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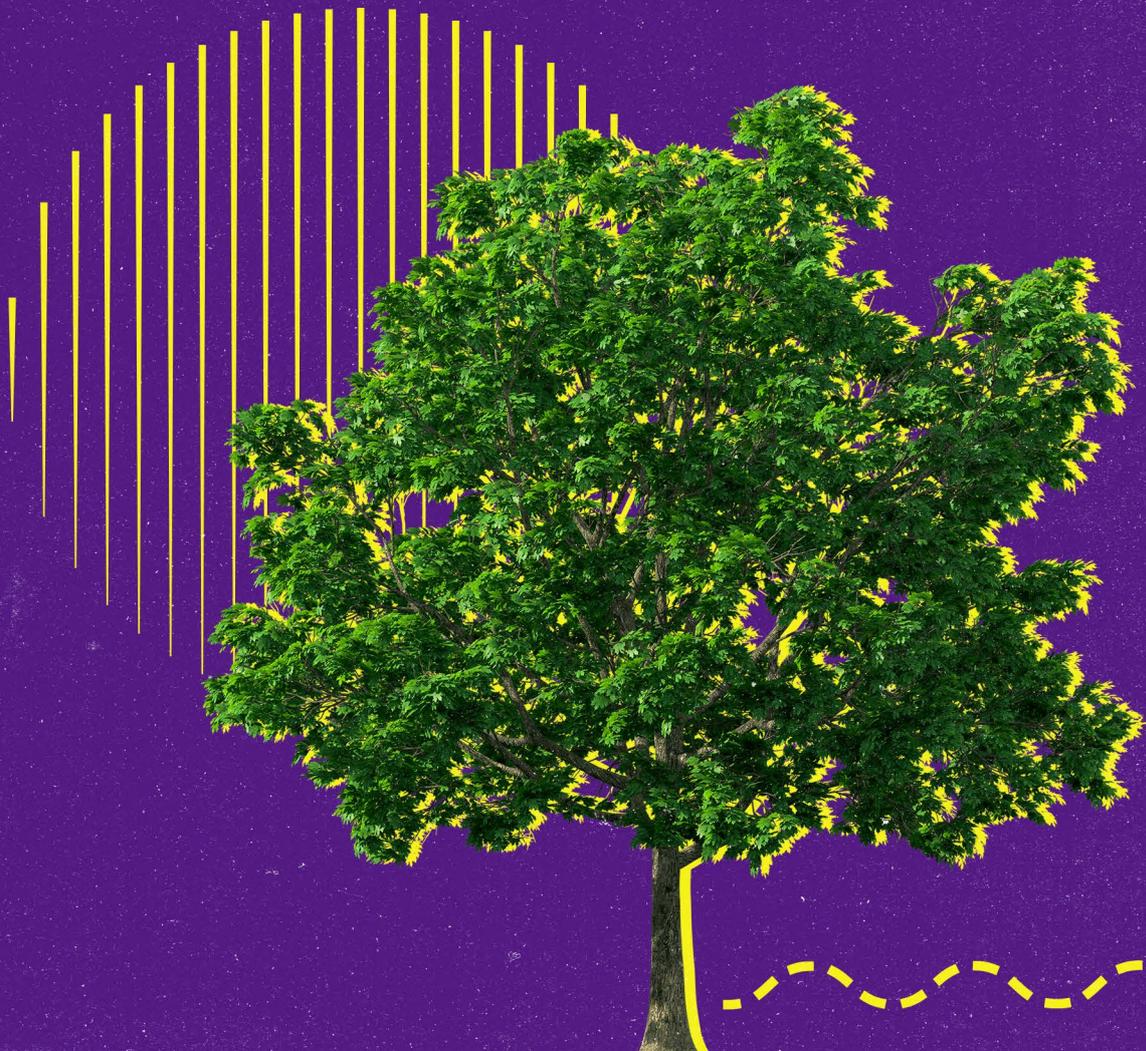


CULTURA

SURVEY

amanhãs do Brasil

THE VALUE OF NATURE



amanhãs do Brasil

THE VALUE OF NATURE

What does nature mean to you?



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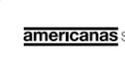
REALIZAÇÃO



MANTENEDORES



PATROCINADORES



PARCEIRO ESTRATÉGICO

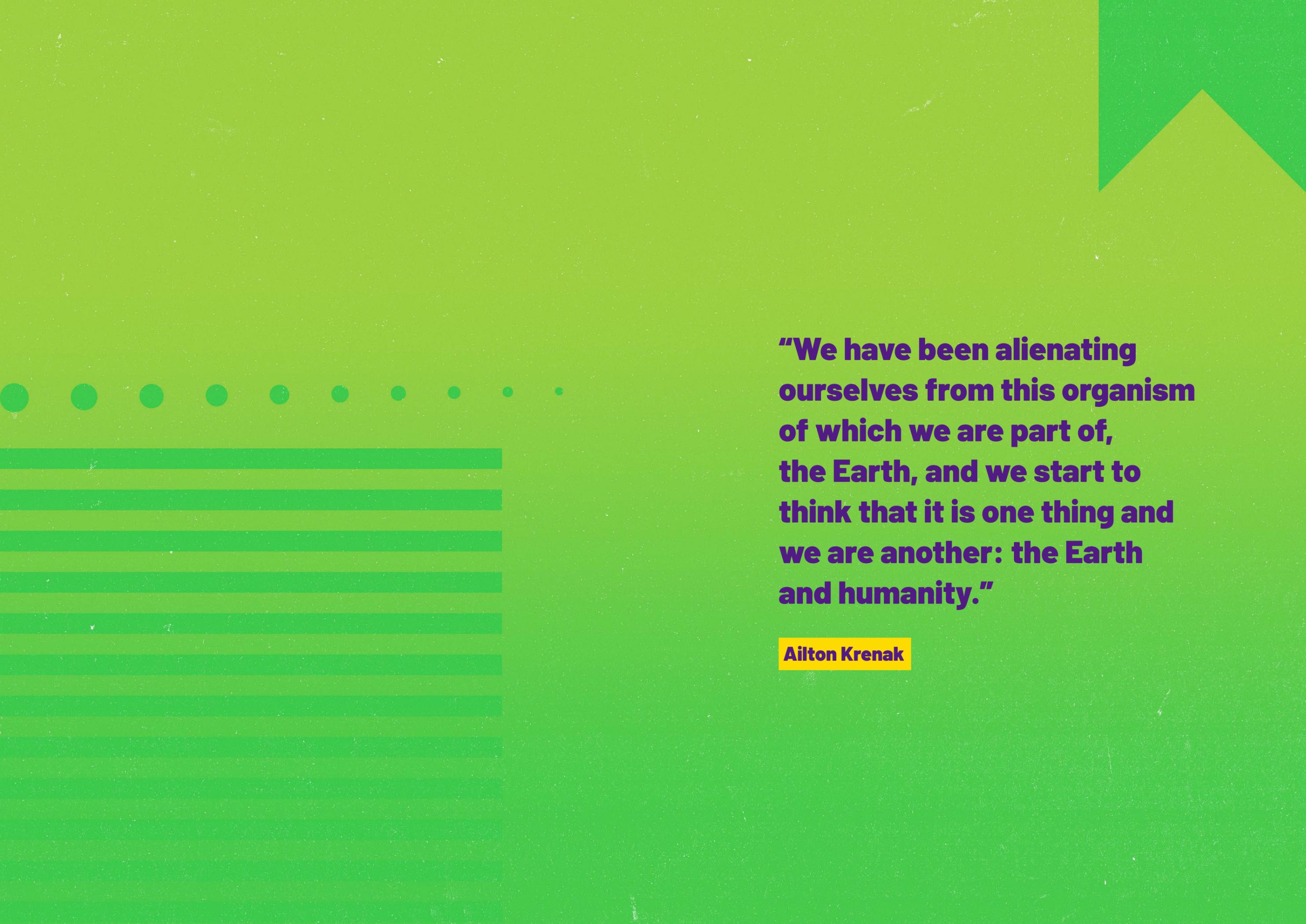


GESTÃO



REALIZAÇÃO





“We have been alienating ourselves from this organism of which we are part of, the Earth, and we start to think that it is one thing and we are another: the Earth and humanity.”

Ailton Krenak

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"Nature is the set of conditions, laws, influences and interactions of a physical, chemical and biological nature, which allows, shelters and governs life in all its forms, including man and all his creations in an integral way."

(P. 510, resident in Rio de Janeiro, Capital)

"Nature is life, it's me, the plants, the animals, the waters, the earth, the soil, the sun."

(P. 89, resident in Rio de Janeiro, Capital)

"It is the strongest source of energy for me, both physically and in spirit and mind."

(P. 124, resident in Rio de Janeiro, Capital)

"It is the natural, living whole that surrounds us, including us, we are one, interbeing."

(P. 174, resident in Porto Real, Rio de Janeiro)



OPENING WORDS



Gaia's message is unequivocal: we face a planetary emergency. A series of misguided political, social, and economic decisions have led us to a global environmental crisis. More than ever, the time has come to resume the debate about the true value of nature.

In July of this year, the Intergovernmental Platform for Science Policy on Biodiversity and Ecosystem Services (IPBES) released an assessment report on the various values of nature. The document warns that the current economic model has taken into account only short-term profit, ignoring environmental damage.

Due to its relevance, the report will serve as the basis for a new global framework for the protection of the planet's biodiversity, a theme that will be debated at the COP 15, which takes place in December, in Canada. Besides stimulating reflections on a more sustainable use of natural resources, the document encourages an increase in the number of studies on the relationship between people and nature.

The Museum of Tomorrow, as an active social subject, answered the call and, between the months of August and September 2022, conducted the survey *Tomorrows of Brazil: the value of nature*. We listened to more than 900 people all over Brazil, and proposed a reflection on how they think and feel about nature and its importance for today and tomorrow of our country.

In the survey, we found that most respondents share the feeling of belonging to the environment, and that they feel good when they are in contact with nature. As for the future of the ecosystem, people were concerned about the projections for 2030.

Faced with situations such as these, the Museum of Tomorrow is proud to be a fertile ground for the debate of ideas, explorations, and questions about the different paths that open up for the co-creation of the tomorrows we desire - and need to build together. The time to act is now. We will continue to highlight the value of nature and the importance of a collective mobilization that moves towards the affirmation of the right to a life with more quality and connection.
Enjoy your reading!

Bruna Baffa
General Director of the Museum of Tomorrow



"Nature is the set of conditions, laws, influences and interactions of a physical, chemical and biological nature, which allows, shelters and governs life in all its forms, including man and all his creations in an integral way."

(P. 432, resident in Niterói, Rio de Janeiro)

"Everything that makes up the universe."

(P. 249, resident in Recife, Pernambuco)

"For me nature is my life."

(P. 256, resident in Itaboraí, Rio de Janeiro)

"It is life in fullness. If nature goes well all is well."

(P. 300, resident in São Gonçalo do Sapucaí, Minas Gerais)



KEY FINDINGS

The survey *Tomorrows of Brazil: the value of nature* encouraged the Museum of Tomorrow's audience to reflect on what they think and feel about nature and its importance for the present and future of the country. Sponsored by EY, this survey was carried out between August and September 2022 with the voluntary participation of 925 people, from 179 municipalities, in 21 states in the five regions of the country plus the Federal District, in addition to 8 countries. This sample, based on a 50-question questionnaire, represents the public's perception of the Museum of Tomorrow with a margin of error of 3% and a confidence level of 95%. Thus, it represents the opinion of more than 5 million people who have visited the museum since its opening in December 2015.

There is no single definition of what nature is for the Museum of Tomorrow audience. Among the various definitions, most emphasize intrinsic values, in which nature has value in itself, followed by instrumental values, in which nature is valued based on the benefits it provides to people, and finally, relational values, where the human being is perceived as an integral part of nature.

In an open question, visitors were asked to define what nature is. The diversity in the responses shows that there is not just one definition about it. However, it is possible to group them into three categories using the Nature Futures Framework, of IPBES - Intergovernmental Platform for Scientific Policies on Biodiversity and Ecosystem Services.

Most visitors define nature by its intrinsic value, citing mainly that nature is "life" and is all that exists "without human interference." The second most cited view of the value of nature was the instrumental view. Among the most quoted references are that nature is the "source of life" and "source of survival" for human beings. Finally, the third view of the value of nature was the relational one. Among the most quoted references appears that all of us "are nature", that nature is an environment in which all living beings live integrated. In all the mentioned visions, the most said words in the definition of what nature is were "life" and "everything", demonstrating an integrated approach.

In addition, in a closed question, 86% of visitors agree that nature is not understood equally among all peoples and cultures.

There is a contradiction in the perception of visitors of the Museum of Tomorrow about the relationship between human beings and nature. When it spontaneously describes what nature is, the public does not include itself in this description. However, when asked directly if human beings are part of nature, the majority of the public affirms they are.

97% of visitors say they are part of nature and 92.4% say that all human beings in general are part of it. If in a closed question the vast majority affirms there is connection between human beings and nature, when asked in an open question, most do not mention this relationship in their spontaneous answers.

Seas, beaches, forests and waterfalls are the main environments where visitors of the Museum of Tomorrow feel immersed in nature.

When defining the place where they feel most immersed in nature, in an open question, the places most cited by visitors were the sea (12%), beach (10.1%), forest (9.8%) and waterfall (4.9%).

The vast majority of the public of the Museum of Tomorrow affirms that immersion in nature arouses good feelings, among the most mentioned are peace, joy and tranquility.

In a closed question, about 99% of the public said that they feel good when they are immersed in nature. When asked in an open question which feelings the contact with nature arouses, those who indicated having good feelings mentioned, mainly, peace (18%), followed by joy and tranquility (7% each), love and happiness (5% each), and then freedom (4%).

Visitors of the Museum of Tomorrow believe that the environments where they feel most immersed in nature will be degraded by 2030, but that they can be recovered.

In a closed question, about half of the Museum of Tomorrow audience, 48%, believe that the environment where they feel most immersed in nature will be degraded by 2030, but that it can be recovered. On the other hand, 39% believe that it will be preserved, but threatened. In smaller numbers, 9% of respondents think it will be preserved and protected against threats, while 4% said that this environment will be degraded and cannot be recovered in 2030.

Sadness is the main feeling that the Museum of Tomorrow's public feels when thinking about how the environments in which they feel immersed in nature will be in 2030. Next, the most mentioned feelings were the desire to actively participate in changing the quality of these environments and the impotence in the face of their state of degradation.

In a closed question, visitors defined three feelings when they think about how the environment in which they feel most immersed in nature will look like in 2030. The main one is sadness (49%), followed by the will to actively participate in this change (47%), impotence (34%), fear (31%), revolt (26%), confidence (13%), anger (8%), happiness (6%) and contentment (5%) and others (2%), such as comfort, discouragement, hopelessness, pain and limitation.

The public of the Museum of Tomorrow wants to have more contact with nature, whether among those who believe they already have frequent contact, those who have little or no contact.

In a closed question, 55% of the public stated that they have frequent contact with nature and would like to have more, 44% who have little contact and would like to have more, and 2% have no contact and would like to have more.

The best memories of the Museum of Tomorrow audience regarding their contact with nature mainly include places, such as the sea, followed by activities, such as trails, and finally, sensations, such as peace

In an open question, visitors pointed out what is the best memory they have in immersion with nature. The answers were varied, where specific places or days were the most mentioned, followed by activities and feelings generated by this immersion.

Those who defined specific locations mainly pointed to the sea. Among the activities, hiking was the most mentioned. Among feelings, the main one is peace.

For visitors of the Museum of Tomorrow, all Brazilian coastal and marine biomes and environments will be degraded by 2030, but they can be recovered. For them, the population and the government are the main threat to nature in the country.

67% of the public believe that the Amazon will be degraded by 2030, in which 55% say it can be recovered and 12% think it cannot be recovered.

64% say that the Caatinga (xeric shrubland and thorn forest) will be degraded by 2030, in which 50% say it can be recovered and 14% think it cannot be recovered.

67% point out that the Cerrado (tropical savanna) will be degraded in 2030, in which 53% say that it can be recovered and 14% think that it cannot be recovered.

69% defend that the Atlantic Forest will be degraded in 2030, in which 51% say that it can be recovered and 18% think that it cannot be recovered.

48% believe that the Pampas (low grasslands) will be degraded by 2030, in which 40% say it can be recovered and 8% think it cannot be recovered.

62% state that the Pantanal will be degraded by 2030, in which 48% say it can be recovered and 14% think it cannot be recovered.

65% claim that coastal and marine environments will be degraded by 2030, where 50% say they can be recovered and 15% think they cannot be recovered.

For the public, human beings and government are the main threats to Brazil's nature.

The majority of visitors of the Museum of Tomorrow believe that governments and society do not take indigenous and traditional peoples into account when thinking about measures aimed at preserving nature

82.6% of visitors pointed out that, when they think of measures aimed at preserving nature, government officials and society do not take indigenous and traditional peoples into account.

The public of the Museum of Tomorrow argues that the good conservation of biomes and the quality of life of Brazilians are related. For visitors, the progress of degradation of biomes will lead to a deterioration in the quality of life of Brazilians

93% of visitors believe that the good conservation of biomes and the quality of life of Brazilians are related, as human beings and nature have a bond of dependence, where the guarantee of human life depends directly on the conservation of ecosystems and human interdependence - nature of which we are part of.

In addition to this symbiotic relationship with nature, the public also pointed out how degradation will affect natural resources, especially air and water quality. Finally, it pointed out its consequences for the future of the country, with climate change generating extreme events, such as natural disasters, climate imbalance and the emergence of new diseases.

For visitors of the Museum of Tomorrow, nature must have its rights assured against the predatory action of the population

97% of the public believe that the lives of other species and ecosystems should have their rights guaranteed against the impacts of human actions and economic activities.



amanhã do Brasil

THE VALUE OF NATURE

SURVEY

• **DAVI BONELA**

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Audience Research Analyst of the Museum of Tomorrow

• **FABIO SCARANO**

Member of the Scientific and Knowledge Committee of the Museum of Tomorrow
Principal of Escola do Amanhã | IDG - Institute of Development and Management





**“Nature is life, it is everything that surrounds us,
everything we need to live and be on the planet.
We need to be and keep in tune with nature, because
we depend on it to survive.”**

(P. 325, resident in Recife, Pernambuco)

**“It is what allows life to exist, it is the ecosystem
functions and their multiple services, providing an
environment suitable for life.”**

(P. 192, resident in Recife, Pernambuco)

Life surrounds the Earth with its diversity and exuberance. It goes from the icy poles to the heat of tropical forests, filling the land, water and air with millions of species of animals, plants, fungi and other groups of micro and macro-organisms. Despite this, we rarely ask ourselves what nature is, what it feels like to be in contact with different species and ecosystems and what it means to each of us.

As long as we don't ask these essential questions about life on the planet, biodiversity is in danger. Currently, 1 million species of plants and animals are threatened with extinction¹. Comprising between 15% and 20% of all biological diversity on the planet, Brazil has about 130,000 animal species and more than 4,000 plant species². This is without taking into account the species that have not yet been discovered by science, considering that life in our biomes still has much to be known³.

The fact that Brazil is home to much of the life on the planet makes any reflection on the Tomorrows we want for the country include reflection on our relationship with nature. Especially in this year when governments from all over the world gather at the UN Biodiversity Conference to create a global agreement to preserve nature and build a future in harmony with it by 2050. In view of this, the Museum of Tomorrow conducted a survey with its audience to find out what they think and feel in relation to nature and its importance for the Today and Tomorrow of the country.

¹ IPBES (2019). Summary for policymakers of the global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. Population and development review, vol. 45, p. 680-681. Available on: <<https://onlinelibrary.wiley.com/toc/17284457/2019/45/3>>

² Programa das Nações Unidas para o Meio Ambiente. Brasil Megadiverso: dando um impulso online para a biodiversidade. Available on: <<https://www.unep.org/en-us/noticias-e-reportagens/story/brasil-megadiverso-dando-a-impulso-online-para-biodiversidade>>

³ MOURA, M.R.; JETZ, W. Shortfalls and opportunities in terrestrial vertebrate species discovery. Nature ecology & evolution, vol. 5, p. 631-639. Available on: <<https://www.nature.com/articles/s41559-021-01411-5.epdf>>

3.1. WHY INVESTIGATE WHAT PEOPLE THINK AND FEEL ABOUT NATURE?

According to IPBES, the Intergovernmental Science Policy Platform on Biodiversity and Ecosystem Services, the way nature is understood affects political and economic decisions related thereto. Therefore, the global biodiversity crisis is also a crisis of awareness of the relationship between human beings and nature. Currently, the environment is understood mainly as a source of resources, when, in fact, its value goes much further according to different people, peoples and cultures. In this process, regeneration is an important step forward beyond sustainable development.

IPBES argues that identifying the different ways of perceiving nature is necessary to encourage more sustainable paths. This resulted in the creation of the Nature Futures Framework (NFF)⁴, a tool that helps people visualize and describe desirable futures in which nature has all its vitality.

This tool has three ways of understanding the value given to nature:

1. Intrinsic value, or **nature for nature**, in which nature has value in itself, with the preservation of the diversity of its functions being paramount;
2. Instrumental value, or **nature for society**, where nature is primarily valued for the benefits or uses that people derive from it;
3. Relational value, or **nature as culture**, in which the human being is perceived as an integral part of nature and, therefore, what is valued is the reciprocal character of this relationship.

⁴ Pereira, LM, Davies, KK, den Belder, E, et al. Developing multiscale and integrative nature–people scenarios using the Nature Futures Framework. *People Nat.* 2020; 2: 1172–1195. Disponível em <<https://besjournals.onlinelibrary.wiley.com/doi/epdf/10.1002/pan3.10146>>

Three values of nature



And it is seeking to understand how its public sees nature, based on these values, that the Museum of Tomorrow developed the survey *Tomorrows of Brazil: the value of nature*.

Through it, the Museum presents the visions of what nature is like in the opinion of more than 900 Brazilian men and women, residents of large capitals, such as, for example, Brasília, Salvador, Curitiba, Manaus and São Paulo, where there are 2 to 12.4 million inhabitants, and small towns, such as São Vendelino, in Rio Grande do Sul, Santana do Riacho, in Minas Gerais and Itanhangá, in Mato Grosso, which have between 2 and 7 thousand inhabitants.

3.2. HOW WAS THE SURVEY CONDUCTED?

Tomorrows of Brazil: the value of nature is a qualitative and quantitative survey consisting of 50 open or closed questions. Open-ended questions are those that allow participants to respond in their own words. Closed questions are those in which participants are invited to choose one or more options from a defined set of answers.

Participants were recruited via email and social media. Responses were collected and stored using the Typeform software, and analysis of the results was performed using Microsoft Excel.

The definition of the sample, the construction of the questionnaire, the collection and analysis of data were carried out by the Management of Scientific Development of IDG | Museum of Tomorrow, with the participation of researcher Fabio Scarano, Associate Professor of Ecology at UFRJ and Professional Master's Degree in Sustainability Science, Department of Geography and Environment at PUC Rio, in addition to being a member of the Rio's Center for Science in Conservation and Sustainability (CSRio) and the Scientific and Knowledge Committee of the Museum of Tomorrow and Principal of the School of Tomorrow at the Museum of Tomorrow.

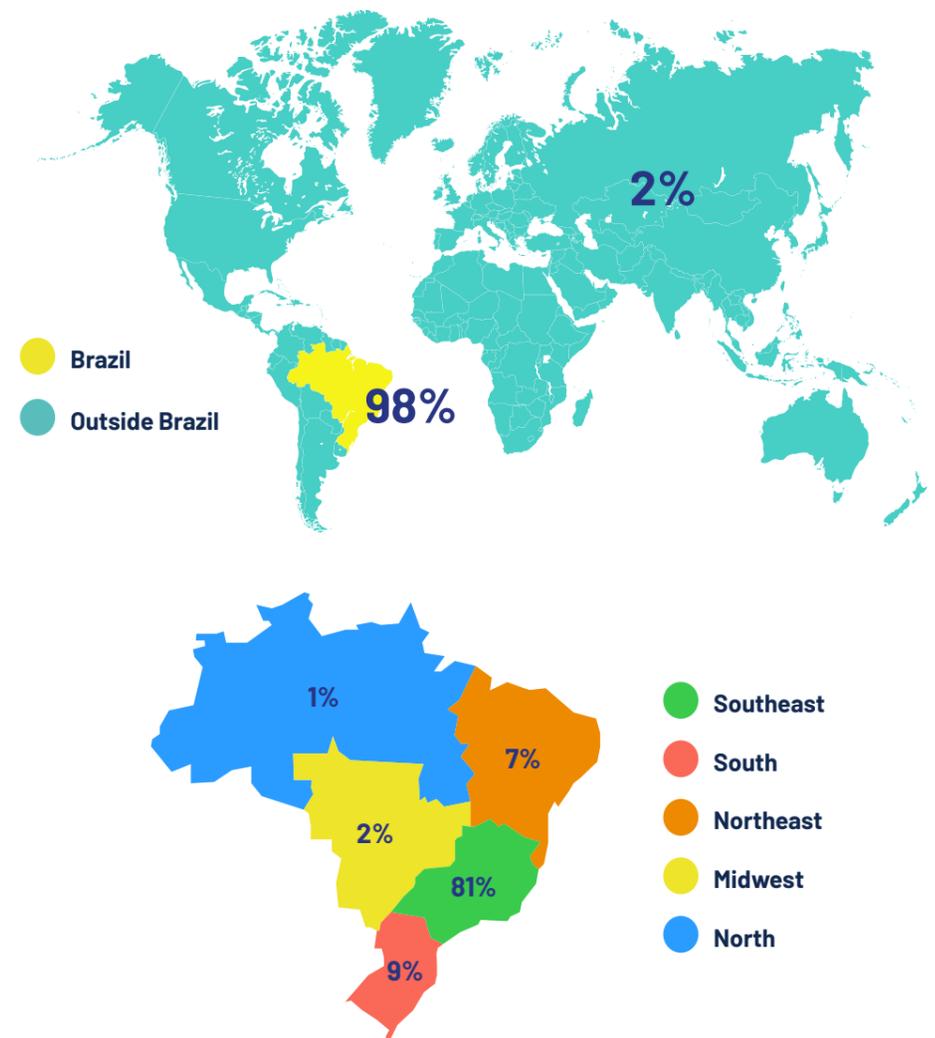
3.3. QUAIS SÃO OS TEMAS ABORDADOS?

1. What is nature;
2. How do you feel when you are in contact with it;
3. How the Brazilian biomes and the places where the participant feels most immersed in nature will be in 2030;
4. What is the main threat to nature in Brazil and who is primarily responsible;
5. Relationship between quality of life and conservation of biomes;
6. Rights of nature and of indigenous and traditional peoples;
7. Future of nature.

WHO PARTICIPATED?

The survey participants form a sample of visitors of the Museum of Tomorrow, in addition to showing data from non-visitors of the Museum. The categories used for race/color, age groups and income are those used in sociodemographic studies by IBGE - Brazilian Institute of Geography and Statistics and by IPEA Institute of Applied Economic Research.

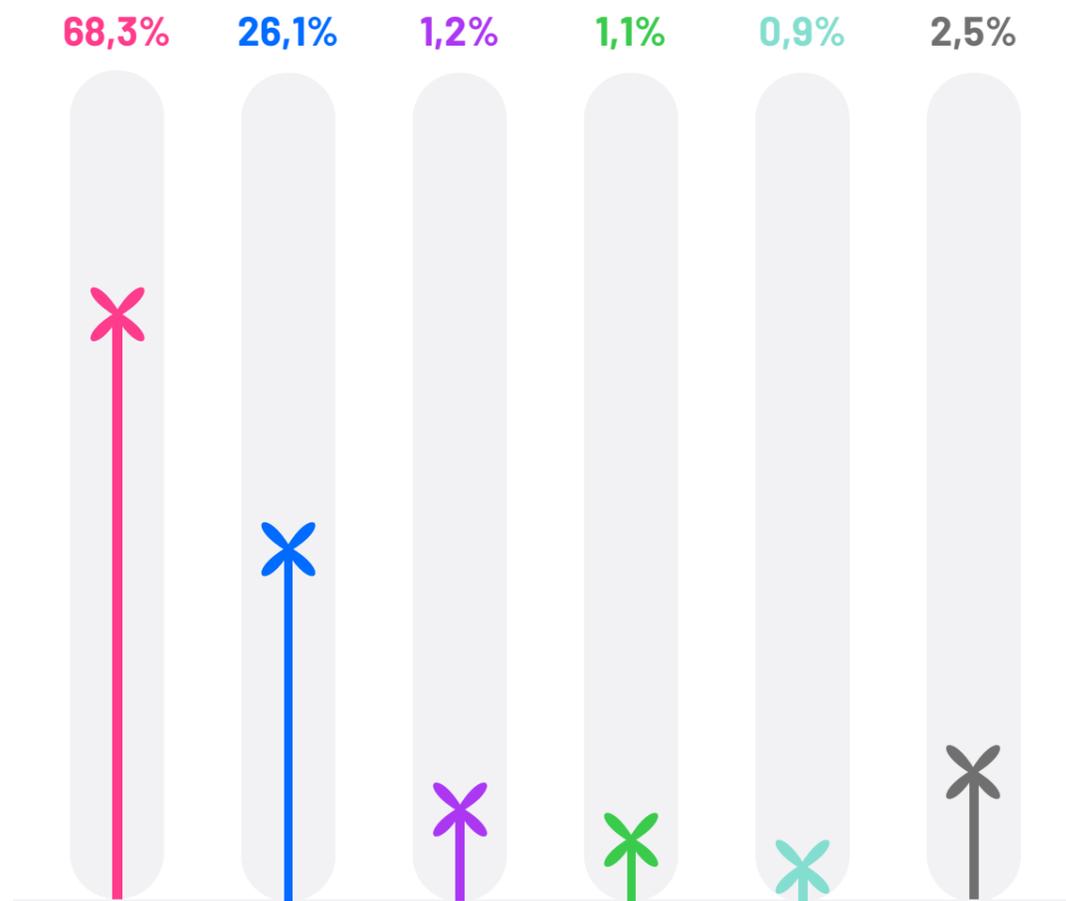
Where they live



98% live in Brazil while only 2% live in another country. Among those who live in Brazilian territory, they come from 21 states⁵ plus the Federal District and 179 municipalities. 81% come from the Southeast region, where approximately 61.6% live in the state of Rio de Janeiro, 9% from the South region, 7% from the Northeast region, 2% in the Midwest and 1% live in the North region. Among those who live in other countries, they come from Argentina, United States, Uruguay, Canada, Australia, Germany, Chile and Mexico.

⁵ The survey had the participation of residents in the states of Alagoas, Amazonas, Bahia, Ceará, Federal District, Espírito Santo, Goiás, Maranhão, Mato Grosso, Mato Grosso do Sul, Minas Gerais, Paraíba, Paraná, Pernambuco, Piauí, Rio de Janeiro, Rio Grande do Sul, Rondônia, Santa Catarina, São Paulo and Sergipe and did not count on the participation of residents of the states of Acre, Amapá, Rio Grande do Norte, Roraima and Tocantins.

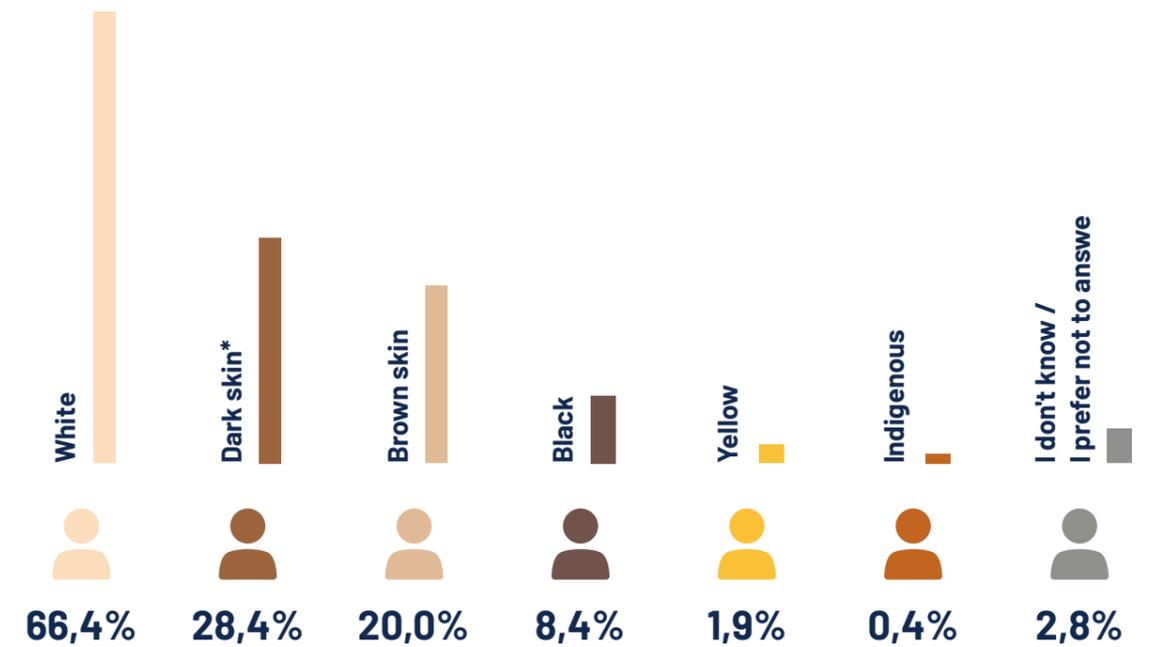
Gender



- ✕ Cisgender woman
- ✕ Cisgender man
- ✕ Transgender woman
- ✕ Non-binary
- ✕ Transgender man
- ✕ Other

68% are cisgender women, 26% are cisgender men, 1.2% are transgender women, 1.1% are non-binary, 0.9% are transgender men, and 4% are other.

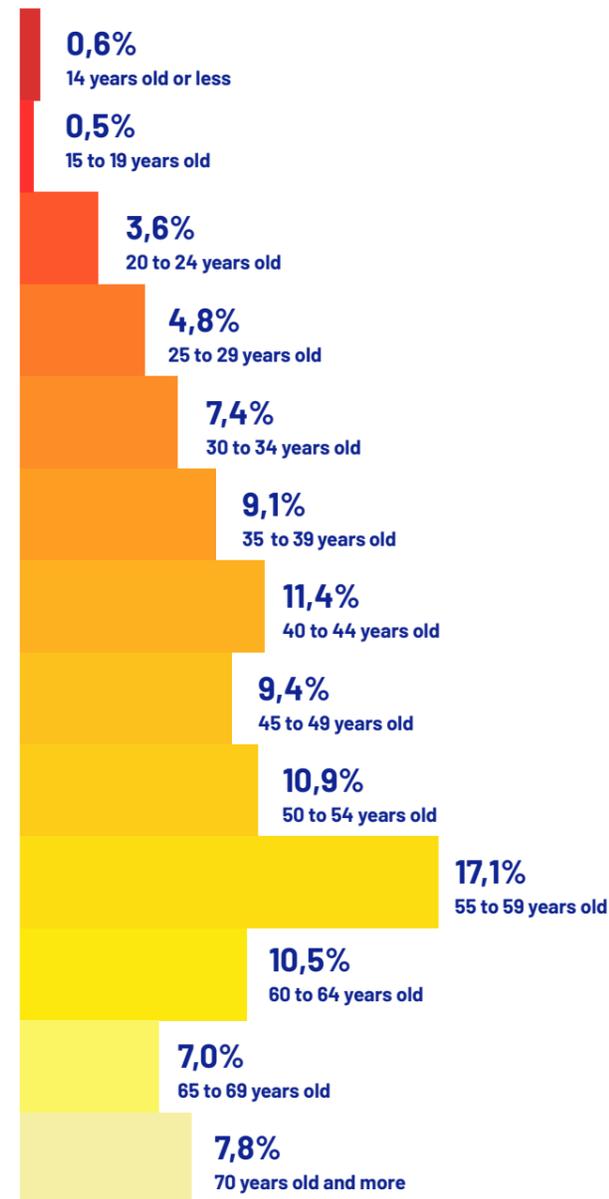
Race or color



Regarding self-identification of color, 66.4% declared themselves white, 28.4% as dark skin⁶, where 20% are brown skin and 8.4% are black and 1.9% as yellow. Those who self-identified as indigenous do not reach 1%.

⁶ According to the Statute of Racial Equality Law nº 12.288/2010, the dark skin population is defined as the group of people who declare themselves black and brown skin, according to the color or race used by the Brazilian Institute Foundation of Geography and Statistics (IBGE), or that adopt analogous self-definition.

Age according to age groups



The division of age groups has the following proportion: 0.6% are up to 14 years old; 8.9% between 15 and 29 years old; 27.9% between 30 and 44 years old; 37.4% between 45 and 59 years old; and 25.3% aged 60 or over

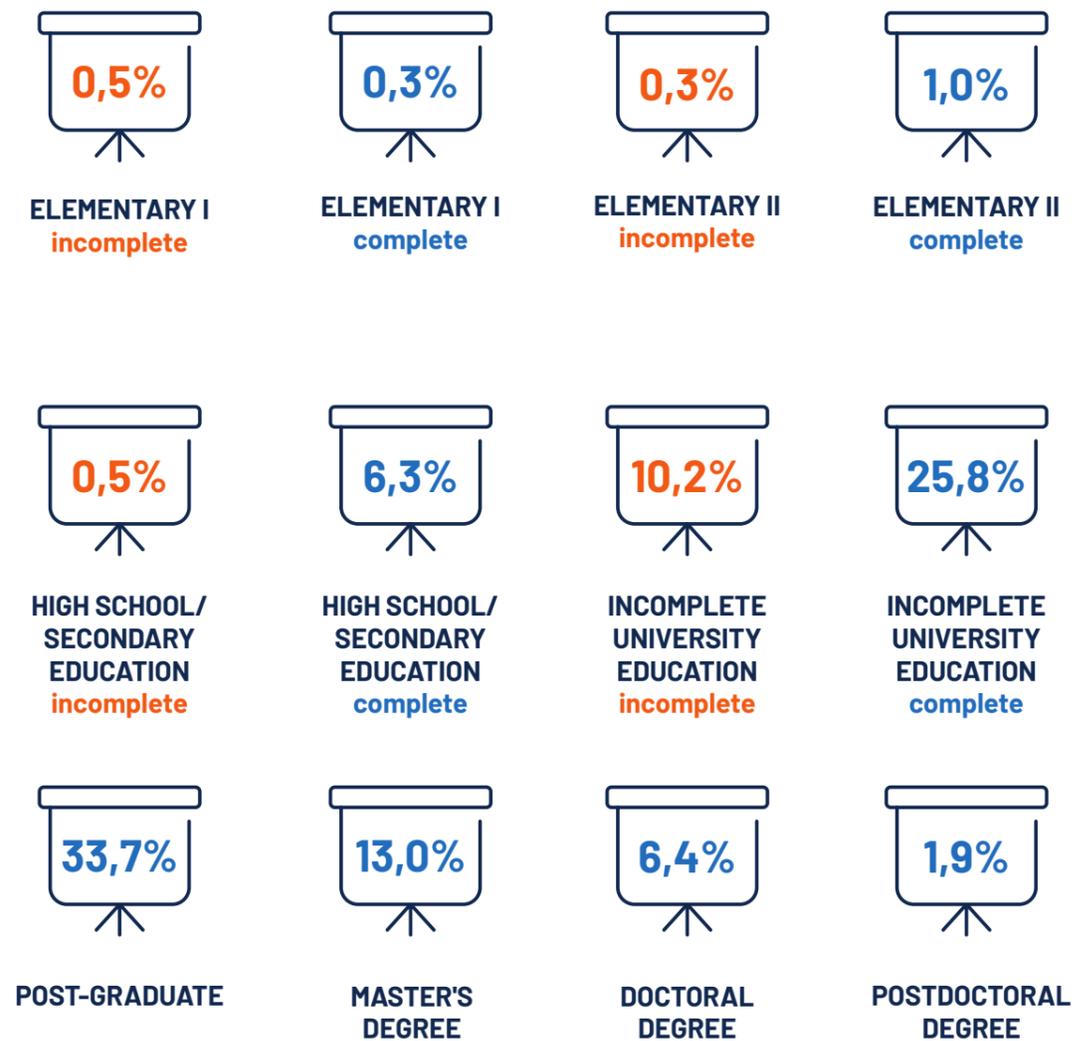
Income in minimum wages



Income is concentrated between 3 and 20 minimum wages⁶. We see that 10.1% earn up to 1 minimum wage, 12.4% earn between 1 and 2 minimum wages, 9.5% between 2 and 3 minimum wages, 15.4% between 3 and 5 minimum wages, 19.7% between 5 and 10 minimum wages, 11.9% between 10 and 20 minimum wages and 5.2% more than 20 minimum wages. It should be noted that a considerable portion of the survey participants (15.9%) preferred not to report their income.

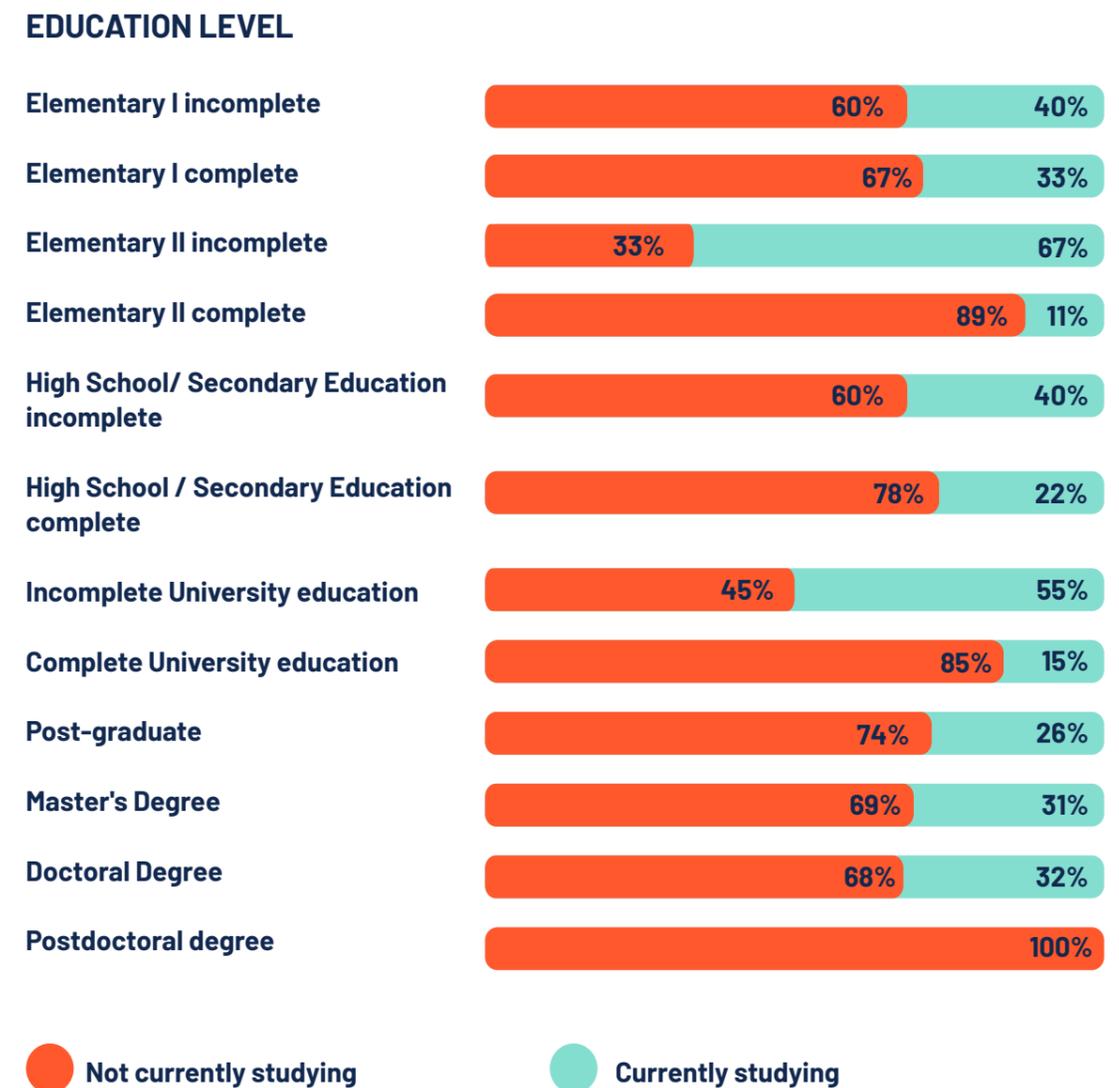
⁶ The value of the minimum wage of BRL 1,212.00 was defined by Provisional Measure No. 1,091/2021, signed by the Presidency of the Republic and published in the DOU of January 31, 2022.

Education level



Schooling is concentrated among the highest educational levels. 9% of them have basic education (up to complete high school), 36% have incomplete or complete higher education and more than half, 55%, have postgraduate or higher educational level.

Education of the survey participants, according to whether they are studying or not at the time of the research



When we separate those who are still studying from those who are no longer studying, we see that, with the exception of those with incomplete Elementary Education II and Incomplete University education, most were not studying during the period in which they responded to the survey.

Is studying / enrolled in any educational institution at the moment



26%



74%

26% were studying and/or enrolled in some educational institution at the time of the survey, while 74% were not studying.

In the last 30 days, worked as an employee or as an intern, for at least 1 hour, in any paid activity



68,4%



31,6%

68.4% worked or did an internship, for at least 1 hour, in some paid activity in the last 30 days, while 31.6% did not work in the period.

Do you have children?



58,8%



41,2%

58.8% have children and 41.2% do not.



"Nature for me equals the world in its physical aspects: animals, plants, minerals, atmosphere, rivers and seas, not forgetting the human being. That said, nature must necessarily present harmony between all its components, which does not mean stagnation in the development of techniques that will bring more quality of life to living beings. Man depends on the balance of the environment to ensure his survival."

(P. 388, resident in São Paulo, Capital)

"It is beautiful, magnificent, grand. It contains all the answers. It is perfect even in its small imperfections. It is part of us and we are part of it. It deserves to be cared for, respected and loved."

(P. 85, resident in Rio de Janeiro, Capital)

"The cradle of life."

(P. 69, resident in Teresópolis, Rio de Janeiro)

"Transforming and propelling source of life."

(P. 52, resident in São Paulo, Capital)



RESULTADOS DA PESQUISA



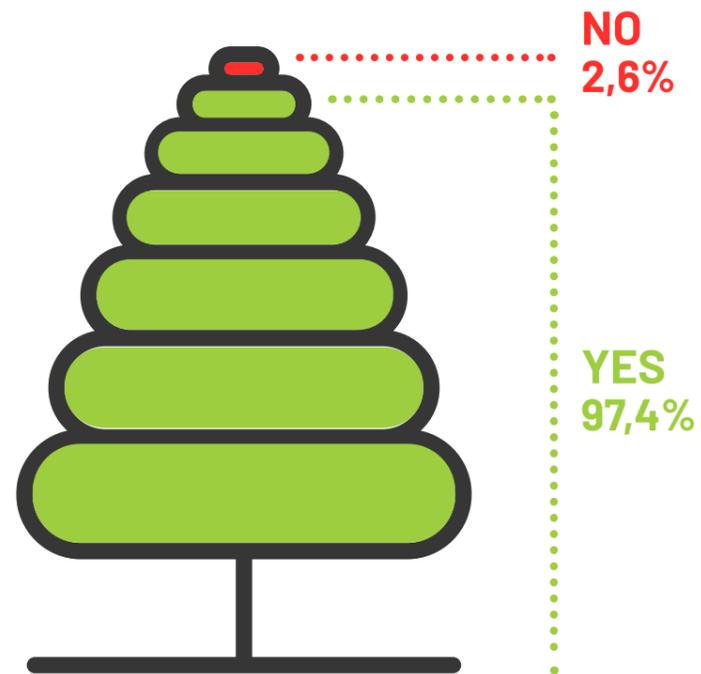
The survey is divided into four stages. In the first stage, participants are invited to define what nature is and the feelings aroused when they feel in contact with it. In the second stage, participants are invited to give their opinion on how Brazilian biomes will be in 2030. In the third stage of the survey, the participants delved deeper into this topic considering political, economic and social aspects and also raising expectations for the future of nature. Finally, the last step brings sociodemographic issues already presented earlier in the survey.

For you, what is nature?

In an open question, visitors of the Museum of Tomorrow were able to define in their own words what nature means to them. There was no consensus regarding this definition, showing that nature can be perceived and valued in different and even conflicting ways. '

Analyzing the answers, the most mentioned words in the definition of what nature is were "life" and "everything". They can be classified within the three values of nature defined by the Nature Frames Framework (intrinsic, instrumental and relational), in which the intrinsic value is noted more frequently among the responses of the Museum's public (63.2%), followed by the instrumental value (21.6%) and, finally, the relational value (15.3%). This shows that, among visitors of the Museum of Tomorrow, a transition towards sustainable development is taking place, in which nature is no longer valued solely for its instrumental value, but is valued based on its intrinsic value, in order to finally see nature at its best from its relational value.

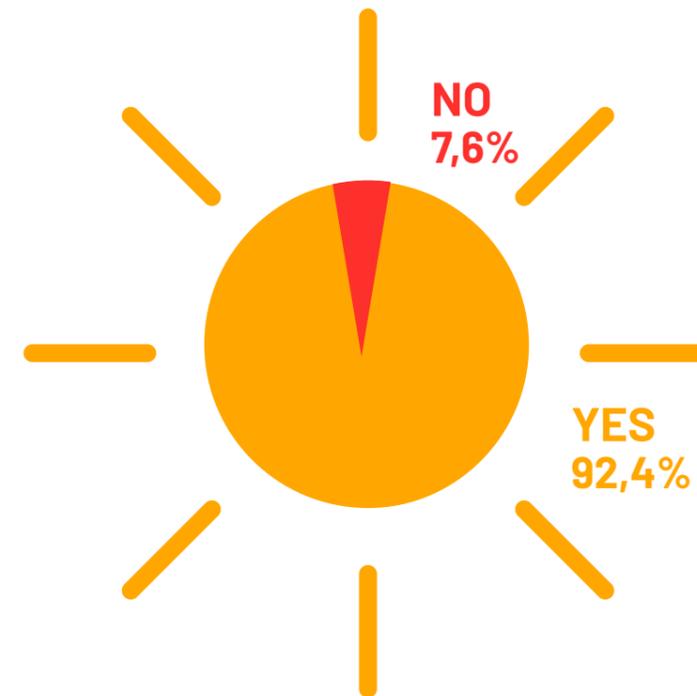
Do you feel part of nature?



If in the spontaneous answers to the question 'For you, what is nature?', most visitors did not mention themselves and human beings in general as part of nature, when asked 'Do you feel part of nature?', the vast majority, 97.4%, state that they feel part of nature, which shows that many times human beings may not spontaneously understand themselves as an integral part of nature.

As for the question 'And human beings in general, are they part of nature?', although most continue to believe that we are part of nature, the percentage of 92.4% is lower than the 97.4% who think they are part of nature themselves.

And, in your opinion, are human beings in general part of nature?



As for the question 'And human beings in general, are they part of nature?', although most continue to believe that we are part of nature, the percentage of 92.4% is lower than the 97.4% who think they are part of nature themselves.



"I'm from the Northeast and my grandfather had a small farm in Sertânia. Whenever he could, he took me to keep him company and it was wonderful. In addition to helping him, he even let me climb trees, bathe in the river and, most incredible, prepare cassava to make flour with him. What pain I felt when he passed away. He left a great learning legacy that I will never forget, because that piece of land was one of the most important things in his life. Fifty years before, he was already talking about the benefits we have from nature and how important it is, because our food comes from it. Those moments I had with my grandfather will never leave my memory."

(P. resident in Rio de Janeiro, Capital)

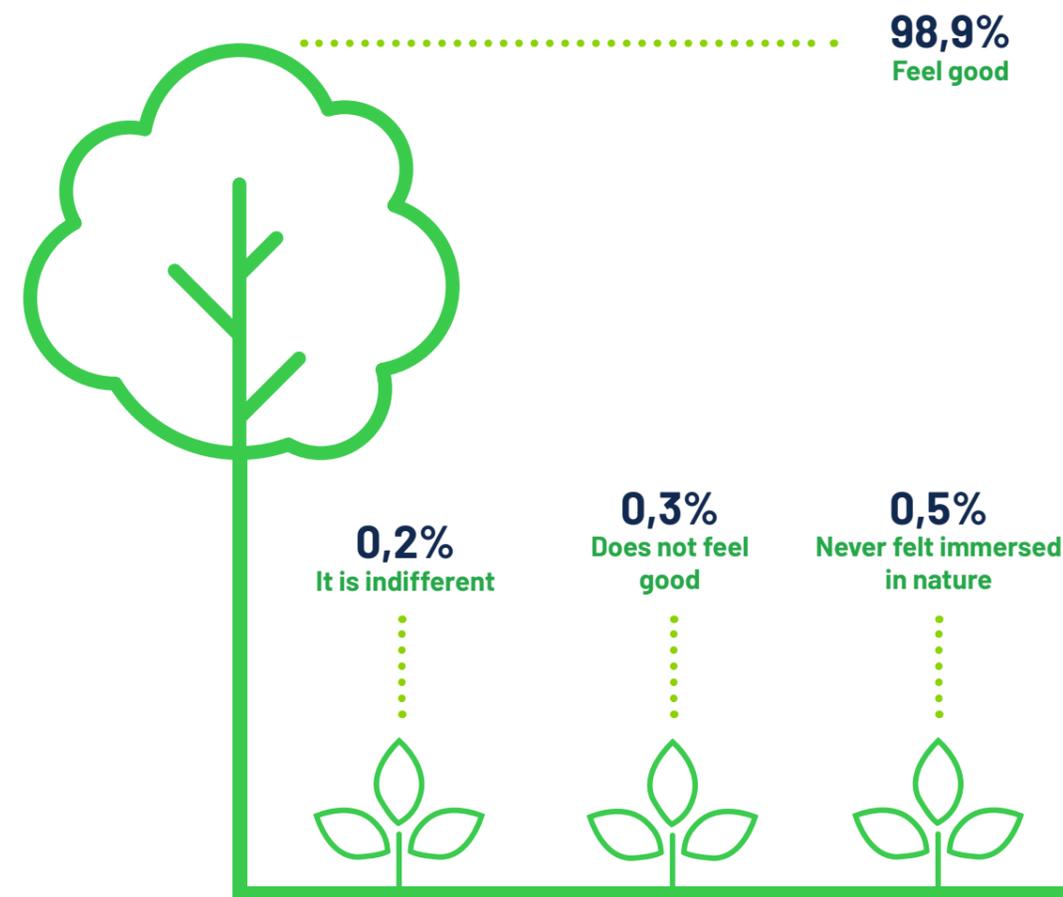
"I actually live close to nature, and that's why I preserve it and worry a lot about its conservation. I'm always connected and immersed in it, it wouldn't have a day to tell, but a decade in fact."

(P. 99, resident in Resende, Rio de Janeiro)

"When I visited the Iguaçu Falls, when I glimpsed Sancho Bay in Fernando de Noronha from above, when I passed between the igarapés and igapós of the Amazon, when I was enchanted by the sunset and the lagoons of Lençóis Maranhenses, when I walked away of the stone jungle and I was able to enjoy a little of the customs of the Pataxó Indians. I was ecstatic with everything I saw and witnessed, an enormous feeling of belonging to those places took over me and I thanked the divine and the universe a lot for being part of all of this and being an integral being that embraces all the causes that defend nature."

(P. 238, resident in Floriano, Piauí)

For you, what feelings arise when you find yourself immersed in nature?



Almost 99% of visitors feel good when immersed in nature, with feelings of peace (18%), followed by joy (7.4%), tranquility (6.8%), love (5.2%), happiness (4.9%) and freedom (3.7%), among others.



“Since I live in the city, I feel more immersed in nature when I'm in parks or places where you can hear birdsong and have lots of trees.”

(P. 895, resident in São Paulo, Capital)

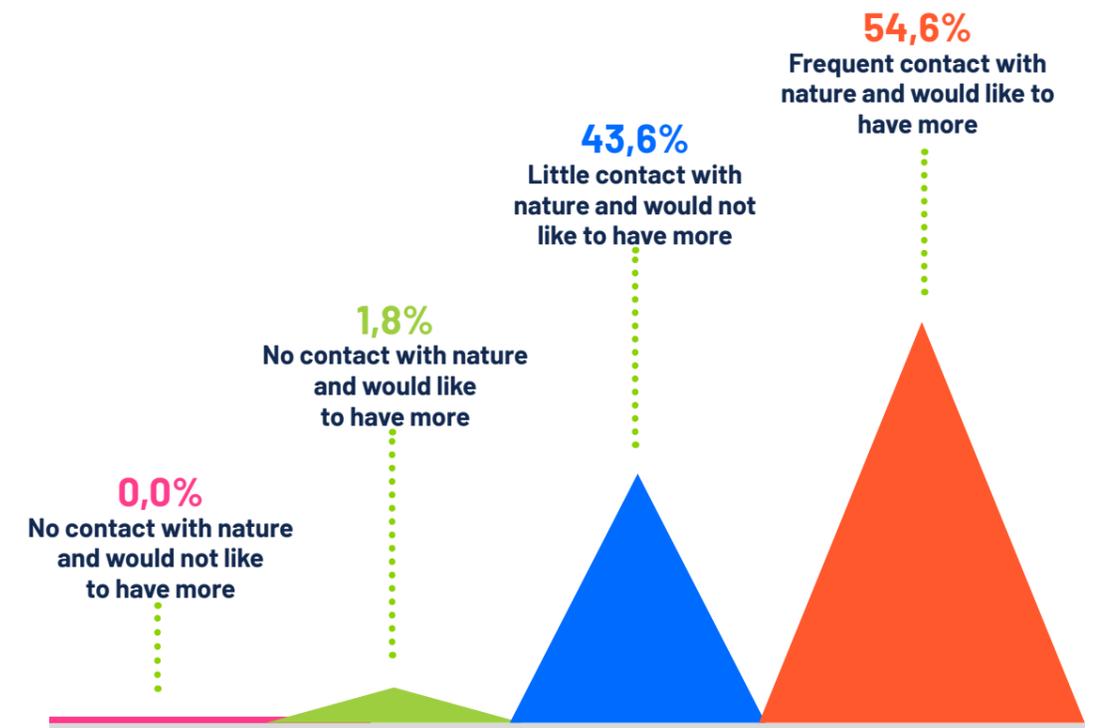
“Anywhere where it can be enjoyed with tranquility... Mountain, beach, landscapes and cities where you can feel the purity of the water, the healthy food, the peaceful environment...”

(P. 684, resident in Rio de Janeiro, Capital)

“Beaches and trails are facilitators for me, but I also access nature when I close my eyes and find my inner peace.”

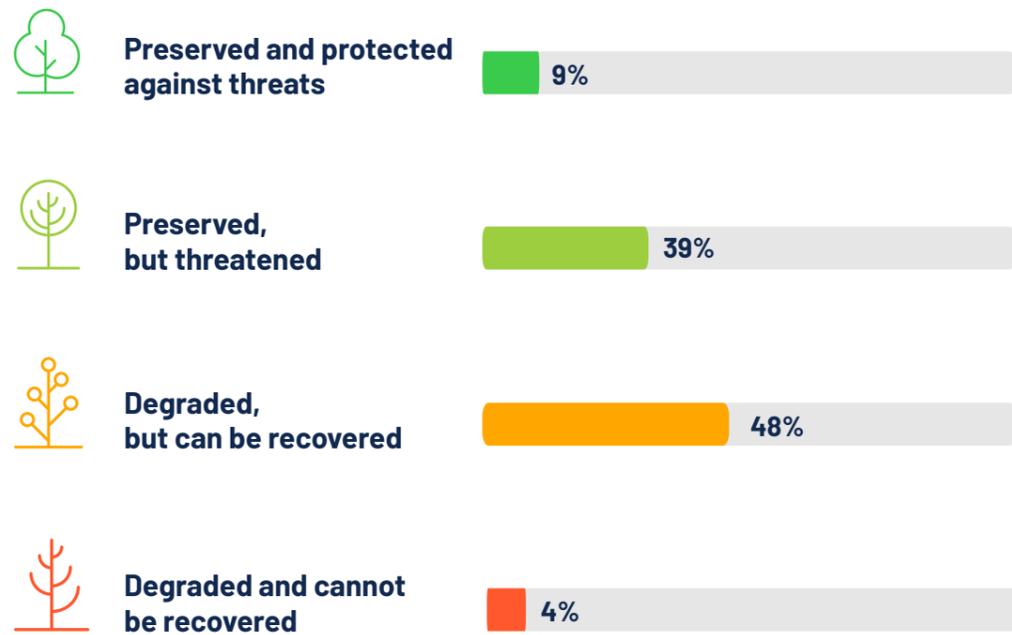
(P. 567, resident in Rio de Janeiro, Capital)

How often does this immersion in nature occur?



Although 55% of visitors of the Museum of Tomorrow believe that they have frequent contact with nature, 46% believe that they have little or no contact, which reinforces the disconnection between people and nature in the perception of a significant part of the public.

How will the environment where you feel most immersed in nature be in 2030?



Although 52% of visitors believe that the environment where they feel most immersed in nature will be degraded by 2030, we see that they still hope the environment to be valued in the future, since 48% of them pointed out that, even degraded, these environments can be recovered. 48% believe they will be preserved, among them, 39% say they will be threatened and 9% that they will be protected against threats.

What feelings are generated in you when you think about how the environment in which you feel most immersed in nature will be in 2030?

FEELINGS GENERATED



OTHER FEELINGS GENERATED



Among the feelings listed in the question, 49% of visitors define that sadness is predominant when they think about how the environment in which they feel most immersed in nature will be in 2030, followed by the desire to actively participate in this change (47%), impotence (34%), fear (31%), revolt (26%), confidence (13%), anger (8%), happiness (6%), contentment (5%) and other feelings not listed, such as hope, worry, a mixture of feelings, among others.

When we separate those who believe that the environment will be degraded from those who think it will be preserved, the order of the most mentioned feelings changes.

FEELINGS GENERATED IN THOSE WHO BELIEVE THAT THE ENVIRONMENT WILL BE DEGRADED



OTHER FEELINGS GENERATED IN THOSE WHO BELIEVE THAT THE ENVIRONMENT WILL BE DEGRADED



Among those who believe it will be degraded, the 54% who indicate a willingness to actively participate in this change predominates, followed by sadness (52%), impotence (35%), fear (32%), revolt (28%), confidence (10%), anger (7%), happiness and contentment, with 2% each, and other feelings not listed such as hope, mixed feelings, worry, pessimism, hate, and hopelessness.

FEELINGS GENERATED IN THOSE WHO BELIEVE THAT THE ENVIRONMENT WILL BE PRESERVED

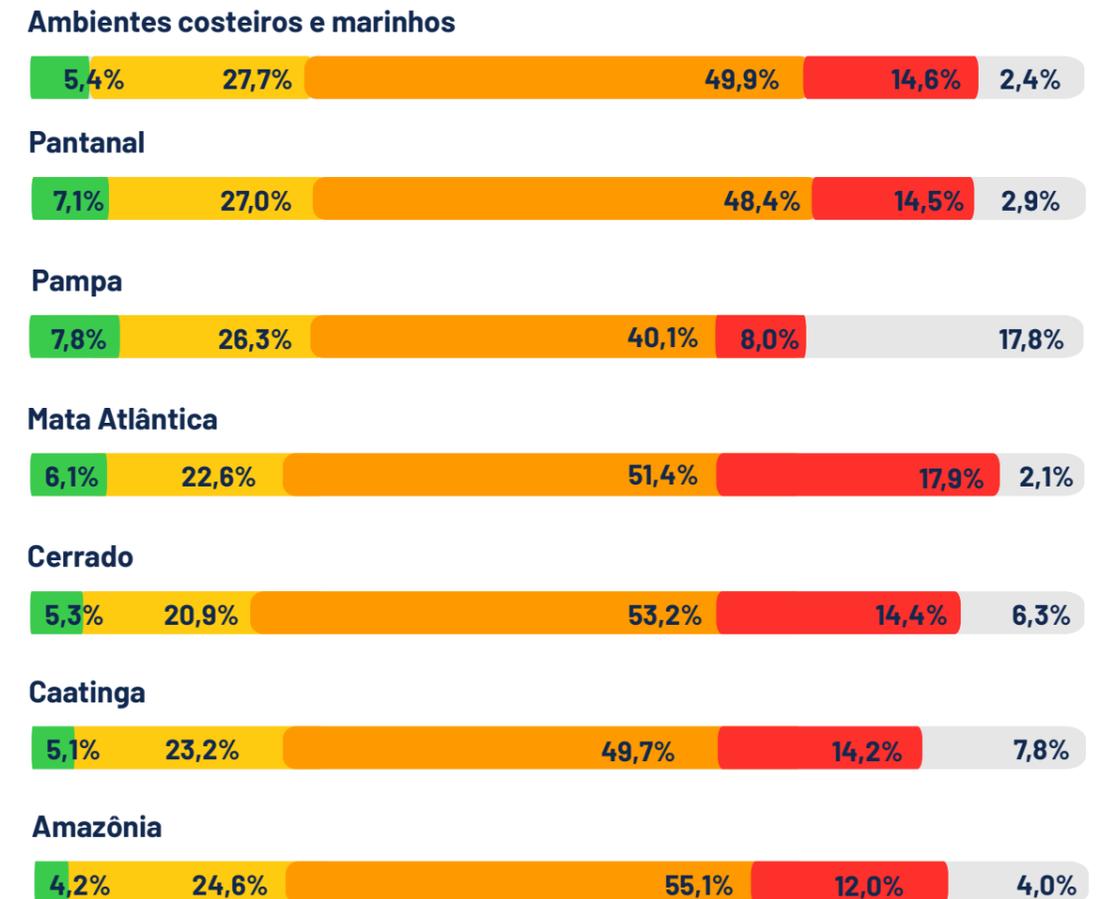


OTHER FEELINGS GENERATED IN THOSE WHO BELIEVE THAT THE ENVIRONMENT WILL BE PRESERVED



Among those who believe it will be preserved, sadness is predominant when they think about how the environment in which they feel most immersed in nature will be in 2030, with 46% of them indicating that they feel it, followed by the will to actively participate in this change (40%), impotence (32%), fear (30%), revolt (25%), confidence (16%), happiness (10%), anger (8%), contentment (7%) and other feelings not listed, such as hope, tranquility, concern, limitation, pain, dismay, comfort, in addition to a person who did not know how to respond.

Considering the information you have access to, indicate below how the Brazilian biomes will be in 2030



Visitors of the Museum of Tomorrow were encouraged to define how they believe the Brazilian biomes will be in 2030: preserved but threatened; preserved and protected against threats; degraded, but can be recovered; or degraded and cannot be recovered, in addition to indicating not knowing the answer to this question. This question was asked for the Amazon, Caatinga (xeric shrubland and thorn forest), Cerrado (tropical savanna), Atlantic Forest, Pampas (low grasslands), Pantanal and Coastal and Marine Environments biomes.

For all biomes, the perception is the same: most of the public believe they will be degraded by 2030, but can be recovered.

67% of visitors believe that the Amazon will be degraded by 2030. Regarding Caatinga, 64% of visitors believe that this biome will be degraded by 2030. Cerrado will be degraded for 67% of visitors. 69% of visitors believe that the Atlantic Forest will be degraded by 2030. Regarding the Pampa, 48% of visitors believe that it will be degraded by 2030. The Pantanal will be degraded for 62% of visitors. 65% of visitors believe that coastal and marine environments will be degraded by 2030.

For those who indicated that they did not know the answer about how each of the Brazilian biomes will be in 2030, they were asked what would help them to have more information about each of the biomes. For all of them, most responses point out that having better access to reliable information, reading and researching the topic and getting to know them personally would help them to better understand the Brazilian biomes.

In your opinion, what is the main threat to nature in Brazil?

The public of the Museum of Tomorrow, in an open question, could point out what is the main threat to nature in Brazil. In first place appeared the human being (12.6%), followed by its greed (7.3%), lack of environmental education (3.6%), awareness (3.7%) and ambition (1.4%) as the biggest threat, others were more specific, pointing to the government (8%), deforestation (6.8%), lack of policies (4.9%), inspection (2.1%) and laws (0.4%) focused on environmental causes, the omission of the public power (3%) and burnings (2.6%) and certain economic activities such as agribusiness (2.6%), gold mining (2%) and agriculture (0.4%) as major threats to our environment. The majority defined not only one, but several threats to the country's nature, while one person said he did not know.



"Human beings themselves, who do not take care of the dirt they create, the greed of some big businessmen who only think about money, as a cycle of life."

(P. 49, resident in Angra dos Reis, Rio de Janeiro)

"The government, which in addition to ensuring that laws are complied with, should also encourage the population and companies to be more sustainable and thus respect and see nature as our home that deserves to be cared for and respected."

(P. 85, resident in Rio de Janeiro, Capital)

Do you believe that government officials and society, when thinking about measures aimed at preserving nature, take indigenous and traditional peoples into account?



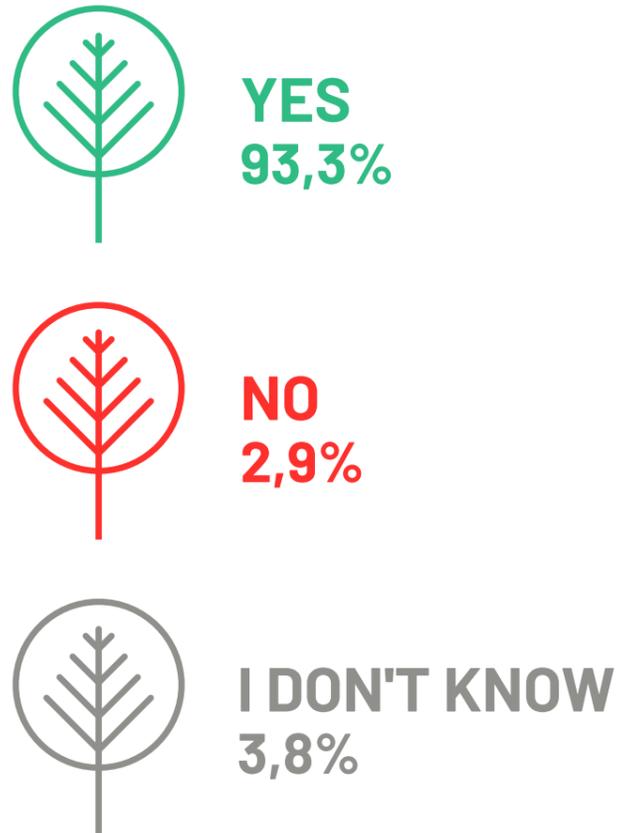
**YES
17,4%**



**NO
82,6%**

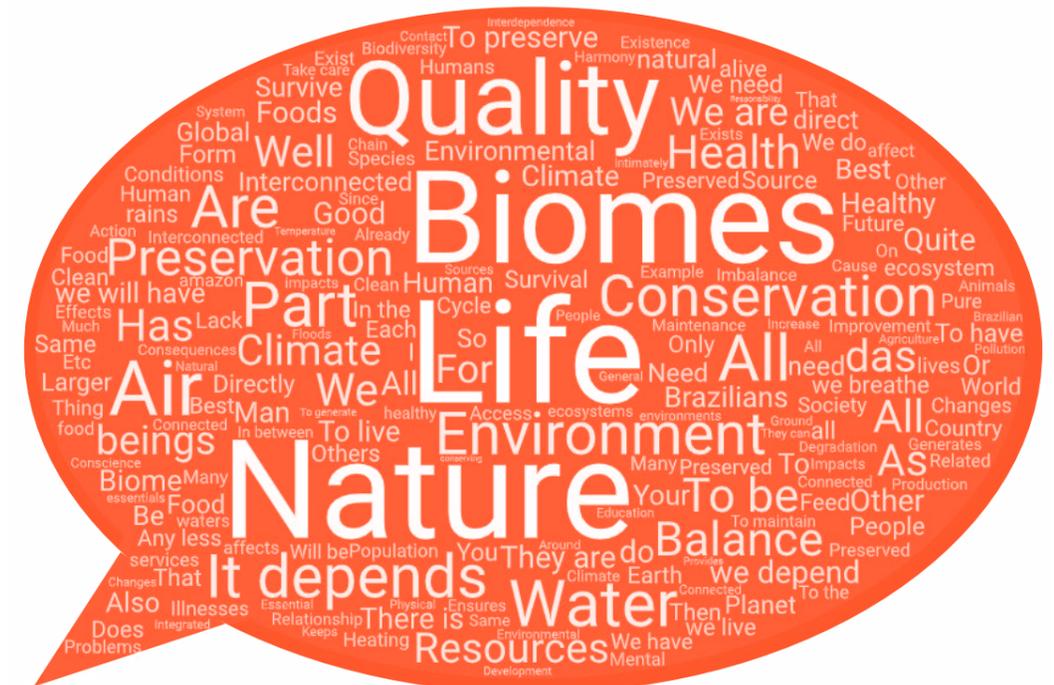
The vast majority, or 83% of visitors, believe that in Brazil the rulers and society do not take into account indigenous and traditional peoples when thinking of measures aimed at the preservation of nature.

In your opinion, are the good conservation of biomes and the quality of life of Brazilians related? Why?



93% of visitors believe that the good conservation of biomes and the quality of life of Brazilians are related.

In an open question, visitors were able to justify why they believe or not that the good conservation of biomes and the quality of life of Brazilians are related.



Among the 93% of visitors who argue that our quality of life is related to the good conservation of biomes, in the first place, the fact that we are inserted in nature and directly connected to it was brought, performing constant exchanges with the environment, and that the end of biomes entails the end of human beings.

Next, we had those who defend that we need it as our source of life and resources, such as the air we breathe, the water, food and medicine we consume, in addition to health and well-being. We also had those who mentioned that the balance in nature generates the climatic balance, which is essential for the maintenance of life not only of human beings, but also of animals and vegetables, both today and in the future of the next generations.



"Honestly, I don't believe in improvements. But I hope that our rulers have the decency to keep what they promise. And that the people be also aware of their actions."

(P. 57, resident in Rio de Janeiro, Capital)

"That they can say that we made an effort and fought so that they could get to know the Amazon, the Pantanal, the Cerrado (tropical savanna) and the other living and exuberant biomes. It would be very sad if we had to change the name of the Museum of Tomorrow to the Museum of what we once were."

(P. 168, resident in Rio de Janeiro, Capital)

"Rich and preserved, with greater resources for its preservation and with more scientific studies so that we can better understand the various plant and animal "assets", because I consider it a fallacy to say that conservationism reduces profit. Both can go on in harmony, just recondition the thought."

(P. 432, resident in Niterói, Rio de Janeiro)



"Nature is the purest essence of existence. In nature, everything germinates, it is the path to maintenance, care and well-being in the lives of all beings. Nature does not have to mean, it is."

(P. 715, resident in Campos do Jordão, São Paulo)

Residents of 179 municipalities in 21 states plus the Federal District contributed to this survey

Alagoas

Maceió

Amazonas

Manaus

Presidente Figueiredo

Bahia

Alagoinhas

Paulo Afonso

Salvador

Santo Antônio de Jesus

Senhor do Bonfim

Vitória da Conquista

Ceará

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São Mateus

Serra

Vila Velha

Vitória

Goiás

Alto paraíso de Goiás

Anápolis

Goiânia

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Resende	Viamão	Olímpia
Rio Claro	Xangri-lá	Osasco
Rio das Flores	Rondônia	Paulínia
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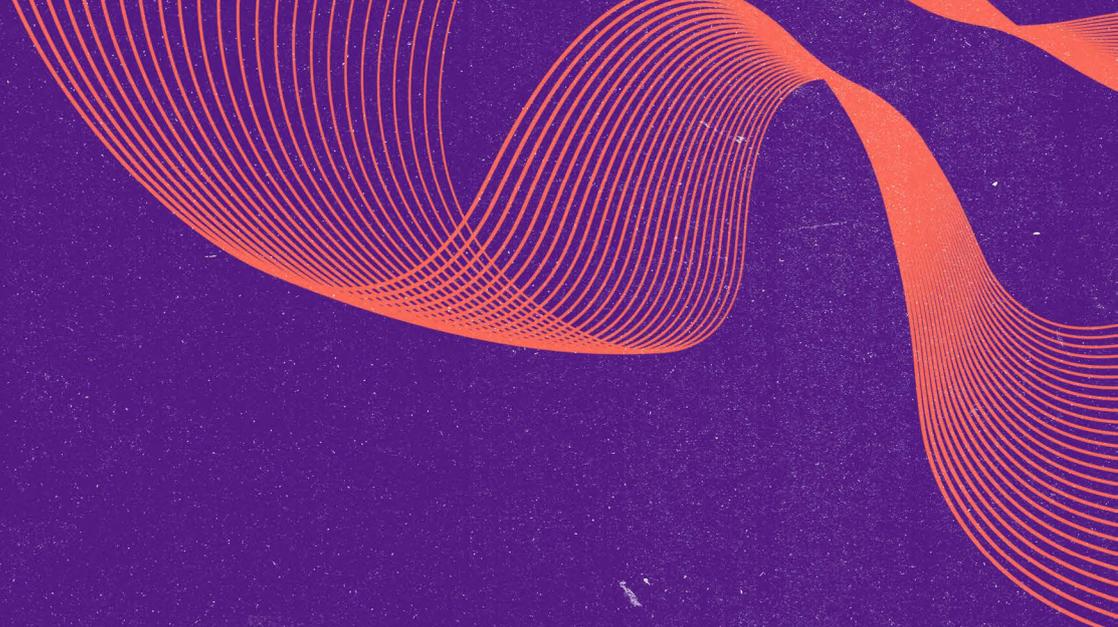
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