CASE STUDY 1 | BRAZIL

Green July: Building community pride for Mangroves

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THREATS & IMPACTS
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Project goals and objectives
Due to socio-economic and political challenges, the coastal territories of Pará State have been neglected in the past. Green July is a grassroots campaign supported by Rare where local people celebrate the importance of the vast mangrove ecosystems along Brazil's Amazon Coast. It awakens and strengthens the role of local community members as guardians of the mangroves.

Methods/approaches used
During Green July, local leaders and communities across the Pará region host cultural activities like parades, fisher games, live concerts, and radio broadcasts to build excitement for mangrove protection and promote sustainable behaviors that benefit nature and coastal communities. Young children learn the ecological value of mangroves, while fishers learn new strategies for sustainably managing shared natural resources. Each lesson contributes to a “wave” of awareness, creating a larger social transformation. World Mangrove Day on July 26 provides a narrative arc, driving momentum for the activities of Green July.

Groups involved and roles
Green July is a grassroots initiative growing in attention and momentum. With support from Rare, currently over 30 local institutions and hundreds of community members across Pará State join in the campaign. Local Indigenous and community leaders organize weekly campaign activities, unifying their respective community members. Youth, women, and community members of all ages mobilize friends and families to participate. Local NGOs and state agencies provide technical support for fishers and increase campaign visibility through social marketing.

Outcomes
Green July may be the world's largest community-led movement to protect mangroves, bringing visibility to Brazilian communities from local to international levels, helping to showcase how mangroves offer nature-based solutions for healthy fisheries, community well-being, and climate resilience. Since 2021, the campaign has reached 200 communities and 3,000 members. Twelve local associations representing 18,000 families along the Amazon coast that use the mangrove resources have joined in partnership to sustainably manage the coastal ecosystems along with Green July’s efforts. In the words of local Pará State leader Zacarias Monteiro da Silva, “Green July is becoming a tradition in our territory.” This sentiment reflects the awakening of a culture where individuals take pride and collective action to protect their shared resources and build a brighter future for people and nature.