

IAMazonia Unveils Transformative Forest Conservation Model Honouring Pope Francis' Environmental Legacy

On the 10th Anniversary of Laudato Si' and 55th Earth Day

ROMA, ITALY, April 24, 2025

[/EINPresswire.com/](https://EINPresswire.com/) -- In a deeply emotional context marked by the passing of His Holiness Pope Francis, IAMazonia presented its model for nature-based solutions projects during a solemn behind-closed-doors gathering held in Rome on April 22. The event, originally planned to coincide publicly with the 55th Earth Day, was reshaped as a tribute to the Holy Father's environmental teachings and legacy, as articulated in the Encyclical Laudato Si'.

IAMazonia is a high-impact initiative launched by prominent Italian business leaders to pioneer a regenerative model of forest conservation and climate action—now taking shape in the heart of the Brazilian Amazon through its first and flagship project: Mejuruà.

"This 55th anniversary is indeed a day touched by sorrow," said Kathleen Rogers, Chair of Earth Day, in the opening remarks of the meeting. "Yet, it is in memory of Pope Francis and to honor his profound legacy that we gather. United in purpose, we're here to actively implement his vision of integral ecology and care for our



Gaetano Buglisi, Founder and CEO IAMazonia



IAMazonia_22_04_event Speakers

common home, especially as we mark the 10th anniversary of Laudato Si'. My sincere gratitude to Gaetano Buglisi, Founder of IAMazonia, for his vision and tireless efforts in convening this crucial assembly, all dedicated to safeguarding our future and protecting our precious forests under the umbrella of IAMazonia."

During the event, a Letter of Intent was signed by H.E. Victor Genina Cervantes, Director of Human Development at Caritas Internationalis, and Gaetano Buglisi, CEO of IAMazonia. This marks the first step in a collaborative partnership aimed at combating social and ecological injustice. Caritas Internationalis will take on a guiding and monitoring role in the implementation of IAMazonia projects to ensure full adherence to environmental sustainability and integral human development principles.

The global relevance of IAMazonia's model was underlined by a special video message from André Corrêa do Lago, President of COP30, the upcoming 2025 United Nations Climate Change Conference to be hosted in Belém, Brazil. Corrêa do Lago emphasized the strategic importance of replicable, high-integrity forest-based projects like Mejuruá in advancing climate goals ahead of COP30.

IAMazonia's model redefines sustainable development through a regenerative economy centred on human flourishing. Project Mejuruà generates revenue through the sustainable production of timber, rubber, and açai berries, alongside the issuance of carbon credits for voluntarily forgoing deforestation. This approach ensures financial viability and fair benefit-sharing, with project profits equitably allocated among investors, reinvestment in future initiatives, and programmes supporting local communities.

Fundação Getúlio Vargas will produce a position paper in collaboration with Harvard University Professor Alexander More, aimed at defining, developing, and evaluating the model conceived by IAMazonia, with a view to its replicability in other nature-based solution projects.



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Looking ahead, IAMazonia plans to expand its model to other tropical rainforest regions — including the Democratic Republic of Congo, Venezuela, Tanzania, and Southeast Asia — where discussions and regulatory approval processes are already underway with national authorities and local stakeholders.

H. E. Mme Eve Bazaiba Masudi, Minister of Environment and Sustainable Development of the Democratic Republic of the Congo, participated remotely in the event to underscore the importance the DRC Government places on nature-based solutions — not only as a climate strategy but also as an opportunity to attract skilled, responsible, and long-term foreign investors such as IAMazonia.

Following the welcome remarks by Prof. Giovanni Tria — Chair of IAMazonia, economist, academic, and Italy's former Minister of Economy and Finance — additional speakers included Donatella Parisi, Communications Coordinator, Laudato Si' Movement; Virgilio Viana, Chairman Fundação Amazonia Sustentável; Rubens Antonio Barbosa, former Brazilian Ambassador to the United States and the United Kingdom; Javier Fiz Perez, Professor, European University of Rome and Vice-President of Core Values Org; Richard Muyungi, Climate Envoy and Advisor to the President of Tanzania on Environment and Climate Change.

Located in a vast and biodiverse region of the Brazilian state of Amazonas, Project Mejurua represents a groundbreaking case of regenerative forest conservation and socio-economic development. The landowners have permanently renounced their legal right to deforest the area, which will now be fully protected through satellite surveillance and on-the-ground stewardship, effectively safeguarding it from illegal logging.

The project has already secured collaboration agreements with leading local institutions, including among others:

- The Government of the State of Amazonas, to support and promote the initiative, as reaffirmed by Governor Wilson Lima and by Flávio Cordeiro Antony Filho, Chief of the Civil House of the State of Amazonas;
- Fundacred, to offer scholarships and educational financing for young residents;
- Associação dos Moradores do Baixo Riozinho, to support local açai berry production via a cooperative purchasing model that empowers small-scale farmers—especially women—and

IAMazonia
 REGENERATIVE NATURE-BASED SOLUTIONS FOR OUR COMMON FUTURE
 APRIL 22ND 2025 | 5 PM | ARA PACIS, VIA DI RIPETTA 190 | ROME, ITALY

5:00 PM Welcome Coffee

5:30 PM Welcome & Opening Remarks
KATHLEEN ROGERS
 President
 Earth Day

PROF. GIOVANNI TRIA
 Honorary Professor Roma Tre University
 Chair IAMazonia

GAETANO BUGLISI
 CEO & Founder
 IAMazonia

6:00 PM Natural Based Solutions & Climate Change

ANDRÉ ARANHA CORRÊA DO LAGO
 Ambassador and President Designated
 COP90

RUBENS ANTONIO BARBOSA
 Former Brazilian Ambassador USA and UK
 President Emeritus CEBEU-Brazil - US Business Council

PROF. ALEXANDER MORE
 Group Leader Climate & Health Associate Research
 Professor & Associate Professor of Environmental Health
 Harvard University

H.E. EVE BAZAIBA MASUDI
 Minister of State
 Ministry of Environment and Sustainable Development of
 the Democratic Republic of Congo

PROF. JOSEPH LONGUNZA MALASSI
 Government Climate Change Advisor
 Ministry of Environment and Sustainable Development
 of the Democratic Republic of Congo

ALDARICH LUBOHA FREEMANNI
 Chief of Staff of the Minister of State
 Ministry of Environment and Sustainable Development of
 the Democratic Republic of Congo

MIN HAMAD MASAUNI
 Vice President Office in charge of Environment & Union
 of Tanzania

RICHARD MUYUNGI
 Advisor to the President for Environment and Forest
 Preservation of Tanzania

PROF. JAVIER FIZ PÉREZ
 Professor - European University of Rome
 Vice President - Core Values Org.

MARCO CONTARDO
 Project Development Manager
 Fundação Getúlio Vargas Europe

H.E. VICTOR GENINA CERVANTES
 Director of Integral Human Development
 Caritas Internationalis

DONATELLA PARISI
 Communication Coordinator
 Centro di Alta Formazione Laudato Si'

7:05 PM Coffee Break

7:20 PM Presentation of IAMazonia Model and Mejurua Project

GUIDO LOMBARDO
 Board Member
 IAMazonia

PIER PAOLO MASENZA
 Partner
 PwC

RICARDO GUSTAV NEUDING
 Board Member
 Mejurua / B. Bebo

PROF. VIRGILIO VIANA
 Chairman Fundação Amazonia Sustentável
 Special Professor Dan Cabral Foundation
 Guest Professor National Amazon Research Institute (INPA)

H.E. WILSON MIRANDA LIMA
 Governor
 State of Amazonas

FLÁVIO CORDEIRO ANTONY FILHO
 Chief Secretary
 Civil House of the Amazonas Government

Moderated by AMY KAZMIN Journalist - Financial Times

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 Program

preserves traditional agricultural knowledge.

In the initial phase alone—and without accounting for the broader economic ripple effects—project Mejuruà will create more than 500 jobs, build new housing for more than 150 indigenous families, finance schools, aqueducts, water treatment systems, a biomass-powered energy plant, a brand-new sawmill facility, and provide access to medical care, internet connectivity, and digital inclusion programmes in forest villages.

As the world mourns the loss of Pope Francis, IAMazonia moves forward with renewed purpose, seeking to incarnate his vision of integral ecology through action—transforming landscapes, empowering communities, and offering a model of environmental stewardship rooted in social justice, economic dignity, and hope for the future.

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