



Restoration of the Atlantic Forest in Brazil: motivations and barriers from the perspective of rural landowners



1500

Around 150 millions
hectares



Currently

Around 27%
32 millions hectares
80% of the fragments less than 50 ha

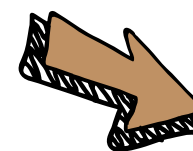


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BAUHUS ¹

One of the challenges

Involvement of all
stakeholders, but mainly

Rural landowner



53% of the
native
vegetation¹



2. OBJECTIVES

Understand the motivations and social characteristics of two groups of rural landowners: -support of ecological restoration projects **S**
-and those who did not receive this support **NS**

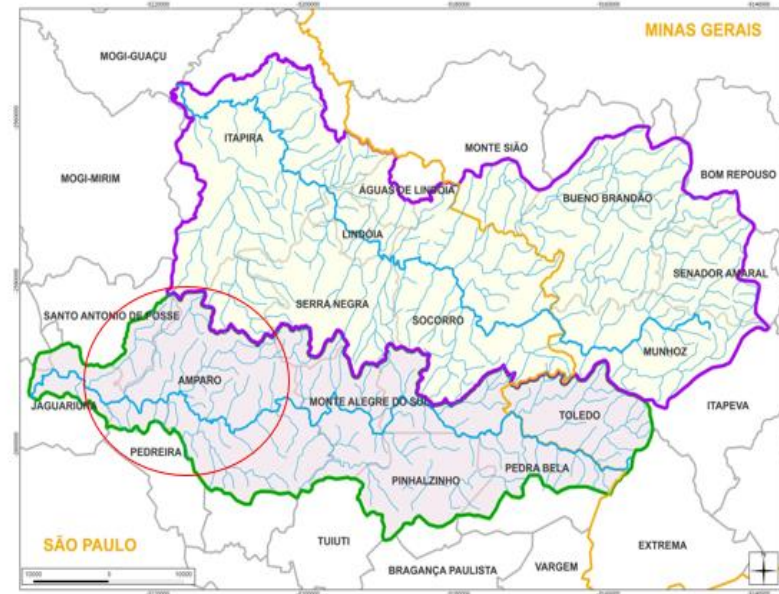
3. Methodological approach

Case study

68 Semi- structured interviews

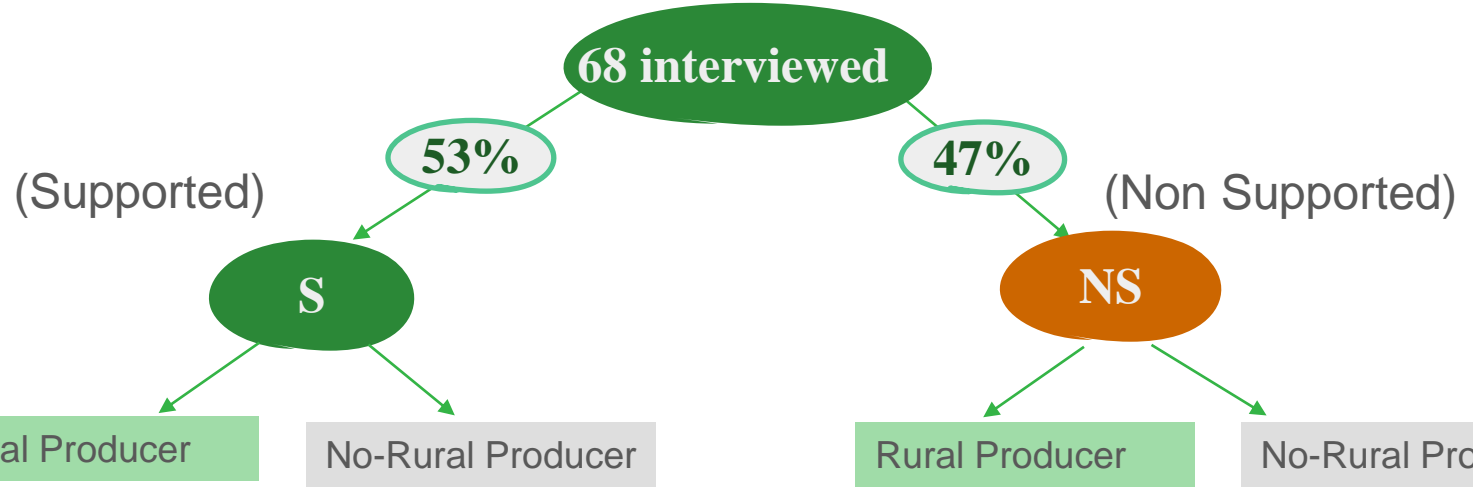
Qualitative content analysis

Copaíba- area of operation

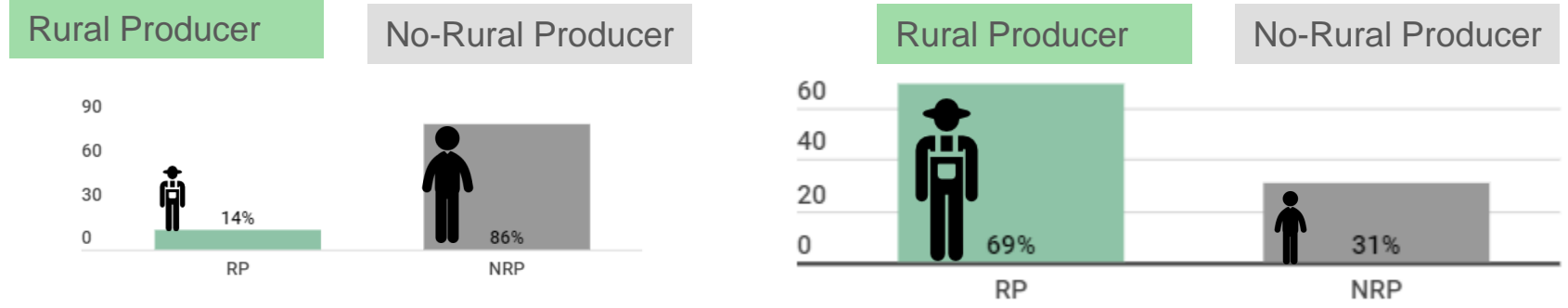


4. Preliminary Results

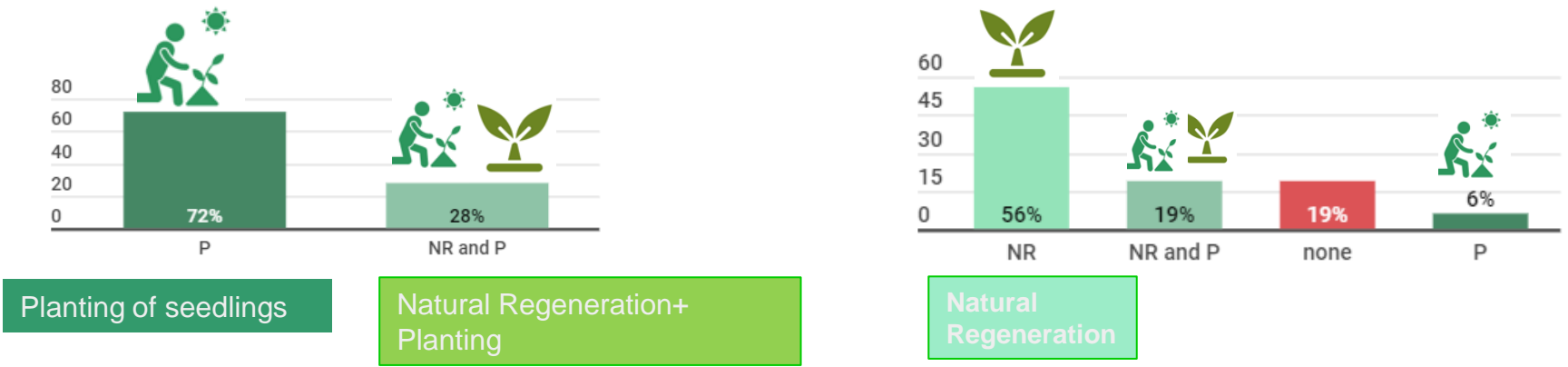
Project Support



Type of landowner



Restoration technique



4. Preliminary Results

Main Difficulties

Restoration Cost (25%)

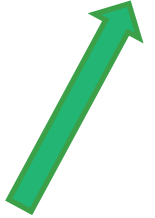
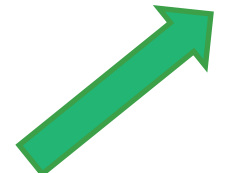
Difficulties to implement/maintenance (17%)
Labor (17%)



Main Motivation

Idealistic (58%)

Water (25%)
Biodiversity (8%)



Incentives
Projects (50%)
PSA (30%)
Environmental Education (19%)

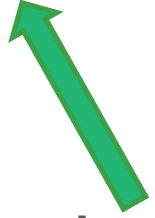
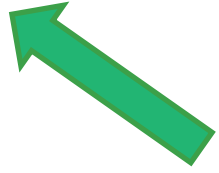
Main Difficulties

Restoration Cost (25%)

Loss of Area (25%)
It does not have (22%)



Areas with little agricultural aptitude



Incentives
PSA (34%)
Projects (31%)
None (18%)

Main Motivation

Idealistic (25%)
Water (21%)
None (21%)

5. Key messages

- Understanding **Social aspect** and evolving rural landowners is essential to **plan** ecological restoration projects

- Different types of landowner
- Context → Strategies of Mobilization

Next Steps:   

- Qualitative analyses
- Bayesian network analyses
- Land use change analysis



Thank you!

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- Associação Ambientalista Copaíba (<https://www.copaiba.org.br>)
- Rural Landowners

