



**Strategy:**

**Make forests worth more standing than cut**

# The Bolsa Floresta Program

**US\$ 500 PER  
FAMILY / YEAR**

**1**

**Income**

**2**

**Social**

**USD 85  
THOUSAND PER  
RESERVE PER  
YEAR**

**USD 55 THOUSAND  
PER RESERVE PER  
YEAR**

**3**

**Association**

**4**

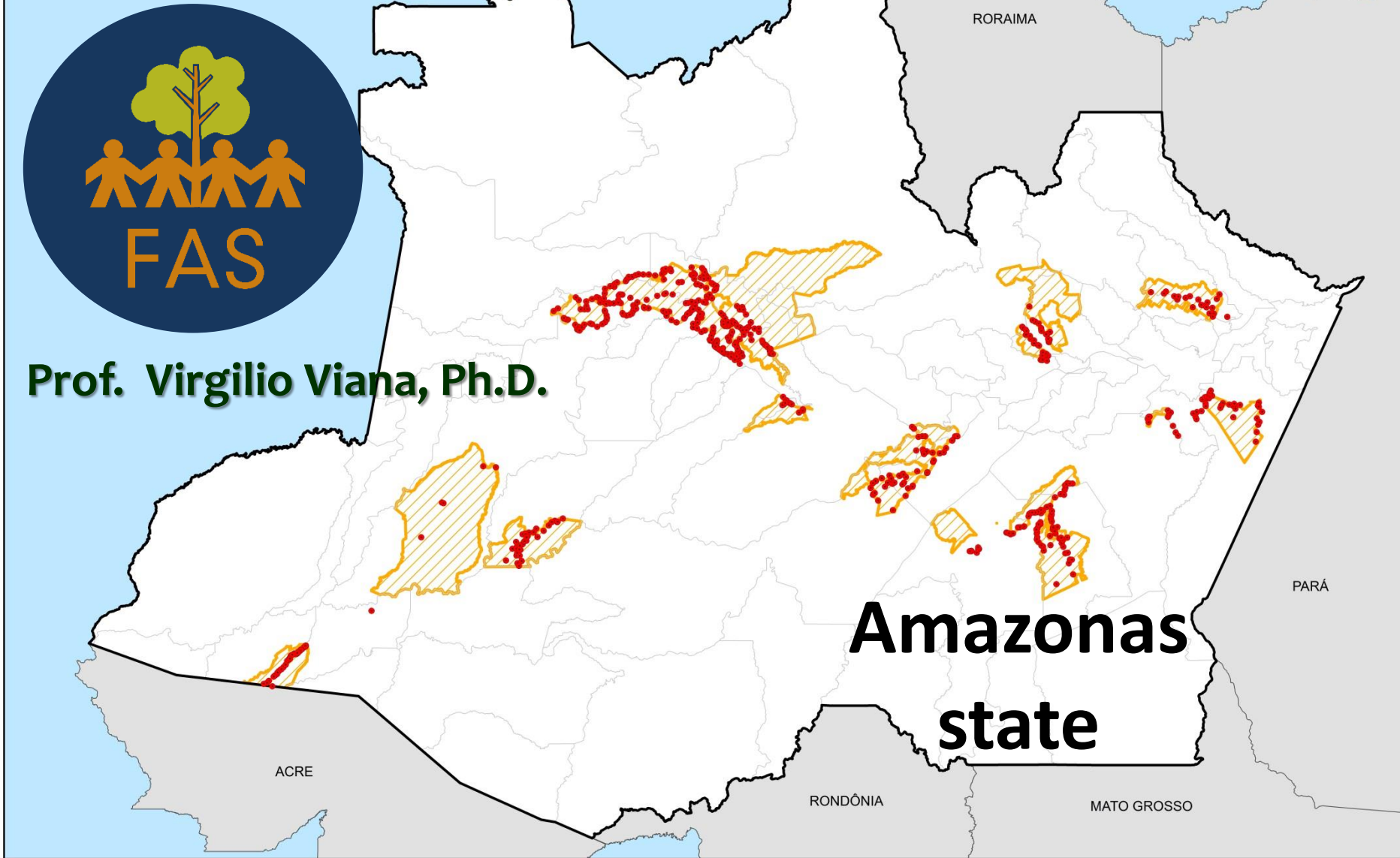
**Cash**

**USD 9,5  
THOUSAND /  
ASSOCIATION  
/YR**

**USD 200 PER  
FAMILY / YEAR**



Prof. Virgílio Viana, Ph.D.



**9.597**

families

**40.230**

People

**16**

Protected areas

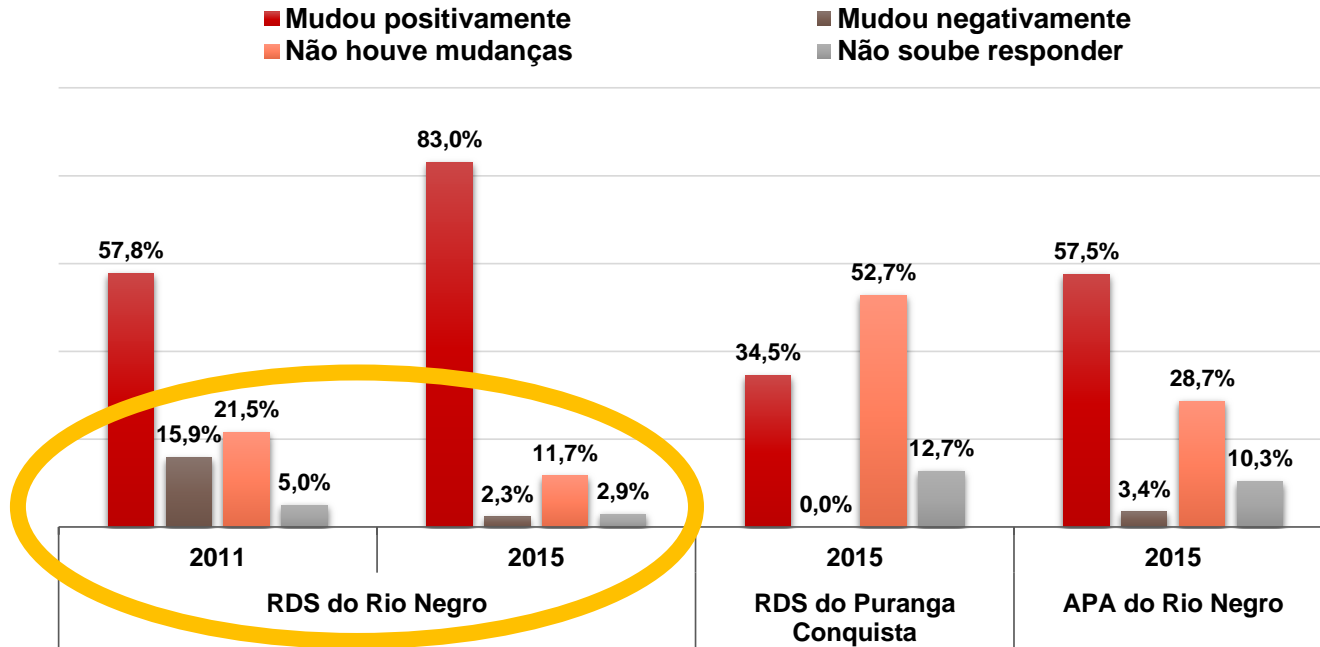
**583**

communities

# Benefícios

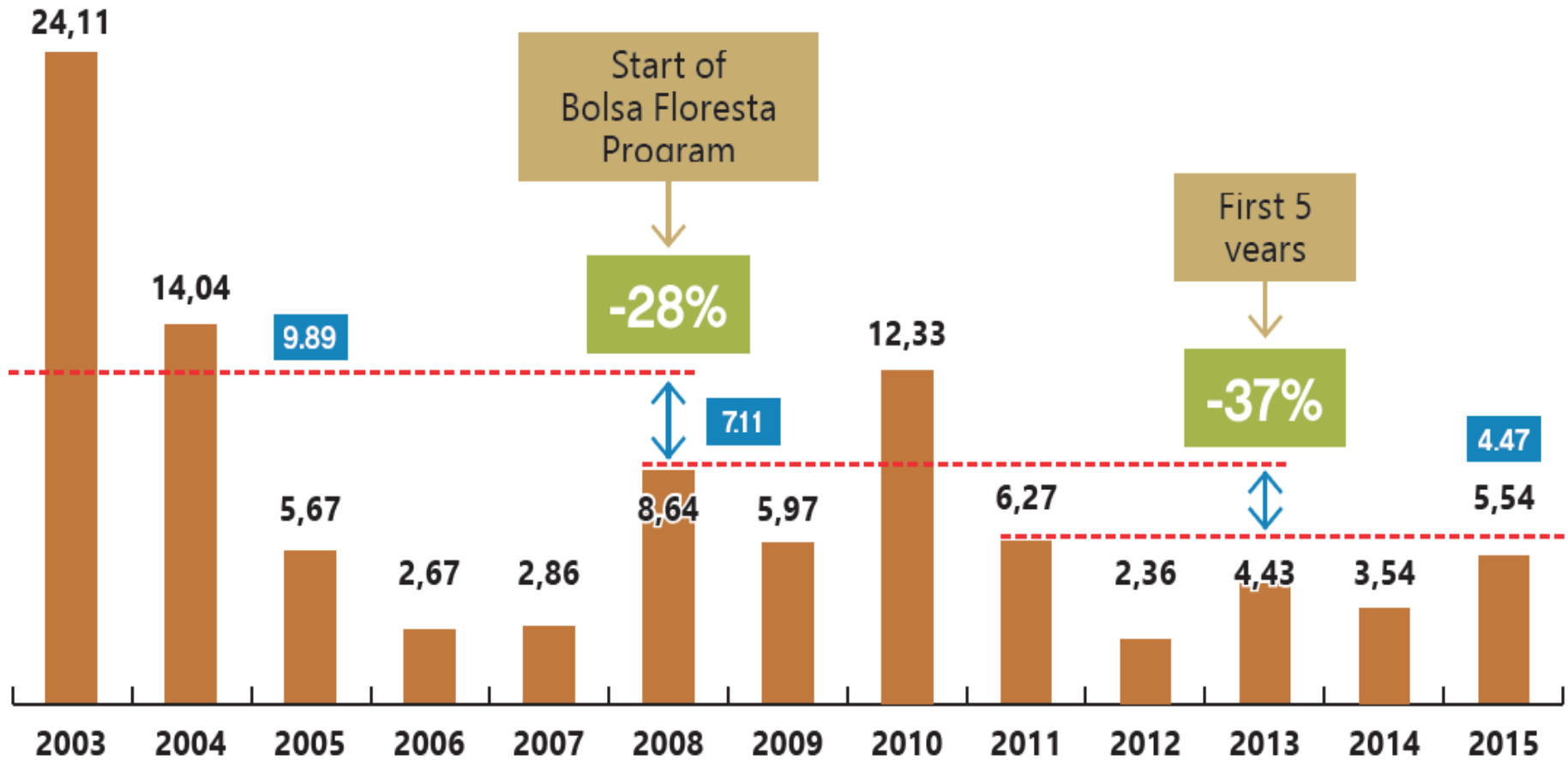
## Qualidade de vida na comunidade

**Gráfico 22** – Houve mudanças na **Comunidade** com a chegada do Programa Bolsa Floresta? (Resposta Espontânea e Única)



**Fonte:** Somente para quem é beneficiário do Programa Bolsa Floresta.  
RDS do Rio Negro 2011: 77,6%  
RDS do Rio Negro 2015: 80,3%  
RDS do Puranga Conquista 2015: 70,5%  
APA do Rio Negro 2015: 72,5%

# Annual deforestation rate (km<sup>2</sup>)



- **What were the drivers of success?**
  1. Institutional design of FAS
  2. Program design of Bolsa Floresta
  3. Participatory approach of social technology
  4. Efficient management
  
- **What are the limiting factors?**
  1. Political changes and need for continuity
  2. Long term funding for transformational change
  3. Monitoring and evaluation of impacts to scale up
  4. Share the lessons learned for capacity building