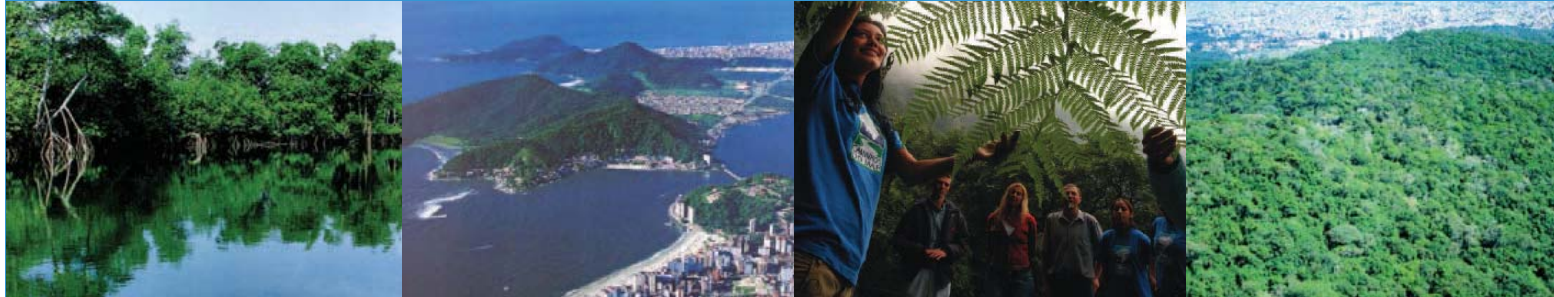# SAO PAULO FOREST INSTITUTE & GREEN BELT BIOSPHERE RESERVE »

VANESSA SILVEIRA »

SHORT BIOGRAPHY »

Vanessa Silveira, 35, has a Bcs in Tourism and holds an Ecotourism degree from SENAC College. She works at the São Paulo City Green Belt Biosphere Reserve, as the Youth Program (an eco-job training initiative for needy youth communities at São Paulo Metropolis periurban zones) field manager. Ms. Souza developed an innovative sustainable tourism project, called the "Join-Effort Tourism", where green belt youth groups conduct mutual visits with the intention of creating low-budget local itineraries, networking similar ecotourism initiatives and stimulating the launch of small tourism businesses.

"Although the city boasts green areas suitable for ecotourism (with over 600.000 hectares of forests, marine and coastal ecosystems and a variety of landscapes) ecotourism at the Biosphere Reserve is still underexplored.'
Rodrigo Victor

ABOUT SAO PAULO FOREST INSTITUTE & GBBR »

São Paulo Forest Institute is the organisation in charge of most of the São Paulo State protected areas management. This institute also coordinates the São Paulo City Green Belt Biosphere Reserve - GBBR, as declared by UNESCO in 1994. The GBBR's major mission is to foster policies for reconciling and creating alternatives for the metropolis development in harmony with environment conservation, with the ultimate aim of ensuring nature protection and human well-being. In this context, sustainable tourism (particularly ecotourism) has been pursued through the implementation of a number of initiatives with strong social concerns.

ABOUT BRAZIL & THE GBBR »

The most important aspect for Brazilian ecotourism potential is the uniqueness (in terms of landscapes, biodiversity and large territorial extensions) of some of its biomes: the Amazon Forest, Pantanal (the largest world wetland), the Atlantic Forest and Cerrado Savanna. Brazil's natural heritage stirs up international interest in tourists.