Searching for new management models for Brazilian parks

São Pedro do Sul, September 7th, 2017
Instituto Semeia

Our mission:
Transform protected areas into source of pride and wealth for Brazilians

Our Vision:
Become a benchmark in the articulation of public and private sectors in order to develop innovative and sustainable management models for protected areas
How we work

Think Tank
Development of intellectual capital concerning innovative and sustainable management models for parks

Articulation
Advisement for governments on modeling and implementing PPPs for parks

Engagement
Dissemination of the partnerships agenda throughout society
Partnerships and engagement

Research and advocacy partners

Coalition for Protected Areas

Coalition “Parques para Todos”
Examples of research studies

Available at www.semeia.org.br
Challenges for Brazilian Parks

• Brazil’s total area: 8.5 million km²
  – 18% covered by protected areas (twice as big as France)
  – 4.3% covered by parks
  – 73 national parks

• Lack of resources:
  – National protected area grew 4.5% / budget went down by 32% (2012 -2016)
  – 84% of national parks lack minimum infrastructure and personnel
  – 40% of Brazilian parks do not have any visitation monitoring
  – Average of 1 employee per 452 km² (equivalent to 13.3 Central Parks)

• Low visitation: average 1.1 visitor/hectare/year (Argentina 2.6)
Semeia supports 85% of current government programs to promote PPP for parks in Brazil.
1. PPPs must promote a win-win-win situation

- **Conservation**
  - **Scope:** Duties related to the conservation of the biodiversity
  - **Examples:** construction of firebreaks, management of exotic species, research
  - **Partnership:** concession with pecuniary compensation

- **Basic infrastructure**
  - **Scope:** Basic touristic infrastructure and management
  - **Examples:** trails, ticket office, toilets, parking lot, restaurants, visitor center
  - **Partnership:** concessions and management contracts

- **Special equipment**
  - **Scope:** Specific touristic facilities and services that require investment
  - **Examples:** camping facilities, zip line, cable car, tree climbing, lodging
  - **Partnership:** concession and permission

- **Touristic services**
  - **Scope:** Touristic services that require low investment
  - **Examples:** mountain biking, bird watching, horse hiding, walking events and races
  - **Partnership:** authorization

Fonte: Instituto Semeia.
Current Brazilian partnerships for park management

Only 4 parks with services granted to private sector account for about 70% of total visitation in Brazilian parks

Benefits of concessions for local communities:

- Iguazu NP is supplied by 600 surrounding farmers
- Tijuca NP concessionaires provide English courses and training on tourism services for local communities
- Fernando de Noronha NP hires 90% of its staff locally

Source: ICMBio; Grupo Cataratas: Relatório de Sustentabilidade 2016.
2. Unconsolidated parks may require integrated PPPs

Value creation facilities and services

Value capturing facilities and services
3. There is not a “one size fits all” model

Integrated concession
- Economic exploration of infrastructure and services
- Contract Tenure: ad hoc (usually long term)

Public-private partnership
- Total/partial public financing / guarantees
- Large scale projects (USD6M up)
- Contract Tenure: long (5-35y)

Concession of specific equipment
- Economic exploration of infrastructure and services
- Contract Tenure: ad hoc (usually short term)

Adoption
- Private contribution (pro bono/CSR)
- Very limited brand exposure and/or use/commercial rights
- Contract Tenure: ad hoc (usually short)

Management contracts (NGO)
- Total/partial public financing
- NGO capacity to leverage private contribution
- Contract Tenure: short (1-5y)
Final comments

Summing up:

- PPPs are way more than solutions for budget constraints
- PPPs must promote a win-win-win situation
- Unconsolidated parks may require integrated PPPs
- There is not a “one size fits all” model

One more consideration:

- Participatory approach is crucial (public consultation, public audiences, competitive dialogue)
Semeia believes in the connection between people and parks. Every memory, every strengthened tie with a park is a seed to bloom allies for conservation. Well-managed parks are means to provide leisure, wealth and well-being for Brazilians.
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