

Statements from ARPA Supporters



Who	Quote
<p>Maria Cecilia Wey de Brito, CEO, World Wildlife Fund Brazil.</p>	<p>The Brazilian rainforest is at the heart of our country. It is what defines us. The Brazilian government’s leadership in helping to create and maintain this fund provides us with more confidence than ever that we can slow the arc of deforestation in our rainforest and create a model for large-scale conservation worldwide.</p>
<p>Carter Roberts, CEO and President, World Wildlife Fund US</p>	<p>The explosion in demand for natural resources has made our parks and world heritage sites vulnerable. So we convened leading financial thinkers and philanthropic partners to create a plan for a first-of-its-kind bridge fund to ensure ARPA’s inspiring success story can be told forever.</p>
<p>Larry Linden, founder and trustee, Linden Trust for Conservation</p>	<p>Much of conservation practice is based on fighting a never-ending battle against external threats. But there are some ecologically important places we can save if we act now and put the right measures in place -- money, contracts and other legal agreements, organizational structures, all in support of an agreed-upon vision. With this approach, all the associated parties gain something far more impactful than anything they could do separately. There is no more important place to execute this kind of deal than the Brazilian Amazon, nor a better example for this sort of project than ARPA for Life. At a personal level, I can say that it has been extremely satisfying to assist in this great endeavor.</p>
<p>Guillermo Castilleja, Chief Program Office for Environmental Conservation Program, Gordon and Betty Moore Foundation</p>	<p>One of the defining qualities of the Moore Foundation’s conservation work is our ability to see ambitious projects through to fruition and ensure that those achievements last. ARPA for Life provides an unprecedented opportunity to ensure the long-term viability of Brazil’s protected areas in the Amazon. ARPA represents, not just for Brazil but for the entire Amazon region, a successful approach to developing systems of protected areas designed to protect biodiversity at scale. We hope this model will soon be replicated in other parts of the Amazon Basin.</p>
<p>Christine M. Morse, Chair and CEO, Margaret A. Cargill Foundation</p>	<p>Our late founder, Margaret Cargill, believed in conserving places for wildlife by working with the communities that live in and around those places. ARPA for Life is built to deliver site-specific results at the local scale, while advancing an entire regional network of well-designed protected areas. The project also focuses on using philanthropic support to develop a self-sustaining program. All of these factors reflect our funding philosophy.</p>

<p>Rosa Lemos de Sa, Secretary General and CEO, FUNBIO</p>	<p>When I first started to work on ARPA, I was motivated by the enormous possibilities for conservation design. The Amazon was nearly an open canvas, due to its scale, and a rare opportunity to plan a conservation landscape. The demonstrated success of the program keeps me involved. I truly believe we are changing the face and the future of the Brazilian Amazon for the better.</p>
<p>Adriana Moreira, Senior Environmental Specialist, World Bank</p>	<p>ARPA is a project for life. It's a collective effort with unbelievable cooperation and interaction among different players at all levels, from local to global. I see it as an outstanding example of a partnership that delivers concrete and lasting results for the Brazilians and all citizens of the world.</p>
<p>Hubert Eisele Senior Project Manager, Tropical Forests, KfW German Development Bank</p>	<p>Within the scope of ARPA's approach, KfW is particularly interested to save the biggest freshwater supply in the world, to maintain biodiversity in the Amazon forest, and to contain CO2 emissions deriving from illegal deforestation. WWF had long-term and very solid on-the-ground experience in the Amazon with regard to the preservation of tropical forests and biodiversity – thematic expertise that made it possible to conduct the necessary discussions with the Brazilian authorities, private donors in the United States...and to arrive at a mutually acceptable common approach.</p>
<p>Daniela Carrera, Representative, Inter-American Development Bank, Country Office Brazil</p>	<p>ARPA has been the most successful conservation program to date, achieving the effective protection of vast areas of unique value in the Amazon basin of Brazil. With ARPA for LIFE, the foundation is laid for consolidation of what has already been achieved and an expansion of its scope. The inclusion of the climate variable in protection decisions is a timely and much needed additional feature to the program that will guarantee that climate impacts are factored in. IDB is very proud to be part of this effort.</p>
<p>Ivan Barkhorn, Redstone Group</p>	<p>The Brazilian Amazon is absolutely crucial to us all. It functions as the lungs of the world. It shapes weather that can support or ruin economies and social structures across the planet. And it harbors stunning biodiversity that makes our world both richer and more interesting. Brazil's government deserves our financial and moral support for committing through ARPA to permanently protect a huge swathe of their Amazonian lands despite many other social needs that compete for limited public resources.</p>
<p>Roger Sant, WWF-US Board member and Co-founder, Chairman Emeritus, The AES Corporation</p>	<p>The Amazon is the quintessential definition of biodiversity. And ARPA is the right tool to protect it. First, President Cardoso made the commitment to the effort. Then WWF ran with it. What everyone recognizes is that the Amazon is the model of what we're trying to save around the world. The Brazilian Amazon is what we're talking about now, but clearly a part of our dream here is that it will expand to other parts of the Amazon. And our ultimate hope is that if we can get this done in the Amazon, then the model will expand to other ecoregions as well.</p>

<p>Naoko Ishi, CEO and Chairperson, Global Environment Facility</p>	<p>The question of replicating ARPA is no longer a theoretical discussion. Already in Brazil, the ARPA model is being replicated in the Marine and Coastal Protected Areas project, which aims to increase marine areas under protection by 70 percent. The concepts used in the implementation of ARPA are starting to inspire similar approaches to key ecosystems around the world, such as Africa's Serengeti.</p>
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