITY A STORY OF HOPE AND ACTION



In the global conversation about moving towards more sustainable food production, farmers in Brazil are being pushed to the margins. Ben Valks, initiator of the Black Jaguar Foundation, wants to change the narrative. "Environment and farming can go together. In our mission, Brazilian farmers are the heroes."

Nowhere in the world are the challenges of the growing world population as visible as in Brazil today. In the past decades, increasing deforestation enabled agriculture, cattle ranching, logging, mining and urban expansion. Activities which led to Brazil's significant contribution to global food security and an increase in the national GDP. But this land use change

is having detrimental effects on people, nature and planet. "Effects that we have already seen happening in other parts of the world, such as climate imbalance, soil erosion, loss of biodiversity and natural habitats, and declining quality of life for local communities."

When world leaders talk about preserving the tropical rainforests in Brazil, their



# Royal De Heus - Sustainability Journey

- example BJF partner



**Picture taken Feb 2024**  
Native trees planted with  
the support of Royal De  
Heus just 3,5 years ago!

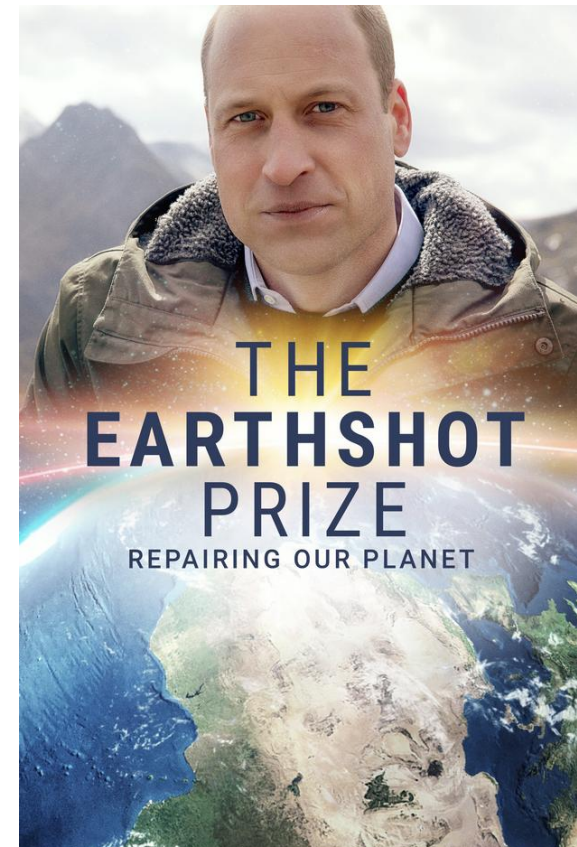
**2023/2024:** Royal De Heus and BJF  
Partnership Goal on track, planting 50,000  
native trees together with Araguaia farmers.



# BJF nominated for the Earthshot Prize (2025)



Launched by **HRH Prince William**  
the **The Earthshot Prize** selects innovative solutions to restore our planet.





# BJF Partnership

## Global awareness



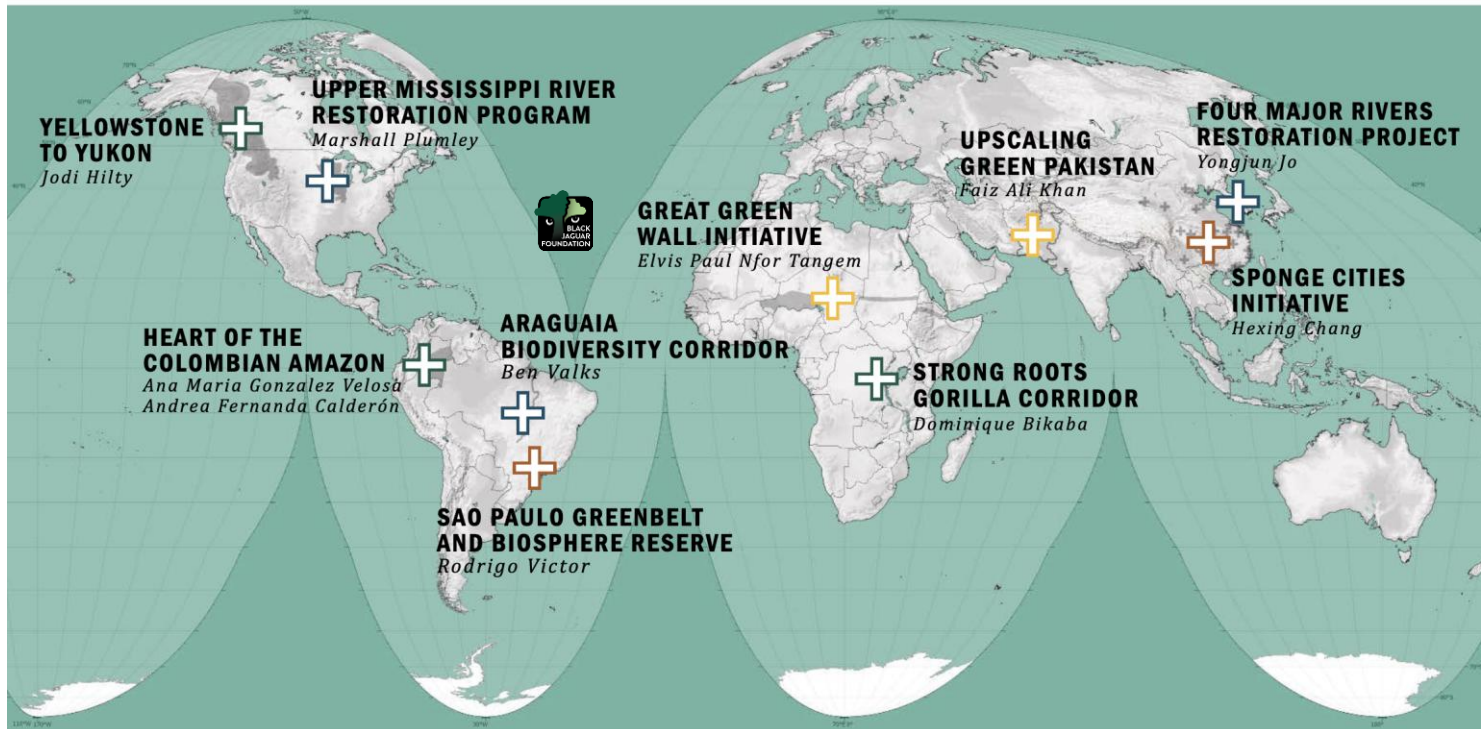
## MEGA-ECO SYMPOSIUM

OCTOBER 5<sup>TH</sup>, 2023

Join us for a public symposium at the University of Pennsylvania where esteemed project leaders and scholars discuss some of the world's largest ecological restoration endeavors.

Space is limited! Register today:..

[www.mega-eco-project-symposium-2023.eventbrite.com](http://www.mega-eco-project-symposium-2023.eventbrite.com)



## BJF selected among 10 Mega-Eco projects in the world

In October 2023, BJF was invited by the university of Pennsylvania to present our mission to realize the Araguaia Biodiversity Corridor among the 10 Mega-Eco Projects in the world.



# Influential & Inspiring Ambassadors

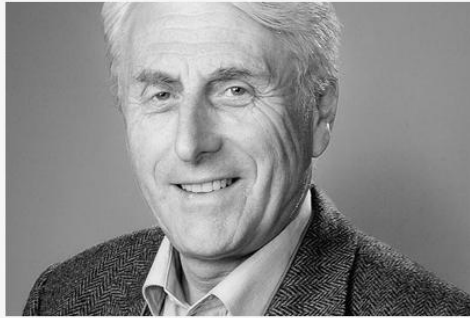
# BLACK JAGUAR



**KOEN  
VANMECHELEN**  
Conceptual artist



**H.R.H.  
PRINCESS BASMA BINT ALI**  
Global Environmentalist



**PROF. DR. JAN  
VAN HOOFT**  
Science Supervisor  
at Burgers' Zoo



**TARCIA  
URSINI**

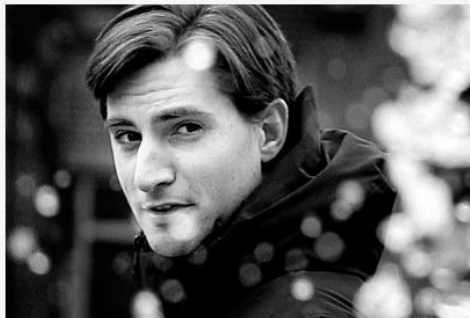
Honored to  
annnounce our new  
BJF Ambassador in  
Davos 2024:  
Earth Scientist and  
Nobel Peace Prize  
winner  
**Prof. Carlos Nobre**



**KEES  
RIJNHOUT**  
Owner of Jaguar,  
the fresh (fruit) company



**SHANNON  
O'LEARY JOY**  
President,  
EarthSense Foundation



**NALDEN**  
Co-owner of WeTransfer



**HUMBERTO TAN**  
Dutch TV personality





# BJF Partnership PR & Fundraising initiatives 2024



## BJF event @ World Economic Forum 2024

First time ever that BJF was invited at the World Economic Forum to present our mission in partnership with McKinsey&Company to 100+ selected prominent guests.



McKinsey  
& Company



# UBS Bank & BJF Partnership

## Positively impacting future BJF sponsors



Nov 2024: New service offered by Black Jaguar Foundation partner UBS

**UBS Optimus**, preferred partner of Black Jaguar sponsors



UBS offers sponsor partners of the Black Jaguar Foundation:

- **10% of the amount donated to BJF will be matched** by UBS Optimus Foundation (if donation >1 Mio USD / 3yrs )
- **full due diligence of the Black Jaguar Foundation** on behalf of the client at zero cost
- **tax, regulatory and governance advice** to the donor/sponsor
- governance and compliance on behalf of the Black Jaguar Foundation.

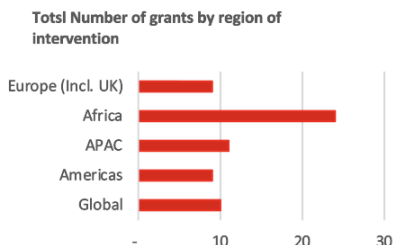


# UBS Bank & BJF Partnership

## Positively impacting future BJF sponsors



### Climate and Environment portfolio – example programs

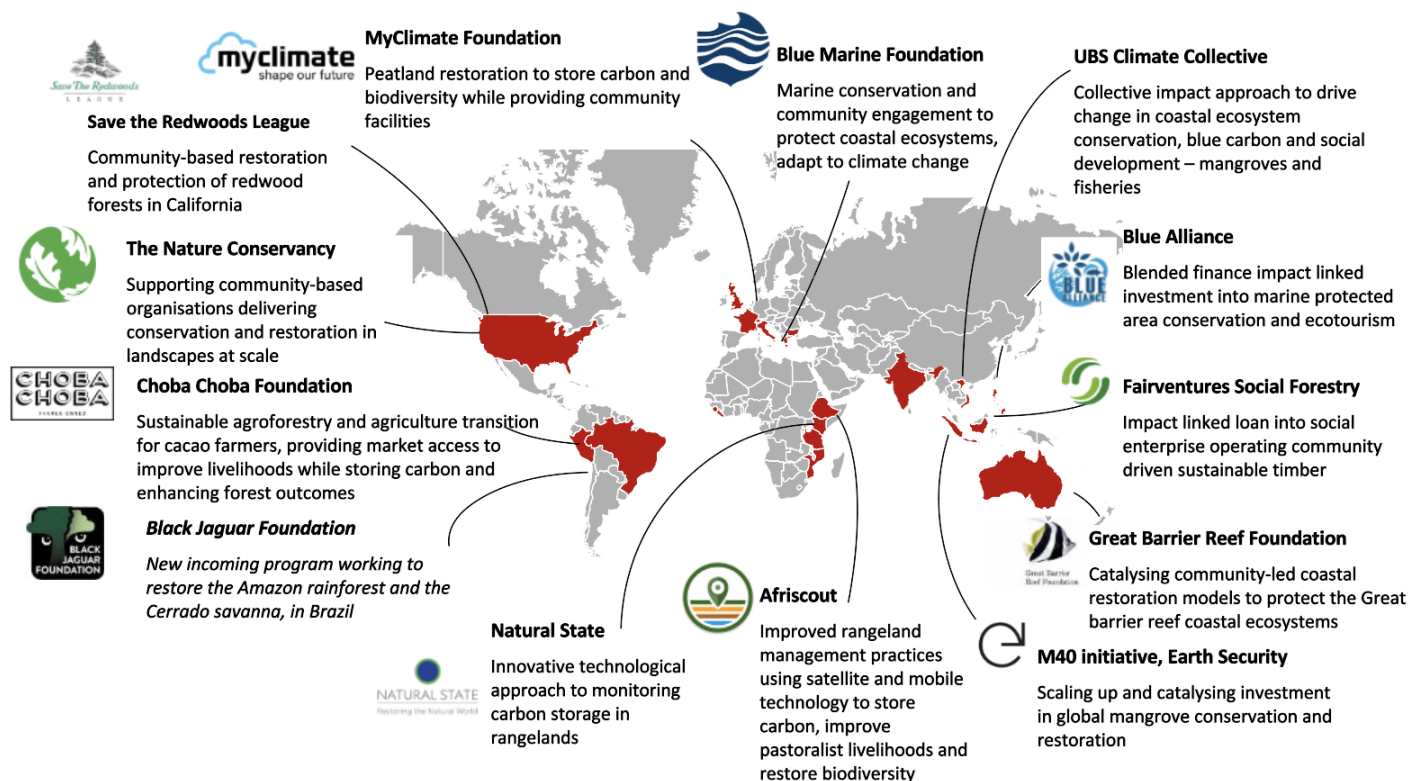


**USD 120m+**  
Grants under management

**40** Countries

**63** Programs

**56** Unique partners





# BJF Partnership

## PR & Fundraising initiatives 2024



### Inter-American Development Bank - US \$ 6 M funding opportunity for BJF

- Dutch diplomats introduced BJF to the IDB in July 2024 to their ' Amazon Forever Program'
- **15 Aug 2024: BJF received first approval from IDB in Aug 2024 that we qualify for the program.** Now we are asked to submit proposal for funding.
- Several European countries fund this program, among the Netherlands who invested Euro 15M in this program.
- Agreed with IDB that BJF will prepare funding-proposal of max US \$ 3 million.
- Black Jaguar Foundation will work with IDB Staff in Washington and Brasilia in the course of 2024 until July 2025 to complete the funding-proposal. Concrete result expected September 2025.
- **Update February 2025:**  
Invited by IDB to submit 2 new additional grants! Each US \$ 1,5 M





## Field trip February 2025 – with Ambassador of the Netherlands in Brazil, Mr. André Driessen







# WHERE WE'RE *GOING*

## Phase I



### Sponsors:

+120 individuals and companies  
from 14 countries ([The First 600](#))



**CAIXA**

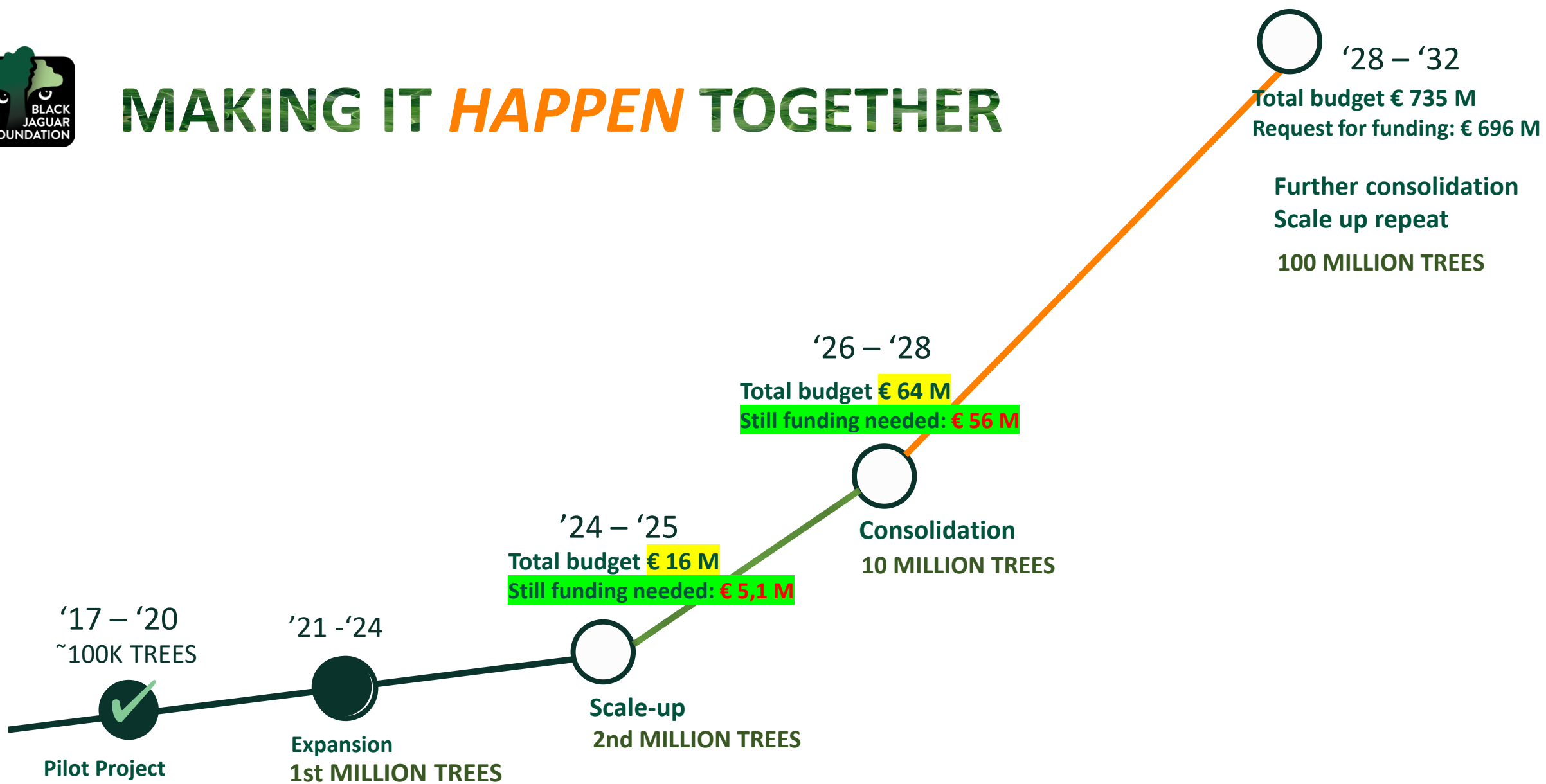


Corporate partnerships  
+ philanthropy + grants  
+ others





# MAKING IT *HAPPEN* TOGETHER



## Sponsors:

+120 individuals and companies  
from 14 countries ([The First 600](#))



CAIXA



Corporate partnerships  
+ philanthropy + grants  
+ others

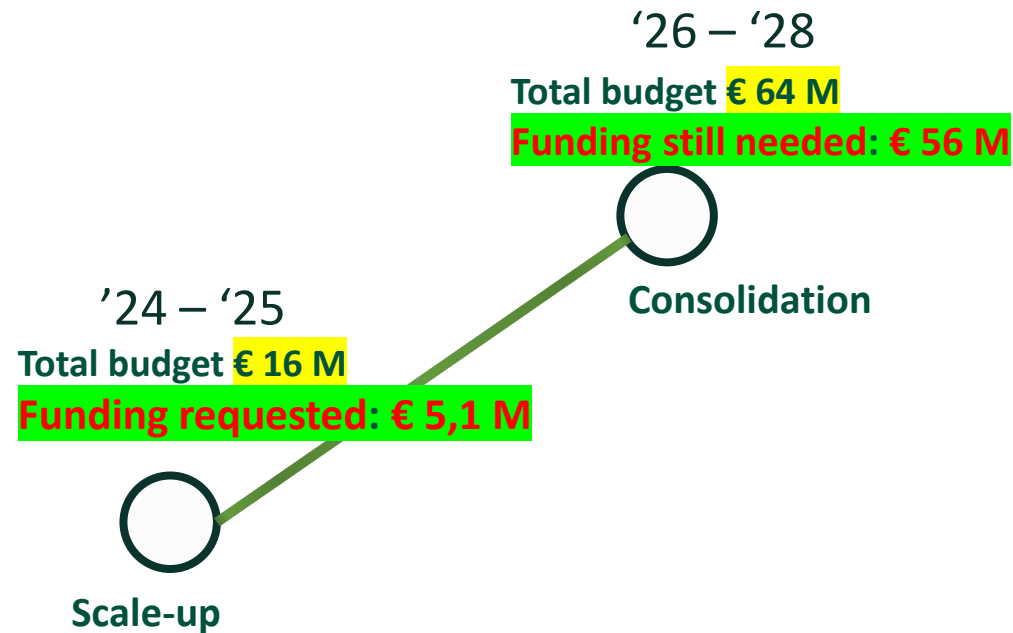




AN OPPORTUNITY TO TRULY MAKE IMPACT



WILL *YOU* JOIN US *TO MAKE IT HAPPEN ?*



Sponsors:

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from 14 countries ([The First 600](#))



CAIXA



Corporate partnerships  
+ philanthropy + grants  
+ others



# Governance - BJF Annual Reports



bakertilly



Baker Tilly audits the BJF financial reports and processes of both 'Stichting Black Jaguar (NL) and Instituto Black Jaguar (BR).



SCAN ME



## ANNUAL REPORT 2023 BLACK JAGUAR FOUNDATION

### AUDITORS' REPORT BLACK JAGUAR FOUNDATION bakertilly

To the members of the Board  
Stichting Black Jaguar Foundation

We have reviewed the accompanying financial statements 2022 of Stichting Black Jaguar Foundation based in Amsterdam.

**These financial statements comprise:**

1. the balance sheet as at 31 December 2022;
2. the profit and loss account for the year then ended; and
3. the notes comprising of a summary of the accounting policies and other explanatory information.

**Management's responsibility**

Management is responsible for the preparation and fair presentation of the financial statements and for the preparation of the management report, both in accordance with Part 9 of Book 2 of the Dutch Civil Code. Furthermore management is responsible for such internal control as it determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

**Auditor's responsibility**

Our responsibility is to express a conclusion on the financial statements. We conducted our review in accordance with Dutch law, including the Dutch Standard 2400, 'Opdrachten tot het beoordelen van financiële overzichten' (Engagements to review financial statements). This requires that we comply with ethical requirements and that we plan and perform the review to be able to conclude whether anything has come to our attention that causes us to believe that the financial statements are not free from material misstatement.

A review in accordance with the Dutch Standard 2400 is a limited assurance

engagement. The performed procedures consisted primarily of making inquiries of management and others within the entity, as appropriate, applying analytical procedures and evaluating the evidence obtained.

The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with the Dutch Standards on Auditing. Accordingly, we do not express an audit opinion.

**Conclusion**

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not give a true and fair view of the financial position of Stichting Black Jaguar Foundation as at 31 December 2022 and of its result for the year then ended in accordance with Part 9 of Book 2 of the Dutch Civil Code.

Amsterdam, July 10, 2023  
Baker Tilly (Netherlands) N.V.

B. Maassen RA  
Partner Audit





**PARTNERS  
FOR WATER**  
CO-CREATING IMPACT



***THANK YOU***

***TOGETHER WE WILL MAKE A DIFFERENCE FOR  
ALL OUR FUTURE GENERATIONS***