



Imazon

Skoll Awardee Profile

## Organization Overview

### Key Info

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<b>Social Entrepreneur</b>	Carlos Souza, Jr.
<b>Year Awarded</b>	2010
<b>Issue Area Addressed</b>	Environmental Sustainability
<b>Sub Issue Area Addressed</b>	Arresting Deforestation
<b>Countries Served</b>	Brazil
<b>Website</b>	<a href="http://www.imazon.org.br">http://www.imazon.org.br</a>
<b>Twitter handle</b>	Imazon
<b>Facebook</b>	<a href="http://www.facebook.com/pages/Imazon/182003611819498">http://www.facebook.com/pages/Imazon/182003611819498</a>
<b>Youtube</b>	<a href="http://www.youtube.com/user/ImazonOficial">http://www.youtube.com/user/ImazonOficial</a>

### About the Organization

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Imazon is a non-profit research institution whose mission is to promote sustainable development

in the Amazon through scientific studies, support for public policy formulation, broad dissemination of information, and capacity building.

In addition to producing a large and compelling body of research, Imazon has served as an incubator for the training of an entire generation of Amazonian scientists.

The institute was founded in 1990, and its head office is located in the city of Belém, Brazil. In 25 years of operation Imazon has published more than 300 technical papers, about 180 of them in scientific journals. The Institute has also published 111 books, and more than 150 technical and public policy articles.

Imazon's work is founded on the principles of interdisciplinarity, the search for solutions to problems involving natural resource use and conservation in the Amazon, empiricism, and the scientific method.

The organization's core programs encompass landscape monitoring, forest and community, law and sustainability, forest policy and economics, and climate change.

## Impact

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- Worked with Google to develop Google Earth technology's capacity to track deforestation; Global Forest Watch platform launched in 2014 with World Resources Institute makes it possible to monitor tree cutting worldwide.
- Projects in development include tools to track fishing vessels and monitor sea level change.
- In Brazil, partnership with public prosecutors facilitates enforcement of conservation laws in 75 million hectares of conservation and indigenous lands.

## Path to Scale

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### **Partnership with Global Actors**

Work with corporations, governments, and others capable of applying the model more broadly.

## Social Entrepreneur

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Adalberto (Beto) Veríssimo and Carlos Souza, Jr., are recognized leaders in tropical forest conservation, having developed, through the Amazon Institute of People and the Environment (Imazon), a deforestation monitoring system that makes it possible to know, in almost real time, where deforestation occurs. Beto co-founded Imazon in 1990, determined to find a role as an honest broker and provider of information at a time when those who wanted to save the forest

and those determined to exploit it were almost literally at war. Carlos joined the team two years later, pioneering a key innovation: using state-of-the-art remote sensing and mapping to detect deforestation. This enables agencies to identify and prosecute illegal clearing, and creates strong incentives for the ranchers and producers to find alternatives – such as diversified wood products with less waste. Imazon also publishes cutting-edge scientific reports in accessible formats and works with national and international media outlets to keep information on deforestation up to date and bring public pressure on decision-makers. At the time of the Award, the Brazilian government had achieved 80 percent reduction in deforestation over five years. Rigorous new limits to deforestation were enacted, and the government had committed to stop illegal logging, focusing on hotspot regions identified by Imazon.

## **Ambition for Change**

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Federal, state and municipal governments, as well as individual landowners, have access to data and maps showing deforestation as it happens. When deforestation does happen, public prosecutors work closely with municipal governments to apply and collect fines. Compliance with the Forest Code dramatically reduces deforestation.