

PROJECT TO STRENGTHEN PRIVATE NATURAL HERITAGE RESERVES (RPPNs) IN THE CHAPADADOS VEADEIROS

AN OPEN INVITATION

The RPPNs of Chapada dos Veadeiros form a living territory, shaped by people who believe in the Cerrado and dedicate part of their lives to its protection. By learning about these stories, data, and initiatives, you also become part of this network – as a visitor, researcher, partner, supporter, or simply someone who recognizes the value of conservation.

Because conserving the Cerrado means caring for water, for life, and for the future we share.

Realization



Support



CEPPF is a joint initiative of Agence Française de Développement, Conservation International, the European Union, Fondation Hans Wilsdorf, the Global Environment Facility, the Government of Canada, the Government of Japan and the World Bank. A fundamental goal is to support and engage in biodiversity conservation.

The International Institute of Education of Brazil (IEB) acts as the Regional Implementation Team for the Critical Ecosystem Partnership Fund (CEPPF). IEB's mission is to strengthen social actors and their leadership in building a fair and sustainable society through training people, supporting organizations, and promoting policies and disseminating knowledge.

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**FORTALECIMENTO
DAS RESERVAS
PARTICULARES DO
PATRIMÔNIO
NATURAL
NA CHAPADA
DOS VEADEIROS**

RESERVAS PARTICULARES DO PATRIMÔNIO NATURAL

Chapada dos Veadeiros is one of the great guardians of the Cerrado — a territory where springs, rocky grasslands, wetlands, and gallery forests intertwine to sustain life. Located in northeastern Goiás, it hosts one of the most significant systems of protected areas in Brazil, integrating federal, state, and municipal units. At the center of this mosaic lies the Chapada dos Veadeiros National Park, recognized as a UNESCO World Natural Heritage Site and a global benchmark for the protection of the biome.

But the strength of conservation in the Chapada goes far beyond the Park. In recent decades, rural landowners have taken on a decisive role, creating and consolidating, up to November 2025, 51 Private Natural Heritage Reserves (RPPNs), which today protect nearly 27,000 hectares of Cerrado. These reserves expand ecological connectivity, safeguard the integrity of springs, strengthen ecological corridors, and bring society closer to conservation — combining science, management, and sensitivity to care for the territory.

A project that strengthens bonds and helps build the future

Designed to promote integration and strengthen reserve management, the Strengthening RPPNs of Chapada dos Veadeiros Project has consolidated a movement of engagement among landowners. From this collective mobilization emerged the Network of RPPN Owners of Chapada dos Veadeiros and the Future Vision 2050 document, which outlines strategic pathways for strong and lasting conservation.

Supported by the Critical Ecosystem Partnership Fund (CEPF) and implemented by the International Institute of Education of Brazil (IEB), the project placed special emphasis on strengthening the leadership of women, expanding spaces for participation, training, and decision-making.

A DIAGNOSIS THAT REVEALS THE POWER OF COLLECTIVE ACTION

To understand this system and strengthen its management, the Diagnosis of the RPPNs of Chapada dos Veadeiros was developed within the scope of the Strengthening RPPNs in Chapada dos Veadeiros project. The analysis brought together information from all 51 reserves, detailing their spatial distribution, protected biodiversity, legal status, management plans, and institutional integration.

The results are now available on an interactive online platform that allows users to explore maps, georeferenced data, and key information about each RPPN in the region. It is an open invitation to dive deeply into this growing, interconnected system of private conservation that continues to organize and strengthen itself.

Scan the QR Code and explore georeferenced data and information on the RPPNs of Chapada dos Veadeiros.



51 recognized RPPNs

26,997.69 hectares protected

45 federal RPPNs

6 state-level RPPNs

17 women landowners

24 men landowners

5 couples

5 institutions

34 reserves with completed Management Plans

Presence in the municipalities of **Alto Paraíso de Goiás, Cavalcante, Colinas do Sul, São João d'Aliança and Teresina de Goiás**

MUSEU VIVO

Memories that inspire conservation

The Living Museum (Museu Vivo) of the RPPNs is a digital platform that gathers testimonies, stories, and lessons from landowners who have chosen to protect the Cerrado. It is a meaningful and educational space that shows how each reserve begins with a personal decision — often courageous, always transformative.

By scanning the QR Code, visitors can access real narratives about challenges, achievements, and the daily life of those who make conservation a way of living.



RPPN Network

Unity that protects, knowledge that transforms

The Chapada dos Veadeiros RPPN Network brings together people who share a common purpose: caring for biodiversity and strengthening private conservation. Its work integrates management, science, and social participation, connecting properties, experiences, and shared paths.

GUIDING PRINCIPLES OF THE NETWORK:

1

BIODIVERSITY CONSERVATION

Management based on active protection and ecological integrity.

2

PARTNERSHIPS AND COLLABORATION

Joint actions, dialogue, and sustainable solutions.

3

KNOWLEDGE SHARING

Exchange of experiences, technical support, and encouragement for the creation of new RPPNs

4

INSTITUTIONAL PARTICIPATION

Qualified engagement in councils and public policies.

5

COMMUNICATION

increasing the visibility of private conservation.

6

TERRITORIAL CONNECTIVITY

Promoting ecological corridors between protected areas.

FUTURE VISION 2050

A living, connected, and inspiring territory

The Network envisions a future in which Chapada dos Veadeiros becomes an even stronger reference in private conservation, with well-managed reserves that are interconnected and integrated into public policies. Among its goals:

Recognize RPPNs as key components of ecological connectivity, contributing to the protection of the Chapada dos Veadeiros National Park (PNCV)

Strengthen the institutional capacity of the Network

Expand Integrated Fire Management practice

Scale up instruments such as PSA, CRA, and nature-based credits

Promote events, exchanges, and joint initiatives

Consolidate partnerships with universities and environmental agencies

Invest in campaigns and educational materials

Strengthen networks of collaboration and innovation

Increase the number of RPPN

Develop and implement additional management plans