

# BJF Key Accomplishments 2018

## Concrete milestones: from planning to planting

### General statement 2018

#### 1. Mission & Vision

We are the Black Jaguar Foundation (BJF). We are driven to restore the balance between nature and mankind. We offer a tangible solution for the drastic degradation of two of our most precious ecosystems: The Amazon rainforest and the Cerrado savanna in Brazil. The Black Jaguar Foundation pursues one clear objective: planting indigenous trees on a massive scale to help realize the Araguaia<sup>[1]</sup> Biodiversity Corridor in order to improve the lives of each of us and of all future generations on our planet. With partners who match our values, we will reach our goal through well-defined tasks and a step-by-step approach. *We all have the power to change.*



#### 2. 3 phases of activities

All of our activities and efforts to ultimately realize the Araguaia Corridor in Brazil can be divided in 3 phases:

- |   |                      |   |                  |
|---|----------------------|---|------------------|
| 1 | Preparation phase    | > laying the groundwork for our foundation      | Year 2013 - 2018 |
| 2 | Fundraising phase    | > generating the required funds in cash         | Year 2019 >      |
| 3 | Implementation phase | > carrying out the tasks in the field in Brazil | Year 2019 >      |

Year 2013 – 2017

Preparation phase:

laying the groundwork  
for our foundation

Year 2018 >

Fundraising phase:

generating the required  
funds in cash

Year 2018 >

Implementation phase:

carrying out the tasks in  
the field in Brazil

### 3. Message from the Board

#### **2018: After years of investing, concrete milestones from planning to planting**

After years of investing in the preparation-phase to create a solid foundation for the BJF, an exciting array of milestones were achieved in 2018. First of all, in the field, in the corridor-zone in Brazil. Secondly, with the completion of the grand task of Mapping the entire Corridor and the expansion of the BJF network. On top of this, 2018 saw the finalization and launch of marketing tools which had been prepared for in 2017, such as BJF's brand new website and fundraising campaign *TheFirst 600*. Both the site and campaign were launched in February of 2018.

#### Mapping Task completed in partnership with WRI Brazil

After intense work effort by our valued partner World Resources Institute (Brasil), the BJF completed the Mapping Task of the 10,4 million ha Corridor Region at the start of 2018. For many years this was our grand goal. Now it is completed! The outcome is even better than we had hoped for, producing an online Mapping Platform with many layers of data about the borders of each landowner, region, soil, biodiversity just to name a few.

#### First BJF Milestone Celebration Event

Another milestone was the organization of BJF's first Celebration Event on the 12th of September at the Scelta Institute, sharing and celebrating our recent milestones with all our stakeholders. We were honored with the presence of our Ambassador H.R.H. Princess Basma bint Ali, who gave an inspiring key-note presentation. Having our sponsor partners, donors, landowners, ambassadors and growing core-team all together at this impressive venue made the first Celebration Event a great success.

#### Preparation Green Capital Study

Many other exciting developments and events took place in 2018, such as the final preparations for the comprehensive scientific study into the costs and benefits associated with the restoration of 2 million ha in the Araguaia Biodiversity Corridor and the completion of our ecological reforestation goals. The study is named the 'Green Capital Study'. In December 2018, a new BJF sponsor confirmed its interest to cover the costs for the entire study. The 'Green Capital Study' will contract over 10 scientists from Brazil and the United States and intends to start its work in January 2019 until January 2020.

All our work in these preparation years will contribute to making the Black Jaguar Foundation a highly respected organization with strong brand values, and as a prominent global actor in the field of ecological restoration.

#### Pilot project – 6,000 hectares

After many years of preparations, 2018 marked the year that the BJF entered the third and final task of activities relating to our 6,000 ha pilot project: The 'reforestation' itself, planting native trees in the Araguaia Biodiversity Corridor in Brazil.

Last year, we finalized the first 2 tasks of the 6,000 hectare Pilot project: 'Mapping' and 'Biodiversity Planning'. To prepare for the reforestation itself, and in close partnerships with the landowners whom we consider as highly valuable partners, we built the first 2 nurseries for native trees 2018.

In October to December in 2018, at the start of the rainy season, we made great progress by planting the first 15.000 native trees! In addition, we restored another 35.000 native trees through the restoration method of Natural Regeneration, totaling 50.000 native trees in the first year of planting.

#### Expansion of BJF core team

The above progress could only be made possible by our small but growing and very dedicated 'core-team', supported by team of professional volunteers. In 2018, we expanded our small core-team, by contracting out first Forest Engineer (Eduardo Carlos Silva), our first Partnerships Coordinator Brasil (Francisco Porto Macedo) and our first Communication Coordinator (Eloise Moench).

#### To conclude

The first successes of reforestation accomplished on the ground in 2018, combined with the carefully prepared marketing tools and events, will enable us to activate our team of lobbyists and really commence the next phase of fundraising in 2019 and beyond. The publishing of an extensive article about BJF's work in National Geographic Magazine in March 2018 together with the presence of BJF's Ivan Nisida as key-note speaker at the Nexus Forum and at the CLIQ impact-investment event in Ecuador, will further improve BJF-confidence towards potential (sponsor) partners and stakeholders.

## 4. Financials 2018

Since 2014 we have worked closely with and become sponsored by Salesforce.org for our CRM online database. The complete history of donations, contacts, background information on each donor and (sponsored) services and gift items are all recorded with great precision in our Salesforce CRM tool.

#### **The value of soft sponsoring up to 2018: € 2,9 million**

The cumulative amount of €2,9 million in soft sponsoring, or 'sponsoring in kind', was raised from 2012 to the end of 2018. This amount is not reflected on our balance sheet, but it has given us the power to continue to build a healthy base for our foundation. Only in 2018, the work WRI Brasil has gifted us for building the online Mapping Platform is valued at € 200K in free data, technology and manhours. Other key indicators of large contributions in kind in 2018 are the thousands of hours donated to us by our Team of professional volunteers. Not to forget the contribution in kind from Scelta Mushrooms to organize and cover all expenses for our BJF Milestone Event 2018. We are proud to share for the first time contributions in kind received from landowners who are part of the restoration process in the Corridor.

### The value of cash sponsoring raised in 2018: € 201,813

We have dedicated a minimal amount of time and effort to raise cash funds in 2018. First wanting to finalize the mapping task, plant the first number of trees and further build the core-team in Brazil, we have yet to embark on our fundraising phase. **However, in 2018 we have raised €201,813 in cash from both individuals and companies** at our Dutch office. The income in kind (sponsored goods, talent and services) in 2018 was valued at € 450,000. Consequently, the total raised in 2018 in both cash and in kind was € 671,793, --. These donors and partners have believed in our mission from the start and made it possible for us to continue to lay the groundwork of our foundation.

Payments made in 2018 totaled € 177,776,--. The balance on 1-1-2018 on our AbnAmro account stated €12,681.61 +/-Credit. The balance on 31-12-2018 on our AbnAmro account stated € 38,636.36 +/-Credit.

The legal entity BJF Brazil as '*Instituto Black Jaguar*' was established in 2016 in Brazil and in 2018 the amount in Brazilian Real equal to € 19,980 was raised by the Brazilian entity. However, the accounting of both BJF Netherlands and BJF Brazil are not integrated in 2018. In 2018, we started working with 'Amsterdam Accountancy' as our new a new accountancy partner as Amsterdam will sponsor BJF with a new integrated and online accounting system *Excact Online* in 2019 and onwards.

<i>Stichting Black Jaguar Foundation</i>	<b>Actuals 2017 €</b>	<b>Actuals 2018 €</b>
<b>Income in kind ( non-cash )</b>		
Volunteers time & talent	215.000	80.000
Official suppliers	195.000	90.000
Technical restoration partners		250.000
Farmers co-payment		30.000
<b>Total income in kind</b>	<b>410.000</b>	<b>450.000</b>
<b>Income in cash</b>		
The First 600 campaign	64892	76.813
Crowdfunding - Tree adoption		
Exclusive corporate giving	50.000	125.000
Foundations and philanthropy		
Reforestation services & recurring carbon credits		
Raised in cash - Netherlands	114.892	201.813
Raised in cash – Brazil	24.000	19.980
<b>Total income cash NL &amp; Brazil</b>	<b>€138.892</b>	<b>€221.793</b>
<b>Total income in kind &amp; cash</b>	<b>€548.892</b>	<b>€671.793</b>

Our goal is to have an overhead of a maximum of 15% of all raised funds. Taking into consideration the far-reaching preparation phase of investing the past 7 years in creating a healthy foundation for the BJF, we will achieve this level when we have reached raising the cumulative amount of € 3 million in cash.



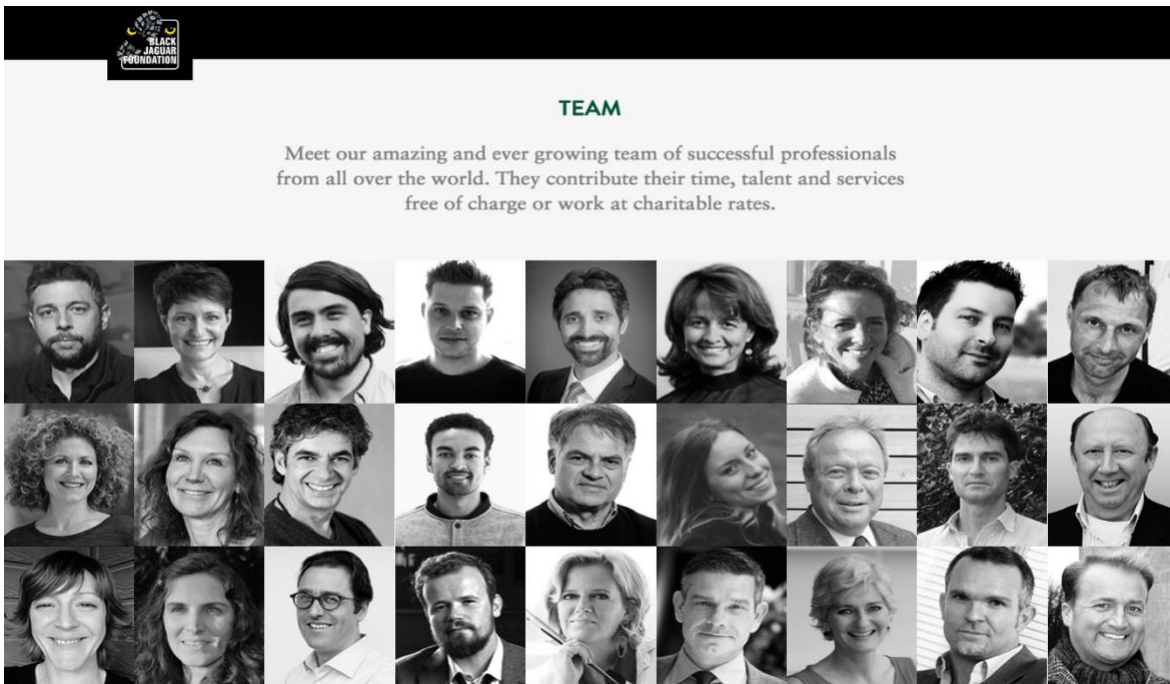
Each euro or Brazilian real we receive from donors or sponsor partners is used directly or indirectly for our tasks to realize one (ambitious) project. All of our energy and received funds are dedicated to promote or help realize our 3 tasks for one project: the Araguaia Biodiversity Corridor. Building a healthy base for our foundation in terms of systems, operating manuals, information handbooks, attending specific congresses on forest restoration, building a network of Ambassadors – it's all dedicated to the one and only project we fight for. This makes the work of the BJF clear and transparent for the members of our team and our technical and sponsor partners alike.

## 5. BJF Team and remuneration of the Board & Ambassadors

### How can we do so much with so little funds?

The driving force behind the BJF is the large number of dedicated professionals who donate their talent and time. Some donate a few hours a month, some work almost full-time! The thousands of man-hours of the BJF Team in recent years have been essential to help the BJF transition from the Preparatory Phase into the Fundraising and Implementation phases in 2018 and 2019. Our team of professionals has increased up to more than 140 members in over 10 countries around the world in 2018. We do however see the need to expand our 'core team' of dedicated professionals who are full time employed or contracted by BJF to carry out the many tasks ahead of us.

Additionally, the BJF Team consists of a large group of 'Official Suppliers': companies offering their services or products to the BJF at no costs or at charitable rates.

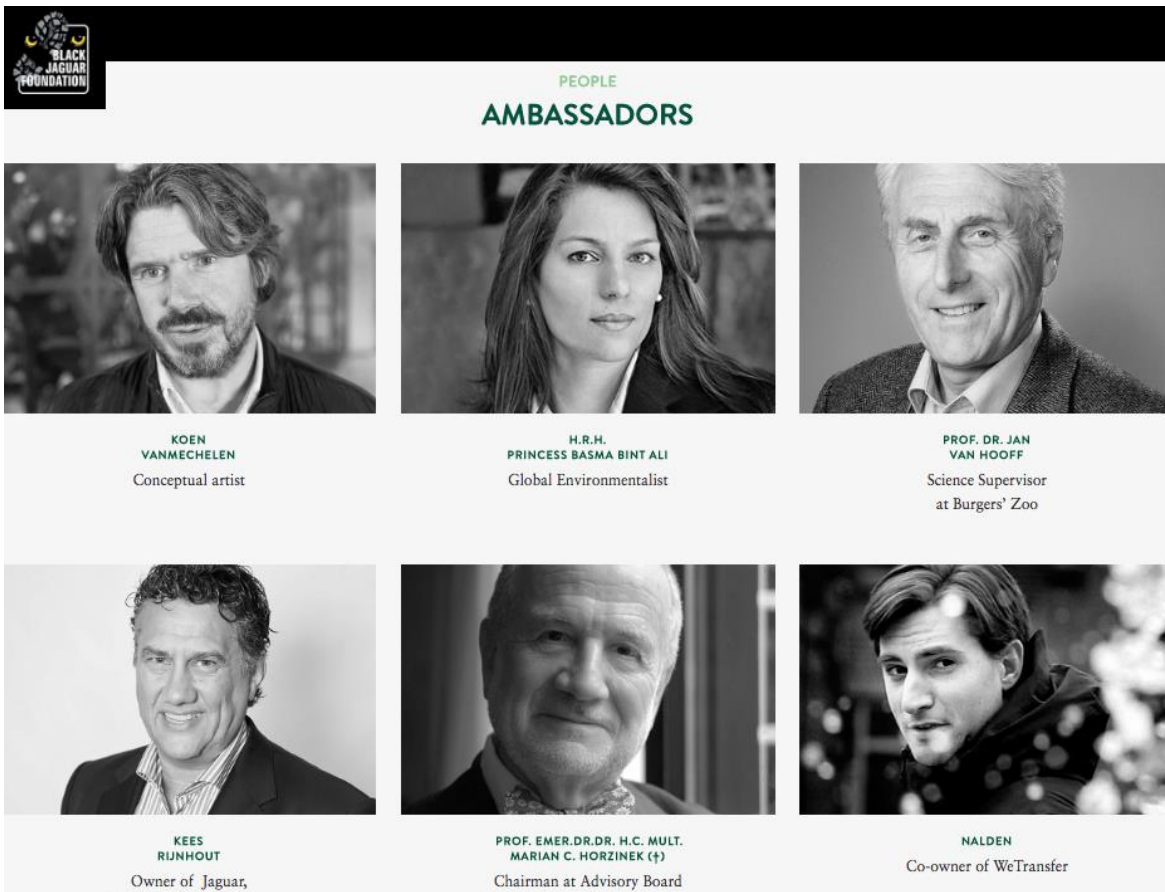


## Remuneration of the Board and of the Ambassadors

The board of BJF Netherlands and the board of BJF Brazil (Instituto Black Jaguar) consists of three members and are appointed for an indefinite period. Our Board members receive no remuneration for their duties. They do however have the right to be reimbursed for travel expenses to attend BJF meetings.

The foundation has (2018) 6 ambassadors and BJF is very grateful for their efforts.

BJF Ambassadors are a group of highly respected and commendable men and women who share the values of the BJF and act as a role model for our society.

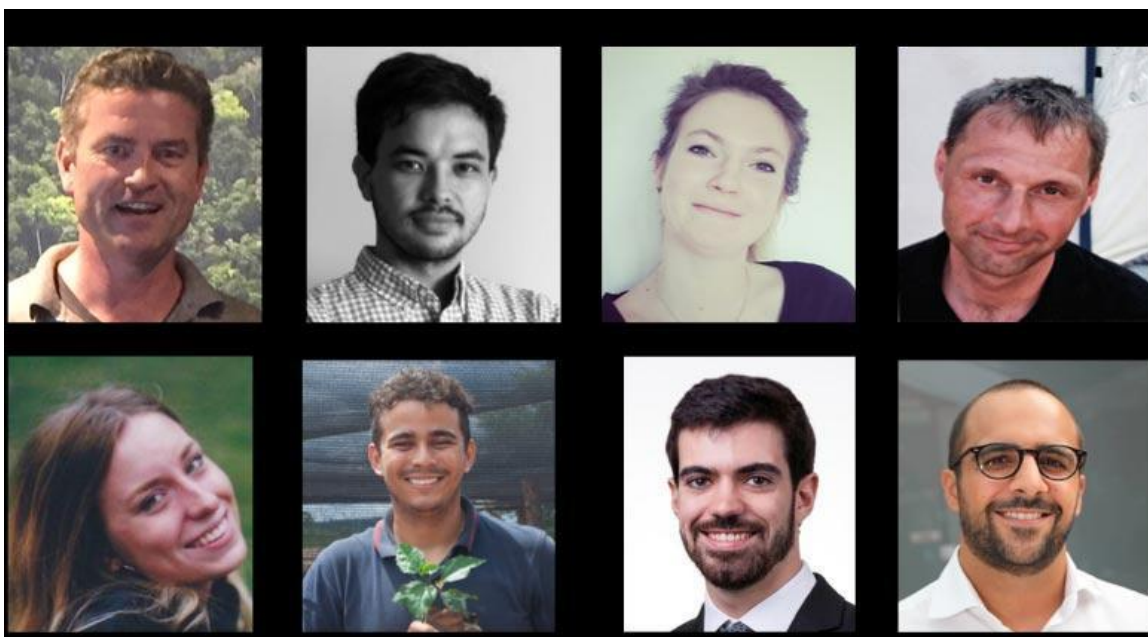


## 6. How the 2018 cash funds raised were invested in 2018 - Team

### Expanding the BJF Core Team and Team of volunteers

In 2018, the BJF both extended its core team and was able to start paying cash as remuneration for the full-time services for its most dedicated volunteers. Both the expansion of the core team and the ability to pay remuneration has greatly improved the quality of the team as a whole. The multitude of tasks, initially taken on by a few core members who showed immense commitment,

are now distributed amongst a larger team of full-time professionals that, in virtue of being paid, are able to give a more focused attention to the BJF.



#### *Payments to BJF's core team members*

An amount of € 19.500 was paid out in cash as remuneration for the full-time services of BJF Brazil's project coordinator, Ivan Nisida in 2018. Joël Boele, who spent the previous year and a half volunteering her time as a community outreach coordinator for the BJF, was paid € 5.705 in 2018 for her tireless work and commitment. BJF's initiator, Ben Valks, invoiced a remuneration fee for his full-time services throughout the year. An amount of only € 11.200 in total was paid to him during 2018. Campaign Coordinator Eric Schoorl was paid a total of € 4.750 in 2018, after many years of incredibly loyal unpaid work for the project. BJF Board members and Ambassadors do not receive any cash remuneration. They are only reimbursed for basic expenses such as transport to attend BJF meetings.

#### *Hiring of our first forest Engineer in Brazil (May)*

A great milestone achieved through the expansion of the team in 2018 was the hiring of the first forest engineer, Carlos Silva Eduardo. Eduardo is a dedicated full time professional, living in Paraíso, Tocantins, close to the BJF corridor zone. Eduardo relocated himself from Goiana so that he could be closer to the project and fully dedicate himself to the role. He has immense technical knowledge of ecological restoration and works on tasks such as: coordinating the building of our seedling nurseries, organizing the planting of our first, thousands of trees, developing a seed collection network, growing our community of landowners along the corridor. Eduardo also works alongside our technical partners Bioflora and LERF in the field, writing reports and monitoring the progress of our work. He has embraced the mission from the start and is passionate about making reforestation projects a success. Eduardo was paid a total of € 10.500 in 2018 for his work.





### *Core team Expansion in 2018*

Other notable additions are the hiring of the first Partnerships coordinator in Brazil- Francisco Macedo- and the hiring of the first full time Communications Coordinator in The Netherlands- Eloise Moench.

Francisco's role within the foundation is to ultimately deliver the BJF message in Brazil. This includes engaging with different partners, from potential sponsors to NGOs, who may be able to provide the BJF with funding or expertise. Francisco has an economics degree from the University of Sao Paulo and plentiful experience working for both a leading strategy consulting firm and a corporate investment bank. He says that whereas he has enjoyed this work, his main intention was always to use the expertise he'd gained in order to help society and build a better world for future generations. When introduced to the BJF by project coordinator Ivan Nisida, he was immediately attracted to the professional way in which the project was structured. Francisco was paid a total of € 5.625 for his 6 months in 2018 as Partnerships Coordinator Brazil.

BJF's Communication Coordinator, Eloise, is responsible for our organizations internal and external communications. Eloise is from the UK but moved to the Netherlands two years ago to study a Philosophy Masters. She specialized in climate negotiations- exploring how philosophical ideas of justice instruct the ways we internationally share the costs of climate change. Her interest in climate related issues and passion for writing made her a good candidate for the job of spreading our mission via different platforms. Her tasks involve ensuring sponsor partners are up to date with the latest news, building a social media presence, creating content and making sure the whole team is aligned and informed about how the projects develops. She started in August 2018 and was paid a total of € 2.976 in 2018 for her work.



## 7. How the 2018 cash funds raised were invested in 2018 - **FIELD**

Funds to BJJF Team in Brazil and Netherlands were dedicated to accomplish the following field developments:

### 7.1 Field developments in Brazil for the Araguaia Corridor

*WRI Mapping Platform: first of three BJJF tasks accomplished! (March 2018)*

In 2018, the BJJF formalized a vital partnership with the renowned organization WRI Brazil (World Resources Institute Brazil). This agreement established the bases for a strategic and technical cooperation between both parties to help implement the Araguaia Biodiversity Corridor in Brazil.

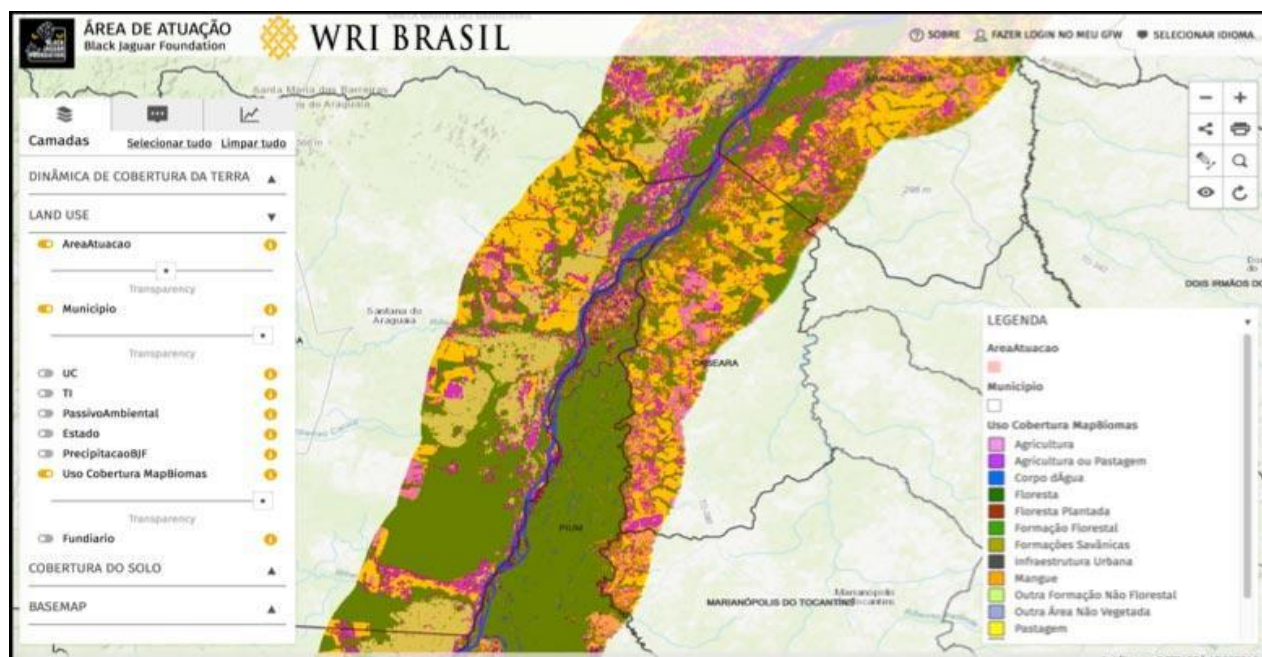
This institutional bond is the outcome of exchanges initiated in September 2017, during the SER (Society for Ecological Restoration) Congress, where representatives of both sides met in Foz do Iguaçu (Brazil) to discuss forest restoration and synergies concerning the Araguaia Biodiversity Corridor. This is a case of a fruitful networking mission as, later in January 2018, after a second meeting in São Paulo, BJJF and WRI Brazil agreed to document and structure future accomplishments together. The first item concerned the technical expertise from WRI Brazil to support the first main task of the BJJF: The Mapping mission. It is important to map all the area known as the Araguaia Corridor, to understand it, and to plan the best possible strategy for restoration.

A month after the agreement's signature, the geoprocessing department of WRI Brazil communicated the first version of a ground-breaking tool for the BJJF: the Araguaia Biodiversity Corridor Mapping Platform. It is the founding stone to apprehend the Araguaia Corridor as a major and complex territorial entity. It also allows its users to virtually navigate along the Araguaia Corridor and acquire a better understanding of its social, economic and environmental specificities.

Using diverse sets of open databases, sourced at prestigious research institutes in Brazil, the BJJF Mapping Platform is able to display a considerable variety of updated data layers, such as land-use (forested areas, crops, cattle ranches, conservation units, urban zones), hydrology, infrastructure, rainfall, land size and limits. Moreover, the mapping platform can also generate instant reports about predetermined areas of the corridor, according to its user objectives.

Needless to say, these features make this mapping platform essential to develop a deeper understanding of the regions we work with, thus opening the path to map challenges and assets along the corridor, as well as help designing a holistic and collaborative plan to orient field activities. It provides the guiding star to implement the Araguaia Corridor.

Thanks to WRI Brazil's support and expertise, this platform brought a major breakthrough in BJJF's mission. Not only configuring a major achievement in itself, but also completing one of the BJJF's major tasks: The Mapping. The other two tasks are already in progress: II. Biodiversity Planning and III. Reforestation (Forest Restoration) (*find more at <https://www.black-jaguar.org/the-project/>*).



### *New Contract signed with Bioflora Restoration Technology for 2018 (March 2018)*

After 3 years of successful developments in the field, BJF and Bioflora renewed their partnership (March 2018) in Piracicaba. The first phase of the partnership (2015-18) focused on preparing the basis of the first BJF pilot project. It started with the prospection of landowners and the subsequent creation of mapping and analysis studies, to finally complete an elaborated plan for the full restoration project of three farms along the Araguaia Corridor.

As a result of a meeting in Piracicaba, the new agreement aimed to implement the full forest restoration plan at two farms along the Araguaia river, including the constant technical support from Bioflora in all field preparations, nursery construction, seed collection and native seedlings production over the year of 2018. High-level Bioflora consultants, specialized in Forest Engineering and Agronomy, are periodically sent to the field in order to work with BJF's Field Coordinator and the local farmers.

The synergy among all those actors is a key aspect for the success of the BJF pilot project. The technical expertise of Bioflora and the farmers' willingness to restore forests converged, thus creating a powerful first concrete and tangible case. This cooperation has created a model on how to promote collaborative business models in the Amazon rainforest and Cerrado savannah biomes to execute forest restoration projects.



#### *Nursery at Santa Fé farm now completed and operational (July 2018)*

In July 2018, the first tree nursery built by the BJF has been completed and is now fully operational. Thanks to the full cooperation of the Santa Fé farm's administration and its motivated staff, we have built a brand-new tree nursery (inside the farm) to start producing seedlings and seeds of native species on a large scale. Those seedlings are being applied to restore river banks and other degraded areas inside the farm, which are essential to maintain the water supply, generating natural biodiversity corridors along the streams and keeping the soil rich in nutrients.

The initial version of the tree nursery is capable of producing 30.000 seedlings/year. However, nearby areas have already been reserved to expand the modules as the demand for more seedlings rises. Soon, the maximum capacity will reach 60.000 seedlings/year. And once Santa Fé farm's demands in terms of forest restoration have been achieved, the exceeding volume of seedlings will be acquired by BJF at cost price to support restoration initiatives in surrounding farms that also belong to the Araguaia Corridor. Thus, the BJF can expand its reforestation projects while the Santa Fé farm becomes an effective forest restoration agent. More than that, the farm becomes the epicentre of a forest restoration pole.



This nursery is the result of a virtuous cooperation between the BJF, its technical partners (Bioflora and LERF/USP) and the Santa Fé Farm. Most of the materials and skills necessary to create the nursery were provided by the farm and its team. The nursery carers and the seed collectors, for instance, are personnel issued from agricultural tasks into forest restoration activities. The technical expertise to design the structure was ensured by LERF (University of São Paulo) and Bioflora. Finally, the overall field coordination was led by the BJF Field Coordinator.



*Building of BJF's 2nd Nursery at Guaíra farm has started (April 2018)*

On the other side of Araguaia River, in the state of Tocantins, the BJF initiated, in April 2018, the construction of a second tree nursery at Guaíra farm, with the support of local farmer and entrepreneur Guilherme Tiezzi. The goal of this nursery is to produce native species to restore and enrich forests inside the farm area, but also to become the forest restoration platform for surrounding producers, to set an example of farming and restoration practices. Its initial capacity is estimated at 10.000 seedlings/year, but there is room to expand its production capacity as seedlings demand increases (up to 20.000 seedlings/year).

Moreover, beyond the forest restoration initiative, Guaíra Farm (500ha) has other ongoing projects related to sustainability. The landowner himself is an active entrepreneur based in São Paulo who aims to transform Guaíra farm, in a project called the “Farm of the Future”, a place which will balance economic growth, ecological processes and community livelihood. This pioneering action is translated by concrete efforts such low-carbon cattle ranching, reforestation with economic return, eco-tourism and holistic and collaborative projects with local communities.





### ***The planting has begun!***

*First 15.000 native trees planted & 35.000 trees restored via Natural Generation*

The end of 2018 was a time of true breakthrough for the Black Jaguar Foundation. After three years of solid preparations towards Restoration phase, starting with the first landowner prospection in 2015, followed by extensive field analysis and project elaboration (2016-2017), the BJF carried out the first “planting wave” of its history in favor of the Araguaia Corridor forest restoration. BJF’s role in this operation was to catalyze, accelerate and enhance the process by bringing knowledge and experts together in the field.

BJF’s inaugural planting round happened on the morning of the 10th of December, at the Santa Fé farm, located in the municipality of Santana do Araguaia (state of Pará, Brazil). Our BJF Field Coordinator, Carlos Eduardo Oliveira led a local team and LERF/Bioflora’s consultants to execute the field preparations (clearing, fertilization and cradle openings) for the planting procedures for 15.000 native trees. All of the seedlings



were grown at the heart of Santa Fé farm's nursery, with local seeds collected by our forest experts from Santa Fé farm's team. In addition to these 15.000 seedlings, we restored another 35.000 native trees through the restoration method of Natural Regeneration, totaling 50.000 native trees in the first year of planting.



All these seedlings were strategically placed along vital water streams in the farm, with the goal of expanding the vegetation coverage, protecting the water supplies and bringing up natural wildlife corridors. The total restored area for this year comprehends over 60 ha.

Amongst the 42 selected species of this important planting process there are popular Brazilian trees such as mutambo, urucum and the yellow ipê. The latter is actually one of the symbol trees of Brazil and very common in the region. During the dry season, when all trees are dormant due to water scarcity, the yellow ipê blossoms in a mighty yellow over the canopy. Moreover, the role of some of the aforementioned species is to create a first layer of fast-growing and resilient trees, also known as the “pioneer trees”. They are essential to generate shade, provide protection and serve as nutrients to support the emergence of the next generation of trees.

In December 2019, a new batch of seedlings will be planted with the arrival of life-bringing rainfalls in the region, and complement the natural pollination promoted by wind and local fauna in remaining forested fragments in the region.

This planting day represented a true milestone for the BJF. All efforts along the past years to set up the organization, create the network and gather the best specialists proudly culminated into the materialization of this memorable planting day – and the birth of a new forest.



*Seed collection with Carlos Silva and team has started from BJJ and Farmer team!  
- and preparations under way to build strategic partnership with Xingu Seed Network -*

Mr. Carlos Silva is a dedicated member of the team of Santa Fé farm who lives in Santana do Araguaia (Pará state). Carlos is an expert in incursions into the Amazon forest that surrounds his home and workplace, mainly to find specific individuals of local flora in the intact areas. His mind is a “tree map”. Working daily with our BJJ Field Coordinator (Carlos Eduardo Oliveira), he has been of utter importance to help finding specific species used to feed the Santa Fé farm’s tree nursery. Once he finds the tree matrixes, the GPS coordinates are registered by our Field Coordinator and the trees become long-term native seed suppliers.

Carlos is a role model as a seed collector and the BJJ intends to multiply his example: to catalyse forest restoration along the ones how detain local knowledge of the land. In our strategic plan to restore the Araguaia Biodiversity Corridor vegetation, it is foreseen to work even with established seed networks, such as the Xingu Seed Network, located not far from BJJ’s projects. Our need for native and healthy seeds tends to grow as we move forward and the idea is to purchase such volume from seed networks Xingu’s, thus strengthening the forest restoration ecosystem in a win-win approach.



## 7.2 Strategic accomplishments realized and paid for in 2018

*Expanding the community of Technical Partners, below a consolidated summary of the Project Partners and their logo:*

- WRI Brazil

The BJF signed a formal partnership with the renowned sustainable think-tank WRI Brazil (World Resources Institute Brazil), an international NGO specialized in science-based solutions to reach sustainable development in areas like urbanism, water and forest management. The BJF-WRI Brazil cooperation model includes technical support to mapping projects along the Araguaia Corridor and carry out strategic events to raise awareness on forest restoration in Brazil.



WORLD  
RESOURCES  
INSTITUTE

- Bioflora Restoration Technology

Based in Piracicaba (State of São Paulo, Brazil) Bioflora is one of BJF's most important technical partners and has been on our side since the first stages of our BJF pilot restoration project in 2015. With over 20 years of experience in forest restoration, Bioflora is led by Dr. André Nave and Prof. Ricardo Rodrigues, both considered great eminences in the forest restoration sector in Brazil and abroad. Bioflora's team of experts supports our strategic and field operations and works along our team to materialize the first restored areas along the Araguaia river



bioflora  
Restoration Technology



- Climate Smart Group

Climate Smart Group is an international organization specialized in supporting sustainable farming in Brazil through advisory and project development. BJF and Climate Smart Group joined forces on a strategic partnership to approach landowners along the Araguaia Biodiversity Corridor and work together with them. While Climate Smart Group focuses on efficient farming practices and seeking pragmatic solutions to increase cattle ranching and crop productivities, the BJF aims to operate in the forest regeneration front. BJF and CSG have developed a “Farmer’s Kit”, which includes a set of support services such as technical support to work on the productive and native forests areas.



- Aliança da Terra

Aliança da Terra is a Brazilian NGO created to assist farmers shifting into sustainable farming in Central and Northern Brazil. One of their key areas is the Araguaia river, a region where they have mapped 16 farms (covering 72.000ha) in the surrounding areas of BJF’s action field. In June 2018, with the geographical and project overlap, both institutions decided to complement each other’s actions. Aliança da Terra will sustain the work on productive areas while the BJF brings its expertise in forest restoration projects.



### 7.3 Participations at scientific conferences and congresses

*BJF's Ivan Nisida invited to be key-note speaker at Nexus Brazil Forum (São Paulo Brazil)*

Thanks to the support and vast network of our team member, Derek Gallo, the BJF was invited to be one of the key speakers at a specialized panel about the Amazon rainforest in the occasion of Nexus Brazil Forum (May 2019). Ivan Nisida, BJF Project Coordinator based in São Paulo, was responsible for delivering an introduction talk about our mission and our latest field updates.

Among the participants of Nexus Brazil Forum, a diversity of influential actors of the civil society such as NGOs, companies and even presidential candidates (Marina Silva), all gathered at the heart of the renowned Tomie Ohtake Institute. The exchange with the audience was truly positive during and after the presentation. The Nexus Forum Brazil allowed the BJF to enter Nexus's global network on a larger scale and open doors for more partnerships later in 2018 and onwards.

More info about the event: [<https://nexusglobal.org/brazil2018/>]



*Ivan Nisida to speak as key-note at CLIIQ 2018 (Ecuador)*

In October 2018, the city of Quito (Ecuador) held a major event about impact investment and philanthropy in Latin America, called CLIIQ 2018. Speakers and guests from all over the globe discussed how to develop projects that ally financial return with positive socioenvironmental impact.

The BJF was one of the proud participants of this summit, which took place at the impressive Museo del Agua ("Water Museum"), in the altitude of Quito. Represented by Ivan Nisida, BJF's Project Coordinator, the BJF presented its mission to restore the forests along the Araguaia Biodiversity Corridor.

What got the audience attention was the dimension of the project and the realistic approach. Ivan Nisida had the honor to share the stage with Ms. Atossa Soltani (Amazon Watch) and Mr. Oliver Utne (Kara Solar). The event was also a great opportunity to meet relevant actors in the field of reforestation such as Tom Chi (Factory X), responsible for the creation of a tree-planting drone, and Francisco von Hildebrand (Gaia Amazonas), one of the leaders of the AAA (Andes-Amazon-Atlantic) Corridor.

More info about the event: [<https://www.cliiq.org/cliq2018>]

#### *Invitation to the Global Nexus Conference (New York)*

After BJF's participation at the Nexus Forum Brazil, a spin-off invitation was made to join the Nexus Global Forum 2018, held in New York at the United Nations General Assembly. This event gathers all delegates and partners of the Nexus network around the globe. It is a forum to exchange ideas and, above all, match investors and project developers for a more sustainable world.

Due to calendar overlaps with core field activities, our team could not attend the event. However, we were honoured to be considered for such a high-level event and to connect deeper with the powerful Nexus network.

#### *BJF at Xingu Seed Conference (Canarana, Brazil)*

In September 2018, BJF's Field Coordinator, Carlos Eduardo Oliveira, was part of the selective group that joined the 3<sup>rd</sup> Field Expedition of the Xingu Seed Network, the most developed of its kind in Brazil, in a four-day event organized by ISA (Instituto Socioambiental).



The field activities included presentations about the creation of the seed network, as well as detailed explanations about the processes to find, collect, transport, store, catalogue and sell native seeds to environmental projects. This massive work is done in partnership with local communities in the Amazon biome, thus generating positive socioeconomic impact while restoring forests.

Moreover, the agenda also offered the opportunity to visit degraded areas in process of regeneration, using the direct seeding technique called muvuca. Our Field Coordinator had the chance to learn about main lessons required to set up and maintain a large-scale seed network. Through this visit, the BJJF also strengthened bonds to relevant and partner nature organizations such as ISA, TNC Brazil and WRI Brazil.

### *SOBRE 2018 (Belo Horizonte, Brazil)*

Organized in the city of Belo Horizonte, SOBRE 2018 is the main restoration event in Brazil. The BJJF was one of its official institutional supporters in this event, which had as its main topic “Large scale restoration in Brazil”. It is also BJJF’s reason to exist.

Carlos Eduardo Oliveira (BJJF Field Coordinator) attended the event and got acquainted with the latest developments and debates when it comes to restoring forested areas in Brazil. BJJF’s presence at SOBRE 2018 is part of our mission to integrate the main scientific forums and improve our technical approach to develop the Araguaia Biodiversity Corridor. More than that, since late 2018, we have had operational restoration projects in progress and become knowledge producers in the field.

More info about the event [<https://www.sobrestauracao.org/sobre2018>]

### *BJJF lectures at prestigious FGV Law School (São Paulo)*

In August 2018, our team in Brazil had the honor to deliver a special lecture to students partaking in the Environmental Law and Policy course taught by professor Heidi M. Hurd (Illinois University) at FGV Law School (Faculdade Getúlio Vargas) in São Paulo. Apart from being a professor, Prof. M. Hurd is also one of the Board Directors at the prestigious Land Conservation Foundation in Illinois, United States. A 1-hour





detailed presentation was delivered by our Partnerships Coordinator, Francisco Macedo, and followed by an enriching moment of debate with the students. Project Coordinator Ivan Nisida was also present to complement the discussions with his field experience.

*BJF member invited to give round of presentation at University of Illinois (United States)*

Francisco Macedo (BJF Partnerships Coordinator) was invited by Prof. Heidi Hurd (University of Illinois) to perform a roadshow at her university in Urbana-Champaign (United States). The visit took place in November 2018 and lasted 4 days. Its main objectives were to raise awareness around deforestation in the Brazilian Cerrado savannah and Amazon rainforest, as well as to promote the initiatives led by the Black Jaguar Foundation on its mission to realise the Araguaia Corridor, the longest biodiversity corridor on earth.

In Illinois, Francisco had the honor of delivering an address at a Luncheon Seminar, attended by Environmental Policy students and some college of Law Faculty members. Moreover, he was able to interact individually to over fifteen local professors from different faculties in order to discuss potential partnerships between the University of Illinois and the Black Jaguar Foundation. Finally, Francisco was invited to deliver keynote at the Land Conservation Foundation annual dinner.



### *Diamond BJF Team Corridor Trip (August)*

Another way in which the BJF was able to give back this year to the volunteers that built its foundations was through a Diamond team trip in August. The trip was organized for our team members and sponsor partners, Natascha and Floris Wouterson, along with their children, Camille and Cédric. Natascha and Floris have showed unwavering support for the BJF over the last few years, helping to spread the word of our project and enlist many new sponsor partners.

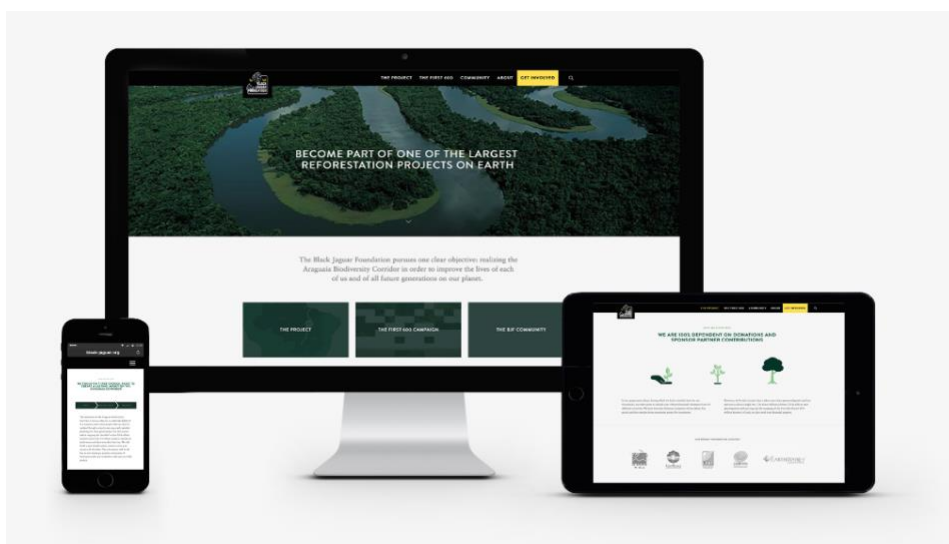
The trip was a thank you for their continued support and to show them the reality of our grand mission. The team visited BJF's native seedling nurseries and travelled down the Araguaia river. This was opportune chance to apprehend the beauty that can lie within the Corridor region and assess the challenges that still need to be overcome.



## 7.4 Marketing, fundraising & preparation accomplishments realized and paid for in 2018

### *Launch of a brand new website (January)*

The Black Jaguar Foundation launched a brand-new and remodeled website in January of 2018. The new interface is user-friendly and can now be viewed on any device. It brings together field updates, a new campaign, insight into our community, updated trailers in ten languages, Q&A's, partner profiles and much more. This was a huge milestone for the organization, since we are entering into the fundraising phase of our mission. As we try and spread the word of our project more widely, it is essential to have a professional landing page that clearly explains our organization. Elevate, a progressive Munich-based design company, deserve special recognition for their immense contributions in completing this task for us. They have donated many man hours to helping the BJF with the creation of the website.



### *Launch of the First600 Campaign (January)*

Along with the launch of our website back in January, we launched a brand-new campaign: The First 600. The campaign page can be found on our new website and celebrates the first 600 private or corporate contributors to our grand mission, expressing a green global community of hope. On TheFirst600 webpage there is a photo wall divided into 600 numbered pixels or windows. Clicking on a gray or deforested window allows one to sponsor that specific window for a period of two years. When a window is sponsored, its color will change from 'deforested gray' to 'jungle green'. Moreover, each window will link to the profile page of the sponsor and comes with a unique URL, portraying the person or company with text about how they relate to the BJF: a great PR tool to convey social and environmental commitment to friends and clients.



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This photo-wall is divided into 600  
numbered 'pixels' or 'windows'.

#### *Fourth and final life-size Jaguar-Sculpture is now complete (March)*

The award-winning Chris Tap has once more dedicated incredible talent and time to completing a jaguar sculpture for the BJF, this time in life-sized form! It took 9 months to complete and the jaguar is this fourth sculpture in our happy family of four; ranging from smaller jaguar heads to this full body piece. The sculpture is available for our Diamond Friends within our corporate package. When a sponsor donates over 25,000, they will receive a life-sized sculpture along with a personalized brochure, outlining how the donor became part of one of the largest reforestation projects on earth. Together, the sculpture and the brochure serve as amazing PR tools for capturing interest about the BJF and the positive involvement our Diamond sponsors





*BJF's first Celebration event...A Great Success! (September)*

The 12th of September was a very special day for the BJF team as we celebrated our first milestones together with over 100 close friends and sponsor partners. The event took place at the Headquarters of our wonderful friend and Corporate Sponsor partner- Scelta Mushrooms. Scelta have been a great financial support to BJF over the past few years, and now they have really expressed their dedication to our project by allowing us to host our celebration event in their building.



The event consisted of a number of presentations from various members of our team. BJF's greatest milestones to date were shared and we even had one of the Brazilian landowners from along the corridor region, talking about the importance of our work. The highlight of the event was BJF Ambassador and world-renowned environmentalist HRH Princess Basma Bint Ali of Jordan giving an incredibly inspiring speech about the importance of preserving our planet and becoming more sustainable for future generations. Listening to this accomplished woman talk with such passion about projects like the BJF was extremely motivating for all of those who attended. It was truly special to see such an amazing network of conscientious people supporting our mission. Find out more and watch our video [here](#).



### *17 out of 17 Corporations Renewed their Cash Partnerships with the BJF*

Each BJF sponsorship lasts 2 years. In 2018 we began approaching some of our loyal past sponsor partners, asking them to renew their support to the BJF for another 2 years. 17 companies and persons were approached and all 17 extended their support! This is a great indication of how much our sponsor partners believe in the work we do and are loyal to our mission. Three companies with exclusive communication rights (Scelta Mushrooms, Actiforce and Jan Zandbergen) and who have been supporting the BJF financially from the very start, had extended their BJF Partnership in 2018 resulting to a contribution of Euro 125.000,--. Other Corporate Friends who had donated Euro 5K or Euro 10K and had also renewed their partnership totaling Euro 125.000 in 2018 from corporates. The remaining of Euro 76.813 in 2018 was received from donations from Private Contributors.



### *Salesforce extends partnership with BJF (July)*

To manage the important relations of our donors, sponsors and institutional partners worldwide, BJF has been working with Salesforce's state-of-the-art CRM tool for the past few years. This year, after a thorough compliance check, the Salesforce Foundation recently extended its grant to BJF for 20 new free licenses. Collectively these licences are valued at around US\$ 40.000, however the Salesforce foundation saves free licensing grants for non-profits with missions they really believe in. We are incredibly pleased that they have awarded BJF with this grant, allowing us to professionally manage all of our relations.





### *25 Years of Winnovations from Scelta linked to BJF (December)*

One of our most loyal sponsor partners, Scelta Mushrooms, went above and beyond for the BJF this year. Not only did they host our celebration event, at their own 25th Anniversary celebration Scelta named their involvement with the BJF as one of their biggest corporate milestones to date. In a commemorative book they published called “25 Years of Winnovation”, Scelta dedicated an eight-page spread to the work of the BJF, expressing their pride in being involved with our organisation. Scelta has also recently started to analyse the CO2 output of all their factories, with the ultimate goal of becoming a carbon neutral business through their donations to the BJF. This can set a precedent for other companies to consider their carbon footprint and to reduce their impact on the planet by donating to the BJF.

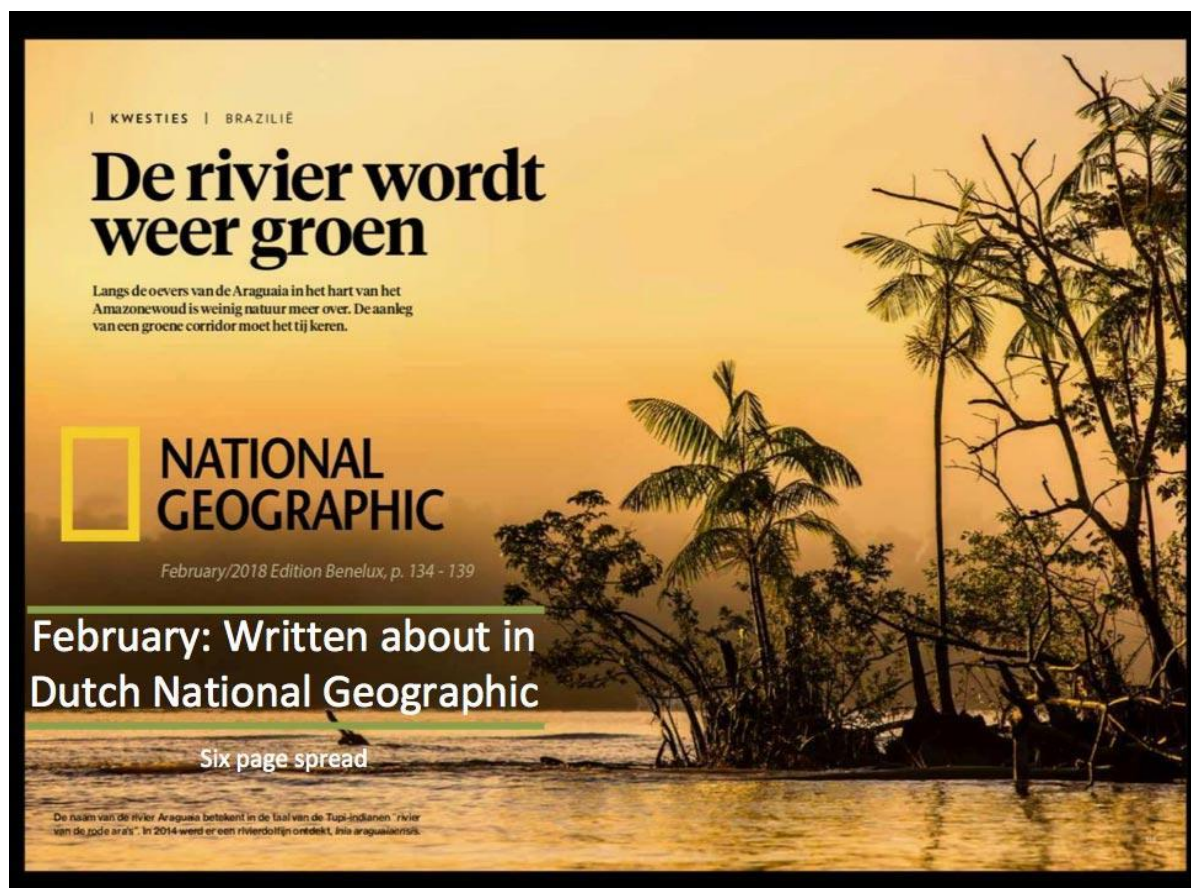


## 7.5 Media developments: sharing the BJF's mission with the world - realized in 2018

*Article in National Geographic Magazine: Published in print and online! (February)*

The renowned National Geographic Magazine (NL/BE) published an article about the BJF and the Araguaia Corridor this year, written by the talented reporter Marieke van der Heijden. The article describes how the BJF has started to realize one of the largest reforestation projects on earth. Marieke traveled along the Araguaia region in Brazil for over three weeks, documenting the ambitious BJF mission. She interviewed landowners and produced an inspiring collection of photographs, reflecting the rich nature that can still thrive and the alarming rate of degeneration that needs to be combatted.

The article explains how BJF, in close partnership with landowners, has started to implement this immense reforestation project. It illustrates the importance of restoration in this area and beyond, and how ecological farming is the future.



### *BJF wins competition at global Advertising Giant FCB Amsterdam (November)*

We are very proud to announce that the BJF won 1st place in FCB Amsterdam's 'For Good' initiative in 2018! FCB is a global player: an internationally acclaimed advertising company with 120 offices in over 80 countries worldwide. The Amsterdam branch has chosen to support the BJF as their organization of choice, donating over 150 hours of professional time to us. These donated hours can be used for strategy, studio time and creation, as well as project management and accounting.

Out of the three 'short-listed' charities, BJF won 49% of the overall vote, making us a clear frontrunner. It is incredible for us to see how multinational corporations are starting to independently believe in the importance of our mission, donating many hours of professional energy and time to our cause.

# FCBAMSTERDAM

### *Filmmaker Martin Rother creates amazing video for BJF (March)*

This year the professional filmmaker Martin Rother created a special video for the BJF. "I wanted to make something that would emotionally touch people and push them to think about their habits," Rother explains. Rother used images from the Araguaia Corridor zone, combining gripping shots of both nature and devastation in an almost three-minute-long production. The video can be found in the news archive on our website and is a brilliant showcase to express the importance of what we do.

