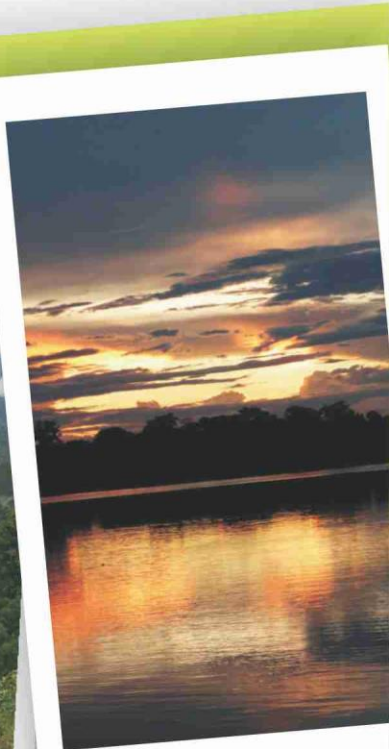


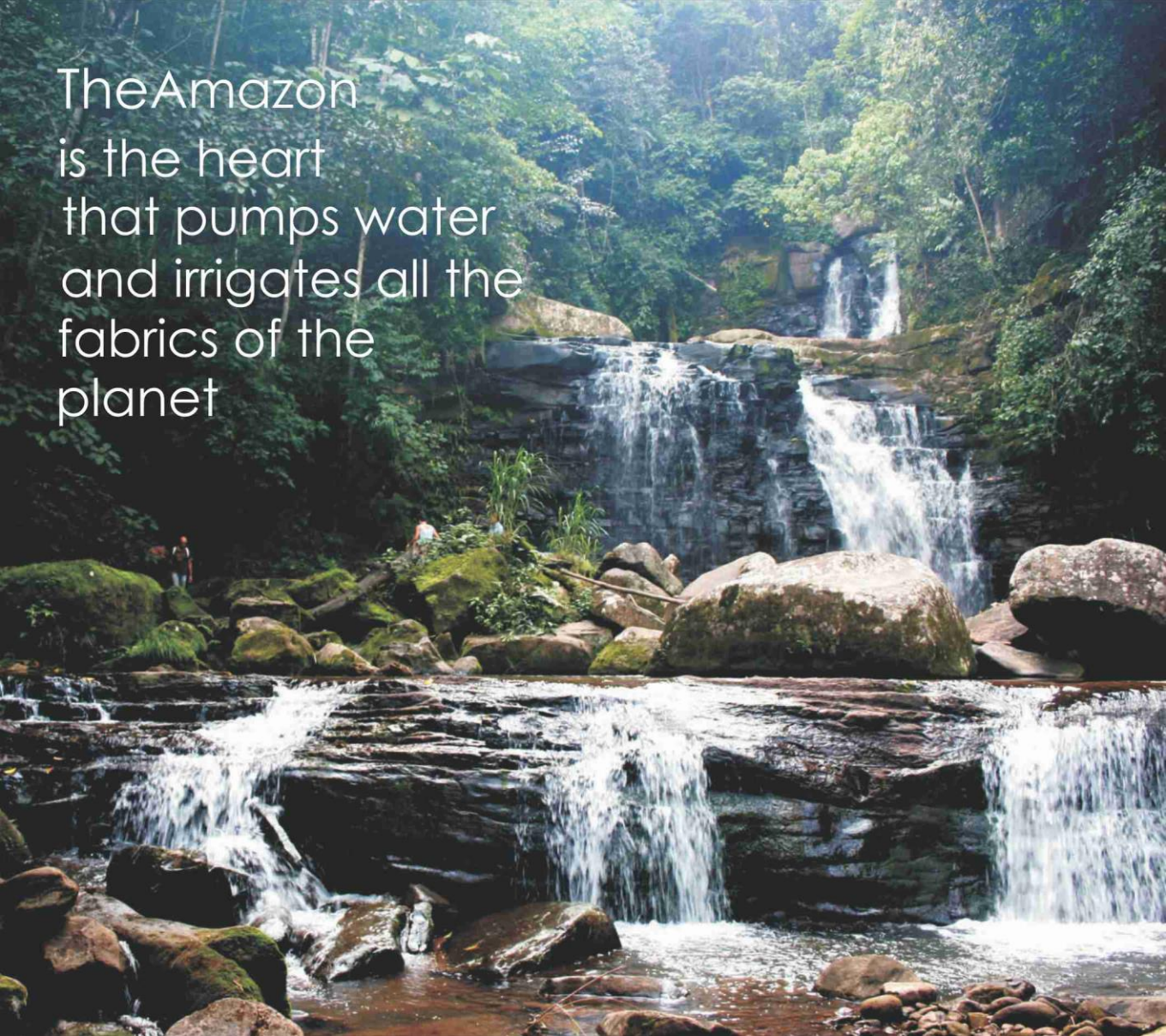
A social mobilization campaign



Amazon
THE WORLD'S HEART



The Amazon
is the heart
that pumps water
and irrigates all the
fabrics of the
planet



An aerial photograph showing a wide river with dark blue water flowing through a dense, lush green forest. The river curves from the bottom left towards the center. To the right of the river, there is a large, calm reservoir or lake with light-colored, slightly turbid water. The forest extends to the horizon under a clear sky.

The rivers are
the veins of the earth



Why is the Amazon the world's heart?

The Amazon pumps a great mass of moist air towards the Andes which form a wall higher than 6000 meters.

Biotic moisture pump: Due to its coverage, it evaporates more humidity than the ocean.

"It donates water to receive rain."

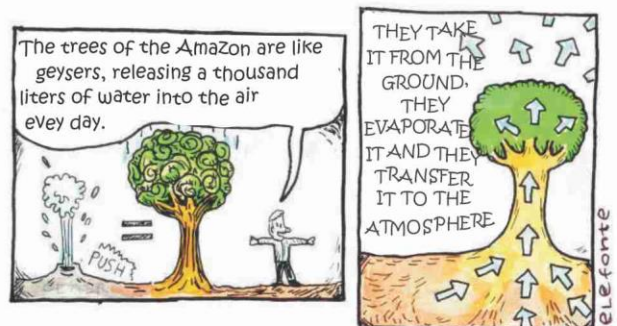
Aerial rivers are like freshwater arteries that move to the south, for this reason, there are no deserts on the eastern side of the Andes.

This forms the lucky quadrangle where these rivers bring rain.

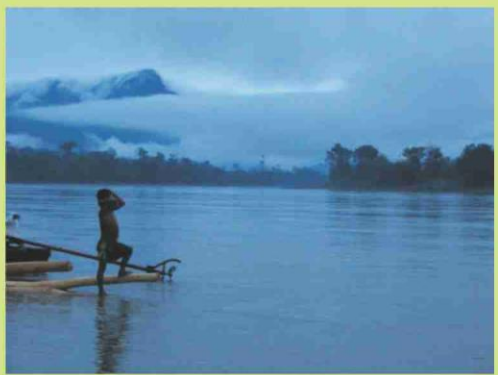
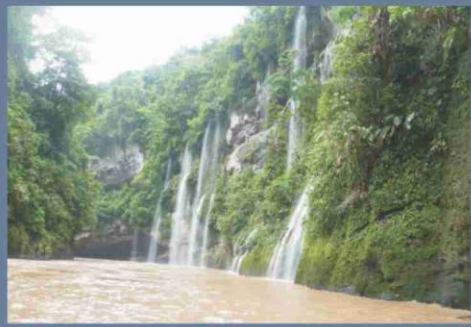
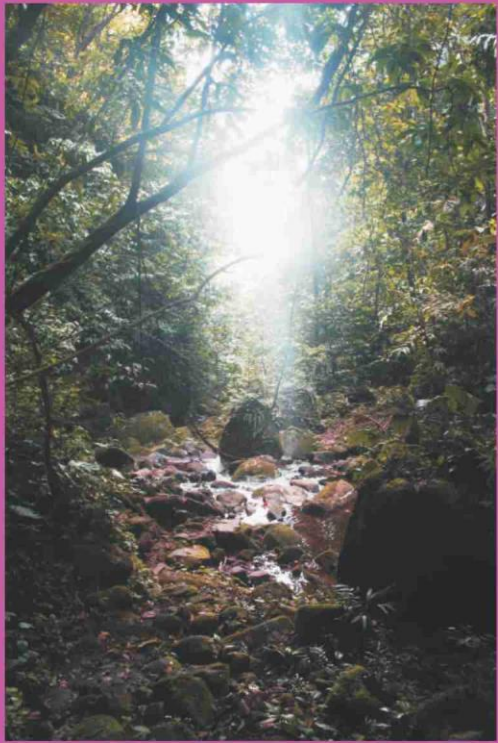
There ought to be hurricanes in the equatorial zone, but the canopy of the forest, where the treetops are, is wrinkled and forces the winds to dissipate their energy.

A large tree of the Amazon can pump and transpire over a thousand liters of water daily. Below, a piping system that defies gravity. Twenty billion tons of water is transpired per day by all the trees in the Amazon basin.

The "scents" from the forest are oxidized in the humid atmosphere, generating very fine dust particles that effectively form rain. Pixie dust over the green ocean.



Do we have more reasons?



#didyouknow...

In the past 10 years, 2 major droughts and 3 intense floods have occurred.



The disturbance of the climatic balance in the Amazon is directly related to the lack of rains in Sao Paulo, flow reduction and desertification in Argentina, hurricanes and thunders in the Atlantic, putting air travel to Europe at risk.

The point of no return on the road to savannization is at 30 %.



In 2011 the relative humidity in Manaus was 18 %. The air of the largest forest is as dry as the air of the largest desert of the planet, Sahara (INPE).

Deforestation leads to a climatic crisis.
Losing the ability to produce life and resources = more poverty.

The climatic future of the planet
depends on the Amazon.

**IT'S TIME
TO ACT!**

The campaign

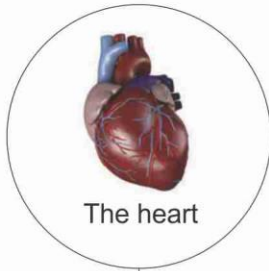


Amazon
THE WORLD'S HEART



www.facebook.com/amazoniacorazondelmundo

The concept



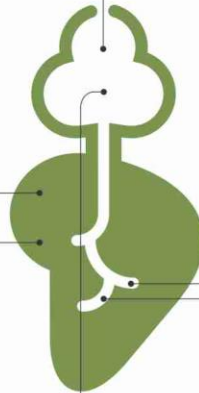
The heart



The tree



The rivers /
The water



THE HEART

Drawn in a playful way, it depicts the heart and the geography of the Amazon at the same time.

THE TREE

The symbol of life that covers a big part of the Amazon.

THE WATER

- Cardiac veins
- Rivers of the Amazon
- The root of the tree

IT'S A CAMPAIGN BORN IN THE PERUVIAN AMAZON.
IT SEEKS TO REACH ALL THE WORLD'S COUNTRIES TO ENSURE
THE CONSERVATION AND SUSTAINABLE USE OF THE AMAZON.



Amazon
THE WORLD'S HEART

MANY MEN AND WOMEN HAVE ALREADY BECOME
GUARDIANS OF THE WORLD'S HEART.
THIS CAMPAIGN SHOWS HOW YOU CAN BECOME ONE OF THEM...

How can I become a guardian of the world's heart?

- Getting to learn more about the Amazon as the heart of our planet.
- Appreciating what forests do for you, for me, and for everyone in the world.
- Sharing the message with your family, friends, work colleagues and others.
- If you live in a city: Reconnect with nature and change your consumption patterns.
- If you are Amazonian: Get to know the forest and find activities that help you to protect it. There are many ways to do it.
- Raising your voice, so that the world's heart will be a transcendental topic in all countries, and so that this topic will also be found in the binding agreements in COP21 in Paris.





- The campaign will tell the stories of residents of the forest who protect it and enjoy its resources in a friendly way. We have decided to call them the guardians of the world's heart. They have taken on a role of safeguarding the heritage of humanity and many people can relate to them.
- Being a guardian is to be a protector of the Amazonian ecosystem, but they are also the ones who make the decisions for a responsible way of doing so. Being a guardian is to protect the interests of the planet by protecting the interests of Amazonian forests.
- We can all be guardians. No matter where we live in the world, the Amazon is the heart.



The campaign spreads in social media with the hashtag #iamyourheart. This platform is used to gather all the voices from the Amazon so that all the EYES IN THE WORLD will focus on it.

The campaign started in
December 2014 under COP20
and it will be developed during 2015
towards COP21 in Paris. It aims to guarantee
that countries include the Amazon
in legally binding agreements and
take action for conservation and
construction of new
sustainable economies
that will guard the
WORLD'S HEART
for future
generations.



Amazon
THE WORLD'S HEART

Iniciative of:

ARA

ARTICULACIÓN REGIONAL
AMAZÓNICA



Iniciativa para la Conservación en la Amazonía Andina - ICEA



With the support of:



Produced by:





Amazon
THE WORLD'S HEART



www.facebook.com/amazoniacorazondelmundo

PHOTOS: Lenin Quevedo B. and registry AMPA
DESING: Alicia Medina R.
TRASLATION: Sanna Väisänen and Henry Rivera
REVISION: Karina Pinasco V.

The campaign is based on the study
"The Future Climate of Amazon"
by Antonio Nobre - INPE, Brazil