

BRAZIL PROGRAM

U.S. Forest Service International Programs

PROJECT HIGHLIGHTS

Partnership for the Conservation of Amazon Biodiversity—PCAB

- 302 ICMBio civil servants trained in sustainable public use and tourism
- In 2018, ICMBio published the *Roster of Visitation Opportunities in Conservation Units – ROVUC*, adapted from a U.S. model to improve visitation and promote social-economic development.
- Also in 2018, ICMBio published *Environmental Interpretation in Federal Conservation Units*, to better communicate its mission to visitors and communities
- In 2019, PCAB co-sponsored the International Interpretation Conference, the first ever brought to Brazil and South America, to network, build professional capacity and share the strategic importance of Environmental Interpretation in conservation.

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PUBLIC USE AND TOURISM PROJECT

The U.S. Forest Service (USFS) International Programs, U.S. Agency for International Development (USAID) and the Ministry of the Environment's Chico Mendes Institute for the Conservation of Biodiversity (ICMBio) are building capacity for public use and sustainable tourism to connect Brazilians to their public lands.

The program has yielded public-use planning and management tools and provided ICMBio with expertise in Environmental Interpretation, to communicate with the society about natural and cultural heritage. Also within the program, ICMBio's Coordination for Visitation (Coordenação de Planejamento, Estruturação da Visitação e do Ecoturismo-COEST) has improved visitation monitoring in conservation units, providing vital input to planning and decision-making at all the levels, with emphasis on data for economic-feasibility of concession projects. Beyond implementation of several trainings and development of a publication, institutional policy (Instrução Normativa) now provides guidelines and administrative procedures for visitation monitoring in federal conservation units.

The partnership between USAID, USFS and ICMBio also covers the development and implementation of best practices for creating and maintaining trails. This has been done through training courses in Brazil and technical visits to the United States. To strengthen internal capacity, ICMBio built its own cadre of trail specialists and trainers who now replicate knowledge within the institution.

The implementation of Demonstrate Sites in the Amazon is a strategic approach that demonstrates and replicates best practices in tourism, management and business. The demo sites at Tapajós National Forest and Anavilhanas National Park are near final stages of implementation. The project has achieved capacity building and institutional strengthening for ICMBio, and also succeeded in engaging community stakeholders and raising public awareness beyond Tapajós and Anavilhanas to the many other adjacent conservations unit in the broader mosaic of the Amazon.



Photos: Left to right, Suelene Couto, Lorena Brewster, both USFS Brazil