

ANNUAL ACTIVITY REPORT 2025

life
INSTITUTE



Our purpose is to integrate biodiversity conservation into business models in order to safeguard the ecosystem services that underpin the functioning of businesses, the planet, and society.

We believe in the power and influence of companies and their value chains to drive meaningful, positive change.

Mission

To recognize and add value to private and public institutions that take action to conserve biodiversity.

Vision

To become an international benchmark for integrating business and biodiversity conservation.



Executive Director: Regiane Borsato

Writing: Marina Cioato

Review: Cecilia Brosig, Erica dos Santos, Regiane Borsato e Rosana Renner

Creative identity and layout: Marina Cioato

Cover Photo: Zig Koch - MTur Destinos / **Back-cover photo:** Augusto Miranda - MTur Destinos

LIFE INSTITUTE. Annual Activity Report 2025. Curitiba: LIFE Institute, 2026. Version 2025.1 - July 2026



Contents

2025 Timeline	04
Message from the Board	07
LIFE System as a Framework for Biodiversity Management	08
Continuous Evolution of the Methodology	09
Transparency of Rules and Processes	12
LIFE Key: Simplicity and Functionality	14
Connecting the LIFE System to Practice	16
Business and Biodiversity Leadership	18
LIFE Certification: Recognizing Biodiversity Positive Performance	19
LIFE Business and Biodiversity Coalition	29
From Global to Local: Implementing Global Guidelines in Business Practices ...	31
CBD/UN	32
EU Business & Biodiversity Platform	32
Biodiversity Credit Alliance	33
Expert Consultant Network	33
National and International Training	34
Presence and Visibility: Expanding the Impact of the LIFE System	36
International Recognition	37
Promotion and Participation in Events	39
Communication of Actions and Results	48
Commitment: Connecting Business and Science to Conserve Biodiversity	50

2025 Timeline



Internationalization

Expansion of the LIFE Methodology, with technical adaptations for biomes in Latin America and Europe, demonstrating its global applicability.



Participation in COP30

Participation in the world's largest climate event, presenting the LIFE Methodology and advancing its international expansion.



First LIFE Biodiversity Credit transaction

The first commercial transaction involving LIFE Biodiversity Credits, reaffirming biodiversity conservation as a tangible and traceable financial asset.

CTMAR

Launch of the Technical Committee for Marine Environments, the rules for LIFE Certification in the Amazon Biome, and a mapping of opportunities for biodiversity credits in Indigenous territories.



Visibility

Coverage and feature articles in national and international media.



LIFE Key software updates

A new LIFE Key dashboard showing the biodiversity balance, each business unit's positive-performance score, and available LIFE Biodiversity Credits (LBCs).





Certification in the Financial Sector

Historic milestone as BRDE became the first bank to obtain LIFE Certification, placing biodiversity on the financial agenda.

LIFE Coalition

Third LIFE Business and Biodiversity Coalition Meeting at Vale Natural Reserve and a technical meeting on biodiversity metrics held at Petrobras.



Technical training

Training cycles that qualified new LIFE Expert consultants across different countries and languages.



Governance

Publication of new protocols and policies that continuously strengthen the transparency, integrity, and traceability of conservation actions and other LIFE System commitments.



Dear partners and business leaders,

The year 2025 consolidated a paradigm shift: biodiversity moved from being an external agenda item to becoming central to resilience and competitiveness in global business. At LIFE Institute, we operate at the forefront of this transformation, providing the technical infrastructure large corporations need to measure, manage, and value natural capital with the scientific rigor demanded by financial markets and international regulators.

During this cycle, we reached milestones that further established the LIFE Methodology as a gold standard for biodiversity management. We expanded our international presence through technical adaptation across the European Union in recent years and, in 2025, completed the adaptation for Latin America while consolidating strategic partnerships in Mexico. We continue to pursue expansion into new territories, now looking toward Africa, demonstrating that our metrics are universal and applicable to the planet's most complex ecosystems while always respecting and valuing their particular characteristics.

Our work was strengthened by an intensive training program and strategic participation in global events such as COP30, helping technical knowledge about natural capital circulate and mobilizing new stakeholders.

We are pleased to recognize the companies that joined our leadership network through the LIFE Business and Biodiversity Coalition — Itaipu Binacional, Grupo Boticário, Klabin, Sanepar, BRDE, Vale, and Petrobras. Together with LIFE-Certified institutions, they form a pioneering group demonstrating that applying the LIFE Methodology is a strategic decision that creates real value, transparency, and legal certainty in corporate biodiversity management.

One of the year's most significant achievements was the announcement of the first commercial transaction involving LIFE Biodiversity Credits, turning conservation into a tangible and traceable financial asset assessed against rigorous technical criteria. For decision-makers, this means that the Nature Positive agenda now has a clear metric for return and impact.

We invite your organization to help lead this new economy with us. The next cycle will be one of accelerated expansion, with Brazil playing a particularly prominent role. Applying the LIFE Methodology goes far beyond compliance: it means securing the future of your business in a market that no longer accepts environmental degradation as a cost of doing business. We reaffirm the LIFE Methodology as a measure grounded in additionality and voluntariness, offering a robust pathway for companies seeking to deliver real, verifiable outcomes for biodiversity.

LIFE Institute is ready to be your technical link on this journey. Together, let us build a legacy of positive impact and prosperity.

With our best regards,

Roberto Klabin - Chair of the Board, LIFE Institute

Maria de Lourdes Nunes - Vice Chair of the Board, LIFE Institute

Regiane Borsato - Executive Director, LIFE Institute

LIFE System as a Framework for Biodiversity Management

Continuous evolution of the LIFE Methodology

To maintain the effectiveness of the LIFE Methodology in the face of emerging environmental challenges, LIFE Institute conducts cycles of technical review and improvement that incorporate scientific best practices and new global governance demands. This continuous evolution is grounded in technical rigor, the pillar that underpins the Institute's credibility and ensures that its metrics remain accurate, relevant, and capable of translating biodiversity's potential into terms meaningful to the business world.

LIFE Latin America Technical Adaptation

The internationalization of LIFE Metodology reached a significant milestone in 2025 through the Technical Adaptation for Latin America project. This multidisciplinary initiative was designed to ensure that the Institute's conservation and impact metrics are accurately applied across different geographic and regulatory contexts throughout the continent.. The process involved rigorous stages of data collection, regional mapping and technical validations, culminating in the customized adaptation of the LIFE Key software, the technological intelligence that supports the application of the LIFE standard.

PILOT ASSESSMENT: GUAYABERO COCODRILO RESERVE (PERMIAN COLOMBIA)

To test and validate the system's effectiveness in an international setting, a strategic pilot assessment was conducted at the Guayabero Cocodrilos Reserve, located in the municipality of La Macarena (Meta Department, Colombia). Covering 289 hectares of formally protected land within the Caquetá Moist Forests ecoregion, in the Amazon Biome, the reserve represents an ecosystem of exceptional complexity and ecological value. Classified as IUCN Category VI (Protected Area with Sustainable Use of Natural Resources), it provided an ideal setting for the final calibration of LIFE Key for Latin America.

The pilot enabled a detailed analysis of local conservation actions, resulting in the assessment of the reserve's Positive Biodiversity Performance (PBP). The project also advanced the assessment of its potential to generate LIFE Biodiversity Credits, connecting conservation in the Colombian Amazon to emerging global environmental finance mechanisms. The success of the pilot confirms the scalability of LIFE technology and its ability to measure the value of natural capital across diverse Latin American biomes with technical integrity.

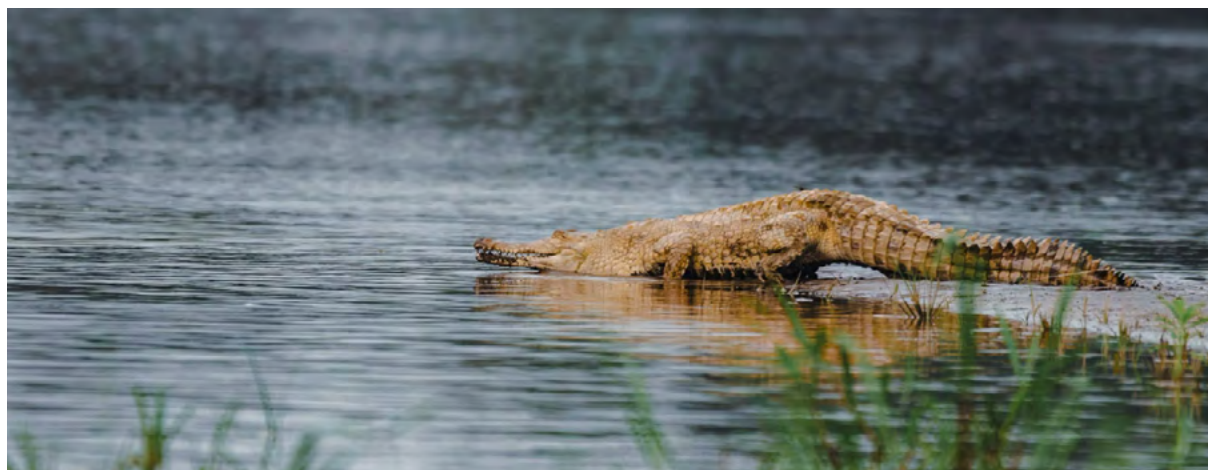


Photo: Source Permian Global

LIFE Strategy for Indigenous Peoples and Local Communities

The integrity of the global biodiversity-credit market fundamentally depends on recognizing and protecting the rights of Indigenous peoples and traditional communities. Recognizing the central role of these groups, LIFE Institute established a workstream in 2025 to translate respect for autonomy and customary rights into certification parameters. The aim is to ensure that remuneration for ecosystem services is not merely a financial transaction, but a driver of social justice and direct economic development that respects the leadership and agency of these communities.

This participatory development journey began with dialogues held at COP16 in Colombia in 2024. A workshop focused on mapping risks for projects in IPLC areas provided the basis for combining LIFE's technical perspective with the field experience of organizations such as Fundação Avina and COIAB, as well as the pragmatic perspective of financial-market actors such as Ter Investimentos and Xau Conservation.

In 2025, this theory was complemented by practical experience on the lands of the Parintintin people in Rondônia through the Etno Biocréditos project, in cooperation with Incarbon, Meu Pé de Árvore, and Associação Kanindé. LIFE Institute conducted a technical and cultural immersion in the Ipixuna and Nove de Janeiro territories. The opportunity to listen to local leaders was decisive in understanding the challenges involved in adapting the LIFE Methodology to Indigenous peoples' realities. This adaptation is expected to proceed through a process that provides the legal certainty and transparency required for global investment to reach Indigenous territories and local communities with integrity.

Aldeia Vista Alegre do Capixauã | Photo: Ricardo Stuckert / PR



Note: LIFE Institute informs that certification processes in Indigenous territories and territories of local traditional communities will only be authorized after completion of the full process established with partners and stakeholders, which will result in a specific reference document.

Access other information [here](#)

Marine Technical Committee (CTMar)

Preserving planetary integrity is inseparable from ocean health. Ecosystems such as mangroves, coral reefs, and seagrass meadows are not merely nurseries of biodiversity; they are pillars of climate regulation, food security, and coastal resilience. Aware that increasing pollution and ocean acidification pose systemic risks to life and business, LIFE Institute formally established the Marine Technical Committee (CTMar) in 2025. Its objective is to refine the LIFE Methodology so that it can respond precisely to the unique challenges of marine and coastal environments.

This initiative places LIFE in direct alignment with the Kunming-Montreal Global Biodiversity Framework (GBF), particularly the target of protecting and restoring 30% of degraded ecosystems by 2030. Through CTMar, the Institute seeks to extend the rigor of its terrestrial metrics to the ocean context, providing companies with tools capable of valuing marine environmental assets and planning interventions that ensure habitat regeneration.

The initial milestone of this technical journey took place on October 2, 2025, in Rio de Janeiro, with the inaugural meeting between LIFE Institute professionals and Petrobras specialists. The meeting aimed to define the steps required to adapt conservation indicators, combining scientific expertise with the operational reality of major industries operating at sea. Through CTMar, LIFE Institute reaffirms its commitment to leading the biodiversity-conservation agenda, ensuring that ocean natural capital is integrated intelligently and strategically into economic development. Several meetings with specialists and academics are expected in 2026 to ensure broad participation in proposing these indicators.



Photo: Cinzia Osele Bismarck / Ocean Image Bank

Transparency of Rules and Processes

The strength of the LIFE Methodology lies in the clarity of its standards and the transparency of its processes. In 2025, LIFE Institute advanced the development of new documents, protocols, and policies that guide companies and auditors, ensuring integrity at every stage of methodology application. This body of official guidelines and positions not only ensures technical compliance but also provides the legal certainty necessary for biodiversity conservation to be integrated confidently into business strategies.

Access the full documents [here](#)

LIFE Business and Biodiversity (B&B) Methodology Manual

The maturity of a certification system is measured by transparency and by how easily its foundations can be understood by every link in the chain. In 2025, LIFE Institute responded to a strategic demand from its partners and users by consolidating the LIFE Business and Biodiversity (B&B) Methodology Manual. This central document organizes the Institute's extensive technical framework in a logical and integrated manner, serving as the backbone for correct application of the framework across different organizational contexts.

The Manual was designed to be more than a reference guide; it is a knowledge-alignment tool. By translating scientific concepts and performance metrics into accessible guidance, it facilitates implementation for new companies, consultants, and auditing bodies. Through a coherent structure covering everything from ethical principles to the practical foundations of natural-capital measurement, the Institute ensures that the methodology is applied uniformly and rigorously anywhere in the world.

As a result, the launch of the LIFE B&B Methodology Manual strengthens LIFE System governance, eliminates ambiguity, and accelerates the learning curve for new users. This consolidation of essential information is a decisive step toward scaling the methodology while preserving the technical integrity of certification



Photo: Alvaro Reyes

Specific Rule for the Amazon (RDoog)

The Brazilian Legal Amazon faces a critical governance challenge: millions of hectares of Undesignated Public Forests are under constant threat from land grabbing, irregular occupation, and accelerated deforestation. Land-tenure fragility in these areas, often aggravated by overlapping records in the Rural Environmental Registry (CAR), requires any conservation-incentive mechanism to have rigorous exclusion criteria. Without clear guidelines, there is a risk of inadvertently legitimizing illegal occupation of public land in a context of regulatory and environmental urgency.

In response to this vulnerability, LIFE Institute launched the Specific Rule for the Amazon (RDoog) in 2025. The document establishes an uncompromising technical safeguard to ensure the integrity of environmental assets in the region: from now on, only areas formally established and recognized for their conservation function are eligible for LIFE Certification. By restricting eligibility to territories with consolidated legal status, LIFE protects the biodiversity market from land-tenure uncertainty and ensures that conservation investments are directed exclusively to legitimate protected areas.

The expected result of implementing RDoog is greater confidence in impact projects in the Amazon Biome. The new rule not only mitigates reputational and legal risks for companies and investors, but also reaffirms LIFE Institute's role in promoting a standing forest economy based on transparency and legality. With this technical framework, the Institute ensures that the Positive Biodiversity Performance metric is applied where conservation is genuinely a commitment to public heritage and the planet's climate future.



Amazon Rainforest | Photo: Neil Palmer/CIAT

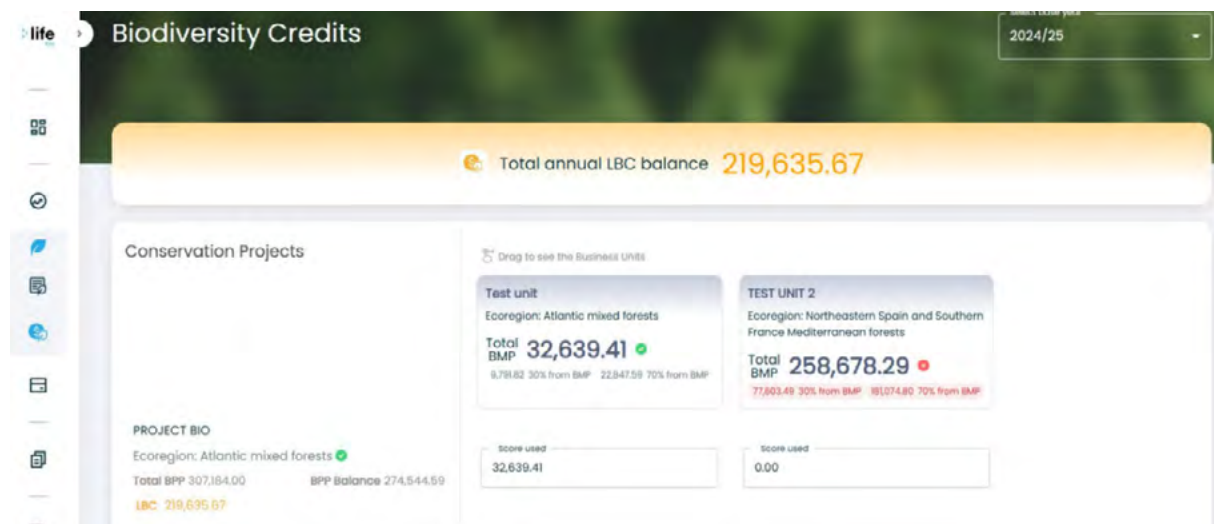
LIFE Key: Simplicity and Functionality

Against a global backdrop of climate urgency and biodiversity loss, the greatest challenge for organizations is not merely commitment, but measurement. LIFE Key is LIFE Institute's technological response to this challenge. It is a strategic-management software platform designed to convert complex ecological data into clear, auditable performance indicators. The platform enables companies to quantify impacts and dependencies, assess the effectiveness of conservation actions, and monitor positive biodiversity performance with scientific rigor.

More than a reporting tool, LIFE Key functions as a decision-support system. It applies algorithms based on the LIFE Methodology to calculate operational pressure on natural capital while simultaneously scoring the real value of conservation initiatives. By cross-referencing this information, the software provides a transparent view of business sustainability and is presented by the Institute as the only system capable of determining whether an organization is, in fact, giving nature back more than it takes.

The strength of LIFE Key is reflected in its growing user community and expanding international presence. Adapted to different regions and ecosystems and available in English, Spanish, and Portuguese, the platform supports LIFE Institute's internationalization process, ensuring that metrics applied in Europe and Latin America follow the same standard of excellence. In 2025, the LIFE Key digital ecosystem reached significant milestones:

- **201 active users**, forming a global network of biodiversity-metrics specialists;
- **183 representatives of registered companies and organizations** using the system to monitor their environmental assets;
- **22 approved Expert Consultants** using the platform to guide clients toward certification.



In 2025, the system underwent a major intelligence update. The main innovation was the creation of the "Biodiversity Balance" field, a feature that brings Minimum Performance, Positive Performance, and now LIFE Biodiversity Credits together in a unified dashboard.

The update was designed to simplify the certification process for business units. The system now automates calculation of the 30% positive-performance rule: a conservation requirement that must occur within the same ecoregion as the relevant business unit. This improvement removes technical ambiguity, allowing managers to see immediately the score required to meet certification requirements and further strengthening clarity and transparency for auditors and investors.

As the platform evolved, LIFE Key reports began incorporating detailed information on LIFE Biodiversity Credits. The platform now not only certifies conservation but also assesses the potential to generate financial assets. This integration positions LIFE Key as a technological bridge between territorial biodiversity conservation and capital markets, providing the traceability and technical assurance needed for biodiversity credits to be recognized globally as high-integrity assets.



Connecting the LIFE System to Practice

LIFE Institute's field presence strengthened the practical validation of conservation actions undertaken by its partners. In 2025, the Institute conducted a series of strategic technical visits, notably an immersion at the Boaventura Complex (Petrobras) and the Petrobras Research Center (CENPES), which were essential to refining the company's biodiversity-pressure and performance modules. In the sanitation sector, a visit to Sanepar enabled audits of innovative projects such as the Custódio River Riparian Forest Restoration project and the educational "Jardins de Água Mel" initiative, connecting LIFE metrics to tangible social and ecological outcomes.

Knowledge exchange was also fostered through high-level sector visits, such as the visit to EMAE (Empresa Metropolitana de Águas e Energia S.A.) in São Paulo in October, which brought together representatives of Sanepar and Itaipu Binacional to exchange information and experience on aquatic biodiversity. With a focus on green infrastructure and Nature-based Solutions (NbS), the delegation visited facilities including the Henry Borden Power Plants and the Billings Reservoir, promoting the sharing of challenges and lessons learned in integrated water-resources management.

These in-person engagements reaffirm LIFE's commitment not only to providing metrics, but also to understanding the operational challenges of each sector, ensuring that biodiversity conservation is intrinsically linked to organizational efficiency and purpose.

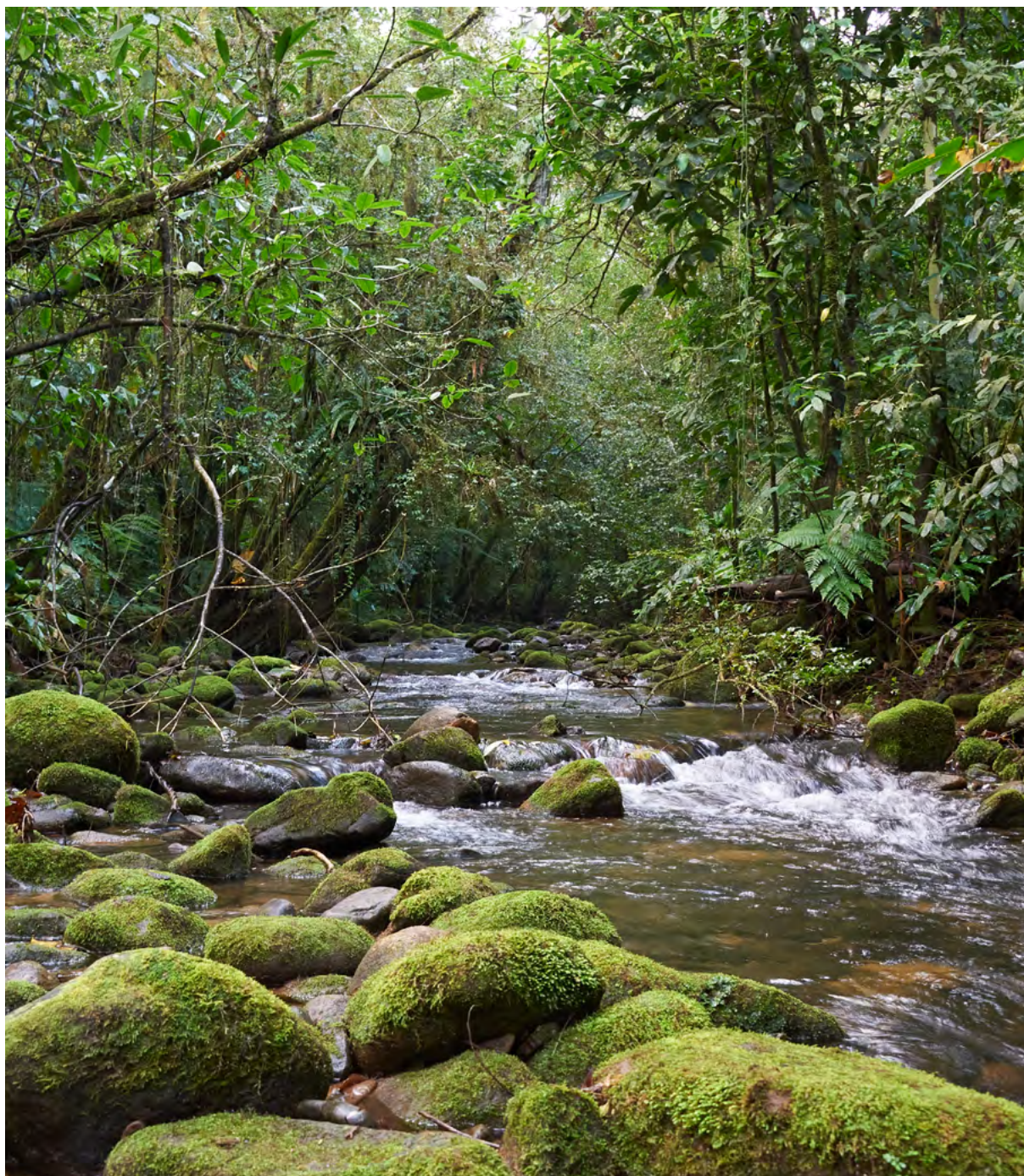




Business and Biodiversity Leadership

LIFE Certification: Positive Biodiversity Performance

LIFE Certification is the highest level of recognition for organizations that make biodiversity conservation a strategic pillar of their competitiveness. More than a label, it attests that these institutions have achieved Positive Biodiversity Performance, in accordance with the LIFE Methodology, voluntarily and with additionality, returning outcomes to nature that exceed their residual impacts. This milestone positions these organizations as leaders in a truly regenerative economy, demonstrating in practice that economic prosperity can coexist with ecosystem resilience.



Salto Morato | Photo: Estúdio Anderson Mello



In 2013, our firm became the first organization certified by LIFE Institute, reinforcing our commitment to sustainability throughout more than 35 years of our history. LIFE proved to be an excellent instrument for consolidating our commitments, bringing biodiversity protection closer to our daily work and our clients' routines. Since then, we have been able to generate increasingly positive impact in a responsible and consistent way, demonstrating through credibility and governance that every contribution matters for more consistent outcomes. We continue to demonstrate to our clients the central role they play in implementing solutions for nature conservation

Fernando Gaia and Henrique Gaede

RPPNM Airumã | Photo: Source RPPNM Airumã

Gaia, Silva e Gaede & Associados

Certification: 2023.013 | **Validity:** 2023 – 2028 | Pioneer (Certified since 2013)

The first law firm in the country to obtain LIFE Certification, Gaia, Silva & Gaede made biodiversity a strategic pillar of its management as early as 2013. Certification has been renewed continuously, reflecting the evolution and deepening of the firm's environmental practices. The motivation for certification arose from the strategic understanding that the environmental impacts of organizational activities should be balanced by voluntary, concrete conservation actions.

Key Differentiators and Actions: integration of environmental practices into the firm's daily operations, including full process digitization, reduced use of inputs, and reverse logistics.

Conservation Actions: a long-standing partnership to protect the Airumã Private Natural Heritage Reserve (RPPN), an important remnant of the Atlantic Forest in an urban area of Curitiba, Paraná. This ongoing commitment supports vital ecosystem services and positions the firm as a reference and leader in the legal sector.



Reserva Mata do Uru | Photo: Marina Cloato

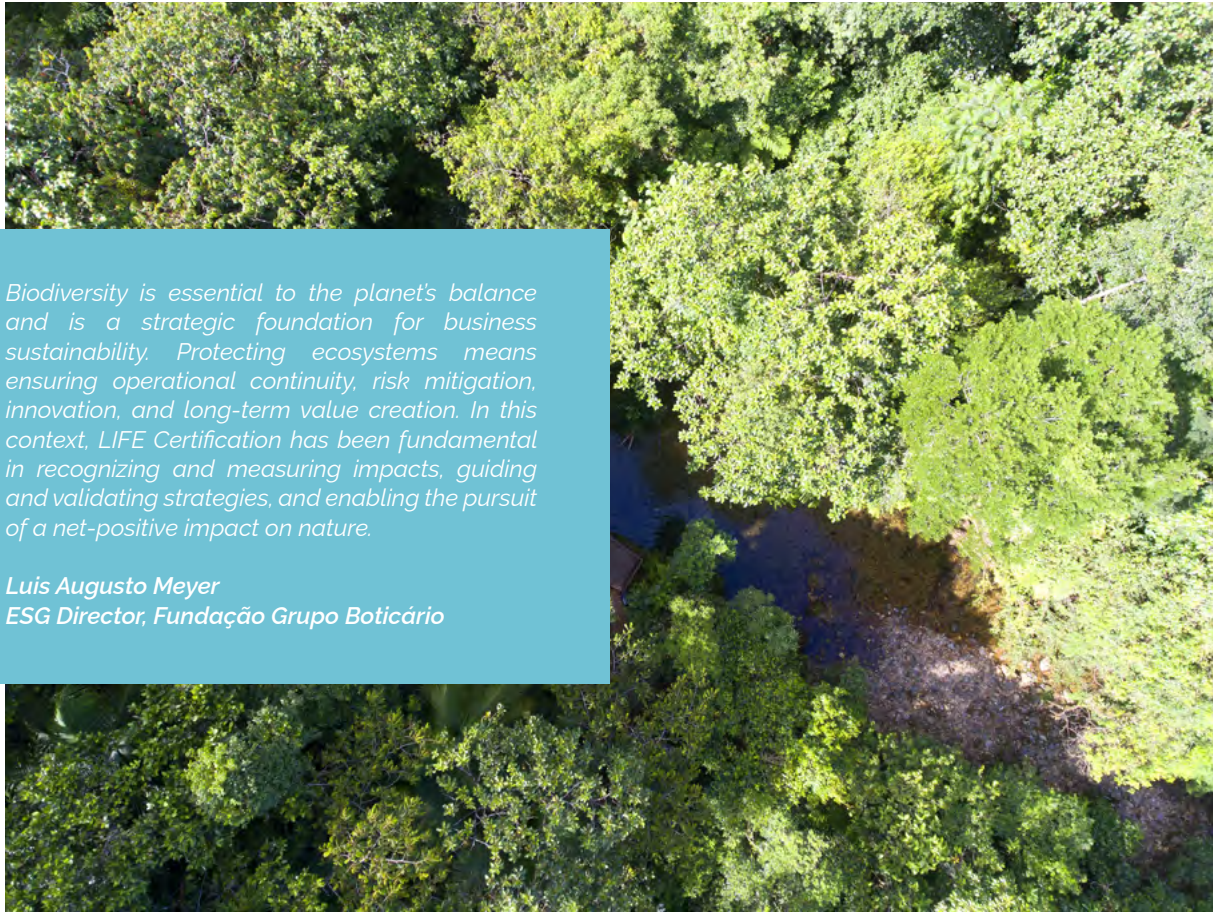
Gráfica e Editora Posigraf

Certification: 2024.018 | **Validity:** 2024 – 2029

Posigraf, one of Latin America's largest printing companies, understands that the scale of its industrial operation requires a proportional commitment to conservation, integrating biodiversity protection as a business-performance indicator and a competitive differentiator in the publishing and commercial market.

Key Differentiators and Actions: advanced waste management, energy efficiency, and rigorous control of the raw-material chain of custody. The methodology enables the company to quantify its environmental footprint and offset it through direct investments in natural capital.

Conservation Actions: Maintenance and conservation of Mata do Uru Natural Reserve, an area of nearly 140 hectares of Araucaria Forest in Lapa, Paraná. The project protects species at risk and preserves the integrity of one of Brazil's most threatened ecosystems, converting environmental responsibility into measurable biodiversity assets.



Salto Morato | Photo: Renato Soares / MTur Destinos

Biodiversity is essential to the planet's balance and is a strategic foundation for business sustainability. Protecting ecosystems means ensuring operational continuity, risk mitigation, innovation, and long-term value creation. In this context, LIFE Certification has been fundamental in recognizing and measuring impacts, guiding and validating strategies, and enabling the pursuit of a net-positive impact on nature.

Luís Augusto Meyer
ESG Director, Fundação Grupo Boticário

Grupo Boticário - São José dos Pinhais (PR) & Camaçari (BA) Units

Certification: 2021.008 **Validity:** 2021 – 2026 (São José dos Pinhais)

Certification: 2024.017 **Validity:** 2024 – 2029 (Camaçari)

The São José dos Pinhais (PR) manufacturing unit was among the pioneers in adopting the LIFE Methodology, reflecting Grupo Boticário's commitment to leading the conservation agenda in the cosmetics sector. The Camaçari (BA) unit, one of the country's most modern facilities in the sector, extends Grupo Boticário's conservation legacy to the Northeast. Together, the operations demonstrate that natural-capital management is an institutional guideline applied systemically: from the Atlantic Forest to the Caatinga, the organization uses LIFE indicators to ensure that its high production capacity operates in balance with the protection of critical habitats and the maintenance of ecosystem services.

Key Differentiators and Actions: implementation of low-environmental-impact technologies, optimization of water use, and rigorous industrial-waste management. High-technology processes are designed for eco-efficiency, with a focus on green logistics and reduced carbon intensity.

Conservation Actions: certification is enabled by support for natural-area conservation projects, with a focus on the Atlantic Forest and Caatinga biomes. This investment protects critical habitats and maintains ecosystem services, positioning the plants as benchmarks for socio-environmental performance and corporate integrity.

Iguazu Falls | Photo: Zig Koch / MTur Destinos



Itaipu Binacional

Certification: 2020.005 | **Validity:** 2020 – 2025

A global leader in clean and renewable energy generation, Itaipu Binacional uses the LIFE Methodology to monitor and qualify its extensive conservation actions along the Brazilian shore of the reservoir. For the organization, certification is a governance tool that validates the effectiveness of its environmental investments, directly connecting ecosystem protection with the maintenance of water services essential to power generation.

Key Differentiators and Actions: integrated watershed management and fauna and flora monitoring programs that serve as a model for the global power sector. The methodology ensures that Itaipu's biodiversity performance meets international standards of excellence.

Conservation Actions: protection and restoration of more than 100,000 hectares of protected areas, including the Biodiversity Corridor linking Iguaçu National Park with Itaipu reserves. This continuous effort preserves regional biodiversity and ensures the reservoir's longevity through soil and water conservation.



Since its installation and the beginning of operations in Brazil, C-Pack Creative Packaging S.A. has sought to minimize its environmental impacts. LIFE Certification provided us not only with scientific metrics for this purpose, but also with the possibility of compensating for all impacts caused, generating benefits for biodiversity. The LIFE Methodology invites us to act positively and voluntarily through effective restoration of degraded areas and nature production in environments where it is most needed. This brings satisfaction, prestige, and a sense of having fulfilled our duty.

*José Maurício Coelho
CEO C-Pack Creative Packaging*

C-Pack Creative Packaging

Certification: 2024.019 | **Validity:** 2024 – 2029

C-Pack uses LIFE Certification as a pillar of its innovation and environmental-leadership strategy. For the company, biodiversity metrics are an essential competitive differentiator in the global market, ensuring that the development of packaging solutions is decoupled from environmental degradation and fully aligned with the transparency requirements of customers and investors.

Key Differentiators and Actions: pioneering adoption of renewable resins and integration of circular-economy principles into product design. The LIFE Methodology enables technical measurement of manufacturing impacts, guiding continuous investment in clean technologies and reduced consumption of natural resources.

Conservation Action: support for preservation projects in Atlantic Forest areas, ensuring that the biodiversity footprint of industrial operations is counterbalanced by concrete conservation actions. This commitment supports ecosystem services and reinforces the company's position as a benchmark for sustainable packaging.



Recognition of biodiversity in business, promoted by LIFE, not only identifies risks and opportunities for companies, but also opens significant possibilities for innovation, new business, stronger purpose, credibility, and reputation.

Roberto Klabin
Caiman Pantanal

Caiman Pantanal

Certification: 2024.012 | **Validity:** 2024 – 2029

A global reference in ecotourism and conservation, Caiman Pantanal uses LIFE Certification to endorse the integration of its operations with nature conservation. For the organization, certification is a transparency tool demonstrating how a private enterprise can be a driver of environmental protection while combining economic viability with preservation of the integrity of one of the planet's most biodiverse ecosystems.

Key Differentiators and Actions: adoption of sustainable management practices and integration of scientific research into the farm's day-to-day operations. The LIFE Methodology validates the business model, ensuring that human activity results in measurable benefits for local fauna and flora.

Conservation Actions: management of one of the largest Private Natural Heritage Reserves (RPPNs) in the Pantanal, serving as a base for iconic projects such as Onçafari and Projeto Arara Azul. The ongoing commitment protects threatened species and strengthens the resilience of the Pantanal ecosystem, reinforcing Caiman's position as a global leader in applied conservation.



Guaricica Reserve | Photo: Reginaldo Ferreira

SPVS — Sociedade de Pesquisa em Vida Selvagem e Educação Ambiental — participated in the conception and development of LIFE Certification from the beginning, with the purpose of offering society a way to recognize the value of nature across different economic activities. Recognizing that nature and biodiversity are part of every business is a fundamental and necessary evolution to be adopted on a global scale. By becoming certified, SPVS sets an example of commitment to this agenda, offering biodiversity credits to interested corporations, and is pleased to have Complexo Pequeno Príncipe as our first partner in this context.

Clóvis Borges
Executive Director

SPVS

Certification: 2024.004 | **Validity:** 2024 – 2029

SPVS, one of Brazil's most respected conservation organizations, uses LIFE Certification as a management and transparency tool in its Natural Reserves. For the institution, applying the methodology to its own areas serves as a showcase of technical excellence, demonstrating that biodiversity conservation can be monitored through rigorous, auditable indicators and providing a model for the public and private sectors.

Key Differentiators and Actions: implementation of pioneering ecological-restoration, biodiversity-conservation, and nature-production projects. The LIFE Methodology is applied to qualify management of these areas, ensuring and reaffirming that protection, recovery, management, and stewardship actions generate real and measurable gains for natural capital and climate resilience.

Conservation Actions: management of Natural Reserves located in the Great Atlantic Forest Reserve, the country's largest continuous remnant of the biome. SPVS's ongoing work protects rare species, maintains vital ecosystem services, and establishes the organization as a leader in implementing LIFE Biodiversity Credits.



Since 2023, BRDE has participated in the LIFE Business and Biodiversity Coalition, becoming the group's first bank. BRDE's adoption of LIFE practices — such as the LIFE Key tool, related training, consulting, and certification of the Paraná branch — enabled the development of actions that effectively contribute to biodiversity conservation. One example is the 2025 call launched in partnership with Sedest-PR to purchase Biodiversity Credits in the state of Paraná, a pioneering initiative that will remunerate owners of Private Natural Heritage Reserves (RPPNs) for maintaining native forest, bringing together preservation, biodiversity, and income generation in the territory

*Paulo Cesar Starke Junior
Superintendent, Banco Regional de
Desenvolvimento do Extremo Sul*

BRDE

Certification: 2024.011 | **Validity:** 2024 – 2029

The Banco Regional de Desenvolvimento do Extremo Sul (BRDE) stands out as the first financial institution in the country to obtain LIFE Certification, reaffirming its role as a driver of sustainable development. For the Curitiba branch, certification is a public commitment that its operations are aligned with the most rigorous environmental-integrity standards, positioning the bank not only as a financier but as a practical example of conservation-oriented governance.

Key Differentials and Actions: incorporation of sustainability criteria into branch management, including energy efficiency and resource management. Adopting the LIFE Methodology allows the bank to align its administrative activities with global biodiversity targets, strengthening its reputation among international development-finance institutions.

Conservation Actions: certification is supported by investments in natural-area protection projects, focusing on the Atlantic Forest. By enabling the maintenance of essential ecosystem services, BRDE demonstrates the feasibility of connecting the banking sector with direct conservation, consolidating its leadership in green finance and socio-environmental responsibility.



Foto: RPPN Fazenda Macedônia - Reprodução Folha Popular

Cenibra (Celulose Nipo-Brasileira S.A.)

Certification: 2024.015 | **Validity:** 2024 – 2029

One of the world's largest producers of bleached eucalyptus pulp, Cenibra uses LIFE Certification to raise the rigor of its natural-capital management. Adoption of the methodology reflects the company's commitment to integrating forestry production with biodiversity conservation, using technical indicators to ensure that its operations contribute to the integrity of the ecosystems in which it operates.

Key Differentials and Actions: adoption of sustainable forest-management techniques and continuous monitoring of fauna and flora in production and conservation areas. The LIFE Methodology enables Cenibra to quantify its environmental performance and validate the effectiveness of its sustainability policies against international standards.

Conservation Action: maintenance of more than 100,000 hectares of conservation and legal-reserve areas, with emphasis on the Landscape Connectivity Project in Minas Gerais. By protecting Atlantic Forest remnants and creating ecological corridors, the company ensures species movement and protection of water resources, establishing itself as a benchmark in sustainable silviculture.

LIFE Business and Biodiversity Coalition



The LIFE Coalition has established itself as a high-level strategic forum, bringing together leading organizations that understand biodiversity as an indispensable asset for business resilience. In 2025, the group reaffirmed its role as a protagonist in building sustainable-management models, serving as a space for dialogue, exchange of experience, and innovation. This interaction allows LIFE Institute and its members to anticipate global trends and establish standards of excellence that influence the wider market.

During this cycle, the Coalition was driven by the commitment of sector-leading companies: Itaipu Binacional, Grupo Boticário, Klabin, Sanepar, BRDE, Vale, and Petrobras. Together, these organizations not only apply the LIFE Methodology but also actively contribute to its improvement, ensuring that conservation tools reflect the operational reality and scale challenges of large corporations.

Throughout the year, the Coalition maintained a dynamic flow of interactions that ensured strategic alignment and continuous technical development, notably through the **3rd Business and Biodiversity Meeting** and the **1st LIFE Coalition Technical Meeting**.

[Check out more information in Promotion and Participation in Events](#)





From Global to Local:
*Implementing Global Guidelines
in Business Practices*

CBD/UN

As a founding member of the Brazilian Business and Biodiversity Initiative, LIFE Institute actively participates in meetings of the Global Partnership for Business and Biodiversity (GPBB), linked to the Convention on Biological Diversity (CBD/UN). This strategic cooperation network brings together 21 national and regional initiatives around the world and serves as the main global forum for exchanging experience and developing standards that place nature at the center of corporate decision-making.

Throughout 2025, the Institute maintained a consistent engagement agenda, participating in five strategic meetings (February, April, June, September, and November). In these meetings, LIFE contributed to the alignment of global guidelines and the strengthening of technical cooperation among countries, ensuring that the high-integrity metrics developed in Brazil are connected to the commitments of the Kunming-Montreal Global Biodiversity Framework. This continuous presence ensures that LIFE remains at the forefront of international debate, translating global trends and raising the standard of environmental governance worldwide.

EU Business & Biodiversity Platform

The **EU Business & Biodiversity Platform** is an initiative of the European Commission and serves as the main collaboration forum between the private sector and the European Union for biodiversity conservation. The platform supports companies in integrating natural capital into business strategies, providing tools and methodologies to measure ecosystem impacts and dependencies. In a context of growing regulatory requirements in Europe, including the Corporate Sustainability Reporting Directive (CSRD) and biodiversity-reporting standards, the platform acts as an intelligence and best-practice-sharing hub.

LIFE's presence in this European forum is strategic to ensure the continuous alignment of the LIFE Methodology with the guidelines and measurement standards adopted by the European market. Through interaction with this network, the Institute not only contributes its technical experience in certification and impact metrics but also validates its framework against international requirements.



Vatnajökull | Photo: David Wood

Biodiversity Credit Alliance

LIFE Institute is part of the Biodiversity Credit Alliance (BCA), a highly relevant global initiative bringing together members from around the world, including project developers, investors, non-profit organizations, and representatives of local communities. The Alliance was established with support from the Secretariat of the Convention on Biological Diversity (CBD/UN) and the United Nations Development Programme (UNDP), with the aim of creating a biodiversity-credit market that is fair, transparent, and scientifically rigorous. The BCA's central focus is ensuring that financial resources intended for conservation effectively reach projects that generate demonstrated ecological outcomes.

LIFE Institute's participation in this international forum is strategic to ensure that the LIFE Methodology and LIFE Biodiversity Credits are aligned with the highest global integrity standards. By collaborating with experts from different countries, LIFE contributes to guidelines that avoid duplication of efforts and promote metrics reflecting real gains for natural capital.

Expert Consultant Network

LIFE Institute's Expert Consultant Network consists of highly qualified professionals and consulting firms officially approved to apply the LIFE Methodology. The network plays a fundamental role in the Institute's scaling strategy, acting as technical multipliers that support organizations in implementing biodiversity-management systems. Through this collaboration, we ensure that the market has specialized support aligned with the rigorous integrity standards required for certification.

On September 12, 2025, we held the 1st Expert Consultant Meeting, a milestone in strengthening this ecosystem. The event was designed to promote technical alignment and discuss strategic opportunities, with emphasis on progress in the Biodiversity Credit Policy and new approaches to the corporate market. In addition to updates on access to LIFE Key, the meeting provided a valuable space for exchanging market perspectives and practical experiences among consultants, consolidating the network as a forum for innovation and mutual support.

The strength of the network is also reflected in the ongoing support provided by LIFE Institute. Throughout the year, we offered dedicated technical assistance to guide the Network in specific projects and address partners' methodological questions. This close support ensures that the delivery standard of the LIFE Expert Network remains consistent with the Institute's level of excellence, providing technical assurance and reliability to companies seeking to transform their relationship with natural capital.



National and International Training

LIFE Institute's expansion strategy in 2025 was driven by a robust training calendar designed to qualify professionals from different sectors and nationalities in applying the LIFE Business and Biodiversity Methodology. By providing the technical tools required to measure natural capital, the Institute not only disseminates its framework but also lays the foundations for a regenerative economy on a global scale, connecting experts from Europe and the Americas through a common conservation metric.

Throughout the year, sessions were held in March, April, May, June, and October, with 84 participants from Belgium, Mexico, Colombia, Portugal, Argentina, and Brazil, which remains the primary center for training and the technical hub for disseminating the methodology.





Presence and Visibility:
Expanding the Impact of the LIFE System

International Recognition

Recognition of the LIFE Methodology in international market analyses and environmental-asset trading platforms demonstrates that our approach responds to the highest integrity criteria demanded by investors and regulators. By aligning rigorous science with capital-market dynamics, LIFE Institute not only gains visibility but also acts as a key component in building a global economy that values and remunerates biodiversity and nature conservation tangibly.

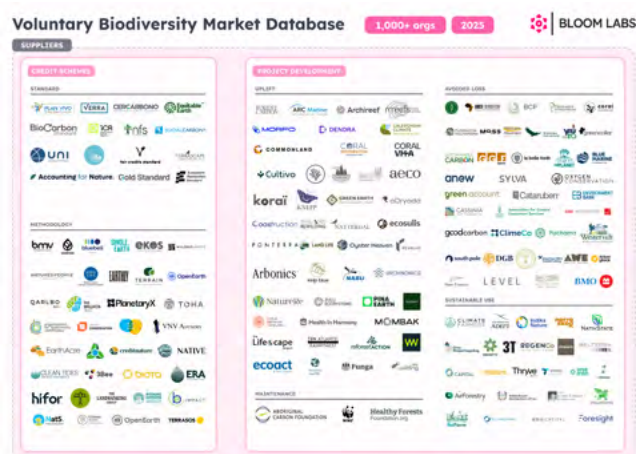
BloomLabs

LIFE Institute reached an important milestone in its global trajectory when it was highlighted in BloomLabs' "Deep Dive: Suppliers" report, published in May 2025.

The reference is strategically important because it positions the LIFE Methodology as a fundamental tool in the structural transformation of the international biodiversity market. By mapping the world's leading biodiversity-project developers and credit proponents, BloomLabs recognizes LIFE as:

- **Reference** validation of the methodology in global financing mechanisms;
- **Innovation catalyst:** ability to influence standards and practices within the environmental-finance ecosystem;
- **Protagonist:** direct alignment with global conservation commitments.

This recognition reinforces our legitimacy, particularly among investors and public-policy makers, consolidating LIFE as a trusted bridge between rigorous metrics and high-impact environmental outcomes.



BloomLabs is a global market-intelligence platform specializing in biodiversity finance. A reference for the financial and corporate sectors, it analyzes the biodiversity-credit market and international environmental-valuation metrics. Its publications inform decisions by major investors and companies seeking security and technical rigor in the emerging biodiversity economy.

Marketplace for Nature

LIFE Institute strengthened its presence in the financial-innovation landscape by joining the Marketplace for Nature platform in January 2025. This initiative connects conservation projects with high technical integrity to investors and companies committed to the Nature Positive agenda.

LIFE's presence in this marketplace is a competitive differentiator for our partner network because it enables LIFE Biodiversity Credits to be accessed globally. The platform serves as a technological showcase that provides:

- **Transparency and Traceability:** each transacted credit is linked to rigorous, auditable metrics, helping combat greenwashing..
- **Direct Investor Connection:** facilitates private-capital flows to project developers using the LIFE Methodology.
- **Scalability:** provides the infrastructure needed for local conservation models to reach international markets.

By combining the robustness of the LIFE Methodology with the digital agility of Marketplace for Nature, LIFE Institute reaffirms its role at the forefront of biodiversity finance, converting nature's intrinsic value into tangible, secure financial assets.



Marketplace for Nature is a global platform designed to facilitate the trading of biodiversity credits and other environmental assets. It operates as a digital ecosystem where conservation and restoration projects can list their results and find buyers, including companies and investors. The platform prioritizes methodologies that demonstrate real gains for nature, making it a key component in building a transparent, fair, science-based biodiversity market.

Promotion and Participation in Events

LIFE Institute's presence in major global and national forums is an essential pillar for disseminating the Methodology across the business sector. Through the promotion of and participation in strategic events, the Institute has a key opportunity to share practical solutions, influence public policy, and strengthen the collaborative network required to scale biodiversity conservation globally.

3rd Business and Biodiversity Meeting: Leadership Through a Network



Held annually, the Meeting has become a strategic forum for dialogue among business leaders, conservation specialists, and the financial sector. It serves as a qualified networking platform where LIFE Institute shares methodological updates and facilitates exchange of experience among certified organizations and new partners. By enabling this exchange, the Meeting strengthens the coalition of companies seeking to lead the country's environmental-integrity agenda, connecting scientific metrics with investment decisions.

The third edition, held in June 2025, was hosted by Vale at Vale Natural Reserve in Linhares, Espírito Santo. The event brought together more than 60 participants representing 28 organizations, creating a unique nature-immersion setting to discuss the future of sustainable business. The LIFE Coalition was represented by Grupo Boticário, Itaipu Binacional, BRDE, Sanepar, Vale, Petrobras, and Klabin.

The meeting's representation was broadened by participation from key public-sector and civil-society actors, including the Ministry of the Environment and Climate Change (MMA), CNI, and Abema. Reference institutions such as Fundação SOS Mata Atlântica, Fundação Toyota, Instituto Albatroz, Fundação Eco+/BASF, ITV, Fundação Avina, Fundação Grupo Boticário (FGB), and BCA also joined the discussions. This convergence of sectors reaffirms the Business and Biodiversity Meeting as Brazil's leading showcase for Nature-based Solutions and regenerative corporate governance.

Impact Business: LIFE Business and Biodiversity Certification

In partnership with Tecpar (Paraná Institute of Technology) and STCP Engenharia de Projetos, LIFE Institute held the April 2025 event "Impact Businesses: LIFE Business and Biodiversity Certification." Hosted in Curitiba, Paraná, the meeting brought together a qualified audience of 80 leaders representing 50 organizations from different sectors, establishing itself as a decisive forum for discussing the integration of biodiversity into corporate strategies and high-performance environmental compliance.

The event focused on presenting LIFE Certification as the link that turns biodiversity management into market value and a competitive differentiator. Through collaboration with Tecpar, a reference in certification and technology, and STCP, a specialist in forestry consulting and engineering, the meeting demonstrated how rigorous application of the LIFE Methodology enables companies of different sizes to quantify their biodiversity footprint and generate verifiable positive impacts. The strong presence of decision-makers underscored the maturity of the Paraná and Brazilian markets in seeking solutions that combine productivity with natural-capital protection.

More than a technical meeting, the event also served as a networking platform for new partnerships and for strengthening the certification-support network in Brazil. By bringing together such a diverse ecosystem of organizations, LIFE Institute reaffirmed its ability to lead dialogue among science, industry, and the services sector, demonstrating that the economic development of the future will necessarily be guided by conservation metrics and ecosystem integrity.



1st LIFE Coalition Technical Meeting

Held from September 30 to October 1, the 1st LIFE Coalition Technical Meeting provided an in-depth immersion in the practical application of environmental-metric tools. The first day featured substantive panels covering Outcome Indicators and the LIFE BSE Matrix, application of the Supplier RD, and interfaces between the LIFE Methodology and the TNFD (Taskforce on Nature-related Financial Disclosures), a central topic for global financial transparency. The Technical Meeting also created space for exclusive sharing of LIFE metrics and experiences among coalition members regarding the status of implementation of these standards in their operations. On the second day, theory gave way to practice through an exclusive technical visit by member companies to a Petrobras facility, where participants could observe indicator application in a real industrial context, strengthening mutual learning and excellence in natural-capital management.



LIFE COALITION SENIOR LEADERSHIP MEETING

In June 2025, the Senior Leadership Meeting consolidated the role of the LIFE Coalition as a catalyst for collective biodiversity impact. The meeting was marked by integration among member companies, which shared results and aligned expectations for strengthening the climate and conservation agenda. Among the priority actions defined, particular emphasis was placed on formalizing the Coalition's Official Statement for the Biodiversity COP17 in Armenia. The leaders also established guidelines for dialogue with the Federal Government (MMA) and mapped the strategic route for major global events such as COP30 on Climate (2025) and UCBIO/2026, reaffirming member organizations' commitment to leading the methodology's expansion and engaging new sectors of the Brazilian economy.

Launch of Biodiversity Credits



LIFE Institute reached a historic milestone by participating in the event inaugurating the first commercial transaction of LIFE Biodiversity Credits, carried out between SPVS and Complexo Pequeno Príncipe. Through rigorous application of the LIFE Methodology, the Institute provided the technical basis required to quantify and audit ecosystem services maintained by SPVS across three Natural Reserves in the Atlantic Forest.

The investment made by Complexo Pequeno Príncipe focuses on maintaining forest remnants in an advanced stage of conservation, ensuring protection of water sources, carbon sequestration, and climate regulation, thereby connecting biome integrity with the health of future generations.

By delivering a mechanism capable of generating direct revenue for conservation areas while offering investors security and precise metrics, LIFE reinforces its methodological standard and advances a new economic model: Biodiversity as an Asset. This successful case, endorsed by the Institute, serves as a proof of concept for the global market, demonstrating that the LIFE metric is a key tool for organizations seeking leadership in climate resilience and genuine positive impact.



COP30

The holding of COP30 in Belém, Pará, marked a historic moment: for the first time, the world's largest climate summit took place in the heart of the Amazon, positioning Brazil at the center of solutions to the planetary crisis. For LIFE Institute, this strategic location reinforced the direct connection between standing forest conservation and the urgency of high-integrity global metrics. As a methodology of Brazilian origin with international applicability, LIFE demonstrated that it is an ideal tool for translating the scale of biodiversity into tangible financial assets, proving that global climate resilience depends on the real valuation of the natural capital of megadiverse nations.

The official agenda in Belém also sealed the internationalization process of the LIFE Methodology through high-impact bilateral agreements. The Institute formalized the creation of a state-level market for LIFE Biodiversity Credits in Mexico through a Memorandum of Understanding with the Government of Chiapas, Cecropia, and Argo Consultores.

In parallel, LIFE expanded into Africa, making initial contacts through Tanzania's Ministry of Natural Resources, and into Indonesia, establishing the beginnings of relationships for future projects. This global movement culminated in participation in the Meta 15 Event at the Biodiversity and Climate House, promoted by Abema, ITV, and Vale, where LIFE's leadership was reaffirmed before key public- and private-sector stakeholders, consolidating the Institute as the key link between climate mitigation and the economic valuation of biodiversity on a planetary scale.



Pre-COP30 Events

WEBINAR – AMAZON FOREST: CLIMATE SOLUTIONS, CHALLENGES AND OPPORTUNITIES

In July 2025, LIFE Institute joined the panel "Climate, forest and biodiversity: legislation, policies and sociobioeconomy," held during the webinar Amazon Forest: Climate Solutions — Challenges and Opportunities. Represented by Executive Director Regiane Borsato, the Institute discussed financial instruments and LIFE Biodiversity Credits, demonstrating how the methodology provides the technical assurance and indicators needed to connect the sociobioeconomy and environmental policies with high-integrity markets. The event was promoted by Permian Brasil, in partnership with ((O)) Eco and with support from ABRAMPA.

ATLANTIC FOREST CONFERENCE — PRE-COP BIOMES



In 2025, LIFE Institute participated in the Atlantic Forest Conference — Pre-COP Biomes, held in Curitiba, Paraná. The event brought together government leaders and experts to strengthen climate governance and protection of the biome. The Institute's presence was strategic in emphasizing the importance of scientific metrics in managing protected areas and biodiversity corridors, highlighting the LIFE Methodology as an essential tool to support states and municipalities in implementing public policies that reconcile forest conservation with urban resilience and sustainable regional development. The conference was held by the Government of Paraná, the Municipality of Curitiba, and Consórcio Brasil Verde, with strong coordination by the South and Southeast Integration Consortium (COSUD).

WEBINAR — TRANSFORMING BUSINESS INTO NATURE POSITIVE: THE LIFE FRAMEWORK IN PORTUGAL

The internationalization of the LIFE Methodology gained a new chapter in Europe with a webinar held in December 2025 in partnership with NBI (Natural Business Intelligence), in Portugal. Under the theme "Transforming Business into Nature Positive: the LIFE Framework in Portugal," the digital meeting focused on showing how LIFE Certification and Biodiversity Credits offer a practical, rigorous pathway for European companies to achieve Nature Positive status. Presentations highlighted implementation of the framework in the Portuguese context, reinforcing that the LIFE metric is the definitive solution for businesses seeking leadership in resilience and new opportunities in a global market increasingly attentive to environmental integrity.

Other Agendas



WEBINAR - LIFE METHODOLOGY: BIODIVERSITY INTEGRATED INTO BUSINESS

On February 20, LIFE Institute, in collaboration with Argo Consultores, held the event "LIFE Methodology: Biodiversity Integrated into Business," bringing together 56 business leaders and specialists interested in applying conservation metrics in the Mexican market. The event marked an important step in expanding the LIFE framework in Latin America, demonstrating the methodology's readiness to respond to global demands for transparency and environmental integrity. By promoting technical dialogue on integrating natural capital into business strategies, the event consolidated local partnerships and reaffirmed LIFE's role as a driver of biodiversity solutions on an international scale.



SMART CITY EXPO CURITIBA

In March 2025, LIFE Institute participated in Smart City Expo Curitiba, highlighting the importance of integrating biodiversity into the concept of smart cities. Its participation in the panel "Technology solutions to facilitate ESG Management, Sustainability and Carbon" reinforced the role of the LIFE Methodology as a tool for validating Nature-based Solutions (NbS), demonstrating that urban resilience and technological innovation must advance together to ensure climate security and preservation of natural capital in metropolitan areas.

BIODIVERSITY ON THE CLIMATE AGENDA — BIOTA FAPESP

LIFE Institute participated in technical discussions at the event "Biodiversity on the Climate Agenda," held in March 2025 under the Biota FAPESP Program, one of the world's leading biodiversity-research programs. Interaction with the FAPESP scientific community reinforced the technical foundation of the LIFE Methodology, demonstrating its ability to translate complex scientific data into management indicators applicable to the private sector. The meeting was fundamental in consolidating LIFE as an opportunity to integrate the climate and biodiversity agendas.

9TH MEETING OF THE ARAUCÁRIA SOCIO-ENVIRONMENTAL SUSTAINABILITY TECHNICAL CHAMBER

In May 2025, LIFE Institute participated in the 9th Meeting of the Socio-environmental Sustainability Technical Chamber in Araucária, Paraná. During the meeting, the Institute presented the LIFE Methodology and LIFE Biodiversity Credits as strategic tools for public authorities and local industry. The initiative reinforces the institutional commitment to supporting guidelines that reconcile regional economic development with effective conservation of remaining Araucaria Forest.



NATIONAL MEETING OF THE FOREST DIALOGUE

Building a common language between the business sector and civil society guided LIFE's participation in the National Meeting of the Forest Dialogue held in April 2025. The event brought together 65 leaders from 52 key institutions, representing seven regional forums from across the country. LIFE Institute played a prominent role on the panel "Experiences of Forest Dialogue members," reinforcing how its methodology acts as a technical link for balancing forest-based production with biodiversity conservation. The exchange reaffirmed certification as an ideal tool for raising the standard of territorial governance and promoting resilient value chains in managed landscapes.

FOREST CERTIFICATION SUMMIT

In May 2025, LIFE Institute participated in the first edition of the Forest Certification Summit in Piracicaba, São Paulo. Organized by Neocert, the event brought together specialists to discuss certification as a strategic tool for competitiveness and compliance with international regulations. The Institute highlighted how LIFE Certification can be integrated with forestry systems (FSC® and PEFC) to maximize results and reduce effort, enabling companies in the sector to accurately measure their contribution to a Nature Positive economy.

SUSTAINABILITY BRAZIL CONFERENCE 2025

In June 2025, LIFE Institute participated in the Sustainability Brazil event in Vitória, Espírito Santo, contributing to discussions on the evolution of the country's ESG agenda. During the program, the Institute highlighted application of the LIFE Methodology as a natural-capital management tool, reinforcing to business leaders and public managers the importance of rigorous biodiversity metrics for validating environmental commitments and promoting regional climate resilience.



VII BRAZILIAN RPPN CONGRESS

In July 2025, LIFE Institute participated in the VII Brazilian RPPN Congress in Belo Horizonte, Minas Gerais, a central event for the Private Natural Heritage Reserve community. During the panel on sustainability in RPPNs, the Institute, represented by specialist Marcos Vinicius Lorenzon, presented the LIFE Methodology and Biodiversity Credits as concrete solutions for the financial viability of private areas. The participation reinforced LIFE's role in transforming voluntary conservation commitments into measurable and auditable assets, opening doors to new climate-finance models and high-impact corporate partnerships.



PRIVATE RESERVES NETWORK MEETING

Remotely, LIFE Institute connected with owners and managers of protected areas to present how the technology of the LIFE Methodology can be used during the Private Reserves Network Meeting held in October 2025. The interaction reinforced that certification is a viable and scalable instrument for strengthening private reserves, providing owners with the tools required to validate their environmental impact and pursue new avenues of financial sustainability in the biodiversity market.

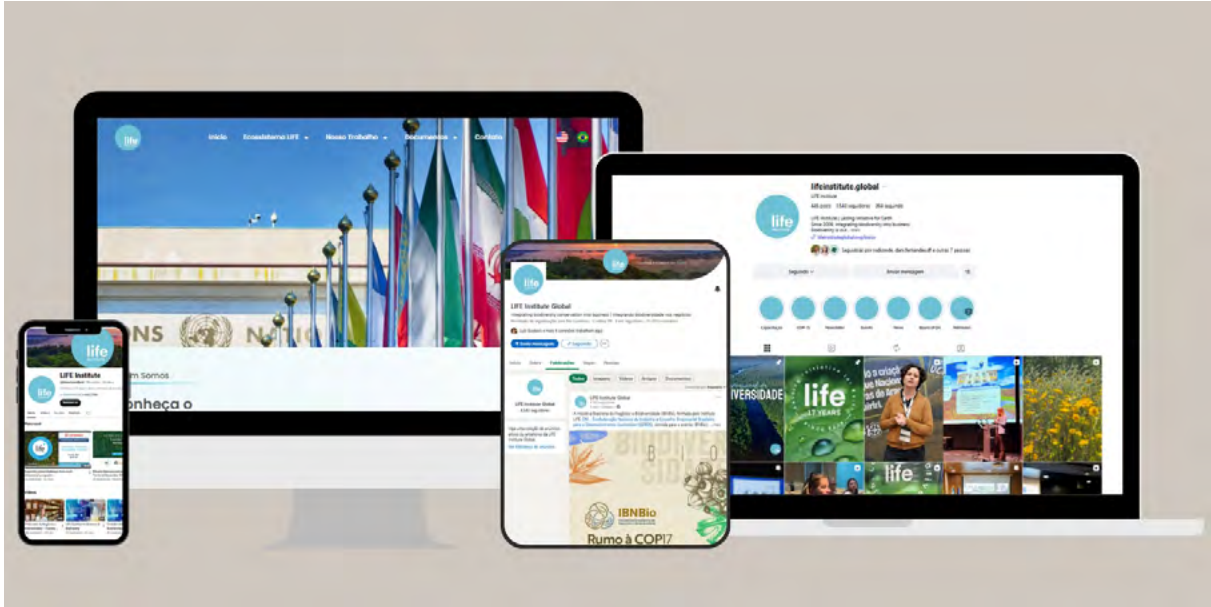


40 YEARS OF CAIMAN

In 2025, LIFE Institute attended the celebration of Fazenda Caiman's 40th anniversary in the Pantanal, honoring the trajectory of its owner and environmentalist Roberto Klabin, President of LIFE Institute. The participation reinforced institutional ties with Caiman, a pioneering ecotourism company in adopting the LIFE Methodology and already LIFE Certified, reaffirming the value of long-term partnerships in validating conservation outcomes integrated with sustainable production and ecotourism.

Communication of Actions and Results

Communicating actions and results is LIFE Institute's commitment to turning complex metrics into clear messages capable of inspiring the business sector and ensuring accountability to society. By reporting our progress and our partners' successes in a professional and accessible manner, we consolidate the LIFE Methodology as a common and trusted language for organizations seeking to lead the transition to a Nature Positive economy.



LIFE Institute's digital-presence strategy is designed to turn data into simple metrics and clear messages. More than mere dissemination channels, our platforms operate as an ecosystem for learning and connection.



[LinkedIn](#) has become the main governance and business hub. Dialogue with the corporate sector, investors, and decision-makers is prioritized through thought-leadership content, results from certified companies, and highly technical methodological updates.



[Instagram](#) acts as an inspiring and educational showcase, using infographics and field coverage to humanize science and engage a diverse audience.



[YouTube](#) serves as a fundamental repository of in-depth knowledge, hosting webinars and training sessions that explain how LIFE Key and the methodology work for those seeking practical implementation.

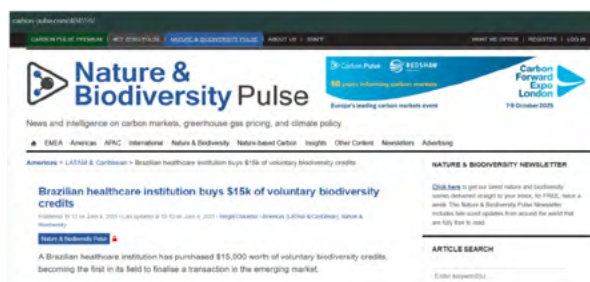
FOLLOW US ON SOCIAL MEDIA: @lifeinstitute.global

Official Website

At the center of this information architecture is [LIFE Institute's official website](#), which functions as the main platform for transparency and technical support. Designed to serve everyone from researchers and consultants to sustainability managers and international partners, the portal provides direct access to an extensive collection of standards, manuals, and guidance documents in several languages. The website is where the public can find detailed information about our tools, access LIFE Key software, and find official channels for beginning the certification journey. By combining the agility of social media with the informational robustness of the website, LIFE Institute ensures that the message of metrics-based conservation reaches all stakeholders accurately, strengthening trust in the biodiversity market and consolidating our brand as a global reference in the sector.

Media Relations

In 2025, LIFE Institute's engagement with specialized media took a strategic leap, moving from the environmental niche into leading business and finance sections. Its leading role in consolidating LIFE Biodiversity Credits was the main driver of this visibility. This sustained media presence not only expanded the reach of the LIFE brand but also served as a powerful validation tool for the Methodology. By appearing in business columns and major-circulation newspapers, the Institute was able to translate the concept of "positive performance" into language understandable to institutional investors and senior corporate management. Examples of reporting focused on the economic benefits of conservation and the traceability of assets generated by LIFE Key helped demystify the natural-capital metric, transforming scientific complexity into a competitive differentiator recognized by the market and public opinion.



Commitment: Connecting Business and Science to Conserve Biodiversity

LIFE Institute reaffirms its role as a link between biodiversity and business, science and the economy, global guidelines and local business practices.

The future is opening its doors to biodiversity-positive companies.

Our expansion path is not merely a geographic movement; it is the consolidation of a market trend responding to the urgently needed conservation of nature.

Our work is to translate the value, beauty, and complexity of biodiversity into a universal language through business metrics that recognize nature production as a new asset.

Our role is to help businesses move from reporting biodiversity actions to measurement, and from measurement to higher levels of measurable biodiversity-conservation outcomes — translating investment into results, brand value, and institutional reputation.

After all, our cause is clear: biodiversity.



**Biodiversity is our cause!
Make it your business too!**





life
INSTITUTE