



## 3M Sustainability In-depth: 3M Helps the Nature Conservancy Protect Brazil's Forests

### Protecting species in Atlantic Forest

The Maned Three-toed Sloth can relax a little bit. So can the Golden-headed Lion Tamarin. Their far corner of the world in the Atlantic Forest along the Brazilian coast is now safe from cattle ranching and illegal logging that threatened their very existence.

The Atlantic Forest is home to dozens of endangered bird species and other threatened plants (including orchids) and animals. Located in the coastal state of Bahia, the land lies in one of the most biologically diverse forest areas on Earth. One study done in the region found 458 tree species in a single hectare.

But the size of the Atlantic Forest is shrinking at an alarming rate. Less than 8 percent of the original forest remains today. A \$348,000 3M donation – part of a \$600,000 grant to The Nature Conservancy – funded the purchase of nearly 2,400 acres of Atlantic Forest to manage and protect it from further clearing and environmental threats.

### International environmental giving

3M supports environmental programs that make meaningful contributions to the sustainability of the Earth's ecosystems. According to Cindy Kleven, contributions manager, 3M Community Affairs, donations until now have primarily focused on environmental initiatives in 3M communities in the United States. "Environmental giving outside the United States shows 3M's commitment to protecting the environment – not only where we have operations, but wherever the greatest needs may be to maintain the health of the global environment," Kleven said.

The strategy for the Brazilian land purchase is to create continuous swaths of forest that will link lands and serve as corridors for animal migrations. 3M's donation also will help restore land damaged by cattle ranching and illegal logging.

"As one of the richest tropical forests in the world, its preservation is important to Brazil and the rest of the world," said Lúcia Ziliotti, media relations specialist, 3M Brazil. "We say here in Brazil that this forest is the 'Um pulmão verde para o país' – A green lung for the country. This preservation project shows that the company is concerned not only about its own sustainability, but also about the preservation of the planet. Also, the local community will be preserved and the local culture as well."

"One of 3M's emphases for environmental giving is climate change," Kleven added. "The majority of the most effective projects to mitigate climate change are in places like Brazil and other areas outside of the United States where we hope to fund future projects."

Katherine Reed, staff vice president, 3M Environmental, Health and Safety Operations, also takes the long view. "With strong environmental management systems in place, 3M has a history of continuous environmental improvements," she said. "Our vision of sustainability extends beyond our doors. We believe the biological diversity of the Atlantic Forest is important to the Earth's eco-systems. That's why we have joined with The Nature Conservancy and its Brazilian conservation partner – Institute for Social and Environment Studies of Southern Bahia – to help protect it."



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