



3M Sustainability In-depth: 3M Supports Three Projects of The Nature Conservancy (TNC) Through a \$1 Million Grant in 2008

China's Nature Reserves

The Chongming Dongtan Nature Reserve near the mouth of the Yangtze River near Shanghai, is an important corridor for migratory birds from Japan to Australia and a critical fish spawning area. TNC will help develop conservation management plans, including ecotourism to help ensure that environmental safeguards are in place to protect the area.

The State Forestry Administration of China has asked TNC to help direct their efforts to create a system of 51 model Nature Reserves in China by 2020. These reserves will serve as demonstration sites for the government to promote effective conservation management and the integration of community and economic development with conservation efforts.

One example of a nature reserve in need of environmental safeguards is the Chongming Dongtan Nature Reserve. It is at the mouth of the Yangtze River near Shanghai, home to unique biodiversity, an important corridor for migratory birds from Japan to Australia, and a critical fish spawning area.

TNC's goals:

1. Conduct proven conservation planning methodology
2. Develop conservation management plans including ecotourism
3. Implement a training program with Tsinghua University, East-West Center, and the State Forestry Administration
4. Conduct analysis of sustainable funding mechanisms for long-term management
5. Support policy reform and legislation on protected areas at the national level

3M operates seven manufacturing facilities in China and is a proud partner with TNC to help protect China's environmental treasures for future generations.

Brazil's Atlantic Forest

The Atlantic Forest provides drinking water to 70% of Brazil's 120 million people. TNC is launching a large-scale reforestation and protection program in the Atlantic Forest where one of its most important project sites provides water to nearly 9 million people in Sao Paulo. 3M's plant in Campinas has been supporting national- and municipal-level reforestation projects in the area since 2004.

TNC goals:

1. Map all properties in the Salto Micro-watershed, engage and sign contracts with farmers interested in the project
2. Create a management plan for each rural property engaged
3. Plant and maintain trees on steep slopes, and in riparian and recharge areas
4. Fence around these key areas
5. Design, implement, and monitor a carbon project, and set up a carbon revolving fund to finance reforestation of the entire Cantareira system
6. Liaise with municipality, state government and other partners to leverage 3M's investment



Mexico's Yucatan Peninsula

The forests of Mexico's Yucatan Peninsula are of extraordinary ecological importance. More than 1.5 million acres of forest have been set aside – with assistance from 3M and other donors – in protected areas such as the Calakmul Biosphere reserve. Still, important forest lands are lost or threatened by illegal logging, conversion to agriculture, settlement, and unsustainable tourism.

TNC's goal for the region is to protect the forest while developing livelihoods for local people through sustainable forestry and tourism activities.

Project strategies:

1. Protect an additional 250,000 acres of forest by acquiring land, decreeing protected areas, and working with private and community landowners
2. Develop sustainable forestry practices on 100,000 acres of private and community-owned forest lands
3. Promote and develop community-based, sustainable tourism
4. Reforest up to 10,000 acres of forest lands damaged by Hurricane Dean
5. Effectively manage forest protected areas by implementing wildfire controls, reducing illegal logging and deterring poachers