



STOP
TAKE A BREATH
AND
THINK

THERE IS
NO
SECOND
CHANCE



LET'S SAVE
THE
FOREST



THE IMPORTANCE OF FORESTS

Over 1 billion people live in and around forests, depending on them for fuel, food, medicines and building materials. Furthermore all of us use wood in our daily lives: in fact, the global demand for timber products is expected to more than triple over the next three decades.

However, human impact has already led to the loss of about 40% of the world's forests. As of today, an area of the size of a football pitch is destroyed every second.

Protecting and restoring forests has never been more urgent.

Forests provide us shelter, livelihoods, water, food and fuel security. All these activities directly or indirectly involve forests.

Forests are crucial in the fight against global warming as they absorb carbon from the air, but if forests are cut down, that carbon is released as carbon dioxide and other greenhouse gases.



**PARTNERS
FOR
NATURE**
We support WWF



THE AMAZON

South America's Amazon contains nearly a third of all the tropical rainforests left on Earth. Despite covering only around 1% of the planet's surface, the Amazon is home to 10% of all the known wild species and probably also to many that we don't know yet.

The Amazon covers a huge area (607 million sq km) of South America, mainly in Brazil but also in Bolivia, Colombia, Ecuador, French Guiana, Guyana, Peru, Suriname and Venezuela.

This vast untamed wilderness is under increasing threat from huge-scale farming and ranching, infrastructure and urban development, unsustainable logging and climate change. All these threats have been responsible for driving many precious animal species towards extinction.



ALMOST 73,000 FIRES HAVE BEEN RECORDED
IN AMAZON RAINFOREST THIS YEAR - NEARLY
TWICE THE NUMBER OF WHOLE 2018

HOW WWF IS HELPING

WWF has more than 40 years of experience focused on protecting the Amazon region.

WWF works alongside federations and indigenous communities, businessmen and authorities, promoting the creation of new protected areas in the Amazon, promoting sustainable forestry activities and improving local livelihoods.

We developed expertise in low emission production systems, such as Forest Stewardship Council certified timber, non-timber forest production chains (i.e. açai, wild rubber, brazil nuts), better management practices for cattle and agriculture, and opening of new markets for forest products. We also helped to stop soybean production from causing deforestation in the Amazon thanks to the signing of the Soy Moratorium, a pact between the productive sector, government, and civil society that prevents the sale of soybeans from deforested areas of the Amazon.

The heart of WWF's mission is wildlife conservation. Using a scientific approach, WWF has prioritized the conservation of key species such as majestic jaguar, king of the Amazon.

Thanks to hundreds of camera traps and acoustic recorders deployed throughout the rainforest, as well as modern analysis techniques of environmental DNA and geolocation systems, WWF permanently carries out fieldwork, to further learn and understand the population status of these species, with the purpose of protecting them and save them from extinction.



**MORI TESSUTI SUPPORT WWF WORK FOR
THE CONSERVATION OF THE AMAZON
FOREST AND ITS EXTRAORDINARY
BIODIVERSITY, FOR US AND FOR FUTURE
GENERATIONS.**





MORITESSUTIS.r.l.

Sede: via Aldo Moro, 25 – 46019 VIADANA (MN) Italy

Tel. +39 0375 790076 – Fax +39 0375 790292

www.moritessuti.com – e-mail mori@moritessuti.com

pec: mori@pec.moritessuti.com



**PARTNERS
FOR
NATURE**
We support WWF