

CEPF Final Completion and Impact Report

Organization's Legal Name:	Mongabay Org Corporation
Project Title:	Disseminating Information about Cerrado Hotspot Conservation Models and Threats
Grant Number:	CEPF-109629
Hotspot:	Cerrado
Strategic Direction:	6 Strengthen the capacity of civil society organizations to promote better management of territories and of natural resources and to support other investment priorities in the hotspot
Grant Amount:	\$71,289.62
Project Dates:	February 01, 2020 - March 31, 2021
Date of Report:	May 28, 2021

IMPLEMENTATION PARTNERS

Dialogo Chino – co-published stories
 UOL – republished stories
 Vizzuality – produced an interactive mapping tool
 Veja – republished stories
 Wilson Center – republished stories

CONSERVATION IMPACTS

Planned Long-Term Impacts: 3+ years (as stated in the approved proposal)

Impact Description	Impact Summary
An increase in external funding to projects or organizations in CEPF's portfolio that are highlighted in content produced through this project	This long term impact has not yet been evidenced and requires further research.
Greater number of private sector commitments under the Cerrado Manifesto achievement.	At the time this project was proposed some 100 companies were signatories, currently there are 163 according to the The Consumer Goods Forum (https://www.theconsumergoodsforum.com/environmental-sustainability/business-for-the-cerrado/). Mongabay has made no attempt to gauge its impact on this figure though.

Planned Short-Term Impacts: 1 to 3 years (as stated in the approved proposal)

Impact Description	Impact Summary
Awareness among the general public generated with at least 200,000 direct views on content produced through the project.	In total, the 58 articles supported by this project have been read at least 2.4 million times. This significant increase in audience is explained by the inclusion of viewership within Facebook (Instant Article views).
Publication of at least 25 articles and 10 videos about the Cerrado raised awareness locally and internationally	Mongabay exceeded this project's production goals with 35 original articles (17 in Portuguese and 18 in English), 23 translations, and 12 videos. This content is inclusive of multiple stories focused on organizations supported by the CEPF.

Unexpected impacts (positive or negative)?

When reporting on the Amazon rainforest or the Cerrado savanna, it is easy to focus only on the extensive destruction occurring within these biomes, and in doing so give the impression of little hope for saving these unique ecosystems and habitats. However, Mongabay did not take that approach. While the reporting didn't shy away from the savanna's large scale destruction (<https://news.mongabay.com/2020/03/brazil-sets-record-for-highly-hazardous-pesticide-consumption-report/>) — half its native vegetation has been lost to cattle, soy, and other cash crop commodities for export (<https://news.mongabay.com/2020/06/china-and-eu-appetite-for-soy-drives-brazilian-deforestation-climate-change-study/>) and it is greatly threatened by climate change (<https://news.mongabay.com/2020/05/soy-made-the-cerrado-a-breadbasket-climate-change-may-end-that/>) — the series also focused extensively on innovative solutions underway, of which there are many.

Each of the individual conservation solutions presented in the series — whether spearheaded by individual farmers, socio-environmental NGOs, scientists, Indigenous or traditional groups, or government land managers — is similar to a seed, offering up a single shining possibility that could take hold in the region, and eventually (with international and Brazilian government assistance), be scaled up to conserve the savanna's magnificent biodiversity, its remaining native vegetation, while restoring degraded and deforested areas. While these seeds can take time to grow, we are confident that awareness raised from this project will have a positive impact over time.

PROJECT RESULTS/DELIVERABLES

Overall results of the project:

Mongabay exceeded this project's production goals with 35 original articles (17 in Portuguese and 18 in English), 23 translations, and 12 videos. This content is inclusive of multiple stories focused on organizations supported by the Critical Ecosystem Partnership Fund (CEPF).

In total, the 58 total articles and translations supported by this project have been read at least 2.4 million times. While this significant increase in audience is explained by the inclusion of viewership within Facebook (Instant Article views), it is a strong positive indicator of Mongabay's awareness raising capabilities. The 12 videos published also bolstered the reach of the content supported by this project and have now been viewed nearly 267,000 times on Facebook and YouTube.

Inclusive of multiple stories focused on organizations supported by the CEPF, much of the content produced gives readers reason to be hopeful for one of the world's last great savannas and inspired to endeavor to protect it for future generations. In the final months of the project, Mongabay focused on grassroots organizations that also are playing a critical role in Cerrado preservation. For instance, contributor Peter Yeung brings to light the efforts of the National Campaign in Defense of the Cerrado, a socio-environmental NGO launched in 2016, which has fought a difficult but rewarding uphill battle to preserve the region's native vegetation and biodiversity while creating global awareness of the threat to the savanna biome and its Indigenous and traditional peoples (<https://news.mongabay.com/2021/02/whats-at-stake-is-the-life-of-every-being-saving-the-brazilian-cerrado/>).

Mongabay also highlighted how technology has become a vital tool for traditional communities trying to protect their boundaries, lands and livelihoods. By developing a new smartphone app, two Brazilian NGOs — IPAM and ISPN — are aiming to “literally put [Indigenous communities] on the map,” along with their sacred sites, important areas, and the steadily increasing conflicts with land grabbers.

This story was a follow up to an article that featured work supported by ISPN in the municipality of Correntina in western Bahia (<https://news.mongabay.com/2020/09/in-brazils-bahia-peasant-farmers-and-cowboys-keep-the-cerrado-alive/>). There a community of farmers and ranchers have preserved the Cerrado grasslands through a form of communal land management that allows them to raise cattle, harvest native fruits and grow organic food crops sustainably. The article underscores the work of the Community Association of Small Cattle Ranchers of the Clemente Communal Pasture, which received an award from Brazil's National Bank for Economic and Social Development (BNDES) in July for their community-based agriculture. In addition to the nearly 240,000 views on Mongabay's website and in Facebook, the story was also featured on UOL (<https://www.uol.com.br/ecoa/colunas/noticias-da-floresta/2020/09/10/como-pequenos-agricultores-e-vaqueiros-mantem-o-cerrado-vivo-na-bahia.htm>).

Another socio-environmental NGO, Restaura Cerrado (<https://news.mongabay.com/2020/12/restaura-cerrado-saving-brazils-savanna-by-reseeding-and-restoring-it/>), is leading the way in reseeding and restoring portions of the Cerrado. The NGO is doing groundbreaking research on savanna restoration, cultivating large numbers of native plants, gathering their seeds, and planting them on degraded conserved lands. Their efforts could, with international, national and state support, one day lead to the conservation of plants and grassland habitat unique to the biome.

This project also looked at some of the most pressing social-environmental problems facing communities in the Cerrado, as demonstrated in 'We are invisible': Brazilian Cerrado quilombos fight for land and lives. This story drills down to the community level and to individual experiences of Afro-Brazilian descendants of runaway slaves, while also providing an overview of the political pressures these traditional people are enduring. In “Soy made the Cerrado a breadbasket; climate change may end that,” Mongabay illuminates some of the impacts the expanding agribusiness and climate change is having on the Cerrado's unparalleled biodiversity (<https://news.mongabay.com/2020/05/soy-made-the-cerrado-a-breadbasket-climate-change-may-end-that/>). Beyond calling attention to the region's ecological importance, the article showcases its value as a learning opportunity with its unique diversity, dry forests and grasslands. CEPF's 2017 ecosystem profile on the Cerrado is directly linked to within this article as well (<https://www.cepf.net/sites/default/files/cerrado-ecosystem-profile-summary-english-revised-2017.pdf>).

In May 2020 Mongabay strategically published the commentary by CEPF RIT Michael Becker on the International Day for Biological Diversity. It is the project's most well-read article with more than 136,000 pageviews on Mongabay's website and in the Facebook app. The commentary outlines the significance and some of the efforts to keep the Cerrado ecosystem as healthy and intact as possible given its role in mitigating future pandemics, such the current COVID-19 outbreak; supporting the Guarani Aquifer, second-largest underground water reservoir in the world; sequestering carbon dioxide within its soils; and supporting 5% of the world's biodiversity.

Results for each deliverable:

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
1.0	Increased awareness of the Cerrado biome, its conservation, and threats among the general population and key stakeholders.	1.1	One multi-level media strategy built	A multi-level media strategy was developed by Mongabay, CEPF and the regional implementation team leader for the Cerrado, Michael Becker. This was provided as an attachment to the first interim report. Work on this activity was completed during the time period of the first progress report (4/1/2020-6/30/2020). Mongabay carried out activities described in the media strategy. However, a number of changes associated with adapting to COVID-19 pandemic conditions were implemented.
1.0	Increased awareness of the Cerrado biome, its conservation, and threats among the general population and key stakeholders.	1.2	One publishing schedule elaborated collaboratively	A multi-level publishing schedule was developed by Mongabay, CEPF and the regional implementation team leader for the Cerrado, Michael Becker. This was provided as an attachment to the first interim report. Work on this activity was completed during the time period of the first progress report (4/1/2020-6/30/2020)
1.0	Increased awareness of the Cerrado biome, its conservation, and threats among the general population and key stakeholders.	1.3	Three (initial coordination, then bi-annual opportunities) scopes and topic lists for the series agreed upon with CEPF staff	Two meetings were organized with CEPF staff.
1.0	Increased awareness of the Cerrado biome, its conservation, and threats	1.4	25 articles and 10 videos produced in English and Brazilian Portuguese,	There are 70 outputs associated with this grant. 35 original articles (17 in Portuguese

Component		Deliverable		
#	Description	#	Description	Results for Deliverable
	among the general population and key stakeholders.		inclusive of case studies, profiles, features, and news stories.	and 18 in English), 23 translations, and 12 videos.
1.0	Increased awareness of the Cerrado biome, its conservation, and threats among the general population and key stakeholders.	1.5	At least one commentary written by CEPF staff on part or all of the CEPF portfolio published	Mongabay published the commentary by CEPF RIT Michael Becker, strategically on the International Day for Biological Diversity, and it gained with more than 136,000 pageviews on Mongabay's website and in the Facebook app. The commentary outlines the significance and some of the efforts to keep the Cerrado ecosystem as healthy and intact as possible given its role in mitigating future pandemics, such the current COVID-19 outbreak; supporting the Guarani Aquifer, second-largest underground water reservoir in the world; sequestering carbon dioxide within its soils; and supporting 5% of the world's biodiversity.
2.0	CEPF project management and monitoring for compliance	2.1	Between 10 and 15 contracts with journalists following CEPF's procurement rules	Mongabay contracted 17 contributors under this project and four translators. In total, Mongabay worked with 21 journalists on this project.
2.0	CEPF project management and monitoring for compliance	2.2	Understanding of gender issues within Mongabay, is effectively monitored	Mongabay carried out a baseline and final gender assessment and facilitated discussions on the topic among staff.
2.0	CEPF project management and monitoring for compliance	2.3	A list of published materials and information are shared with the RIT per email or other online data transfer software	As part of this progress report on relevant activities, deliverables and impacts, we've included a list of project deliverables and their associated links to share and use. Mongabay will also be sure to email this list to the RIT via email.

Tools, products or methodologies that resulted from the project or contributed to the results:

An annex containing information on all the outputs produced with support from this project is attached. In addition, Mongabay created an interactive presentation illustrating the relationship between the agricultural complex in the Cerrado with the development of port infrastructure on the Amazon River. This incorporated data from Lapig, another CEPF grantee. The link to this is here: <https://amazon-ports-storytelling.vercel.app/> and the code is here: <https://github.com/WillieShubert/amazon-ports-storytelling>

PORTFOLIO INDICATORS

Portfolio Indicator Number	Portfolio Indicator Description	Expected Numerical Contribution	Expected Contribution Description	Actual Numerical Contribution	Actual Contribution Description
6.5	Number of publications (books, manuals, technical reports, websites, etc.) or awareness raising actions (broadcasting spots, public campaigns and media outreach) on the Cerrado biodiversity, ecosystem services, protected areas, restoration, sustainable practices and climate resilience and civil society participation published (target: At least 20).			70	This is the total number of outputs: 35 original articles, 23 translations, and 12 videos.

GLOBAL INDICATORS

Protected Areas

Protected areas that have been created and/or expanded as a result of the project. Protected areas may include private or community reserves, municipal or provincial parks, or other designations where biodiversity conservation is an official management goal.

Name of Protected Area	WDPA ID*	Latitude	Longitude	Country	Original Total Size (Hectares) **	New Protected Hectares ***	Year of Legal Declaration or Expansion
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*World Database of Protected Areas

**If this is a new protected area, 0 should appear in this column

*** This column excludes the original total size of the protected area.

Key Biodiversity Area Management

Key Biodiversity Areas (KBAs) under improved management—where tangible results have been achieved to support conservation—as a result of the project.

KBA Name	KBA Code	Size of KBA	Number of Hectares with Improved Management

Production Landscapes

Production landscapes with strengthened management of biodiversity as a result of the project.

A production landscape is defined as a site outside a protected area where commercial agriculture, forestry or natural product exploitation occurs.

Name of Production Landscape	Latitude	Longitude	Hectares Strengthened	Intervention

Benefits to Individuals

- **Structured Training:**

Number of Men Trained	Number of Women Trained	Topics of Training

- **Cash Benefits:**

Number of Men – Cash Benefits	Number of Women – Cash Benefits	Description of Benefits

Benefits to Communities

View the characteristics column below with the following corresponding codes:	View the benefits column below with the following corresponding codes:
1- Small Landowners	a. Increased Access to Clean Water
2- Subsistence Economy	b. Increased Food Security
3- Indigenous/ Ethnic Peoples	c. Increased Access to Energy
4- Pastoralists / Nomadic Peoples	d. Increased Access to Public Services
5- Recent Migrants	e. Increased Resilience to Climate Change
6- Urban Communities	f. Improved Land Tenure
7- Other	g. Improved Use of Traditional Knowledge
	h. Improved Decision-Making
	i. Improved Access to Ecosystem Services

Community Name	Community Characteristics							Type of Benefit									Country	Number of Males Benefitting	Number of Females Benefitting
	1	2	3	4	5	6	7	a	b	c	d	e	f	g	h	i			

Characteristics of "Other" Communities:

Policies, Laws and Regulations

View the topics column below with the following corresponding codes:			
A- Agriculture	E- Energy	I- Planning/Zoning	M- Tourism
B- Climate	F- Fisheries	J- Pollution	N- Transportation
C- Ecosystem Management	G- Forestry	K- Protected Areas	O- Wildlife Trade
D- Education	H- Mining and Quarrying	L- Species Protection	P- Other

No.	Name of Law	Scope	Topics															
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P

“Other” Topics Addressed by the Policy, Law or Regulation:

No.	Country/ Countries	Date Enacted/ Amended	Expected impact	Action Performed to Achieve the Enactment/ Amendment
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Companies Adopting Biodiversity-friendly Practices

A company is defined as a for-profit business entity. A biodiversity-friendly practice is one that conserves or uses natural resources in a sustainable manner.

Name of Company	Description of Biodiversity-Friendly Practice	Country/Countries where Practice was Adopted
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Networks and Partnerships

Networks/partnerships should have some lasting benefit beyond immediate project implementation. Informal networks/partnerships are acceptable.

Name of Network/Partnership	Year Established	Country/ Countries	Established by Project?	Purpose
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Sustainable Financing

Sustainable financing mechanisms generate funding for the long-term (generally five or more years). These include, but are not limited to, conservation trust funds, debt-for-nature swaps, payment for ecosystem services (PES) schemes, and other revenue, fee or tax schemes that generate long-term funding for conservation.

Name of Mechanism	Purpose	Date Established	Description	Country/Countries	Project Intervention	Delivery of Funds?
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Globally Threatened Species

Globally threatened species (CR, EN, VU) on the IUCN Red List of Threatened Species, benefitting from the project.

Genus	Species	Common Name (English)	Status	Intervention	Population Trend at Site
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LESSONS LEARNED

International pressure, particularly from private sector firms, has shown potential for curbing runaway environmental deregulation in Brazil. Thus, Mongabay's reporting is critical in this regard by making consumers and the general public in the developed world aware of these policies and their supply chain connections to Cerrado deforestation. The high audience for this series showed Mongabay that it is important to keep reporting on Brazil's "forgotten" biome.

This project also gave Mongabay a chance to report on the groups working to conserve the biome and it is clear that researchers, traditional communities, and socio-environmental NGOs are playing a key role in the Cerrado's preservation. For Mongabay, this raised a vital question confronting this constellation of Cerrado conservationists and traditional populations: how to communicate the urgent need to preserve the savanna to Brazil's urban dwellers and the international community. We learned from small family farmers, beekeepers, traditional and Indigenous communities, Afro-Brazilian quilombolas, socio-environmental activists, and celebrity chefs that think they've found an answer. They've become allies in a fast-expanding savanna slow food network (<https://news.mongabay.com/2021/03/can-slow-food-save-brazils-fast-vanishing-cerrado-savanna/>) — growing, harvesting, and promoting fruits and vegetables that grow nowhere else in the world, and declaring: "We want to see the Cerrado on the plate of [every] Brazilian and the world!" And if the Cerrado's delicious foods aren't sufficient for drawing the world's attention, then the Kadiwéu Indigenous people have another attractor: art. The 1,500 members of the Kadiwéu Indigenous Reserve (<https://news.mongabay.com/2021/03/the-art-of-adaption-and-survival-a-story-of-brazils-kadiweu-people/>) have long produced fine art, especially pottery and body painting, studied by international anthropologists, including Claude Lévi-Strauss. Now, the Kadiwéu are incorporating their designs into international high fashion and bringing attention to their plight as land grabbers and wildfires invade their communities. Overall, this project showed us there are many ways to raise awareness.

SUSTAINABILITY/REPLICATION

By investing in the professional capacity of communicators to cover the Cerrado, this project will continue to help sustain the production and dissemination of critical news about the biome.

The project enabled Mongabay to support a network of journalists to report on the Cerrado, hone their skills, and develop source relationships. Journalists, translators, videographers, web developers participated directly in production, worked with Mongabay staff to develop story ideas and obtained professional advice and experience on environmental reporting and multimedia storytelling. Mongabay published under an open Creative Commons license that allows free syndication, effectively subsidizing long-form reporting in multiple Brazilian and international news outlets. It is feasible these outlets will continue to produce coverage of the Cerrado with inspiration from this project and replicate it in for their outlets.

ENVIRONMENTAL AND SOCIAL SAFEGUARDS/STANDARDS

As a journalism project, Mongabay was not required to create a safeguard policy.

ADDITIONAL COMMENTS/RECOMMENDATIONS

ADDITIONAL FUNDING

Total Amount of Additional Funding Actually Secured (USD)	
Breakdown of Additional Funding	

INFORMATION SHARING AND CEPF POLICY

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned and results. For more information about this project, you may contact the organization and/or individual listed below.

contact@mongabay.com