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## \*\*\*INTERVIEWS: BEYOND A FIRE BAN—WHAT IT WILL TAKE TO STOP FOREST FIRES FOR GOOD?\*\*\*

### Experts: Brazil's Fire Ban, Announced This July, Only the First Step in Stopping Intentionally Set Blazes Before They Start

**New evidence points to concrete solutions Brazil can take to put a permanent stop the unnatural, purposely set fires**

Now amid its annual forest fire season, and under pressure from a group of powerful investors, Brazilian officials banned the setting of fires in the Amazon for 120 days, which went into effect last week. Linked to illegal land grabbing, these destructive blazes have emerged as an economic, public health, environmental and climate crisis.

But experts—some of whom have new evidence on hand—will argue there are additional and more permanent steps the Bolsonaro administration and its key trading partners, including the European Union, must take to stop the fires for good. New research suggests the Brazilian government's efforts to undermine the rights of Indigenous Peoples could cause additional devastation by undermining the role of these traditional forest guardians.

Experts will explain that stopping the fires is more urgent than ever as Brazil battles the health and economic impacts of the coronavirus pandemic. They can provide insight into how forest fire impacts—such as evacuations, smoke inhalation and hospital visits—could compound the country's battle against COVID-19.

#### WHAT:

Experts, some of whom have launched recent evidence pointing to the concrete steps that must be taken to stop the fires for good, are available for interviews. A [pressroom](#) features new evidence and information about the causes of forest fires and deforestation in Brazil.

#### WHO:

- **Erika De Berenguer Cesar**, senior research associate at Lancaster University and a visiting research associate at the University of Oxford, specializing in the impacts of logging and understory fires in ecosystem functions performed by Amazonian forests.
- **Ane Alencar**, director of science at the Amazon Environmental Research Institute (IPAM).
- **Marcia Castro**, Andelot Professor of Demography and chair of the Department of Global Health and Population at the Harvard T.H. Chan School of Public Health. In addition to studying the health, social, and environmental impacts of development in the Brazilian Amazon, her research focuses on malaria transmission and malaria control policies.
- **Raoni Rajão**, professor at the Federal University of Minas Gerais, Department of Production Engineering. He is the author of a recent Science magazine study showing that over a fifth of Brazil's annual soybean exports to the European Union are potentially contaminated with crops grown on land from illegal deforestation.
- **Marcia Macedo**, ecosystem ecologist at the Woods Hole Research Center and co-author of a new paper, "Amazon wildfires: Scenes from a foreseeable disaster."

**WHEN & WHERE:** Reach out to Susan Tonassi ([stonassi@burness.com](mailto:stonassi@burness.com)) or Wanda Bautista ([wbautista@burness.com](mailto:wbautista@burness.com)) to set up interviews.