



United Nations  
Convention to Combat  
Desertification



G20 GLOBAL  
LAND INITIATIVE

INSTITUTO



TERRA

Training Report

# Capacity Building Land Restoration as an Opportunity: for Startups and Entrepreneurs

AIMORÉS/ MG, BRAZIL  
1-5 SEPTEMBER 2025

**G20 Global Land Initiative**  
**Coordination Office**

United Nations Convention to  
Combat Desertification  
Bonn, Germany

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## TRAINING HIGHLIGHTS

The training “Land Restoration as an Opportunity: for Startups and Entrepreneurs” was held from 1 to 5 September 2025 at Instituto Terra, in Aimorés, Minas Gerais, Brazil. It combined theoretical sessions, workshops, field visits, and mentoring, creating an immersive environment for ecopreneurs and other initiatives. Over three intensive days, participants engaged in a unique program that explored how land restoration can be embedded into business models and become a driver of innovation and economic transformation.

The event exceeded expectations and was unique because it combined theory with technical field activities in one of the world’s most emblematic restoration programs, which has planted more than 3.3 million trees in the Atlantic Rainforest in Brazil. Participants experienced a combination of classroom sessions and field visits, with a strong emphasis on collaboration rather than competition.

A total of 111 applications were received, from which 30 participants were selected and 28 attended. They represented 14 states and six Brazilian biomes, reflecting the country’s diversity of ecosystems and contexts. Participants included startups, social businesses, cooperatives, and entrepreneurs already active in agriculture, forestry, and sustainable industries, as well as those beginning to frame their activities within the restoration economy.



**It includes restoration in the value delivery of my business.**

Participant’s feedback



**This training event was AMAZING for me. I had the opportunity to learn new things, interact with people from different regions and cultures, and consequently grow as both a professional and a person. I can only thank everyone who made this event possible.**

Participant’s feedback



The training created a strong sense of community and highlighted a previously unaddressed need: restoration initiatives are often isolated, and there is great value in building a supportive network. Instituto Terra, the host and partner organization, expressed strong interest in repeating the event, having recognized the benefits of exchange for both the institution and participants.

The program also incorporated a collective communication component. Participants co-created a video on restoration, while professional reels summarizing each day's highlights generated significant engagement. Overall evaluations were excellent, confirming the relevance of the content, the participatory methodology, and the immersive format.

## KEY OBJECTIVES OF THE TRAINING WORKSHOP

The workshop aimed to strengthen the capacities of young entrepreneurs, startups, social businesses, and cooperatives in Brazil that work directly or indirectly with land restoration.

The primary objective was to help participants further develop their businesses while embracing the diversity of perspectives and regional contexts represented in the group.

Specifically, the training aimed at:

- Build knowledge of restoration as an environmental, social, and economic opportunity in Brazil.
- Provide tools for business modeling, financing, and impact measurement tailored to restoration initiatives.
- Develop skills in leadership, communication, and knowledge management, enabling entrepreneurs to effectively convey the value of restoration.
- Facilitate peer-to-peer exchange and networking across biomes, fostering new partnerships and collaborative opportunities.
- Connect participants with accelerators, investors, and institutions that can support their growth.

“

**Yes, I learned new and practical things, topics I didn't even know existed, which broadened my worldview and certainly further strengthened my desire to work on land restoration.**

Participant's feedback



# EVENT STATISTICS



Applications received:  
111 applications



Participants selected:  
30 (28 attended) 15 woman 15 man



States represented: 14 states  
(out of 26 + Federal District)



Biomes represented:  
6 biomes (including  
mangroves/coastal zones)



Duration: 26 hours  
over 3 days  
(plus mentoring)



Modules: 8  
(including technical visit  
and pitching)



Participant engagement:  
strong use of social media  
reels and photos.



Audience in Brazil grew  
from 4.6% (March) to  
8.4% (September) — +255  
followers, now 394 total.



Restoration video: Launched  
on Brazil's National Tree  
Day, the restoration video  
quickly became a reference  
piece, inspiring partners and  
participants to share it widely.





# KEY LEARNINGS

- Immersion format works: diversity of participants and biomes created unique learning and bonding.
- Instituto Terra proved to be an inspiring venue and a strong national/international reference.
- Integration of technical and personal experiences enhanced engagement and learning.
- The non-competitive format fostered trust, collaboration, and partnership-building.
- Communication tools (daily reels, open photo access, video) generated strong participant-led dissemination.
- Immediate impact: new business partnerships formed within one week after the training.
- Suggested improvements:
  - Prioritize instructors who can stay for the full duration.
  - Consider extending the training to allow more informal exchanges and deeper dives.



**It was great, but it definitely could have lasted more days. A week with free time to explore the institute and also to have dynamics/meetings among participants**

Participant's feedback

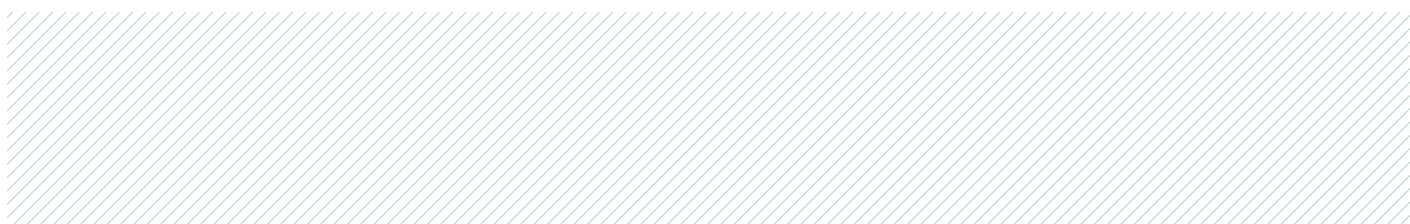


# ANNEX

## Curricular Structure by Module

Module	Theme	Duration	Learning Objectives
1	Introduction to Land Restoration and Ecopreneurship	2h	<ul style="list-style-type: none"> <li>- Understand the concepts of land restoration and its relevance worldwide and especially in Brazil</li> <li>- Recognize biomes and local challenges</li> <li>- Identify the role of startups in the restoration economy</li> </ul>
2	Impact Business Modeling	2h	<ul style="list-style-type: none"> <li>- Apply tools such as the Business Model Canvas to restoration businesses</li> <li>- Identify opportunities for environmental and social value</li> <li>- Align personal purpose with business model</li> </ul>
3	Legal Foundations – focus on Intellectual Property	4h	<ul style="list-style-type: none"> <li>- Startup Law</li> <li>- Contracts</li> <li>- Legal organization of a business</li> <li>- Intellectual property, trademark registration</li> </ul>
4	Financing and Investment for Restoration Startups and Related Fields	4h	<ul style="list-style-type: none"> <li>- Learn about funding sources (grants, investors, carbon credits)</li> <li>- Green financing</li> <li>- Due diligence</li> <li>- Understand how accelerators and calls for proposals work</li> <li>- Prepare for investment rounds</li> </ul>
5	Communication for Ecopreneurs	3h	<ul style="list-style-type: none"> <li>- Organizational communication and knowledge management</li> <li>- Strategy, action plan, and communication advisory</li> <li>- Practice strategic communication and storytelling</li> <li>- Create inspiring narratives about land restoration</li> </ul>
6	Leadership	2h	<ul style="list-style-type: none"> <li>- Develop leadership skills focused on impact</li> <li>- Horizontal leadership and diversity</li> <li>- Negotiation techniques</li> <li>- Stress management</li> </ul>
7	Impact Measurement and Sustainability	2h	<ul style="list-style-type: none"> <li>- Understand socio-environmental impact indicators</li> <li>- Apply measurement tools (e.g., Theory of Change, SDGs, GIS)</li> <li>- Integrate sustainability into the business core (ESG reporting)</li> </ul>
8	Technical Visits	6h	<ul style="list-style-type: none"> <li>- Experience land restoration practices in the field</li> <li>- Observe real cases of regenerative businesses</li> <li>- Reflect on practical application to one's own business</li> </ul>
8	Pitch, Feedback, and Closing	3h	<ul style="list-style-type: none"> <li>- Structure and deliver an impactful pitch</li> <li>- Receive feedback from mentors and peers</li> <li>- Consolidate learnings and next steps</li> </ul>

Total: 26h — plus optional time for individual orientation.





# INSTRUCTORS PER THEMES

## Institutional Opening



**Paula Padrino**

G20 GLI/UNCCD



Paula Padrino Vilela is a Program Manager at the G20 Global Land Initiative/UNCCD. She leads programs aimed at supporting young ecopreneurs in different regions of the world and at promoting the land restoration economy. With seven years of experience in international organizations such as the International Committee of the Red Cross (ICRC), the United Nations, and NATO, Paula has built a career in sustainable development, disaster response, conflict, and international cooperation. She holds a degree in International Relations from Universidad Europea de Madrid and a Master's in International Humanitarian Law and Human Rights from the Geneva Academy, Switzerland.

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**Carolina Sampaio**

Instituto Terra



Carolina Sampaio is a Biologist, PhD and Postdoctoral researcher in Environmental Sciences from USP, with extensive experience in team leadership and fundraising in the third sector. Since 2022, she has served as Head of Institutional Development and Fundraising at Instituto Terra, where she leads national and international strategies to enable Atlantic Forest restoration projects. She is the author of scientific articles and books and has taught undergraduate and graduate courses.

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## Land Restoration



**André Nave**

re.green

re.green



Agronomist and PhD in Forest Resources from ESALQ/USP, André Nave has 35 years of experience in forest restoration and environmental compliance of rural properties. He worked as Manager of the Environmental Compliance Program at ESALQ/USP and was Technical Director of Bioflora, one of the largest native seedling nurseries in Brazil. Today, he is responsible for developing operations at re.green and serves as Technical Director of NBL Engenharia Ambiental. Nationally and internationally recognized, he has conducted courses and consultancies in several countries, in addition to publishing scientific papers and book chapters on native vegetation restoration.

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## Impact Business Modeling



**Carolina Ochoa**

Quintessa



Partner and Land Use Lead (bioeconomy and restoration) at Quintessa, a leading impact accelerator in Brazil, where she has worked for 8 years coordinating programs with partners such as IDB Lab, Fundo Vale, iCS, and Instituto Itaúsa. With 12 years of experience in innovation and positive impact, she has also worked at GVces (Center for Sustainability Studies at FGV) and at the Alliance for Impact Investment and Business in Brazil. She holds a degree in Business Administration with a focus on Sustainability from FGV (Fundação Getúlio Vargas-EAESP). Born in Brazil to a Peruvian mother, she has a particular interest in Latin America.

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## Legal Foundations, Focus on Intellectual Property



**Kamille Trindade Machado**

Leão Propriedade Intelectual



Kamille is a partner at Leão Intellectual Property, where she leads the trademarks, copyright, and contracts area. She holds a Master's in Intellectual Property and Technology Transfer for Innovation (PROFNIT/IFRS), a specialization in Business Law from FGV, and a Law degree from PUCRS. She supports companies in strengthening and protecting their creative and innovation assets, combining strategic vision and practice to transform ideas into value and drive business growth.

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## Impact Measurement



**Silvia Paquetelet**

Instituto Terra



Silvia is Head of Sustainability at Instituto Terra, responsible for structuring ESG strategies, impact indicators, and institutional guidelines focused on the restoration of the Atlantic Forest. With 15 years of experience in socio-environmental projects, she has worked in organizations such as Fundação Renova, Etimos Foundation, and UNESCO. She has expertise in territorial development, multi-stakeholder governance, and management of complex programs. Silvia holds a Master's in Sustainable Territorial Development from the Erasmus Mundus program.

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**Moisés Marcelino**

*Instituto Terra*



A Forest Engineer with a specialization in Management, Auditing, and Environmental Licensing. He currently leads the Ecosystem Restoration area at Instituto Terra, where he coordinates all activities related to planting, monitoring, and adaptive management of degraded areas, focusing on the regeneration of the Atlantic Forest and the resilience of the Doce River Basin. With over a decade of field experience, he has worked on major environmental recovery projects in the Amazon and on the southern coast of Bahia, and has also served as an environmental specialist at Mineração Taboca and as a technician in sustainable beekeeping programs with rural communities.

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### Communication for Entrepreneurship



**Catharina Vale**

*G20 GLI/UNCCD*



She works internationally on projects related to sustainability, land restoration, and social inclusion, with a focus on strategic communication, stakeholder engagement, and capacity development. She has more than 15 years of experience in international cooperation, working on complex issues involving climate and energy justice. She is currently a youth engagement consultant for the G20 Global Land Initiative in Brazil. Catharina holds a PhD in Political Communication from the Catholic University of Portugal and a Master's in Intercultural Education from Freie Universität Berlin. She is recognized for her ability to bring together diverse actors in both global and local processes.

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**Daniel Lopes**

*Instituto Terra*



Is the Communications Coordinator at Instituto Terra, where he has worked since 2022 leading the organization's institutional positioning strategy at local, national, and international levels. He is responsible for increasing the visibility of Atlantic Forest restoration efforts by connecting communities, rural producers, governments, foundations, and multilateral organizations. With a degree in Film and Audiovisual Studies (Senac-SP) and an MBA in Communication and Marketing from USP, he leads campaigns and narratives that strengthen the legacy of Lélia and Sebastião Salgado and consolidate Instituto Terra as a national reference in environmental matters.

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**Rose Sena**

BRASFI

BRASFI



She is the CEO of Fomentô Hub — a civic tech startup for impact businesses — and a specialist in climate mechanisms and sustainable finance. She is a board member of BRASFI — Brazilian Alliance for Sustainable Finance and Investment — where, in 2024, she led the Mentorship Program for young associates. Rose has over 22 years of experience with socio-environmental public policies in the Amazon, including serving as an executive specialist in the State of Acre, where she coordinated Phase II of the REDD+ Early Movers Acre program with support from KfW – Germany and the UK Government. She holds a degree in Business Administration and a Master's from the Federal University of Rio Grande do Sul (UFRGS).

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Leadership with a Focus on Impact

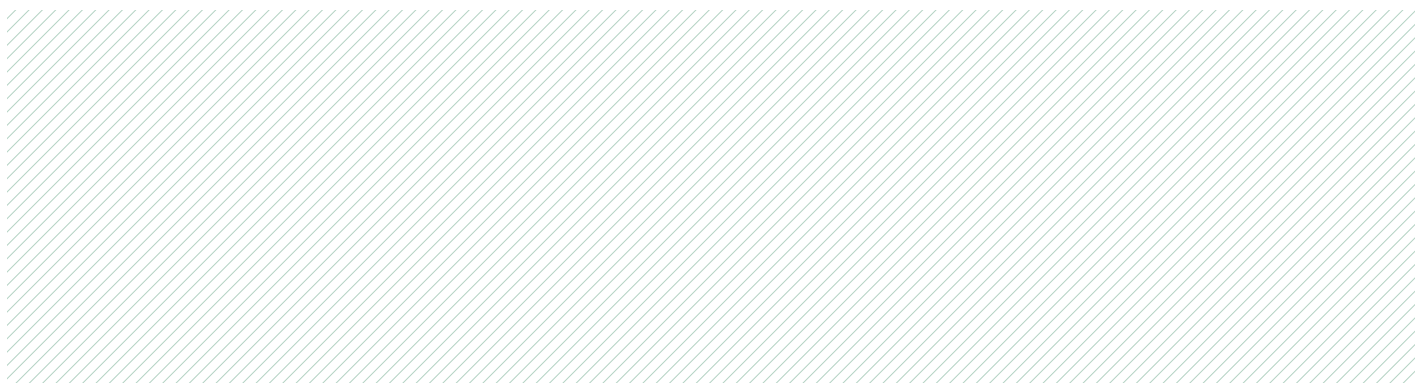


**Júlia Melo**



From the world and from Minas Gerais. She has 18 years of accumulated experience in developing educational solutions for socio-environmental innovation. With both national and international experience, as well as thematic diversity — having worked in areas ranging from international peace education and multigrade education in the Brazilian Amazon to co-founding and running an international school focused on leadership and social innovation in Brazil for nine years. She has trained more than 600 professionals and supported the strengthening of over 100 impact businesses through teaching and practicing regenerative leadership, management, and the design of socio-environmental technologies. She is a specialist in change management, regenerative leadership, innovation, and structuring education-related businesses.

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# PHOTOS

## DAY 1





# PHOTOS

## DAY 2





# PHOTOS

## DAY 3



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