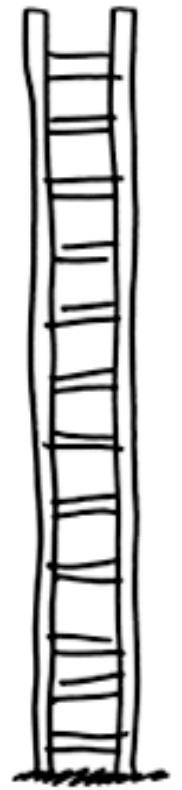
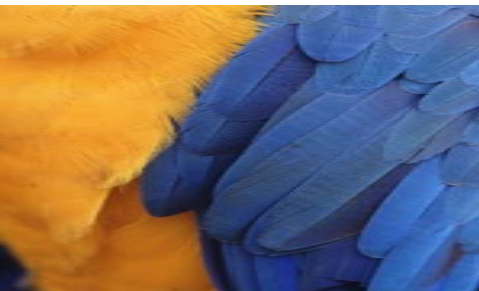




Biodiversidade



Novembro de 2006



Marco Antonio Fujihara

Estrutura da Apresentação

- **Premissas de Indicadores**
- **Indicadores Setoriais**
- **Publicações diversas**
- **GRI e Biodiversidade**
- **Serviços de Ecossistemas**
- **Case da Costa Rica**



Premissas Metodológicas de Indicadores

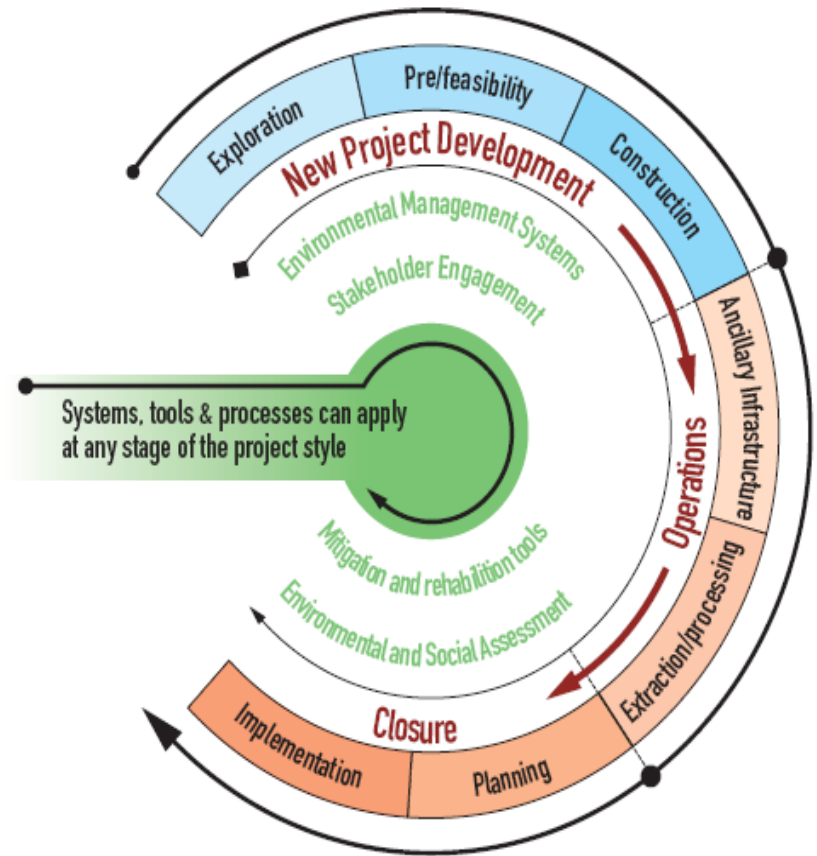
O desenvolvimento de uma metodologia de confecção de indicadores deverá contemplar :

- **Relevância** – Garantir que o Indicador reflete as políticas da empresa e serve para a tomada de decisão;
- **Completude** – Contemplar apresentadas e deverão ser justificadas;
- **Consistência** – Uso de metodologias que permitam a comparação da evolução dos indicadores ao longo do tempo. Toda a alteração de dados, nos limites da organização e da metodologia ou outra mudança significativa que afetem os resultados devem ser transparentemente todas as fontes e atividades dentro dos limites da empresas. Exceções serão documentados;
- **Transparência** – Direcionar os fatores relevantes de maneira coerente, baseado em um claro ‘rastros’ de auditoria. Disponibilizar toda a consideração relevante e tomar referências apropriadas para as metodologias de contabilização e cálculo e para as fontes de dados;
- **Acurácia** – Garantir que os Indicadores estão contabilizando sistematicamente , tanto quanto possa ser avaliado, e que as incertezas estão reduzidas ao nível praticável. Atingir níveis de acurácia que permitam aos usuários tomar decisão com base em nível razoável de certeza da integridade das informações reportadas.

Publicações Setoriais já disponíveis

ICMM
International Council
on Mining & Metals

Good Practice Guidance for Mining and Biodiversity



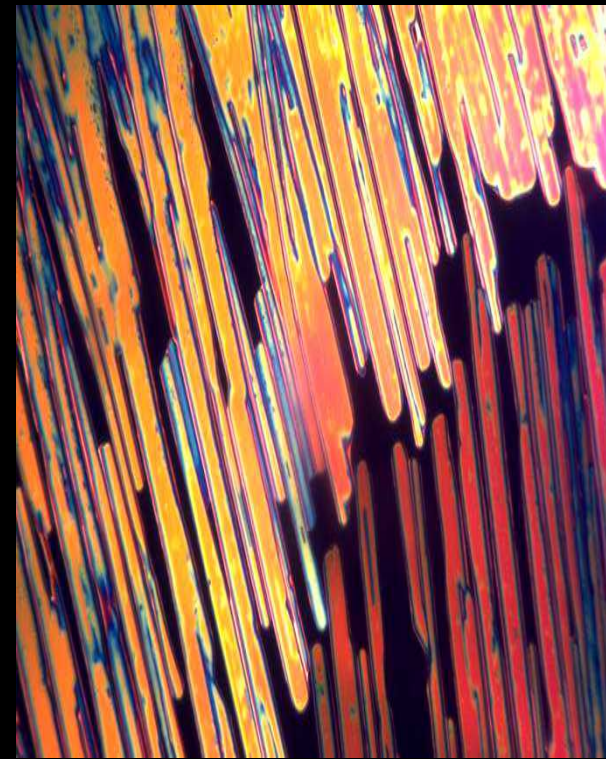
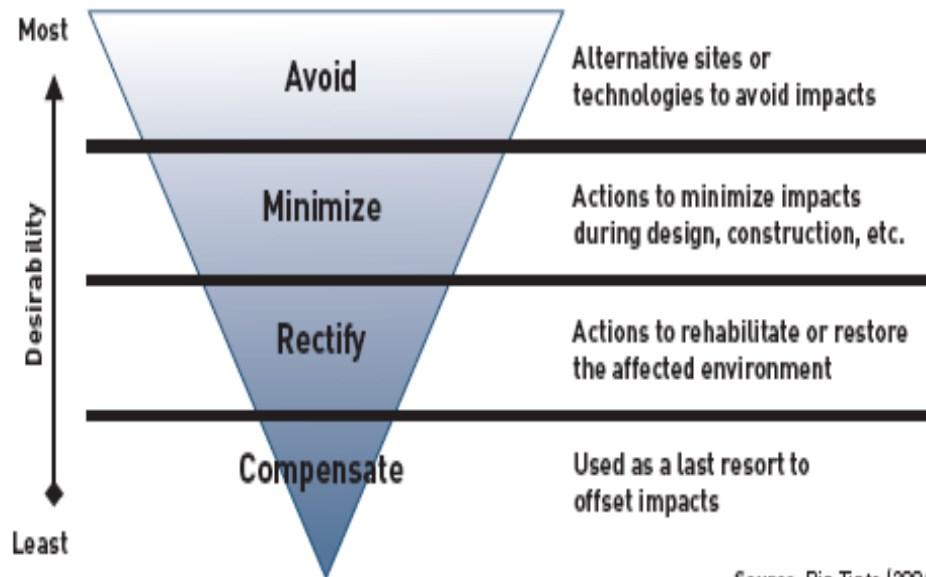


Figure 7.1 Hierarchy of biodiversity mitigation measures



Source: Rio Tinto (2004)



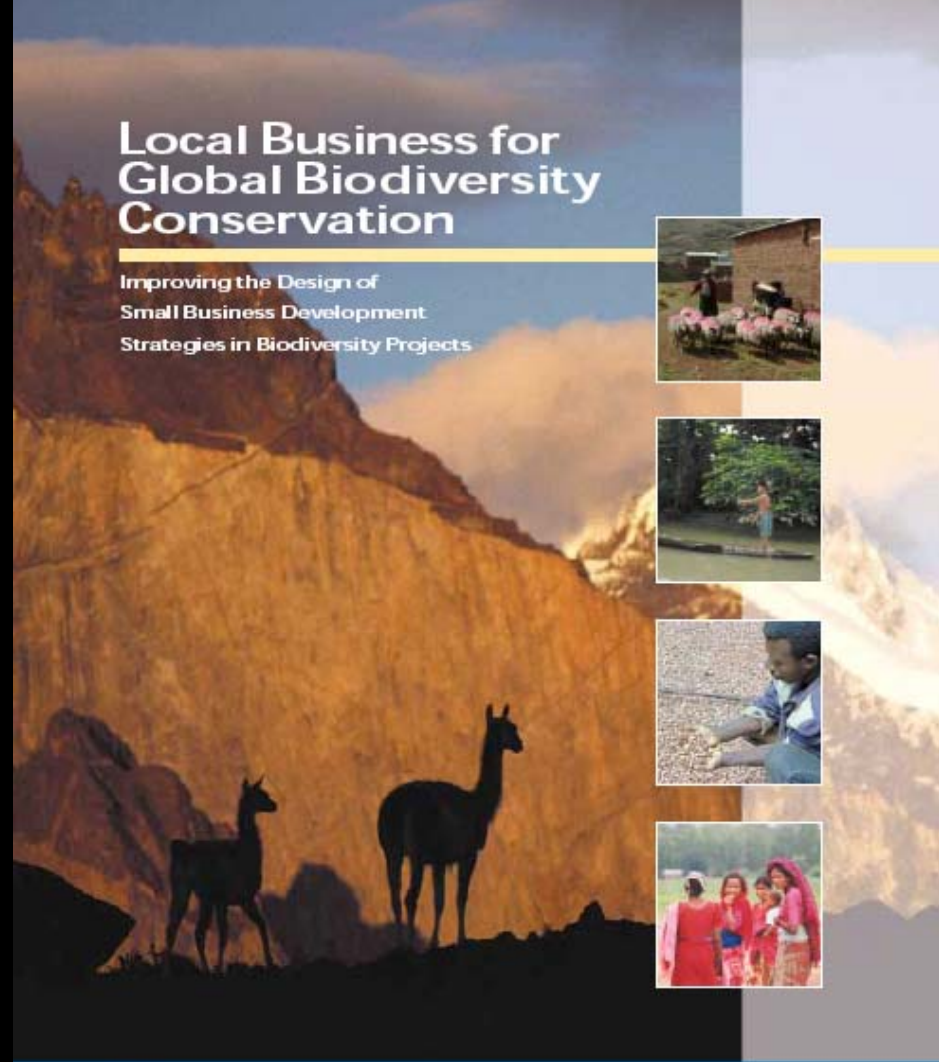
ECOSYSTEMS AND HUMAN WELL-BEING

Opportunities and Challenges for Business and Industry

MILLENNIUM ECOSYSTEM ASSESSMENT

Local Business for Global Biodiversity Conservation

Improving the Design of Small Business Development Strategies in Biodiversity Projects



Creating Markets for Biodiversity: A Case Study of Earth Sanctuaries Ltd



Staff Research Paper

*Barbara Aretino
Paula Holland
Deborah Peterson
Michael Schuele*

The views expressed in this paper are those of the staff involved and do not necessarily reflect those of the Productivity Commission. Appropriate citation is indicated overleaf.

September 2001



United Nations Development Programme



Global Environment Facility

Indicadores essenciais	Indicadores adicionais
<i>Materiais</i>	
<p>EN1. Uso total de materiais por tipo (exceto água). Fornecer as definições usadas para os tipos de material. Relatar em toneladas, quilogramas ou volume.</p> <hr/> <p>EN2. Porcentagem de materiais utilizados que eram resíduos (processados ou não) de fontes externas à organização relatora. Refere-se a material reciclado e a resíduos industriais. Relatar em toneladas, quilogramas ou volume.</p>	
<i>Energia⁴</i>	
<p>EN3. Consumo direto de energia, segmentado por fonte primária. Relatar todas as fontes de energia utilizadas pela organização relatora para suas próprias operações, assim como para a produção e distribuição de energia (eletricidade ou calor) a outras organizações. Relatar em joules.</p> <hr/> <p>EN4. Consumo indireto de energia. Relatar a energia usada para produzir e distribuir energia comprada pela organização relatora (por exemplo, eletricidade ou calor). Relatar em joules.</p>	<p>EN17. Iniciativas para uso de fontes de energia renováveis e para aumentar a eficiência da energia empregada.</p> <hr/> <p>EN18. Consumo anual de energia para os principais produtos, seja, exigências anuais de energia durante a vida do produto. Relatar em joules.</p> <hr/> <p>EN19. Outros usos indiretos de energia (exploração, produção e comercialização) e suas implicações, tais como viagens de negócios, administração do ciclo de vida do produto e uso de materiais que requerem muita energia.</p>
<i>Água⁴</i>	
<p>EN5. Consumo total de água.</p>	<p>EN20. Fontes de água e ecossistemas/habitats significativamente afetados pelo consumo de água. Incluir as zonas úmidas listadas pela Convenção Ramsar e contribuição geral para as tendências ambientais resultantes.</p> <hr/> <p>EN21. Remoção anual de solo e água de superfície em relação à quantidade anual renovável de água disponível. Apresentação em porcentagem, por região.</p> <hr/> <p>EN22. Reciclagem e reutilização total de água. Incluir águas residuais e outros tipos de água usada (em refrigeração, por exemplo).</p>
<i>Biodiversidade</i>	
<p>EN6. Localização e tamanho das terras pertencentes à organização, arrendadas ou administradas por ela em habitats ricos em biodiversidade. Mais orientações a respeito de habitats ricos em biodiversidade em www.globalreporting.org.</p> <hr/> <p>EN7. Descrição dos principais impactos sobre a biodiversidade associados a atividades e/ou produtos e serviços em ambientes terrestres, de água doce ou marítimos.</p>	<p>EN23. Quantidade total de terras possuídas, arrendadas ou administradas para atividades de produção ou uso extra.</p> <hr/> <p>EN24. Quantidade de superfície impermeável em relação a terras compradas ou arrendadas, em porcentagem.</p> <hr/> <p>EN25. Impactos de atividades e operações sobre áreas protegidas ou sensíveis. Por exemplo, categorias de 1-4 de áreas protegidas da UICN (União Internacional para Conservação da Natureza) e regiões de herança mundial e reservas de biosfera.</p> <hr/> <p>EN26. Mudanças nos habitats naturais resultantes de atividades e operações e percentual protegido ou restaurado. Identificar o tipo de habitat afetado e seu status.</p>

4. Um protocolo está sendo esboçado para esses indicadores. Disponível em www.globalreporting.org, para maiores detalhes.

GRI e a Biodiversidade

Box 5.3. Draft GRI Sustainability Reporting Indicators of relevance to biodiversity

Environmental Aspect: Water

EN10 Water sources and related habitats significantly affected by withdrawal of water (additional)

Environmental Aspect: Biodiversity

EN12 Location and size of land owned, leased or managed in, or adjacent to, protected areas (core)

EN13 Description of significant impacts of activities on protected areas (core)

EN14 Area of habitats protected or restored (additional)

EN15 Programs for managing impacts on biodiversity (additional)

EN16 Number of IUCN Red List species with habitats in areas affected by operations broken down by level of extinction risk (additional)

Environmental Aspects: Emissions effluents and wastes

EN25 Water sources and related habitats significantly affected by discharges of water and runoff (additional)

Table 1. Estimated financial flows for forest conservation (in millions, U.S. dollars)

Sources of finance	SFM (early 1990s)	SFM (early 2000)	PAS (early 1990s)	PAS (early 2000)
Official development assistance	\$2,000–\$2,200	\$1,000–\$1,200	\$700–\$770	\$350–\$420
Public expenditure	NA	\$1,600	NA	\$598
Philanthropy ^a	\$85.6	\$150	NA	NA
Communities ^b	\$365–\$730	\$1,300–\$2,600	NA	NA
Private companies	NA	NA	NA	NA

^a Underestimates self-financing and in-kind nongovernmental organization contributions.

^b Self-financing and in-kind contributions from indigenous and other local communities.

NOTE: In 1990, there were an estimated 100 million hectares of community-managed forests worldwide. SFM is "sustainable forest management." PAS stands for "protected area system."

SOURCE: A. Molnar, S. J. Scherr, and A. Khare, *Current Status and Future Potential of Markets for Ecosystem Services of Tropical Forests: An Overview* (Washington, DC: Forest Trends, 2004).

Tipos de Ecossistemas e seus Serviços

<i>Ecosystem service</i>	<i>Ecosystem</i>									
	<i>Cultivated</i>	<i>Dryland</i>	<i>Forest</i>	<i>Urban</i>	<i>Inland water</i>	<i>Coastal</i>	<i>Marine</i>	<i>Polar</i>	<i>Mountain</i>	<i>Island</i>
Freshwater			•		•	•		•	•	
Food	•	•	•	•	•	•	•	•	•	•
Timber, fuel, and fiber	•		•			•				
Novel products	•	•	•		•		•			
Biodiversity regulation	•	•	•	•	•	•	•	•	•	•
Nutrient cycling	•	•	•		•	•	•			
Air quality and climate	•	•	•	•	•	•	•	•	•	•
Human health		•	•	•	•	•				
Detoxification		•	•	•	•	•	•			
Natural hazard regulation			•		•	•			•	
Cultural and amenity	•	•	•	•	•	•	•	•	•	•

Source: Millennium Ecosystem Assessment

Valor da Biodiversidade

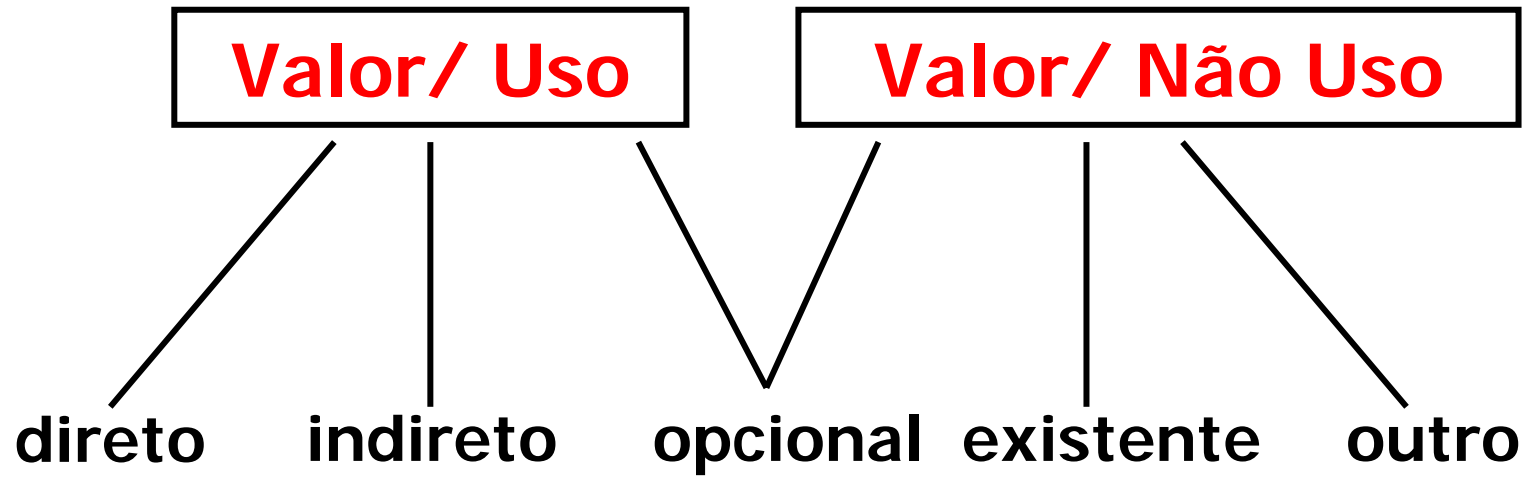
Dimensões e perspectivas

Mantendo o Conceito de Sustentabilidade o valor da biodiversidade pode ser percebido nas tres dimensões

- Valor Economico
- Valor Ambiental
- Valor Social

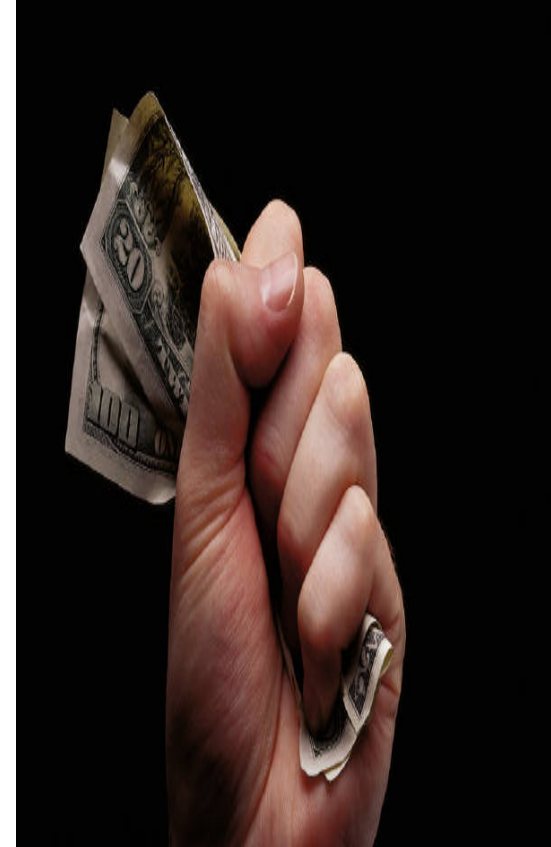


Valor Total da Biodiversidade



Valor Economico da biodiversidade

- Biodiversidade prove um serie de produtos (alimentos, medicamentos, materia prima etc..) e serviços (turismo, recreação etc..) com valores economicos diretos
- Estimativas indicam que cerca de 40% dos produtos e processos globais sao baseados em biodiversidade



Fontes:

Alonso, A., Dallmeier, F., Granek, E. & Raven, P. (2001) *Biodiversity: connecting with the tapestry of life*. Smithsonian Institution/ Monitoring and Assessment of Biodiversity Program and President's Committee of Advisors on Science and Technology. Washington, D.C., USA.

United Nations Environment Program (2002) *Global Environment Outlook 3: past, present and future perspectives*. Earthscan, London. Also available at <http://www.unep.org/GEO/geo3/index.htm>

Valor Ambiental da Biodiversidade

Climate regulation	regulation of temperature and precipitation at global and local scales through greenhouse gas regulation, di-methyl sulphide production, humidity control
Gas balance	regulation of atmospheric chemical composition (such as CO₂ balance, SO_x levels)
Water regulation and supply	water storage, river bank stabilisation, river sedimentation, flooding, land fertility, fire protection, flash-flood risk, drought regulation, water for agriculture and industry
Disturbance regulation	ecosystem resistance and resilience – maintenance of ecosystem integrity under environmental fluctuation/disturbance – such as flood control, drought recovery, ability to withstand climate change
Soil engineering	soil formation and maintenance (such as weathering of rock), accumulation of organic matter, prevention of soil erosion and loss, nitrogen fixation – land fertility
Nutrient cycling	acquisition, storage, processing and internal cycling of nutrients (such as nitrogen fixation and carbon bio-geochemical cycling)
Waste treatment	breakdown of excess nutrients or compounds, providing, for example, pollution control and detoxification
Pollination	crop pollination
Biological control	regulation of populations through herbivory, predator control of prey (which may be a pest species), competition for resources

Fonte :

Adapted from Costanza R., d'Arge, R., de Groot, R., Farber, S., Grasso, M., Hannon, B., Limburg, K., Naeem, S., O'Neill, R.V., Paruelo, J., Raskin, R.G., Sutton, P., vandenBelt, M. (1997) The value of the world's ecosystem services and natural capital. *Nature* **387**, 253-260.

"Every third mouthful of our food is directly dependent on the unmanaged pollination services of bees. Without bees whole ecosystems will collapse and we are seeing that now." Chris O' Toole, Head of Bee Systematics, University of Oxford. Extract from "Ecosystems in danger as insects disappear", Daily Telegraph, Wednesday 9 August 2000. (David Brown, Agriculture Editor). A quarter of Britain's 267 bee species are endangered.

Valor Social da Biodiversidade

- Tecnicamente o termo biodiversidade inclui todos os seres vivos incluindo o homem
- Valores Sociais são notados por comportamento social e neste contexto inclui-se o comportamento economico.
- Endereçando os stakeholders
- Valores eticos



Valor Economico do Capital Natural

“The biodiversity of Earth is our biological wealth, our biological capital. The savings are every gene, every population, every species and every natural community that inhabits the oceans, the land, and the air. ... Biodiversity is, as far as anyone knows, totally irreplaceable.”

Beattie & Ehrlich (2001)

Fonte

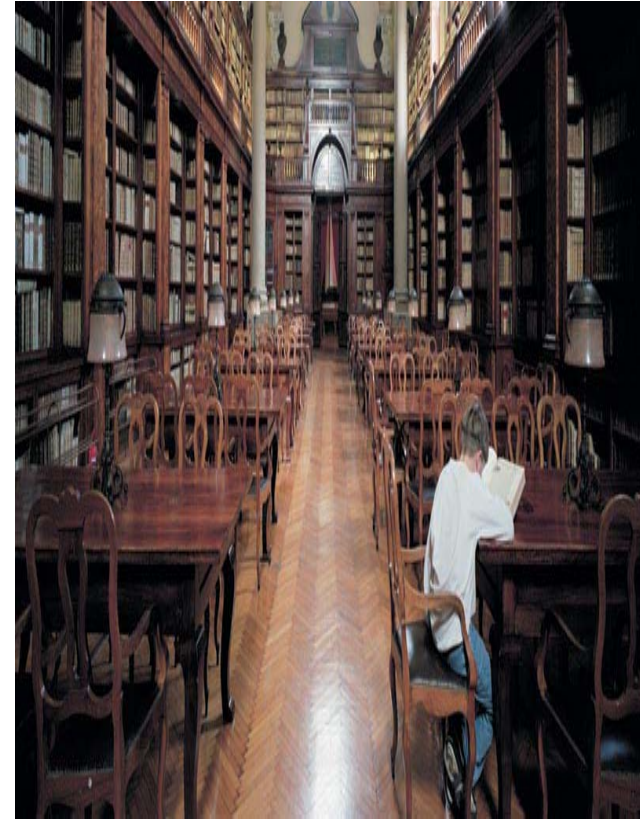
Beattie, A. & Ehrlich, P.R. (2001) *Wild solutions: how biodiversity is money in the bank*. Yale University Press.

Exemplos

in 1997, the global market for natural-product derived pharmaceuticals derived was estimated at US\$75-\$120 billion

1 in 125 plant species screened has produced a major drug, each with a value of US\$200 million

species loss can lead to a huge loss of “option value” (opportunity cost): loss of 1 tree species per day translates into a loss of 3 potential drugs per year, or an opportunity cost of US\$600 million



Uso Direto da Biodiversidade	Países	Valores Estimados(US\$)
Elephant viewing	Kenya	3.5-4.5/ha (1990)
Wetlands fish & fuel wood	Nigeria	38-59/ha (1991)
Sustainable harvesting: timber & non-timber forest products	Peru	490/ha & 6300/ha (1989)
Pharmaceutical prospecting	Costa Rica	4.81 million/yr (1993)
Commercial marsh & estuarine fisheries	USA	128-342/ha (1995)
Recreational use of forests	UK	79.5 million/yr (1991)
Recreational moose hunting	Norway	296/hunter/yr (1989)

Fontes :

1. Brown, G. M. & Henry, W. (1993) The economic value of elephants. In: Barbier, E. B. (ed) *Economics & Ecology: New frontiers and sustainable development*. Chapman & Hall, London.
2. Barbier, E.B., Adams, W. M. & Kimmage, K. (1991) Economic valuation of wetland benefits: the Hadejia-Jama'are Floodplain, Nigeria. *LEEC Discussion Paper 91-02*. IIED, London.
3. Peters, C., Gentry, A. & Mendelsohn, R. (1989) Valuation of an Amazon rainforest. *Nature* **339**, 655-656.
4. Aylward, B. A. (1993) The economic value of pharmaceutical prospecting and its role in biodiversity conservation. *LEEC Discussion Paper 93-05*. IIED, London.
5. UNEP (1995) *Global Diversity Assessment*. UNEP, CUP.
6. Willis, K. (1991) The recreational value of the forestry commission estate in Great Britain: a Clawson-Knetsch travel cost analysis. *Scottish Journal of Political Economy* **38**, 58-75.
7. Soedal, D. P. (1989) The recreational value of moose hunting in Norway: towards modelling optimal population density *Scandinavian Forest Economics* **30**, 62-78.

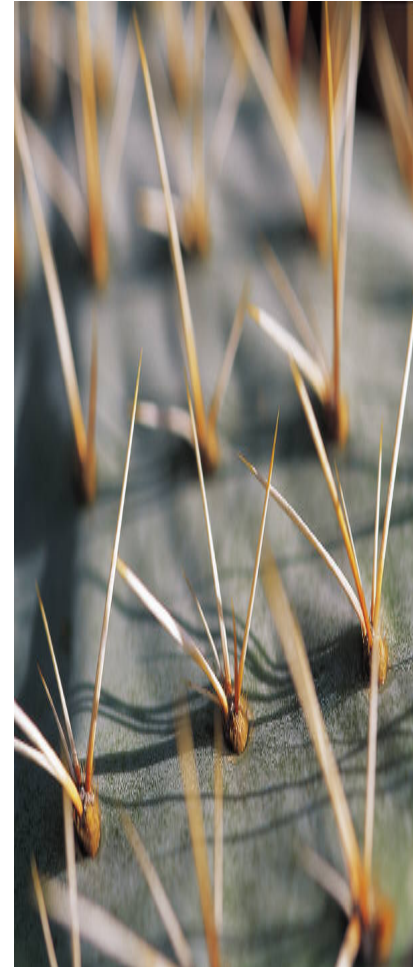
Valores da Funções do Ecossistema

Valor de Uso Direto

- **Função de Proteção** Providencia recursos básicos
- **Função de Suportes** Espaço e Substrato
- **Função de Informação** Informação científica e cultural

Valor de Uso Indireto

- **Funções regulatórias e ao bem estar humano** Suporte a atividade econômica



Fontes :

Fankhauser, S. (1995) *Valuing Climate Change: the economics of the greenhouse*. Earthscan, London.

Gren, I. M., Folke, C., Turner R. K. & Bateman, I. J. (1994) Primary and secondary values of wetland ecosystems. *Environmental and Resources Economics* 4, 55-74.

Ruitenbeck, H. J. (1989) *Economic analysis of issues and projects relating to the establishment of the proposed Cross River National Park (Oban Division) and Support Zone*. World Wide Fund for Nature, London.

Bowes, M. D. & Krutilla, J. V. (1989) *Multiple-use management: the economics of public forestlands*. Resources for the Future, Washington, DC.

Valores de Existencia da biodiversidade	Expressed value US\$/person/yr (1990)
Colorado wilderness, USA	9 – 21
Humpback whales, USA	40 – 64
Sites of Special Scientific Interest, UK	40
300 forest animal & plant species, Sweden	7
Kakadu Conservation Zone, Australia	40 – 93
Brown bear, wolf and wolverine, Norway	15



Fonte :
 UNEP (1995) *Global Biodiversity Assessment*. CUP. (p. 874-5, Chapter 12,
 The Economic Value of Biodiversity).

Biodiversidade e Vetores de Negocios

- Como os Negocios impactam a biodiversidade ?
- Porque esta e uma questão para os Negocios?

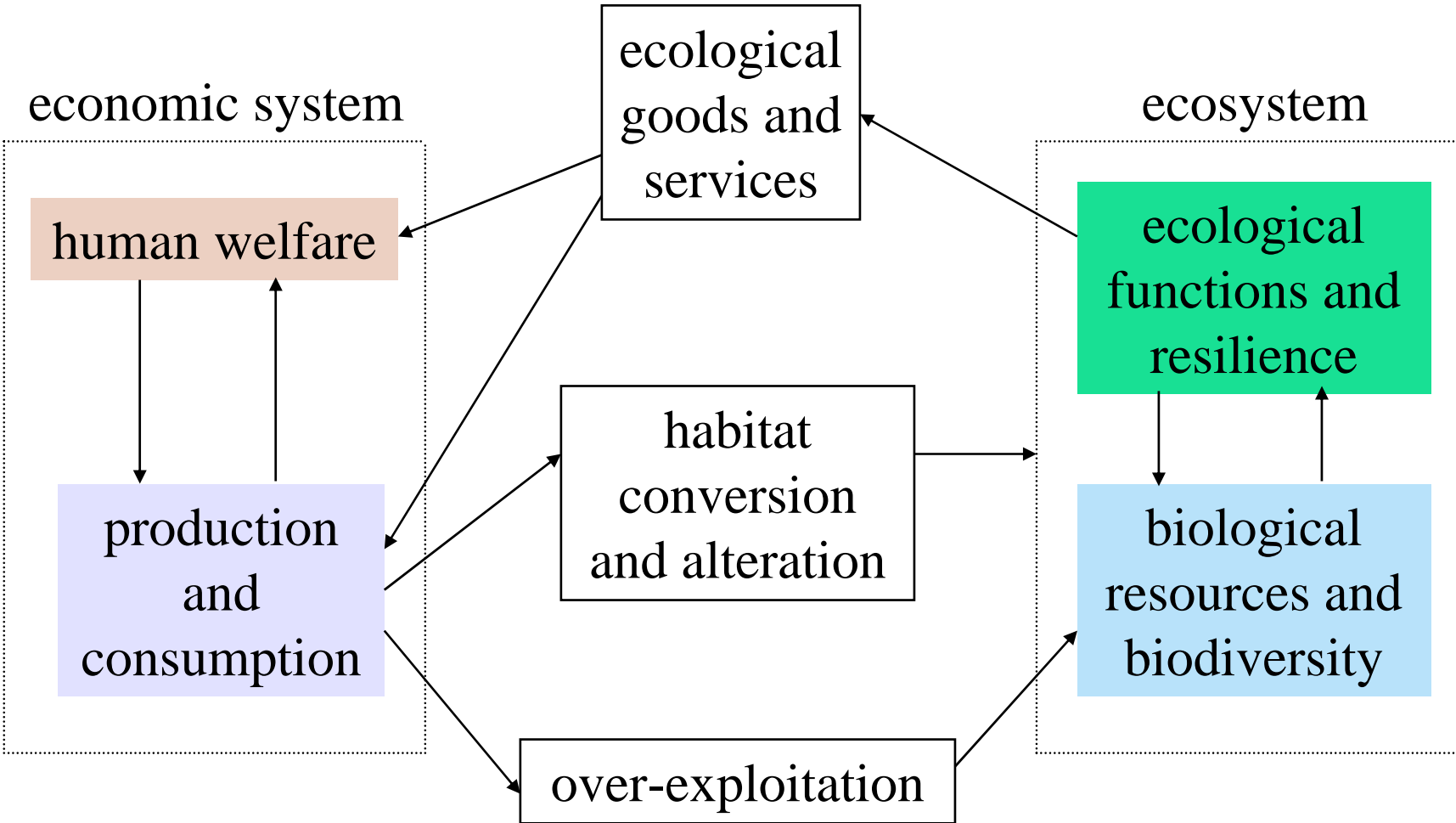


Biodiversity & Sustainability

	Biodiversity	Sustainable development	Sustainable business	Triple bottom line
Planet	biodiversity conservation	environmental protection	environmental protection	environmental value
Profit	sustainable use of biodiversity	economic development	economic growth	economic value
Social	fair & equitable benefit sharing	social development	social equity	social value



Economic–environmental systems



Source
Parlange, M. (1999) Eco-nomics. *New Scientist* (6 February 1999), pp. 42-45.
Prepared under the WildCRU's Jerwood Business and Biodiversity Initiative, this presentation is a part of *Business & Biodiversity: The Handbook for Corporate Action* (2002) produced collaboratively by Earthwatch Europe, IUCN and WBCSD.

CONSTITUENTS OF WELL-BEING

ECOSYSTEM SERVICES

Supporting

- NUTRIENT CYCLING
- SOIL FORMATION
- PRIMARY PRODUCTION
- ...

Provisioning

- FOOD
- FRESH WATER
- WOOD AND FIBER
- FUEL
- ...

Regulating

- CLIMATE REGULATION
- FLOOD REGULATION
- DISEASE REGULATION
- WATER PURIFICATION
- ...

Cultural

- AESTHETIC
- SPIRITUAL
- EDUCATIONAL
- RECREATIONAL
- ...

LIFE ON EARTH - BIODIVERSITY

Security

- PERSONAL SAFETY
- SECURE RESOURCE ACCESS
- SECURITY FROM DISASTERS

Basic material for good life

- ADEQUATE LIVELIHOODS
- SUFFICIENT NUTRITIOUS FOOD
- SHELTER
- ACCESS TO GOODS

Health

- STRENGTH
- FEELING WELL
- ACCESS TO CLEAN AIR AND WATER

Good social relations

- SOCIAL COHESION
- MUTUAL RESPECT
- ABILITY TO HELP OTHERS

Freedom of choice and action

OPPORTUNITY TO BE ABLE TO ACHIEVE WHAT AN INDIVIDUAL VALUES DOING AND BEING



Source: Millennium Ecosystem Assessment

ARROW'S COLOR

Potential for mediation by socioeconomic factors

Low

Medium

High

ARROW'S WIDTH

Intensity of linkages between ecosystem services and human well-being

Weak

Medium

Strong

Pagamentos por Proteção a Biodiversidade

Table 2. Types of payments for biodiversity protection

Purchase of high-value habitat	
Type	Mechanism
Private land acquisition	Purchase by private buyers or nongovernmental organizations explicitly for biodiversity conservation
Public land acquisition	Purchase by government agency explicitly for biodiversity conservation
Payment for access to species or habitat	
Bioprospecting rights	Rights to collect, test, and use genetic material from a designated area
Research permits	Right to collect specimens, take measurements in area
Hunting, fishing, or gathering permits for wild species	Right to hunt, fish, and gather
Ecotourism use	Rights to enter area, observe wildlife, camp, or hike
Payment for biodiversity-conserving management	
Conservation easements	Owner paid to use and manage defined piece of land only for conservation purposes; restrictions are usually in perpetuity and transferable upon sale of the land
Conservation land lease	Owner paid to use and manage defined piece of land for conservation purposes for defined period of time
Conservation concession	Public forest agency is paid to maintain a defined area under conservation uses only; comparable to a forest logging concession
Community concession in public protected areas	Individuals or communities are allocated use rights to a defined area of forest or grassland in return for commitment to protect the area from practices that harm biodiversity
Management contracts for habitat or species conservation on private farms, forests, or grazing lands	Contract that details biodiversity management activities and payments linked to the achievement of specified objectives
Tradable rights under cap-and-trade regulations	
Tradable wetland mitigation credits	Credits from wetland conservation or restoration that can be used to offset obligations of developers to maintain a minimum area of natural wetlands in a defined region
Tradable development rights	Rights allocated to develop only a limited total area of natural habitat within a defined region
Tradable biodiversity credits	Credits representing areas of biodiversity protection or enhancement that can be purchased by developers to ensure they meet a minimum standard of biodiversity protection
Support biodiversity-conserving businesses	
Biodiversity-friendly businesses	Business shares in enterprises that manage for biodiversity conservation
Biodiversity-friendly products	Eco-labeling

SOURCE: S. J. Scherr, A. White, and A. Khare, *Current Status and Future Potential of Markets for Ecosystem Services in Tropical Forests: An Overview* (Washington, DC: Forest Trends, 2003).

Benefícios do Ecossistema

Benefits from the ecosystem (US\$ or US\$/ha)

Biodiversity
conservation

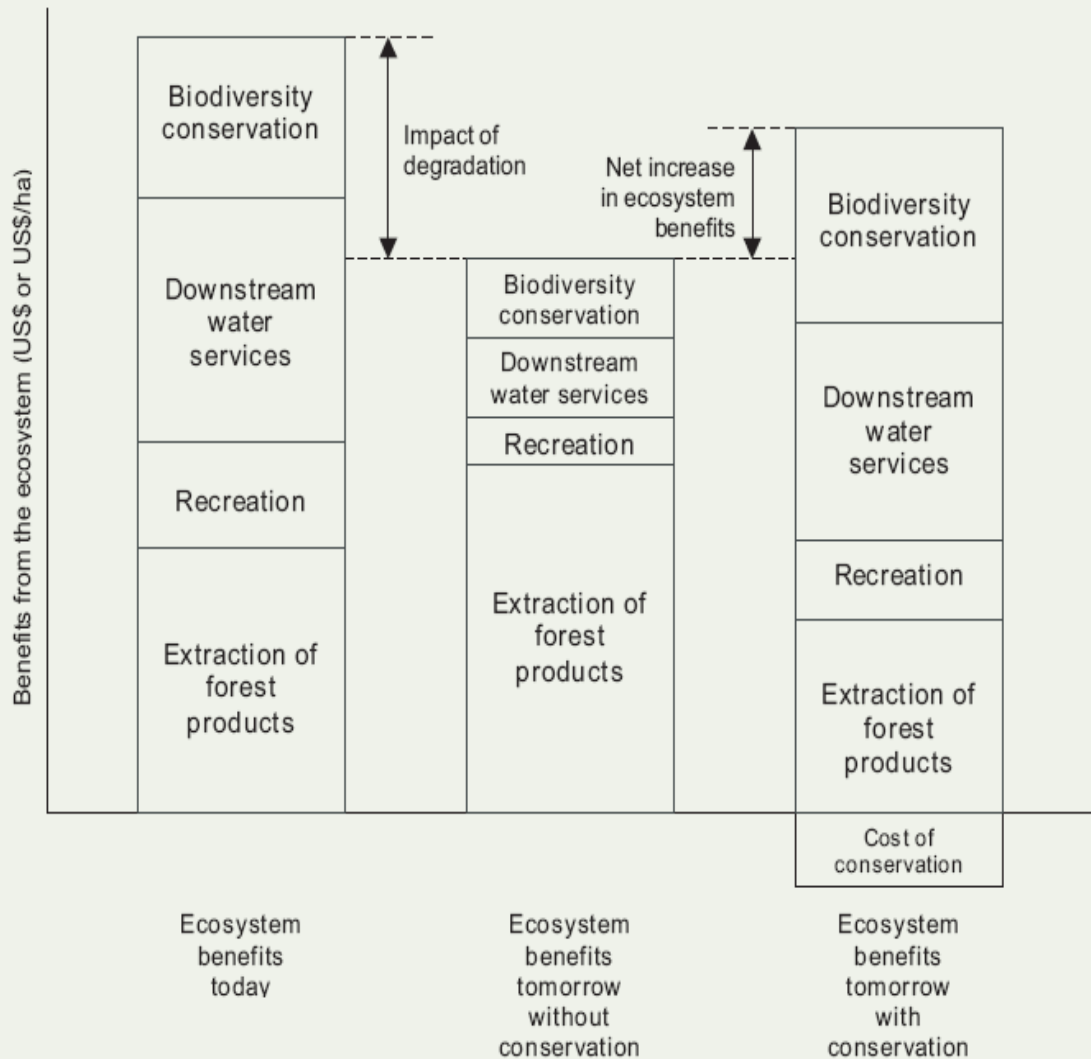
Downstream
water
services

Recreation

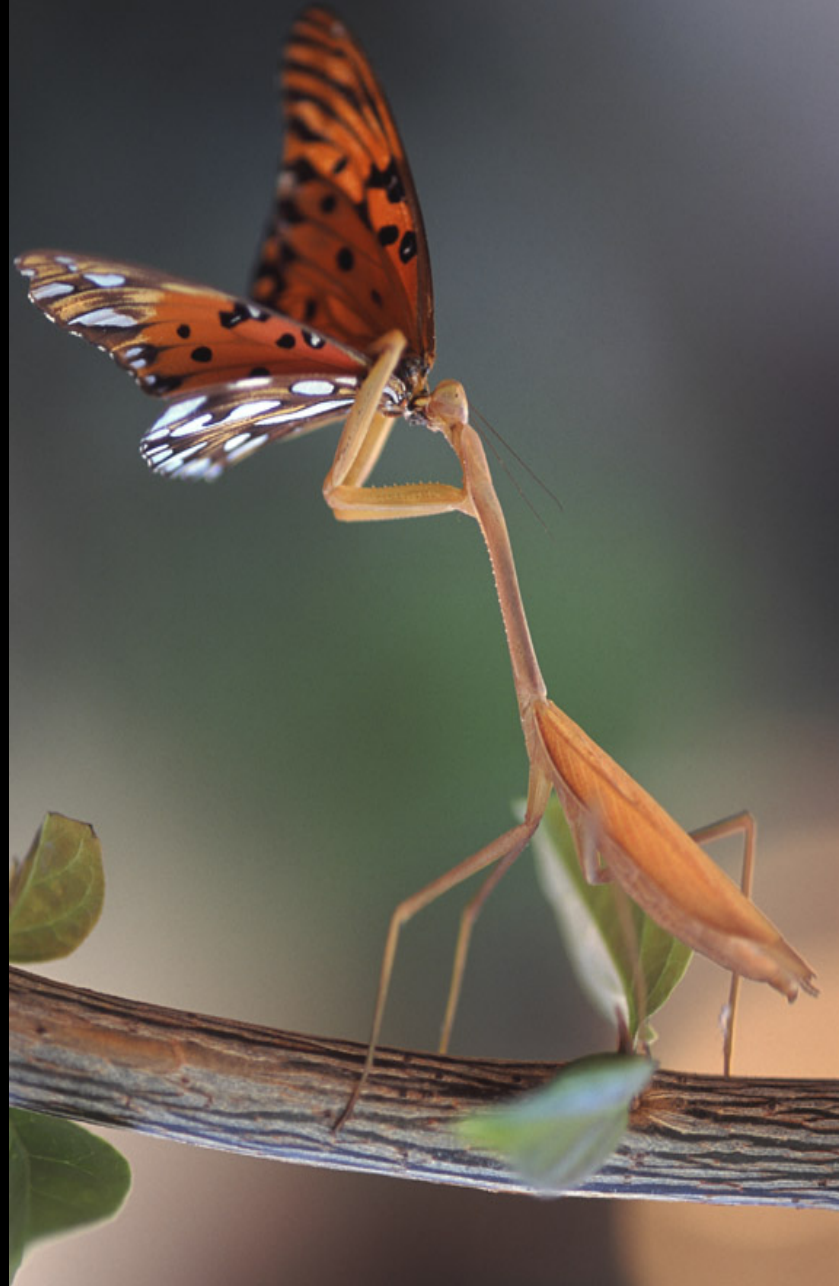
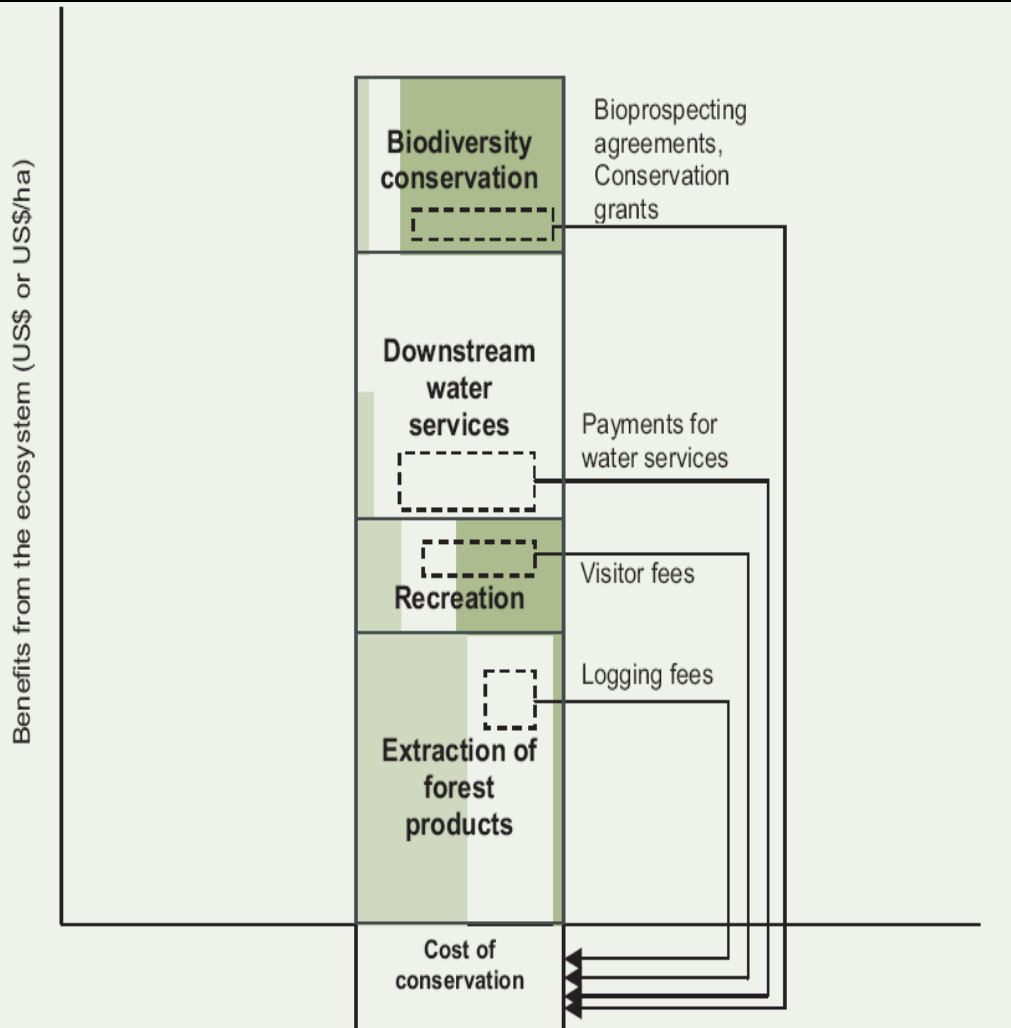
Extraction
of forest
products



Visão de Amanha



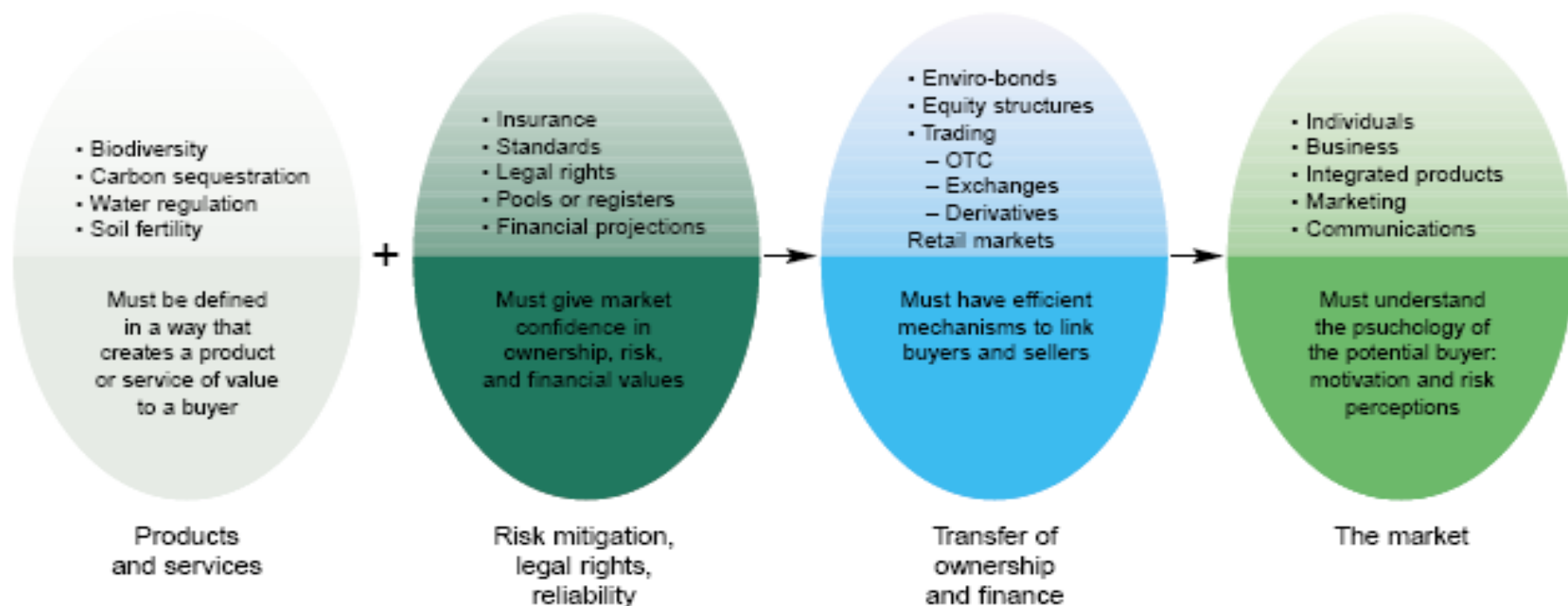
Visão de Compartilhar



Markets for Biodiversity Services



Figure 1. New market solutions to conserve biodiversity



NOTE: OTC ("over-the-counter") trading involves direct negotiation with buyers and sellers rather than an official stock market.

SOURCE: D. Brand, "Emerging Markets for Forest Services and Implications for Rural Development, Forest Industry, and Government," presentation to the Katoomba Group Meeting, "Developing Markets for Ecosystem Services," Vancouver, October 2000.

MARKETS FOR ECOSYSTEM SERVICES

-Direct payments for Biodiversity in Australia



ECOSYSTEM SERVICES PROJECT

Dave Shelton
CSIRO Australia

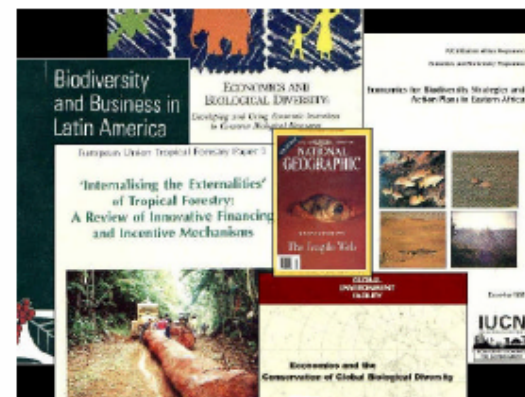
RIRDC | CSIRO | BBG | GBCMA | DIPNR NSW | L&WA

ECONOMIC MEASURES FOR BIODIVERSITY PLANNING: An Annotated Bibliography of Methods, Experiences and Cases

Lucy Emerton
March 2001



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Eastern Africa Regional Office
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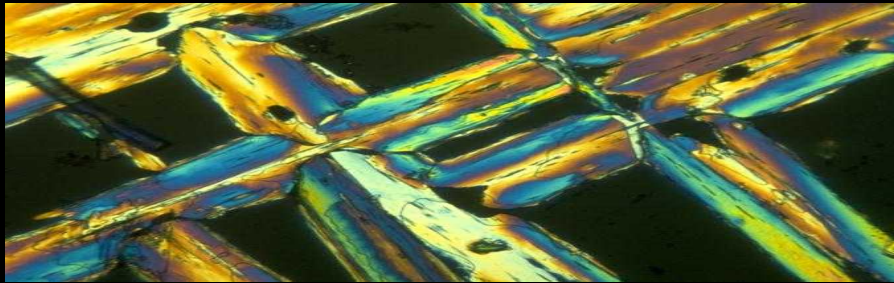


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	Country index.....	113
	Ecosystems and sectors index.....	117
	Topics index.....	119



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Page 1



THE WORLD BANK ENVIRONMENT DEPARTMENT

ENVIRONMENT DEPARTMENT PAPER No. 101

Assessing the Economic Value of Ecosystem Conservation

Stefano Pagiola
Konrad von Ritter
Joshua Bishop

In collaboration with The Nature Conservancy
and IUCN—The World Conservation Union

October 2004

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The World Conservation Union

Insight
INVESTMENT

14002.pdf

Biodiversity offsets:



Views, experience, and the business case

Instrumentos económicos aplicados en Costa Rica entre 1979-2005

Nombre/Base legal	Objetivos/ Grupo meta	Actividades realizadas	Características del instrumento
Deducción del impuesto sobre la renta (1979) Ley Forestal No. 4465 (1969)	Detener la deforestación provocada por la agricultura y ganadería extensivas Propietarios bosques primarios	Detener el cambio en el uso del suelo	Las tierras sometidas al régimen fueron exentas de impuestos
Créditos blandos (1983) Ley Forestal No. 4465 (1969)	Promover la Reforestación Propietarios de terrenos no forestales	Plantaciones forestales con fines comerciales	Préstamos con baja tasa de interés (8%) y plazos de pago amplios (30 años) con un periodo de gracia de 10 años.
Certificado de Abono Forestal (CAF) (1986) Ley Forestal No. 7032 (1986)	Promover la reforestación Propietarios de terrenos no forestales	Plantaciones forestales con fines comerciales, financiamiento de los costos totales de la plantación	Subsidio en la forma de un certificado transable de reducción de impuestos.
Fondo para las Municipalidades y organización Ley Forestal No. 7032 (1986)	Promover actividades forestales Municipalidades y organizaciones locales	Siembra de árboles, inicio de manejo de cuenca, viveros, construcción de infraestructura	Impuesto sobre tala (20%), subsidios a las actividades forestales.
Certificado de Abono Forestal por Adelantado (CAFA) Ley Forestal No. 7032 (1986)	Promover la reforestación Pequeños propietarios de terrenos no forestales socialmente organizados	Plantaciones forestales con fines comerciales, financiamiento de los costos totales de la plantación	Subsidio en la forma de un certificado transable de reducción de impuestos.
Certificado de Abono Forestal para Manejo (CAFMA) Ley Forestal No. 7174 (1990)	Promover el manejo de los bosques naturales Propietarios de bosques naturales	Preparación de los planes de manejo, mejoramiento tanto de la red de caminos como de las prácticas de cosecha y silvicultura	Subsidio en la forma de un certificado transable de reducción de impuestos.
Certificado de Protección de Bosques (CPB) (1996) Ley Forestal No. 7174 (1990)	Proteger los bosques naturales. Propietarios de bosques naturales.	Detener la tala por al menos 20 años, inicio 2 años antes de su aplicación.	Subsidio de US\$50/ha/año por un periodo inicial de 5 años.
Pago por Servicios Ambientales (PSA) (1996) Ley Forestal No. 7575 (1996)	Proteger los bosques naturales, y el desarrollo del sector forestal. Propietarios de bosques naturales.	Protección de los bosques naturales, y el desarrollo del sector forestal.	Pago por los servicios ambientales que proveen los bosques naturales y las plantaciones forestales.
PSA para SAF (2003) Ley Forestal No. 7575 (1996)	Proteger los sistemas agroforestales (SAF), y el desarrollo del sector forestal. Propietarios de sistemas agroforestales (SAF).	Protección de los sistemas agroforestales (SAF), y el desarrollo del sector forestal.	Pago por los servicios ambientales que proveen los sistemas agroforestales (SAF).
Certificados de Servicios Ambientales (CSA) (2003) Ley Forestal No. 7575 (1996)	Conservar o regenerar bosques o terrenos que protejan el recurso hídrico superficial y subterráneo. Inversionistas interesados en adquirir certificados financieros	Estudio técnico que garantiza que el bosque se va a conservar intacto durante el tiempo que estipula el CSA.	Certificado transado en el mercado financiero costarricense.

Reputação e Imagem



• IMAGEM CORPORATIVA

- Basicamente resultado da comunicação
- Caráter conjuntural e efeitos efêmeros
- Difícil de objetivar
- Gera expectativas associadas à oferta.
- Se constrói fora da organização

• REPUTAÇÃO CORPORATIVA

- É o reconhecimento do comportamento.
- Caráter estrutural e efeitos duradouros.
- Verificável empiricamente
- Gera valor associado à resposta.
- Gerada no interior da organização

REPUTAÇÃO SE CONSTRÓI COM ATITUDE :

(Dirigentes, Gerentes, Empregados, Fornecedores, *Stakeholders* de maneira geral)



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