

2021 Plan of Action

Strategic Goals	Actions	Beginning	Finish
Promote Environmental Education	Elaborate an Environmental Education Plan (through joint efforts, workshops, meetings, lectures and round tables, LIVES)	March 2021	April 2021
Establish partnerships with public and private entities	Strengthen existing partnerships (MoNa Pão de Açúcar, Assoc. Vale Verdejante, CoClima e Bondinho)	April 2021	May 2021
Plan and execute ecological restoration projects	Execute ecological restoration, continue reforestation actions on Pão de Açúcar, execute the planned actions with Associação Vale Verdejante with FBB sponsorship	January 2021	December 2021
Raise funds for the development of activities	Participate in Bidding and Public Announcements	May 2021	December 2021
	Elaborate 2021 Fundraising Plan	March 2021	March 2021
	Campaign for new associates	2nd Semester	
	Implement “Gratidão Verde” Program (Green Gratitude)	March 2021	June 2021
	Implement “Adote uma Muda Verde” Program (Adopt a green seedling)	April 2021	May 2021
	Expand joint efforts of planting with companies	April 2021	December 2021
	Explore Benevity platform	April 2021	May 2021
	Register ECOFLORA Insitute with PHI Institute	April 2021	April 2021
	Raise donors and sponsors through Philantropic Endowment funds	2nd Semester	
Receive the Doar Seal and NGO Transparent (Doar Institute)	Improve the ECOFLORA Institute website	April 2021	December 2021
	Develop and disseminate the Code of Ethics	2nd Semester	
	Develop and disseminate the Internal Regulations	2nd Semester	
	Participate in group discussions and Fóruns on theme/area of ECOFLORA’s expertise	April 2021	December 2021
	Implement a Communication Plan with associates, customers and partners (including improvement in social networks - attention to item 44)	April 2021	December 2021
	Budget and Cash Flow for the period from April/2021 to March/2022	March 2021	March 2021
	Full Plan of Action containing: actions to be taken, deadline (period), expected results, financial and non-financial resources	March 2021	March 2021
	Platform for donors information Management	2nd Semester	
	Plan for monitoring activities, sustained through fundraising, and related expenses	May 2021	December 2021