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**Title: Who Wants To Pay For Pantanal? Experiences Of Payment For Environmental Services In The Preservation Of A Single Bioma**



In Brazil, environmental conservation standards are not sufficient and must be complemented by economic instruments, the Payments for Environmental Services (PES). These instruments are in their initial phase in Pantanal, one of the greatest extensions of flooded areas of the planet, World Heritage Site and Biosphere Reserve by UNESCO. Although well conserved, the biome undergoes increasing economic pressures for the exploitation of its natural resources. In view of this scenario, the objective of the research was to verify the environmental protection potential of PSE in Pantanal. Interviews were conducted with political authorities, representatives of NGOs (ECO and WWF) and professional associations (Beekeeping Federation and Brazilian Association of Organic Livestock - ABPO). PES is a legal instrument that encourages conservation practices, where an environmental service is purchased from a service provider that ensures its delivery. Four PES were identified in the Pantanal biome. The Ecological ICMS, percentage of tax destined to the municipalities with Conservation Units (UC). All municipalities in the Pantanal receive this incentive, regardless of the efficiency of the conservation policies implemented. Another PES, the Private Reserve of Natural Heritage (RPPN) allows the exemption of the Territorial Tax. In the Pantanal were registered 250,000 hectares of RPPN, only 1.7% of the preserved areas in the biome. In addition to these two PES, which have the participation of the State, we found two mechanisms of transaction between producers and consumers, the sustainable meat of Pantanal, under the responsibility of ABPO, and organic honey, the only Geographical Indication of the Bioma. These two mechanisms allow a valuation of the product around 10%. However, only two producers are certified to produce sustainable Pantanal meat and one for honey. Although important to complement the command and control mechanisms, in the Pantanal PES have limited role. PES between producers and consumers depend on incentive policies and the dissemination of information to consumers about the environmental benefits. For the ecological ICMS, a more rigorous selection in the distribution of benefits is necessary to motivate the municipalities to preserve the biome. RPPNs are the most commonly used PES, but incentives are insufficient and should be improved.