

Santander Brazil and The Nature Conservancy Address Development in the Amazon



On Amazon Day, participants discussed ways to promote cooperation across sectors and systemic visions for a sustainable and inclusive future of the biome

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The international bank with the largest presence in Brazil and the largest environmental organization in the world decided to join efforts to promote the socio-economic development of the world's largest tropical forest in a sustainable way. The partnership was announced at the event "The Tomorrow of the Amazon is Today", which Santander Brasil and The Nature Conservancy (TNC) held on September 5th at the Museum of Tomorrow in Rio de Janeiro, Brazil, in celebration of "Amazon Day".

The dialogue focused on relevant themes, such as the assessment of social and environmental costs and impacts infrastructure projects have on the forest area and the responsibility entities acquire when financing such projects. Santander Brazil president Sérgio Rial and [TNC Brazil](#) executive director Antonio Werneck, hosted the event with special guests, including [Juan Carlos Castilla-Rubio](#), serial entrepreneur and member of the Global Council of Natural Resources of the World Economic Forum ([WEF](#)); Ibama president Sueli Araújo, and representatives of agribusiness and indigenous communities.

According to Sérgio Rial, "the great value of the Amazon will no longer be in the commodities produced today, but in the biological assets of the region that will help transform the energy, water, food and health industries, among others". According to the

executive, until today, two antagonistic paradigms have been operated: the total and unrestricted conservation or the exploitation by means of the transformation of the forest into a commodity. "We can open totally new and high value-added markets, benefiting not only the local populations, but also Brazil and the rest of the world. We want to start a movement to foster a shared vision about the future of the Amazon." This is also the focus of the Latin America Conservation Council ([LACC](#)), of which Sérgio Rial is an active member, and has supported large-scale conservation initiatives in the Latin America region.

"The conservation and sustainable development of the Amazon biome are vital to achieve socioeconomic balance, and this will only be possible if we work in a systemic way that brings together indigenous peoples, businesses, environmentalists, governments, and communities. That is why we created this dialogue, because only working hand in hand we will be able to achieve a positive, long-lasting change in our society ", said Antonio Werneck.

TNC also presented a case study on the Tapajós Basin, which promotes a new environmental and territorial vision for the future of the region. The proposal highlights the importance of water resources as a central element of territorial planning, as well as the need for the multiple projects planned for this area to be viewed in a comprehensive way — since their impacts are cumulative. The study aims to facilitate the development of a qualified process of discussion and engagement that includes society and decision makers in order to achieve a balance between economic development, social well-being, and conservation.

The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters and oceans at an unprecedented scale, providing food and water sustainably and helping make cities more sustainable. Working in 72 countries, we use a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit www.nature.org or follow [@nature_press](#) on Twitter.

About the Latin America Conservation Council (LACC)

The Latin America Conservation Council (LACC) accelerates visionary action on critical water, food and infrastructure challenges to enable a thriving and prosperous environment for generations to come. A unique group of business, political and financial leaders, the 28-member Council champions the innovative science of the Nature Conservancy to scale sustainable solutions through advice, networking, advocacy and financial support. The Council believes Latin America can be a global sustainability leader by balancing development with conservation – growing economies while protecting the vital ecosystems they depend on. To learn more, visit: www.laconservationcouncil.org