



COP30 FOREST PAVILION:

A Shared Commitment to Our Planet

2025 UN Climate Change Conference (UNFCCC COP30)

10-21 November 2025, Belém, Brazil

From Investment to Impact: The Role of the Private Sector in Restoring Priority Territories

12 November 2025 – Morning (TBC)

Ministry of the Environment and Climate Change (MMA/SBio/DFLO)

Co-lead: Igarapé Institute

In-person (Belém, Brazil)

Concept Note

I. Background

The session “From Investment to Impact: The Role of the Private Sector in Restoring Priority Territories” will explore how Brazil is building an enabling environment for large-scale restoration through the connection between public policy, territorial intelligence, and private capital.

Led by the Ministry of the Environment and Climate Change (MMA) and the Igarapé Institute, the session will present the national methodology for identifying priority territories for restoration, which integrates environmental, social, economic, and market variables to guide investment decisions. This approach seeks to ensure that restoration actions generate high-impact, measurable, and long-term results.

By engaging government, private sector, and civil society partners, the session will demonstrate how national policies — such as the PLANAVEG — and emerging financial platforms — such as the Brazil Investment Platform (BIP) and the Brazil Restoration and Bioeconomy Finance Coalition (BRB) — can align to make restoration a central pillar of Brazil’s green and inclusive economy.

II. Objectives

- Present the national methodology for defining priority restoration territories developed by SBio/MMA and ASECON/MMA.

- Discuss the role of the private sector in consolidating a restoration economy, emphasizing innovative financial instruments and public-private partnerships.
- Explore synergies between public policies, investment platforms, and corporate commitments to strengthen a high-impact, high-integrity restoration ecosystem.

III. Programme/Schedules of Events/Speakers

Time	Activity	Speakers / Organizations	Modality
09:00–09:10	Opening Remarks	<i>Thiago Belote – Director of Forests, MMA/SBio</i>	Opening
09:10–09:35	Keynote Presentation: Defining Priority Territories for Restoration • Public policy perspective: <i>Thiago Belote – MMA/SBio</i> • Territorial and private-sector perspective: <i>Ilona Szabó – President and Co-founder, Igarapé Institute</i>	Presentation & Dialogue	
09:35–10:35	High-Level Panel: From Investment to Impact – The Role of the Private Sector in Restoring Priority Territories Discussion on how corporate commitments, financial platforms, and public policy can converge to scale restoration.	<i>Nestlé (TBC)</i> <i>Tetra Pak (TBC)</i> <i>Brazil Restoration and Bioeconomy Finance Coalition / World Economic Forum (TBC)</i> <i>Moderation: Representative of MMA or Igarapé (TBC)</i>	Panel Discussion
10:35–10:50	Q&A and Open Discussion with the Audience	<i>All participants</i>	Open Dialogue
10:50–11:00	Closing Remarks & Key Takeaways	<i>Thiago Belote – MMA/SBio</i> <i>Ilona Szabó – Igarapé Institute</i>	

IV. Expected main messages

- **Restoration can serve as an engine of Brazil’s green economy**, generating environmental, social, and economic returns.
- **Territorial intelligence, maturity assessment, and other clear criteria are essential to guide investments**—including policy readiness, governance capacity, market access, and social & environmental safeguards.
- **Public–private collaboration is key** to unlocking large-scale, high-integrity restoration aligned with Brazil’s 12-million-hectare goal.

V. Focal Point/Contact

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