

**OVERVIEW  
OF BRAZILIAN  
PHILANTHROPY  
FOR THE CLIMATE  
AGENDA 2024-2025  
GIFE CENSUS**



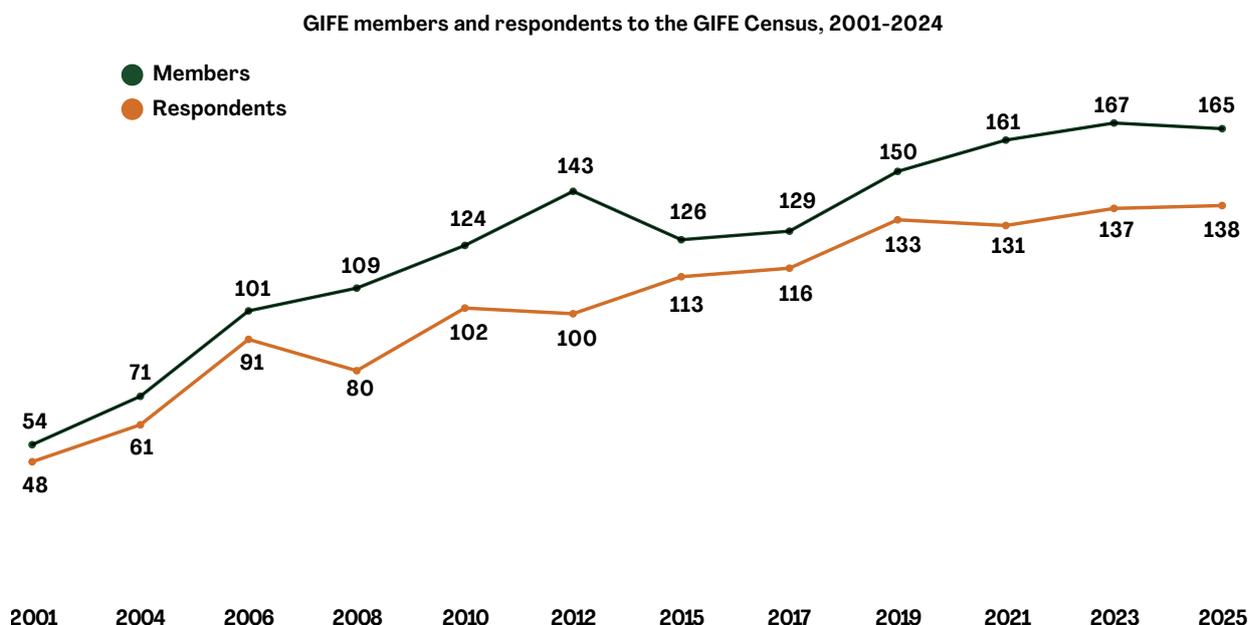
# ABOUT

**GIFE – Group of Institutes, Foundations and Companies** is an association that brings together corporate, family, and independent organizations that invest in projects of public interest.

Every two years, with the aim of better understanding the profile and social investment priorities of its members, the organization carries out the **GIFE Census**, a benchmark survey on private social investment and philanthropy in Brazil.

This report presents, for the first time, the main results of the Climate/Climate Change section of the 2024-2025 edition, the full version of which is scheduled for release in December 2025. The data analyzed corresponds to the consolidated actions of 2024.

A total of 138 organizations participated in the survey – representing 83% of GIFE members at the time of data collection (May 2025) – the highest participation rate in history.

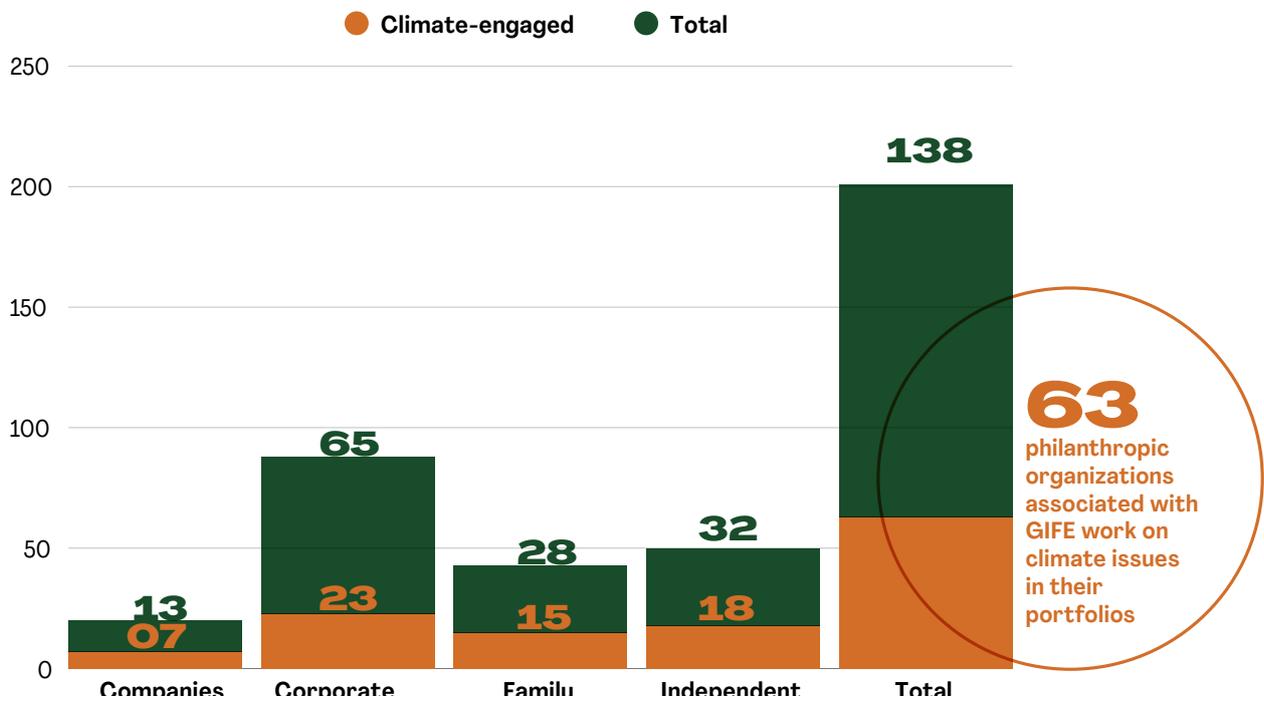


# Climate and Climate Change in the new GIFE Census

In this edition, the GIFE Census deepened its investigation into the activities of member organizations, aligning itself with the institution's ongoing efforts to promote the climate agenda and reflecting the growing interest in the theme, driven in part by the **COP30** conference in Brazil.

Therefore, a specific set of issues sought to gain a better understanding of **investment in the climate agenda**. Altogether, **63 organizations** reported implementing or financing initiatives related to this theme in 2024, corresponding to **46% of all survey respondents**.

2024-2025 GIFE Census respondents | Total and climate-engaged, by profile

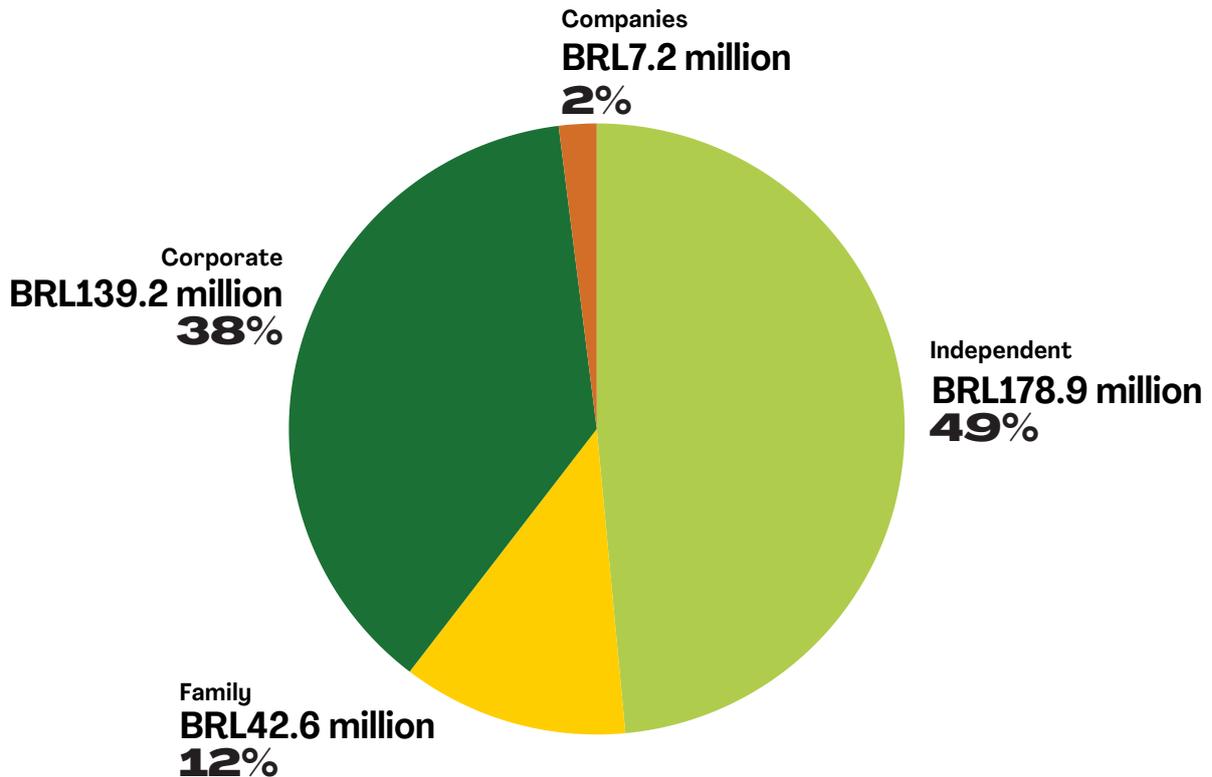


## AMOUNT OF RESOURCES FOR THE CLIMATE AGENDA

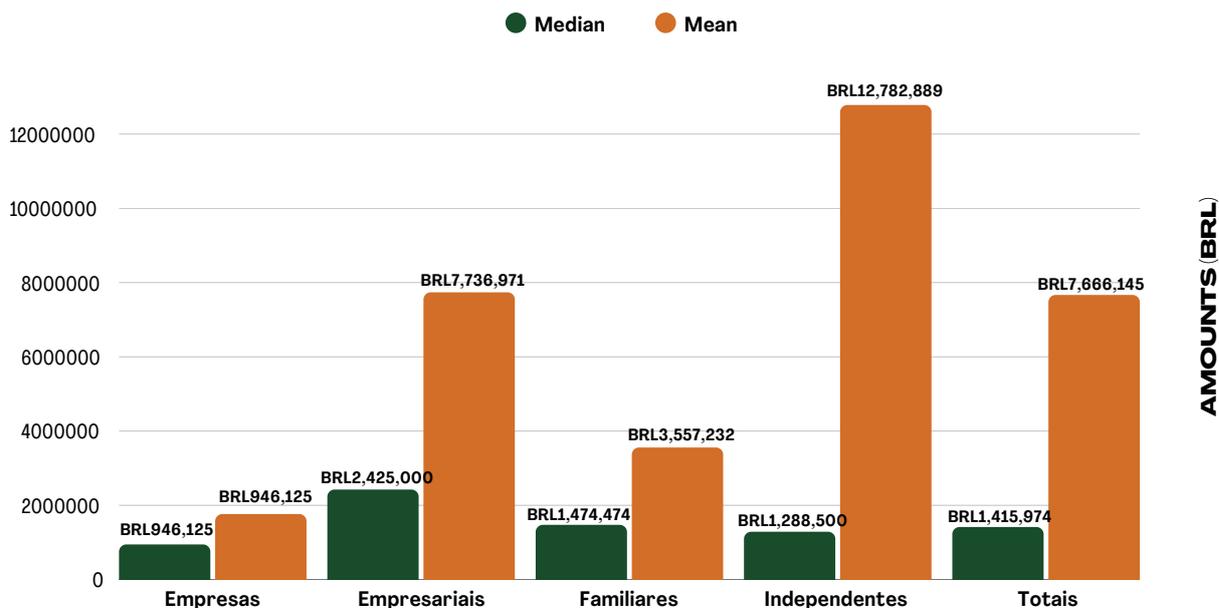
**BRL 368 million** was invested by GIFE members in climate-related initiatives, either directly or in conjunction with other areas such as health, culture, education, and support for civil society organizations.

Considering the total volume projected for all causes in the latest edition of the **GIFE Census** – approximately BRL 5.8 billion for 2023, adjusted using the 2024 IPCA (Broad Consumer Price Index) – the amount allocated to the climate agenda represents approximately 6% of the total invested.

Total allocated to the climate agenda, by investor profile (absolute and %) | GIFE Census



According to the report Funding Trends 2024: Climate change mitigation philanthropy, by the Climate Works Foundation, global philanthropic investment in climate change accounts for 2% of the total amount mobilized.



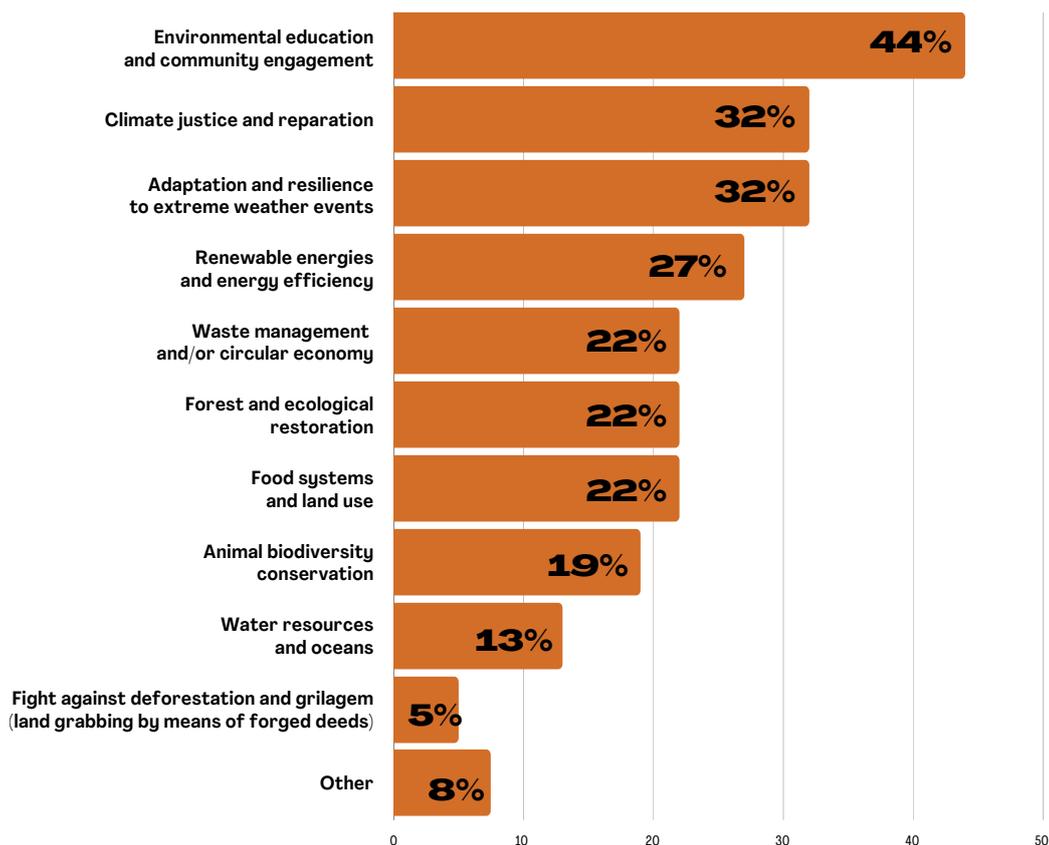
\* Out of the 63 organizations that reported being active in climate issues, only 48 disclosed the amounts allocated to such initiatives.

The leadership of independent and corporate organizations, which concentrated the largest amounts of resources allocated to the climate agenda, reflects not only their greater financial mobilization capacity, but also the strategic role they play in financing and implementing initiatives aimed at this theme.

There is also a considerable variation in the amounts invested between these two profiles, indicating the presence of both large players, with significant contributions, and organizations with more limited financial capacity.

## LINES OF ACTION ON THE CLIMATE AGENDA

Most philanthropic organizations working on the climate agenda focus their efforts on **educational and community engagement initiatives**. The chart below shows, in similar proportions, initiatives aimed at **climate justice and reparation**, and **at adaptation and resilience to extreme weather events**.



\* 63 organizations responded to this question. Multiple responses.

## Are you familiar with the concepts of climate justice and reparation?

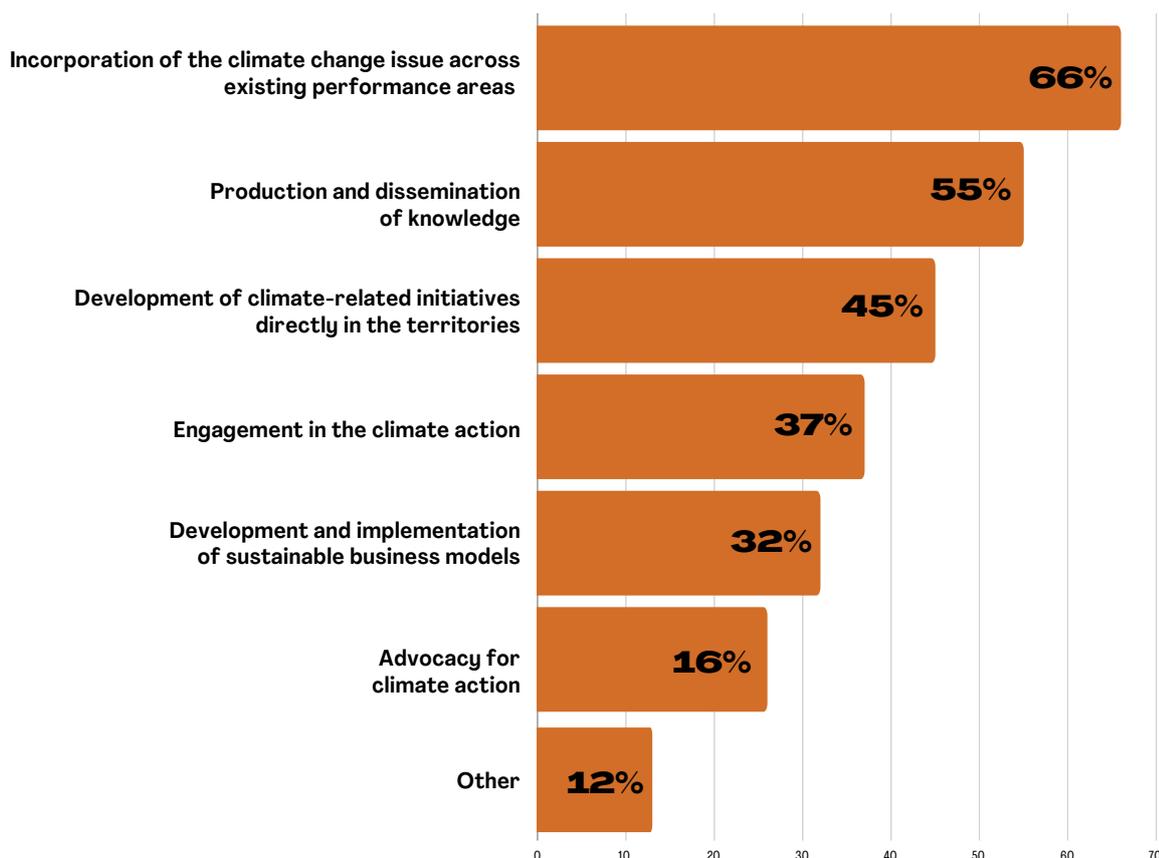
Climate justice is an approach that looks at climate issues from an ethical, social, and human rights perspective. It stresses how the impacts of climate change disproportionately affect the most vulnerable communities, which have historically contributed the least to greenhouse gas emissions. Climate justice seeks to minimize these inequalities by promoting solutions that prioritize social equity and protection of the rights of these populations.

Reparation, in the context of climate justice, involves compensating communities affected by the damage caused by the phenomenon. This may include financial compensation, environmental restoration actions, or support for adaptation to new climate conditions.

(Greenpeace Brasil, 2024)

# STRATEGIES FOR ACTION ON THE CLIMATE AGENDA

Among the organizations that report acting on the climate agenda, two-thirds do so by integrating the issue across their areas of operation. Strategies for knowledge production and initiative development in specific territories also stand out.



\* 63 organizations responded to this question. Multiple responses.

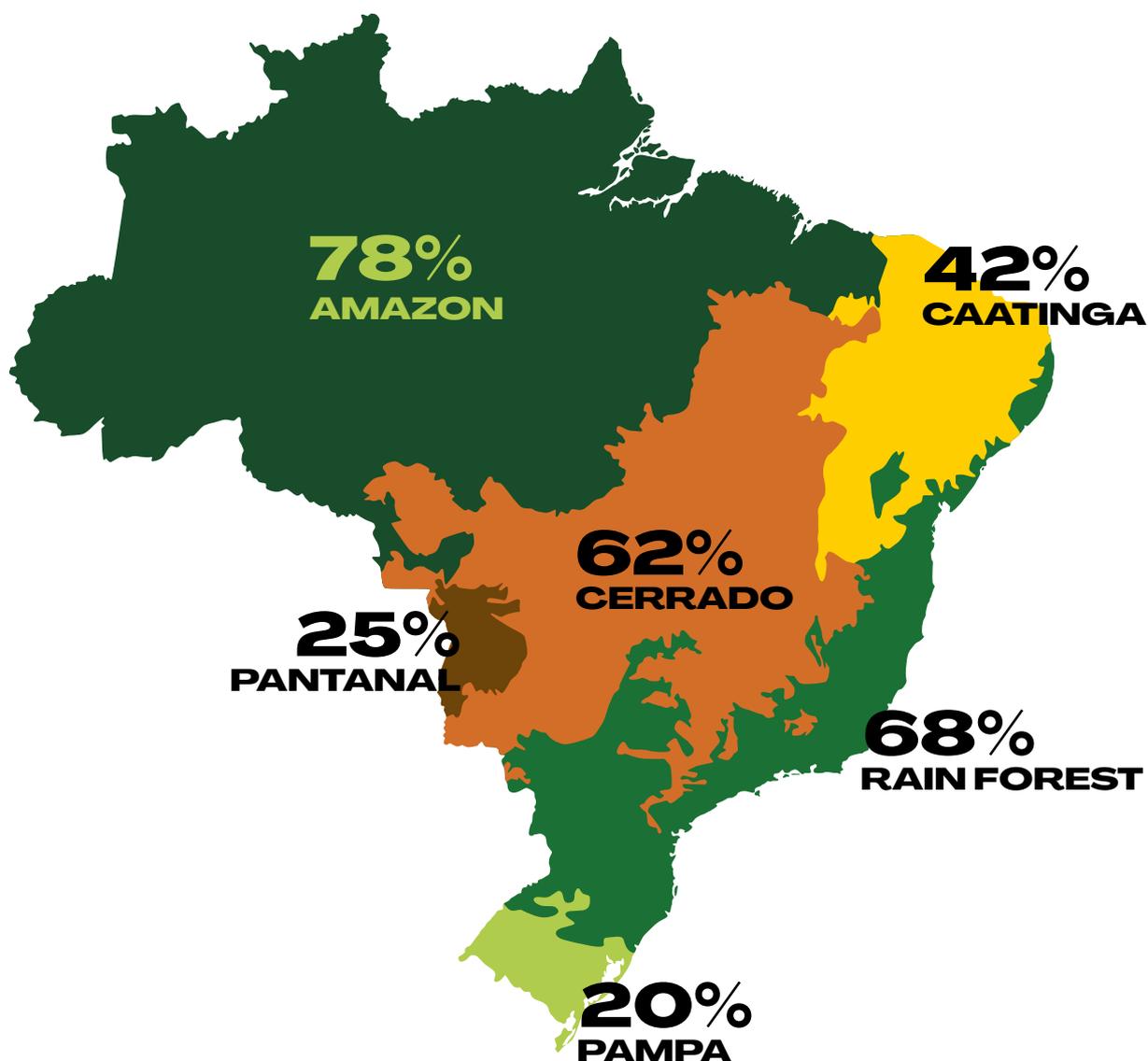


Photo: Pexels

## BIOMES

An analysis of biomes with philanthropic activities shows that the Amazon has the highest number of initiatives, followed by the Rain Forest and the Cerrado, with more than 40% of GIFE members directing their efforts towards these regions.

It is also noteworthy a significant number of organizations reporting that they are unable to **georeference their activities**, either because they engage in advocacy aimed at regulatory and legislative changes, or because they make donations to civil society organizations whose use of resources is more difficult to trace, among other reasons.



\* 63 organizations responded to this question. Multiple responses.

# CREDITS

**Published by:**

GIFE – Group of Institutes, Foundations and Companies

**Supporter of Climate Agenda and International Agenda:**

Instituto Itaúsa

**Supervision:**

Cassio França and Gustavo Bernardino

**Climate Agenda Coordination :**

Pedro P. Bocca

**2024-2025 GIFE Census Coordination:**

Patrícia Kunrath

**2024-2025 GIFE Census Technical Partner:**

Instituto Cíclica

**Text Editing and Proofreading:**

Natália Passafaro

**Design:**

Marina Castilho

**Institutional Supporters**



IBIRAPITANGA



Instituto Beja®



Realization:

