



Diálogo do
USO DO SOLO

LUD Pampa
Serra do Sudeste
RS - Brasil

Field Dialogue – Co-chairs’ Summary Report

March 17, 18 and 19, 2025 · In-person

Advisory Committee members present at the Field Dialogue: Ana Paula Pulito, Luciana Bandeira Gomes, Gustavo Heiden and Eduardo Vélez Martin.

Introduction

The Forests Dialogue is a pioneering, independent initiative that facilitates interaction between representatives of companies, industry associations, civil society organizations, community groups, indigenous peoples, trade associations and educational, research, and extension institutions. It brings together approximately 250 organizations in seven regional Forest Forums.

The Rio Grande do Sul Forest Forum was created in October 2007 and has addressed topics such as ecological-economic zoning, the connection between forestry and multiple water uses, conservation units (the Atlantic Forest and Pampa biomes), and compensatory measures related to large-scale forestry projects in the state, as well as the implementation of the environmental rural registry (CAR, in the Portuguese acronym), pine seeds dispersal and environmental monitoring. However, the Forum has remained inactive since 2017. Nevertheless, during the planning of the Land Use Dialogue in Brazil, the state of Rio Grande do Sul was included in the strategic regions selected for the initiative, aimed at addressing critical issues in an integrated manner, due to aspects of the Pampa biome and its connection with agroforestry activities.

The Land Use Dialogue (LUD) is a dialogue process that supports multi-stakeholder decision-making regarding key environmental issues at the landscape level. The LUD methodology¹ was designed to support multi-stakeholder processes related to key environmental issues at the landscape level. The methodology brings together diverse stakeholders to collectively envision what they desire for their landscape in the future, and identify strategies to reach this vision. Additionally, the landscape vision is an important tool for combining production and conservation.

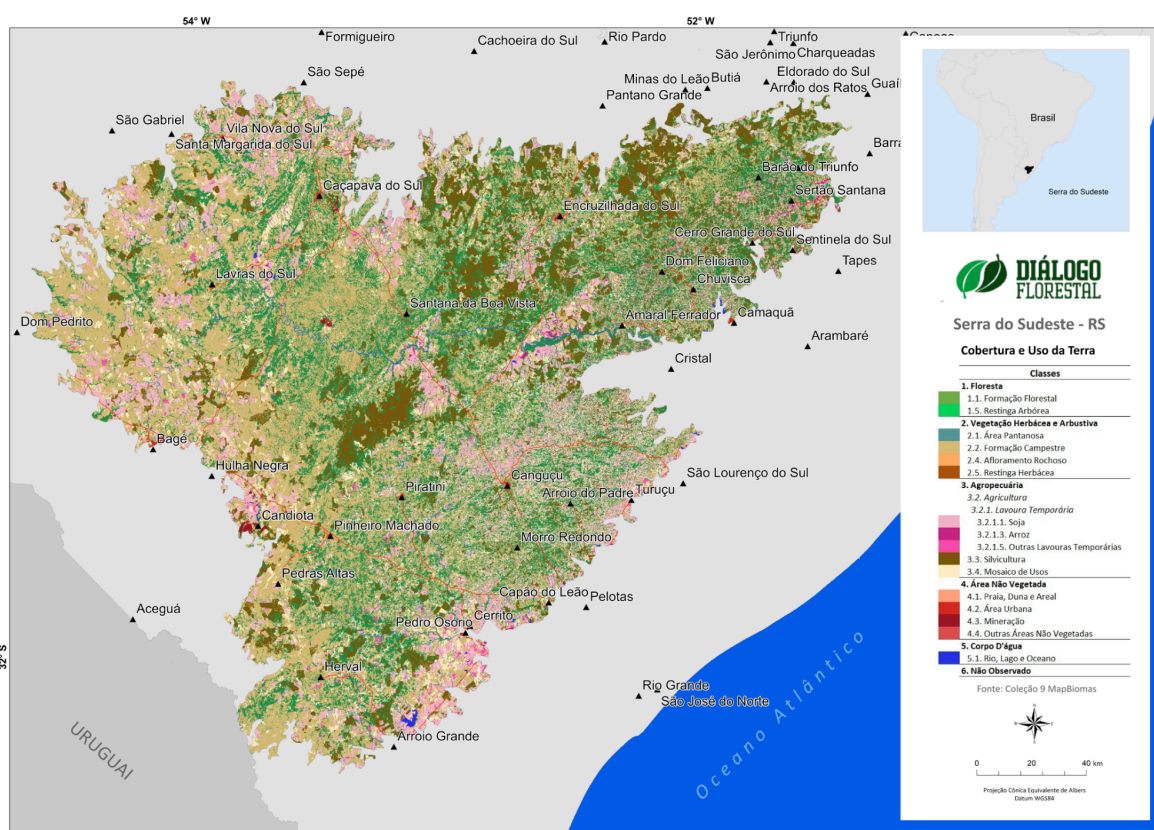
The first stage of the Land Use Dialogue - Scope Dialogue² - was held online in Rio Grande do Sul, on January 18 and 19, 2023, with the participation of representatives from the productive sector, civil society, government agencies and educational and research institutions.

¹ The LUD Methodology is described in the publication “[Land Use Dialogue Guide](#)”, available on The Forests Dialogue website.

² The LUD Pampa Concept Note and the Co-chairs’ Summary Report: Scope Dialogue are available on [The Forests Dialogue website](#).

During the Scope Dialogue, participants discussed the main challenges facing the Pampa and defined the areas in the landscape that would be the focus of the subsequent stages of the work, involving field dialogues. The main available information, ongoing projects, and information gaps were also discussed. By the end of this first stage, the participants concluded that there is a dialogue-based path forward for stakeholders and affected parties to make significant progress toward achieving a shared landscape vision. After discussing the challenges and potential priority landscapes, the participants agreed by consensus that the priority landscape within the biome would be the Serra do Sudeste region (Figure 1).

Figure 1 - Land cover and use in the Serra do Sudeste region (RS) in 2023.



Source: MapBiomass - collection 9 (2024). Created by Eduardo Vélez Martin.

About the Land Use Dialogue

The Land Use Dialogue (LUD) is an initiative aimed at engaging multiple stakeholders to gather knowledge and lead processes that enable responsible businesses, improve governance and promote inclusive development in relevant landscapes.

The Land Use Dialogue has already held several editions around the world, including in Brazil, Ghana, Uganda, the Democratic Republic of Congo and Tanzania. In Brazil, it was held in 2016 in the Alto Vale do Itajaí region, in the state of Santa Catarina, with four initiatives currently underway in the country.

The Dialogue phase comprises three stages of the initiative as a whole:

- Scope Dialogue;
- Field Dialogues; and

- Completion Workshop.

The main expected results include:

- Construction of an environment of trust between local leaders;
- Promotion of multi-stakeholder engagement, including decision makers;
- Creation of an environment conducive to the creation and/or promotion of platforms led by local actors (forums, alliances, coalitions, etc.); and
- Impact on local and regional public policies.

Objectives

The Field Dialogue stage of the Land Use Dialogue initiatives has the following objectives:

- a) Test and analyze Landscape Planning in practice;
- b) Create a new model of engagement between global private sector actors and local stakeholders in risk landscapes;
- c) Implement more sustainable and inclusive development models.

In this context, the main objectives of the Pampa Land Use Dialogue were the following:

- a) Promote experiential learning through field dialogues, bringing up aspects related to the challenges and opportunities envisioned;
- b) Speak with landscape stakeholders to gain understanding of the experiences associated with the dialogue's focus areas.
- c) Reflect on the priority challenges and the current situation observed in the landscape;
- d) Listen to the perspectives of various stakeholders through field visits;
- e) Create a common landscape vision;
- f) Develop solutions and strategies;
- g) Define priorities, recommendations and next steps.

Methodology

Using the Land Use Dialogue operating principles, participants met for three days (Annex I), that included presentations by facilitators, field visits, group work and plenary discussions (Annex II). Participants were invited to follow the LUD operating principles, presented at the beginning of the event, including the Chatham House Rule³.

The LUD methodology describes the Field Dialogue stage as a fundamental step in the landscape approach, focused on better understanding the dynamics of the landscape through its social and ecological connections. Field experiences should not be seen as the

³ The Chatham House Rule states that participants may freely use the information received, but neither the identity nor the affiliation of the speakers, nor any other participant, may be revealed. Ideally, this creates an atmosphere of dialogue in which people feel more comfortable speaking openly and discussing solutions.

ultimate goal of the dialogue, but rather as a process through which decisions and decision-making processes regarding the landscape are developed (TFD, 2020). The main results of the Field Dialogue are presented below.

The Field Dialogue

Summary of field visits

Visits were conducted in four areas of the Serra do Sudeste - Pampa biome, allowing participants to hear the perspectives of various stakeholders present in the region. The locations visited were recommended by the LUD Pampa co-leaders, aiming to ensure representation of the various actors and groups operating in the region and connected to the challenges and objectives of this edition of the LUD.

For each visit, guiding questions were developed so that participants could connect lessons learned from the visits with the objectives of the land use dialogue.

Visit 1 - CMPC Horto Florestal

Guiding questions

- How is territorial planning for forestry activities carried out in the region?
- Which and how many areas are conserved with native forest cover? Are there strategies for monitoring and conserving biodiversity, such as the red-spectacled amazon (*Amazona pretrei*)?
- How are firefighting efforts carried out in the region?

Visit summary

The visit took place in an open area overlooking tree plantations (figure 2). Representatives of the company that owns the area presented the activities performed and explained how planning and management actions are implemented in plantation areas (*Eucalyptus* sp.). They also presented the main objectives and actions resulting from the company's Biodiversity Action Plan.

Participants emphasized the importance of considering management actions not only for forest remnants, but also for grasslands in the areas managed by the company, as well as cactus and shrub species found in the region. Participants reached consensus about the lack of information on forestry activities for a large portion of the region's population, and that a booklet or other communication strategy should be developed to highlight the forestry operations, impacts and contributions to biodiversity monitoring and conservation of remnant forest areas and grasslands.

Figure 2 - Horto Florestal Landscape



Credit: Vitor Lauro Zanelatto.

Visit 2 – Honey producer using native flowers and other flower species (TX)

Guiding questions

- How does honey production from native flowers work? What are the main threats and challenges facing this activity today?
- In which territories of the region are these activities carried out? Who and how many actors are involved in these activities in the region?

Visit summary

The visit took place at the headquarters of a family business dedicated to honey production (figures 3 and 4), both from native flowers in grasslands and apiaries in forested areas. In addition to beekeeping products (honey, propolis, beeswax, etc.), the family business sells other regional products such as olive oils, jellies, jams, wines and preserves. The presence of various items sourced from the region and produced by small local businesses highlighted the importance of the territory's resources for income generation and diversification of economic activities, especially in rural areas.

The producer has worked as a professional beekeeper since the establishment of the first honey warehouse in Rio Grande do Sul, in 1997. He presented the honey production activities, from the establishment of apiaries in different territories to processing and organic certification. He also provided the group with an overview of beekeeping in the region over recent decades, which has evolved from a multi-stakeholder, more fragmented activity across the territories to a more professional activity performed by fewer producers. The main challenges highlighted were the following: difficulty of establishing partnerships and/or associations in the region, impacts and potential contamination of beekeeping products with pesticides used in agricultural activities in the territory, and low integration of regional beekeeping products with tourism activities, given the potential for integration and

generation of mutual benefits. Finally, participants discussed the importance of ecosystem services provided by bees and other pollinators, recognizing their contributions to nature and society.

Figures 3 and 4 - Visit to the beekeeping property.



Credit: Vitor Lauro Zanelatto.

Visit 3 – Family livestock farming property in Alto Camaquã (Lasier Garcia)

Guiding questions

- How is livestock sustainability promoted in the region? What are the main challenges facing the activity?
- What is the current scenario for livestock farming in the region (increase or decrease)? What are the current opportunities for the sector?
- Are new economic activities being implemented on rural properties in the territory that were previously dedicated to livestock farming? Are there changes in land use and land cover?

Visit summary

The visit took place on a small rural property dedicated to beef cattle farming, a significant economic activity in the region (figure 5). The property owner presented the activities performed in the area and shared the history of the local community, affected by rural depopulation and the presence of vacant properties (with no economic activities or residents), where attempts to establish agricultural crops have been made, without success.

Participants discussed the importance of strategies to promote the region's products (such as certification of meat from extensive family livestock farming in native pastures) and the need for incentives to encourage young people to remain in rural areas and develop economically and environmentally sustainable activities. The group also highlighted the importance of livestock and sheep farming in preventing the conversion of grassland vegetation to activities that require the conversion of land cover, such as extensive soybean production.

Figure 5 - Visit to the family livestock farming property



Credit: Vitor Lauro Zanelatto.

Visit 4 - Pedra do Segredo Municipal Natural Park

Guiding questions

- What and how many protected areas are there in the region? What are the main challenges for the conservation of natural areas in the region?
- What were the main lessons learned during the field visits? How are they connected?

Visit summary

The representative of the company that manages and welcomes visitors to the Pedra do Segredo Municipal Natural Park (PNM, in the Portuguese acronym), in Caçapava do Sul, led participants on a trail through the park. Along the way, the group observed the territory's landscapes, including economic activities (livestock farming and olive groves) and conservation areas covered by forest remnants and grasslands outside the park (figures 6-8). The participants were able to observe species protected by the Conservation Unit, such as cacti and trees, as well as the presence of invasive exotic plant species.

The group discussed the convergences between the topics covered in the four visits of the field dialogue, which highlighted important points to be considered in the debate on the future of the region's landscapes and land use.

Figures 6, 7 and 8 - Landscape observed from Pedra do Segredo PNM



Credit: Vitor Lauro Zanelatto.

Discussion about challenges

After the reflections promoted by the visits and discussions between participants, the following challenges were outlined for the Serra do Sudeste region:

1. Harmonize the understanding of applicable legislation to support regulation and compliance with current environmental legislation/Implementation of the Forest Code and CAR, especially regarding Legal Reserves. Clarify and promote rural extension to ensure compliance with the laws;
2. Promote the sustainable livestock production chain and the bioeconomy through different production systems. Products and byproducts (wool, milk, meat, honey, tourism, fruits, etc.): origin labels, quality, sustainable origin, designation, etc.; promotion of sustainable production chains in the Pampa biome;
3. Value environmental assets in such a way that the opportunity value is sufficient to prevent conversion. Promote PES payments for sustainable livestock farming in native Pampa grasslands/benefits for conserving the Pampa;

4. Discuss the expansion of the forestry, soybean and mining sectors, considering zoning and conservation criteria.
5. Value, structure and foster tourism in its different forms in the region.
6. Improve communication and engagement with traditional and local communities to discuss land use in the Serra do Sudeste region.
7. Monitoring, early detection and control of biological invasions.
8. Conduct territorial planning considering the implementation of conservation areas, and consolidate ecotourism in the region.

Creation of a common landscape vision

The development of the Landscape Vision is one of the stages that synthesizes the lessons learned and dialogues experienced during the Field Dialogue, and should reflect an inclusive and shared perspective among stakeholders. The text was developed after the field visits, thus incorporating the reflections on the landscape conducted on the following days, and allowing for a comparison between the challenges identified prior to the Field Dialogue and those observed on site.

The participants agreed on the following Landscape Vision for the Serra do Sudeste region for the next ten years: ***"By 2035, the natural landscape and culture of the Serra do Sudeste region will be conserved, with sustainable land use and social, environmental, and economic benefits."***

Solutions, strategies and priorities

To achieve the landscape vision, the participants revisited the priority challenges outlined in the previous stage of the Field Dialogue (Scope Dialogue), and added two new challenges (challenges 6 and 7). Namely:

1. Harmonize the understanding of the applicable legislation to support regulation and compliance with current environmental legislation/Implementation of the Forest Code and CAR, especially regarding Legal Reserves. Clarify and promote rural extension to ensure legal compliance;
2. Promote the sustainable livestock production chain and the bioeconomy through different production systems. Products and byproducts (wool, milk, meat, honey, tourism, fruits, etc.): origin labels, quality, sustainable origin, designation, etc. / Promote sustainable production chains in the Pampa biome;
3. Value environmental assets in such a way that the opportunity value is sufficient to prevent conversion. Provide PES payments for sustainable livestock farming in native Pampa grasslands/benefits for conserving the Pampa;
4. Discuss the expansion of the forestry, soybean and mining sectors, considering zoning and conservation criteria.

5. Value, structure and promote tourism in its different forms in the region.
6. Improve communication and engagement with traditional and local communities to discuss land use in the Serra do Sudeste region.
7. Monitoring, early detection and control of biological invasions (anoni grass [*Eragrostis plana*], wild boar [*Sus scrofa*], *pinus* sp., etc.).

Priority actions

The final activity of the Field Dialogue was the preparation of a list of activities that support the achievement of the Landscape Vision defined by the participants for 2035. Namely:

1. Expand, share and connect scientific and traditional knowledge;
2. Implement a network of conservation units, considering regional representation and fostering public-private partnerships;
3. Expand the reach and qualification of rural and environmental extension in the territory, using sustainable development;
4. Integrate existing territorial planning initiatives (PAT, Dialogue, Geoparque) with convergent initiatives in the territory;
5. Promote the implementation of Legal Reserves, by adding value to sustainable use;
6. Integrate young people: listen, diversify, promote retention mechanisms;
7. Extend the Environmental Zoning tool to other large-scale economic activities (in addition to forestry);
8. Territorial planning and indication of target areas for conservation;
9. Diversify production;
10. Include local products in the local tourism chain;
11. Strategic training for the region - training centers;
12. Promote the regulation of Art. 203 of Law 15,434 (Environmental Code of the state of RS), considering the Serra do Sudeste landscape vision for 2025;
13. Raise funds for specific initiatives in the region;
14. Foster sustainable tourism as a cultural, socioeconomic and environmental conservation policy;
15. Identify, qualify and disseminate public policies: water reservoirs, PES in the region;
16. Promote permanence and succession in family agriculture and livestock farming (knowledge);
17. Strengthen the livestock production chain;
18. Expand knowledge about the biodiversity of the landscape's different components.

Support for the Field Dialogue



Facilitation

The Field Dialogue was facilitated by Fernanda Rodrigues and Vitor Lauro Zanelatto, representing the National Executive Coordination of The Forests Dialogue.

References:

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Annexes

Annex I – List of Participants

Name	Organization ⁴
Ana Paula Pulito	CMPC
Antonio Carlos Leite de Barbosa	Emater
Camila Carelli Netto	CMPC
Carla S. Fontana	IGRE Lapec - UFRGS
Eduardo Vélez Martin	ILEX Consultoria Ambiental
Fabiana Maraschin	Ideal Meio Ambiente
Gustavo Heiden	Embrapa Clima Temperado
Jackeline Moreira	Tuna Ecoturismo PNM Pedra do Segredo
Jan Karel F. Mähler Jr.	SEMA - RS
João Luiz	Rural producer
João Ricardo Vieira Iganci	UFPEL
Leonardo Uurruth	SEMA - RS
Luciana Bandeira Gomes	SEMA - RS
Renato Fernandes	IBRAOLIVA
Vitor Lauro Zanelatto	Diálogo Florestal
William Madeira	Alianza Del Pastizal

⁴ Participation in the field dialogue reflects the perspectives of individuals, not the perspectives or positions of the organizations to which they are affiliated. The identification of organizations serves solely to demonstrate the representation of different sectors in the LUD.

Annex II – Field Dialogue Schedule

DAY 1: MONDAY, March 17th		
Time	Durati on	Activity
1:30pm	40 min	Welcome and opening: About the LUD, about the background of LUD Pampa including the conceptual note, challenges and opportunities envisioned and why the landscape was selected for the field dialogue
2:10pm	30 min	Validation of challenges (baseline situation): group discussion
2:40pm	30 min	Plenary session for discussions
3:10pm	30 min	Coffee break
3:40pm	30 min	Construction of a sustainable and prosperous landscape vision for a 10-year timeframe.
4:10pm	50 min	Plenary session for sharing and closing
5:00pm	-	Closing of day 1
7:00pm	-	Dinner
DAY 2: TUESDAY, March 18th		
Time	Durati on	Activity
7:30am	30 min	Travel
8:00am	2h00	Field Dialogue – Area 1: Horto Florestal Forninho
10:30am	1h	Travel
11:30am	1h30	Field Dialogue – Area 3: Honey producer using native flowers and other flower species
1:00pm	30 min	Travel
1:30pm	1h	Lunch
2:30pm	1h	Travel
3:30pm	2h	Field Dialogue – Area 2: Family livestock farming in Alto Camaquã
5:30pm	1h	Travel
6:30pm	-	Arrival at the hotel
7:00pm	-	Dinner
DAY 3: WEDNESDAY, March 19th		
Time	Durati on	Activity
07h	1h	Travel
8h00	2h	Field Dialogue at Pedra do Segredo PNM
10h	1h	Travel
11h00	1h	Presentation of the summary of landscape visions developed on Day 1, open to discussion to create a shared vision Solutions and Strategies for achieving the landscape vision
12h - 12h30	30 min	Priorities and recommendations; next steps
12h30	-	Closing