

Everyone for the Araguaia River - State of Mato Grosso, Brazil

Section 1: General Information	
Summary	Everyone for the Araguaia River - State of Mato Grosso, Brazil is a public private partnership aims to restore, revive and preserve the Araguaia River, in Cerrado biome, a Brazilian ecological sanctuary. Aims to the water and soil conservation, sustainable development, with innovative governance. Cerrado is vital for the ecological balance and for the conservation of biodiversity. Preserving this biome is essential, since it is responsible for supplying a large amount of Brazil's drinking water.
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Proponent Type	International Organizations and Civil Society Organizations
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Region	Americas

Section 2: Commitment	
Linkages to SDG 6	Safe and Affordable Drinking Water, Increase Water-Use Efficiency and Ensure Freshwater Supplies, Implement Integrated Water Resources Management, Protect and Restore Water-Related Ecosystems, Support Local Engagement in Water and Sanitation Management
Target	"Everyone for the Araguaia River - State of Mato Grosso, Brazil" is an initiative that transcends borders, and unites people from different backgrounds in an effort to promote changes in behavior. The region occupied by the Cerrado biome accounts for 60% of Brazil's annual agricultural production. The conservation of the Araguaia River and its springs is essential not only for the maintenance of the Brazilian Cerrado ecosystem, but also for the social and economic sustainability of the communities that depend on it. Research began in 1998, deforestation and land use change have affected around 70% of the study area. The program establishes partnerships and develops conservation and awareness actions. Environmental education is an ongoing activity, with a focus on children and local residents. The "Everyone for the Araguaia River" not only benefits Brazil, but also serves as an example to the world by demonstrating that it is possible to preserve nature and promote sustainable development
Linkages to other SDG	Sustainable Cities And Communities, Responsible Consumption And Production, Life Below Water, Life On Land

Section 3: Actions and Outcomes to Achieve Targets		
Relevant Sub-Theme	Water Security and Prosperity, Water for Humans and Nature, Sustainable Water Finance	
Actions and Outcomes	<p>The actions of the Program are:</p> <ul style="list-style-type: none"> - To raise awareness, mobilize, and engage landowners and rural producers in forest restoration actions in water recharge areas, promoting increased water production in quality and quantity for the agribusiness industry, through the recovery of degraded areas and the promotion of water security in the Upper Araguaia River basin. - Restore 500.000 ares and springs that contribute to public water supply, aiming to increase water availability through forest restoration by guiding regeneration, densification, and enrichment, supporting the minimization of the effects of climate change. - The Program began in 2023 in the State of Mato Grosso, with its first 21.200 ares being recovered in 2024. The expectation is to end 2024 with more than 200.000 ares recovered. 	
Implementation Period	Start Period	5/31/2023
	End Period	5/31/2028
Financial Commitment	<ul style="list-style-type: none"> - This Program is an innovative initiative that adds value to the partnering brands. Nowadays, large international corporations provide discounts on financing for companies engaged in environmental projects, such as Everyone for the Araguaia River. - What benefits are there for companies? brand value, tax deduction and financial incentives, access to international financial resources, employee engagement, sustainable development. - See examples of company participation in the Programa: Donation, including from international funds, conversion of environmental fines, forest compensation. - The required funding to restore 500.000 ares, according to the Executive Project of the Program, is approximately 50 million dollars, which include: area fencing activities, native seedling planting, construction of terraces and dams for water conservation, maintenance and monitoring of actions for 3 years, social mobilization activities with communities, environmental education, and development of individualized projects per property. 	