

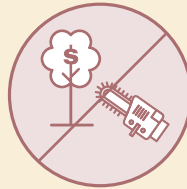
# WHY IS PROTECTING THE AMAZON IMPORTANT?

## PROTECTING THE AMAZON BOOSTS BRAZIL'S POTENTIAL FOR ECONOMIC GROWTH

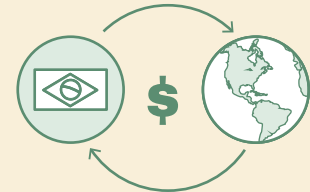
Ensures ecosystem services and productivity



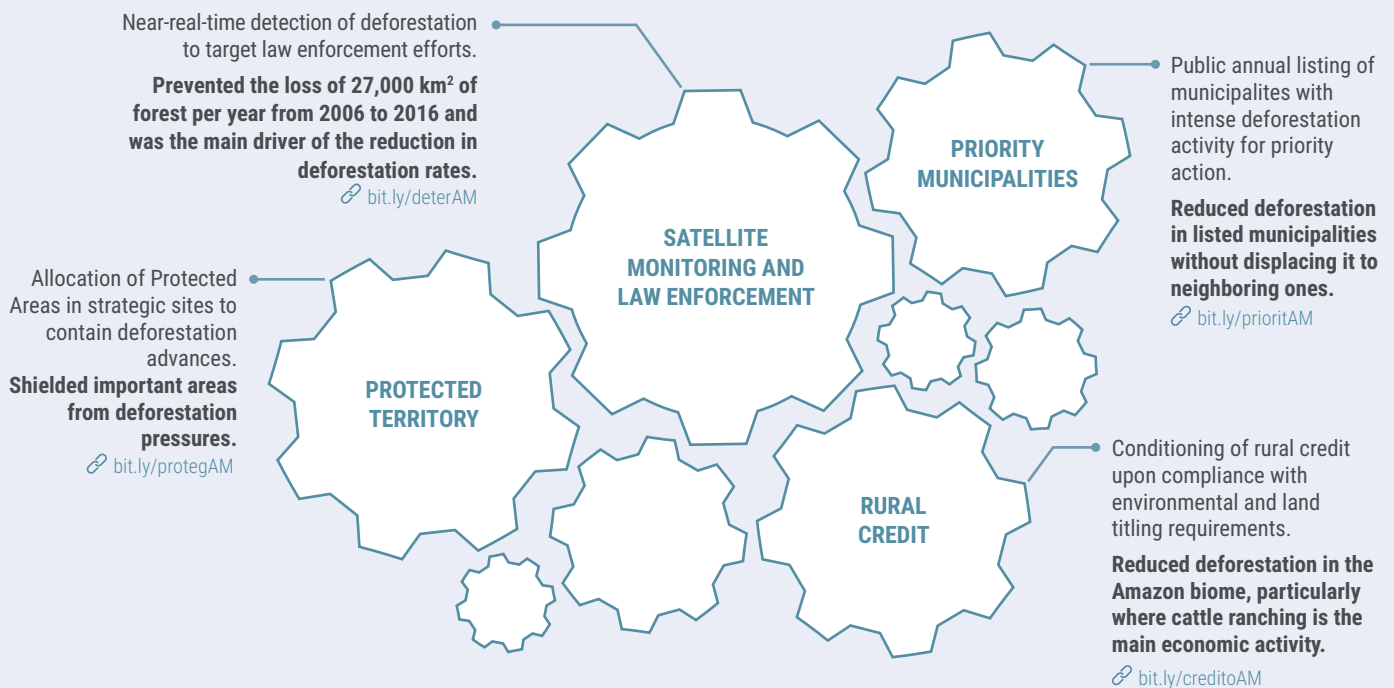
Fights crime and protects a national heritage



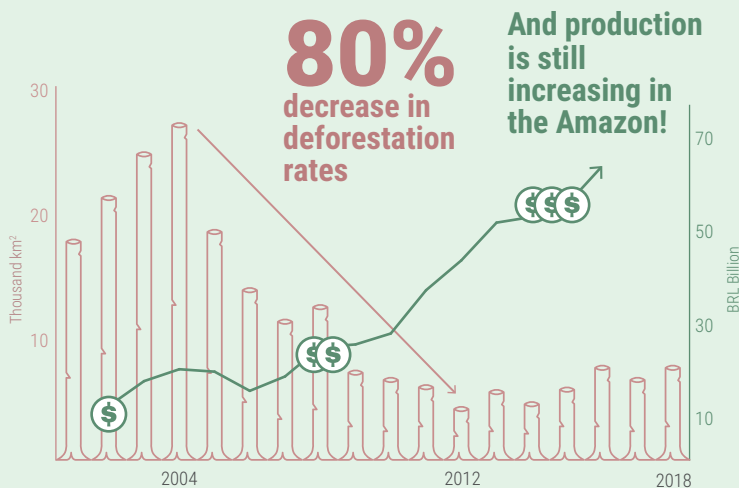
Promotes access to international markets



## BRAZIL ALREADY HAS THE POLICY TOOLS TO FIGHT DEFORESTATION IN THE AMAZON



## FIGHTING DEFORESTATION WORKS WITHOUT HARMING AGRICULTURAL PRODUCTION



**Note:** annual rate of deforestation (PRODES / INPE data) and municipal GDP of the agricultural sector in the Brazilian Amazon (IBGE data).

WE NEED TO **MAINTAIN AND STRENGTHEN** THESE PROTECTION POLICIES TO **KEEP PRODUCING, SELLING AND GROWING.**

The Climate Policy Initiative/ Núcleo de Avaliação de Políticas Climáticas da PUC-Rio works to improve public energy and land use policies by generating evidence for decision makers to encourage low carbon economic growth.

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