

# World Restoration Flagships

Investment booklet

Trinational Atlantic Forest Pact

2023



UNITED NATIONS DECADE ON  
**ECOSYSTEM  
RESTORATION**  
2021-2030

# INTRODUCTION

The United Nations General Assembly has declared the years 2021 through 2030 the [United Nations Decade on Ecosystem Restoration](#). Led by the UN Environment Programme (UNEP) and the Food and Agriculture Organization of the UN (FAO), together with an alliance of over 250 [partners](#), the world's largest movement aims to [prevent, halt, and reverse the loss and degradation of ecosystems worldwide](#).

Creating a [#GenerationRestoration](#) revives billions of hectares on land and sea. As a global call to action, the UN Decade draws together political support, scientific research, and financial muscle to massively scale up restoration to avoid further biodiversity loss, and climate change, as well as to create jobs and livelihoods for people.



# THE UNITED NATIONS WORLD RESTORATION FLAGSHIPS

The United Nations [World Restoration Flagships \(WRF\)](#) represent the most ambitious, promising, and inspiring examples of large-scale ecosystem restoration initiatives worldwide. They raise awareness about tangible ecosystem restoration action for a broad audience and inspire the global movement to scale up efforts.

These Flagships are successful and well-documented, large-scale examples of restoration efforts across countries and ecosystems with proven implementation success and further ambition. They are strategic and innovative in nature and have the potential for triggering transformational change and inspire other initiatives around the world. Being monitored transparently on the UN Decade's formal [monitoring platform](#) (FERM) as well as [restor.eco](#), and other interoperable platforms, they represent **key investment opportunities for measurable impact, compelling stories, and proven contributions to global targets such as specific SDGs and biodiversity targets.**

A group of diverse children are shown from the chest up, leaning over a bright blue surface. In the foreground on the right, a young boy is laughing heartily with his eyes closed and mouth wide open. To his left, a girl with braided hair looks towards the camera with a slight smile. Behind her, another girl wearing a purple patterned headscarf looks off to the side. On the far left, the side of another child's face is visible, also smiling. The background is a soft-focus outdoor setting with a clear blue sky and some greenery.

**TOGETHER,  
LET'S RESTORE  
OUR  
ECOSYSTEMS  
AND CREATE A  
BETTER WORLD  
FOR ALL.**

# HOW YOUR COMPANY CAN SUPPORT

Ranging from direct funding of restoration action to funding catalytic support, here are some investment options:

## **ON-SITE RESTORATION**

Support the on-site restoration of degraded ecosystems.

## **DATA**

Support the collection and management of valuable data.

## **CAPACITY DEVELOPMENT**

Support workshops and training programs for restorers.

## **COMMUNICATION**

Sponsor global advocacy and/or specific communication activities.

## **FUND PREPARATION**

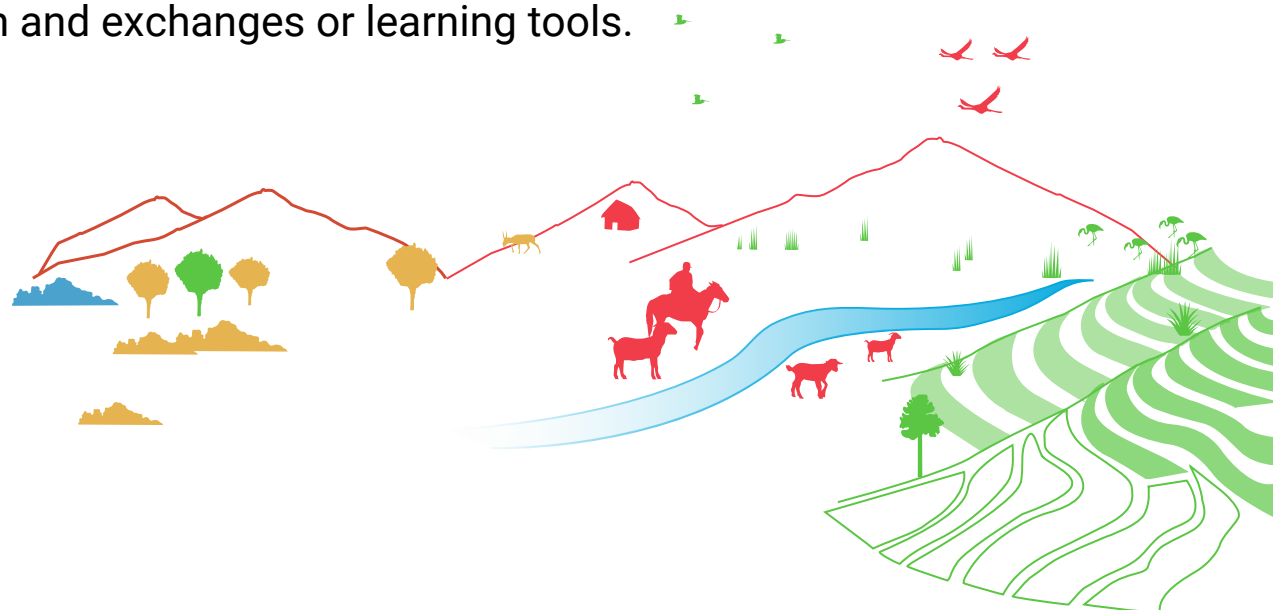
Provide catalytic support for larger fund applications.

## **ENTREPRENEURSHIP SUPPORT**

Build capacity for restoration entrepreneurs.

## **LEARNING**

Convene and facilitate collaboration and exchanges or learning tools.





# THREE AVENUES FOR YOUR INVESTMENT

1

## CHOOSE YOUR PREFERRED EXISTING FLAGSHIPS:

Selected initiatives are not only chosen based on proven implementation success assessed scientifically, but also by their further ambitions and innovation. The UN Decade Secretariat facilitates direct exchange for financial support from private sector entities, philanthropists, and wealthy individuals with the implementing, vetted entities behind the Flagships. Just you and your favorite Flagship! When requested, the UN Decade Secretariat can act as a sub-granting or pass-through entity for which a minimum investment of USD 200,000 applies.

\*A 1% UN Levy rate applies. 13% programme support costs are applied for sub-granting arrangements. Pass-through arrangements are to be agreed upon.

2

## HELP FIND THE NEXT FLAGSHIPS:

You can be part of the next call for nominations with increased branding benefits as a funding partner for specific thematic tracks – from the Flagships storing the most carbon to the greatest impact on biodiversity. You can be a patron in one of the next calls and support future Flagships from the get-go. The minimum investment window is USD 500,000.

3

## JOIN THE MULTI-PARTNER TRUST FUND:

World Restoration Flagships are supported through the UN Decade's [Multi-Partner Trust Fund](#) (MPTF). The MPTF focuses on enabling activities and providing catalytic support to Flagships in countries eligible for official development assistance. There are two modalities within the MPTF: Targeted Support up to USD 500,000 and Full Support up to USD 5 million. It, therefore, serves as the financial vehicle embedded within the UN Decade, ensuring impactful interventions on the ground as well as funding communication and advocacy to build the global movement. Donors above USD 10 million are offered to join the Executive Board and take a strategic decision on the design of the programme and funding decisions, benefitting from the highest degree of recognition.



A close-up photograph of a person's hand, palm up, holding a small amount of dark soil and a tiny green seedling with two leaves. The hand is positioned in the center of the frame against a dark, blurred background. The lighting is soft, highlighting the texture of the skin and the soil. A bright green wavy line runs horizontally across the bottom of the image.

**Join us for World Restoration Flagships and  
unlock the power of restoration to save our  
planet and people.**



**By investing in  
World Restoration Flagships,  
you become part of  
#GenerationRestoration  
and benefit from truly unique visibility  
and branding opportunities.**

**Showcase your commitment to  
restoration and its measurable impacts.**



**INVESTMENT OPPORTUNITY:**

**TRINATIONAL  
ATLANTIC FOREST  
PACT  
INITIATIVE**

The restoration of the Atlantic Forest is one of the first global examples of large-scale restoration. The Atlantic Forest is renowned for its remarkable biodiversity, originally covering 142 million hectares of South America, connecting three countries: Argentina (2% of ecosystem coverage), Brazil (92%), and Paraguay (6%). It is a conservation and restoration hotspot and a UNESCO MAB Biosphere Reserve, presenting cost-efficient restoration opportunities.

This global biodiversity hotspot finds itself on the brink of extinction after nearly 500 years of degradation and deforestation. The main continued degradation drivers are conversion to pulpwood plantations and pasture in Argentina, conversion to soybean in Paraguay, and in Brazil conversion to farming. Wildfires, accentuated by intense drought due to climate change, represent additional threats to fire-sensitive forest formations. Currently, about 36.6% of the original forest cover remains in Argentina, 29% in Brazil, and 71.23% in Paraguay. Several species are at risk of extinction and 145 million people that rely on the forests' ecosystem services are facing water scarcity and climate-change-related risks. Restoration is a key avenue to decrease biodiversity loss and increase ecosystem services mitigating climate change and promoting human well-being in the region.

Atlantic Forest is at a tipping point. The Trinational Atlantic Forest Pact Flagship through two multi-stakeholder coalitions - the Atlantic Forest Restoration Pact and the Trinational Alliance for the Atlantic Forest Restoration – has been bringing together institutions in a transboundary movement to protect and restore for more than 30 years. Under this Flagship, hundreds of small-scale restoration sites are upscaled to achieve the legal goal to restore 7.38 million hectares of Atlantic Forest across the three countries, contributing one million hectares by 2030 under the UN Decade and up to 15 million by 2050.

# FREQUENTLY ASKED QUESTIONS

## **WHAT IS THE TRINATIONAL ATLANTIC FOREST PACT UN WORLD RESTORATION FLAGSHIP?**

The Trinational Atlantic Forest Pact UN World Flagship is an initiative led by two restoration multi-stakeholder coalitions, the Atlantic Forest Restoration Pact (PACT) and the Trinational Alliance for the Atlantic Forest Restoration. It aims to restore the Atlantic Forest ecosystem in Argentina, Brazil, and Paraguay through a decentralized governance system and collaboration with over 360 institutions.

## **HOW IS THE FLAGSHIP GOVERNED?**

The flagship follows a decentralized governance system with various levels of participation. It has general members, thematic working groups that address specific restoration demands, and local institutions known as Regional Units. The Coordination, Executive Secretariat, and Coordination Council oversee the management and operation of the movement, ensuring coordination between the two governing coalitions. A Counsel for the Finance Flow has been established.

## **WHAT ARE THE KEY ORGANIZATIONS INVOLVED IN THE FLAGSHIP?**

The flagship involves leading organizations such as IUCN, WRI, CI, WWF, TNC, and many others. These organizations bring expertise and contribute to the restoration efforts in the Atlantic Forest.

### **WHAT ARE THE KEY ACHIEVEMENTS OF THE FLAGSHIP ALREADY?**

The flagship has restored 1 million hectares of the Atlantic Forest, with a target to restore an additional 1 million hectares by 2030. It has created 126,000 jobs and improved the lives of over 4,400 families. The flagship has also contributed to biodiversity conservation by increasing populations of Golden-lion-tamarin (*Leontopithecus rosalia*) by 2300 and Jaguar which had almost been extinct locally in the 2000s and has a stable population estimated at 90 individuals. It has further reintroduced fauna species such as Tapirs, Bugio, Northern Muriqui, Helmeted woodpeckers, and Black-fronted Piping-guan. More than 250 native plant species are continuously planted across the restoration areas, contributing to the recovery of plant biodiversity genetic banks.

In addition, a 'Green Corridor' to facilitate connectivity was established increasing habitat connectivity, and the three countries held a participatory biodiversity vision process to outline critical conservation areas (core areas and corridors) for the entire ecoregion.

### **WHAT INTERVENTIONS ARE CARRIED OUT BY THE FLAGSHIP?**

The flagship implements a variety of interventions at multiple scales, including local, regional, national, and international levels. These interventions involve forestry acceleration programs, agroforestry systems, promoting women's roles in restoration, indigenous knowledge promotion, and community engagement. These activities aim to restore degraded areas, promote sustainable development, and strengthen the restoration supply chain.

### **WHAT ARE THE MAIN CHALLENGES FACED BY THE FLAGSHIP?**

One of the main challenges faced by the flagship is the lack of financial support, which hampers activities such as raising awareness, identifying additional restoration sites, and monitoring. Articulation and connection of actors and scaling low-cost and effective restoration models are also challenges. Financial support is crucial to address these challenges and strengthen the restoration implementation capacity.

### **HOW CAN THE PRIVATE SECTOR ENGAGE WITH THE FLAGSHIP?**

The flagship offers opportunities for the private sector to collaborate and support restoration efforts. Private sector engagement can incubate projects and leverage market mechanisms to drive restoration at scale while benefiting livelihoods and biodiversity. Collaboration with the private sector can unlock additional funds and connect restoration-related products to global markets.

### **WHAT ARE THE FUNDING NEEDS OF THE FLAGSHIP?**

The flagship requires financial support to develop restoration projects on the ground and carry out related activities such as communication and community engagement. The total budget needs for an 8-year period up is approximately USD 25 million, of which an estimated cost of USD 22,641,500 for direct restoration costs and USD 2,700,500 for staff, professional services, meetings, equipment, communication, and geospatial database maintenance. The direct restoration cost estimate does not cover all the activities of the restoration, which involve planting and maintenance, engagement activities, planning, and monitoring, among others that are executed by our partners and owners as counterparts.

### **HOW CAN POTENTIAL INVESTORS CONTRIBUTE TO THE FLAGSHIP?**

Potential investors can contribute by providing financial support to the flagship restoration projects and core functions. They can also explore collaboration opportunities with the flagship to promote sustainable business models and access global markets. Contributions from investors will help the flagship achieve its restoration targets and drive positive environmental and social impact.

### **HOW WILL MY FINANCIAL SUPPORT BE MEASURED AND COMMUNICATED?**

Monitored through FERM and restor.eco, the progress of implementation will continuously and transparently be visible on the platforms together with the provision of impact data as well as contributions to international targets such as the SDGs, biodiversity targets, and the climate mitigation and adaptation impact such as storing 60,350,000 Mg of carbon until 2030. The flagship data is visible and can be visualized at any point in time and yearly reports will be issued on the progress of the UN Decade with a particular focus on the World Restoration Flagships.

There is no minimum amount for direct financial support to the Flagship implementing agency without the involvement of the UN Decade Secretariat. To benefit from global branding, website presence, and communication products under the UN Decade, a minimum of USD 200,000 is required.





# LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES

[restorationdecade@un.org](mailto:restorationdecade@un.org)

[www.decadeonrestoration.org](http://www.decadeonrestoration.org)



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**UN**   
environment  
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of the United Nations**

