

Ibbiti

42 YEARS

P R O J E C T



HAPPINESS
REGENERATION
INTEGRATION
TRAJECTORY

At peace in your own skin and with the world
Our commitment to the planet
Partnership and interaction with the environment
More than 40 years of stories



A monk arrived at the edge of a village and asked a resident what life was like there. "Very good," he said. He then asked another. "Very bad," said the second. Why are there opposing assessments of the very same place? Because every place is essentially neutral. It's our eyes, our predisposition to be happy or unhappy, that colors the experience.

Buddhist tale

Forty-two years ago, the image of a green horseshoe of protection around the Ibitipoca State Park illustrated our regenerative mission. Today, the symbol better reflects the spirit of Ibiti Project. There is movement, interconnection and great diversity in the lines that trace the history of this place, where land, plants, animals and people come together as a great living organism. Preservation and reforestation remain on the agenda, but the focus has broadened. We are aware of our planetary responsibility and must assume the global consequences of our actions, on a socio-economic and ecological level.

We hope that everyone who comes here will be guided by a sense of collectivity, because our attitudes can have an affect on ourselves, on others and also on the environment.

In this mosaic that seeks relationships in harmony with life, there is one more color: the desire to achieve the highest per capita happiness index in Minas Gerais. Or Brazil. Maybe even the world! Because we only dream big here. So spread the pages of this magazine with an eye towards beauty and come with us. Because the dream that we all dream together... One day will become a reality.

Ibiti Project Team

Ibity

P R O J E C T

42 YEARS

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THE IBITI PROJECT IS LIKE A LIVING ORGANISM.

It was born modestly and, 42 years later, it has spread over more than 6,000 hectares, embracing people and animals with new and flourishing vegetation.

See how the bare land has been filled with green, enabling many other actions to take place in this setting.

THERE'S A LOT TO CELEBRATE

The surroundings of Engenho Lodge in two periods: before and after the regeneration process



1987



2024



Among the first team of the Ibitipoca Reserve are Uncle Aroldo and Antônio Nilo (3rd and 4th from right to left)



Raquel Pazos, back in 2007. A manager for almost two decades, she helps shape dreams at Project Ibiti



Reginaldo Fagundes, known as Régis, converts our audacity, energy and commitment "to making things happen".

Pasture, cattle, fences, houses with corrals and very secluded. These components have defined the landscape of the Ibitipoca region for decades, keeping generations connected to the soil and the hidden, almost inaccessible natural beauty. Over time, the difficulty of transporting milk and the lack of prospects for subsistence farming led to migration, leaving the land almost abandoned. The surprising change in scenery, from the grayish green of the grass to the exuberant richness of the forests, is the result of a long process of investment in reforestation and refaunation. Today we see the hills covered with Atlantic Forest species, with occasional areas of agricultural production and some buildings,

which make regenerative tourism possible. Our story begins in 1982, with the purchase of Fazenda do Engenho by Carlos Repetto, a great friend and cousin of Renato Machado, who three years later became his business partner. "People came every weekend, so to minimize the damage, I built a veranda and opened a little inn," says Carlinhos. The group met to go hiking, go tubing down the river, go horseback riding, and to celebrate their 'friendship, health and nature - elements that make up the Ibiti Project's DNA. The aim is also to regenerate degraded land, which benefits the entire surrounding areas, especially the Ibitipoca State Park, known for its caves, cliffs and rust-colored waters.

We have created a very long natural corridor for various species of fauna; and a buffer against fire, hunters and illegal palm tree harvesters. The new panorama, on the 6,000 hectares of land that we currently have, is helping to maintain natural springs, enrich the soil and bring back animals such as macaws, pacas and even pumas. Ibiti has become a refuge for endangered species, especially the northern muriqui. This, the largest primate in the Americas, was our first logo. Now we're using the *Billbergia distachia* bromeliad, a native species from Brazil and common in the region, because the goal is to appreciate the place as a whole, with the intricate relationships between the species. Over more than four decades, we have also changed our name:



Valuing traditional delicacies from Minas Gerais has always been part of our history



Casa do Benjamin, one of the oldest buildings, was already there when the land was bought



Family of Carlos Repetto, an Ibitipoca aficionado. He was the owner of Fazenda do Engenho and Casa Carlinhos. Nowadays he visits as a friend



Mr. Antônio Rosa, a talented craftsman, is one of the Ibiti Project's veterans

By 1999, Carlinhos was no longer the owner, but he continued to support the project



Tziu, Joaquim, sr. Vander and Domingos: good people to work with and to talk to

originally it was called Reserva do Ibitipoca, then Comuna do Ibitipoca and, since 2022, we have been Ibiti Project. The reason? Our actions cover many fronts and we are constantly on the move.

Hélio Pellegrino, one of the architects who designed the Engenho Lodge project with great affection, said that "letting the bush grow" is a political touch, because "we are the bush". Well, we're growing. Not only in terms of regenerated areas, but also in ideas and action. We are expanding opportunities - in terms of work, knowledge and coexistence - for our entrepreneurs, employees, local residents and visitors. Above all, we try to create fertile ground for happiness every day.

"There was poverty here before tourism. When the land here appreciated in value, I myself benefited: I sold mine and bought a better patch," says Dario Tadeu da Silva, our neighbor, Darinho. Mr. Antônio Nilo also remembers the difficulties of the past: "I've cleared a lot of pastures, I've seen sick people waiting to get help in Lima Duarte, children with no schooling. A lot has changed since then. I am not making this up, it's what I've seen happen." He is one of the oldest residents and loves the place very much. Satisfied with the changes and the life he leads, Mr. Nilo is the guardian of Mogol, the village that hosts our Village concept and is the "capital" of the Ibiti Project.

Since we opened for tourism in 2009, we decided to train locals instead of hiring specialized labor. "You didn't need to have a degree or any experience, you just needed to have a strong desire to learn," explains

Raquel Pazos, the managing director. She has been with the team since 2006 and has been responsible for implementing various projects, such as the Life School, and orchestrated the management of Ibiti Project with Renato Machado. Raquel says that, over time, the team has prepared itself professionally and now there is a program for this, Ibiti Capacita, so that everyone can grow, expanding income-generating possibilities for the region.

The choice to hire local people turned out to be a differentiator. Guests are enchanted by the informality of our Minas Gerais culture with its good conversation, tranquility, receptivity and the road to happiness through simplicity. Anyone who has had the honor of talking to Reginaldo Fagundes, Régis, understands this well. Like him, our guides bring soul, humor and great stories to every tour.

We keep our feet in the rich culture of Minas Gerais, but our minds travel far and wide! "For now, we're taking the lead, but together with the community we're going to find a way to make it sustainable," says Renato Machado, creator of Ibiti Project. People who haven't come back here for a while are always surprised by the fast pace at which ideas take shape, actions unfold and new constructions arise. In fact, despite the fresh paint, our architectural style harkens back to the 18th century. Engenho Lodge looks like an authentic coffee baron's house! But the history, however, is very different. Ibiti Project uses a modern construction system, with durable materials and an aesthetic approach similar to the coloni-

al era of Minas Gerais influenced by the bandeirantes (explorers of the bush).

Because the intention, right from the beginning, has always been to value local culture and labor. And, of course, to take care of all the beauty that surrounds us. From rain harvesting to the use of solar energy and the re-use of materials, every detail is designed to generate minimal environmental impact. This is how the work as a whole lives in harmony with the natural scenery of Ibitipoca. Today, anyone who comes here - and feels the scale of the project - is enchanted by the greatness of the idea of regeneration and the constant movement of ideas, people and things happening!

With a united team and a lot of enthusiasm, our purpose is well underway: to be an experimental socio-environmental project focused on the sacred reconnection with the soil and with all living beings. One of our goals is to be an "inspiring project and center for reflection on changing the planet." There is so much to celebrate!



Master of Minas Gerais flavors, Mrs. Odete helped write our history



(Coffee plantation abandoned in 1987)

The region lived through the Gold Cycle and survived on livestock and small-scale farming. Coffee was a failed attempt, which is now successfully cultivated by Gaia Produtos Ecológicos

CELEBRATE THE PARTY

Every day is cause for a celebration at Ibiti Project. Each celebration becomes a sublime moment to transcend the routine

From north to south, from the Inuit to the Yaganes peoples, we have always danced, sang and tried to please the gods. We celebrate to give thanks for good harvests, ask for rain, bless love affairs or obtain protection in battle. And we celebrate to remember the cycles of life, from birth to death, and, also, the cycle of nature. The arrival of summer which reminds us of our youth, strength and courage. The autumn equinox, which reminds us of rebirth, and spring, with its promise of fertility, colors, light and life. This information runs in our blood, this desire to mark milestones, to praise existence and to share the ecstasy of living.

Celebrating means summing up, forgetting the limitations of the one and joining the whole. What would be the joy of a scored goal if the players didn't run to hug each other? What fun would there be in the game without the vibrancy of the crowd? The celebration invites us to be open and receptive in order to value moments and people; to share smiles and joy, strengthening emotional bonds and cultivating empathy. It's a loving call to recognize the intrinsic value of things, people and moments. Celebrating the feast means taking a break from the routine. It's a necessary counterpoint, a reminder that life is not a succession of tasks to be accomplished in the ephemerality of time. It's telling the universe that we're here and that we want to live every second we're given as intensely as we can. Philosopher Lúcia Helena Galvão considers

celebration to be an essential dimension of human existence and an act of resistance: in a world marked by uncertainty, violence and intolerance, celebration presents itself as a way of reaffirming goodness, entering the frequency of love and hope. It invites us to choose joy as a state of being. Through celebration, we are called to reclaim our humanity, nourish our souls and reconnect with the greater purpose of life. At the Ibiti Project, celebrating life is not just an occasional activity. It's a way of being, of living, of sharing happiness. May every feast and every dawn here be an invitation to contemplation, to surrender to the present, to gratitude for what we are and what we have. May every planting, every harvest, every meal served, be something to be thanked. May every encounter be a tribute to the beauty of life.

A BIT OF CONVERSATION

By Raquel Ribeiro

“Would you like some coffee?” This invitation defines a Mineiro (native of Minas Gerais) instantly: hospitality and pleasure in chatting. That’s what I found out from Mr. Itamar

They say that Mineiros do things quietly. Well, many an old dining table with a hidden drawer proves the point. At the headquarters of Fazenda Boa Vista, a house used as a support point on some tours, there is one of these tables with a wide, deep drawer, suitable for hiding cheeses, delicacies, anything you want to save for later. Itamar di Paula, a former resident and guardian of the farm, tells the story while boiling water for his coffee. “When visitors arrived at lunchtime, unannounced, you’d invite them to sit down, but first you’d open the drawer,” he says, laughing.

In the old house - built using the ancestral wattle and daub method, with exposed roof tiles, a burnt cement floor and a flooring made of boards almost 40 cm long - various objects, as well as the table, are reminiscent of customs in the interior of the state of Minas Gerais. It’s a region marked by the “gold rush” by the tropeiros (drovers) and, later, by

dairy production that barely kept small land-owners afloat. These were times of total simplicity and isolation, but also of strong ties between people and their traditions.

In the house, a series of gourds now used as ornaments catches my eye. You can see the marks of the knife that created the rustic artifact. I ask if it’s used to drink water. “It’s for everything! Everyone has their own” explains Itamar. He tells us that, as a child, the object was precious: if it cracked, you’d be left without a glass or a plate! At the time, couples “had lots of kids”, worked from sun up to sun down and fun depended on your imagination. The same knife carved gourds, sling-shots, dolls and carts. One piece for each child, no more and no less. Everyone should take care of their own precious things. “If I cracked my gourd, I’d be left without something to eat on until Dad made another one.” And engrave your name on it.

Mineiros don't talk, they speak in prose. They touch misfortune, sickness and death and live like someone who thinks they're eternal. To be from Minas Gerais is to smile without showing your teeth, to have the cleverness of snakes and the simplicity of doves. To be from Minas Gerais is to venerate the past as a relic and talk about the future as a utopia, to enjoy nostalgia in cachaça (rum) and passion in serenades, to sleep with one eye closed and the other open, to stir up intrigue with a tranquility of spirit, to light a candle to a saint and, just in case, not conjure up the devil.”

Frei Betto, Ser Mineiro

Itamar at the headquarters of Fazenda Boa Vista

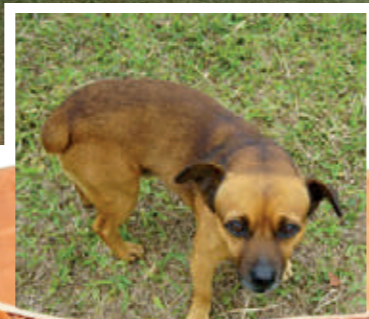


MINEIROANCESTRAL TECHNOLOGY for instant camouflage of food when a visitor arrives





Boa Vista's headquarters, the farm's security guard and the fruit of the "gour tree"



HUMAN WARMTH

The headquarters of Fazenda Boa Vista is a mansion compared to the little house we call "Museu da Roça", near Lago Negro. The rooms are so small and the ceiling is so low that it's hard to get inside. The beds, narrow and short, look like children's beds. Even so, eleven people lived there! In the courtyard and in the renovated shed (where Muriqui House's reception is located since 2021) there are objects such as a plow and a pestle. You can calculate the daily workload of the "caipira" (hick), unjustly branded as lazy in various representations. Here, the caipira culture is present, from the brewed coffee to the food cooked on the wood-burning stove; from the nap in the hammock to the evening swaying to the sound of the viola. And the caipira is duly honored at Cine Mazzaropi, in Mogol Village. Amácio Mazzaropi was an actor, comedian, singer, screenwriter, producer, director and owner of a film company, where he took care of the release and distribution of his films throughout the country. This great entrepreneur portrayed Brazil's transition from an agrarian to an urban society. The cool thing is that the character that Mazzaropi plays goes to the city, but he doesn't change: he continues with his caipira values and this gives him the strength to face the challenges. He values the simple life and human feelings. Anyway, Master Mazza suits our style.



Observing the house, I wondered why there was a circle on the cement floor near the wood-burning stove. "So I can light a fire." I thought it was a luxury to have a fire in the comfort of the kitchen! I imagined the corn roasting on the spit and the gang gathered all around. In these parts, where until recently there were no electric lights, when night fell, we had to rely on candles, lamps or this fire on the ground. Chatting was (and is) the tradition. Today, all you have to do to strike up a conversation is ask about a jaguar. Mr. Itamar soon starts the conversation: "There are ocelots on the stone wall, but I've only seen a puma when I was 14, here in a little field. I saw it and ran away! Now all I can find are the footprints, which are different from the wolf's because its nails don't show. There are plenty of maned wolves! My security guard," he says, pointing to a small mutt, "wakes up and he doesn't care." As I said goodbye, I noticed a fruit that looked like passion fruit. I asked what it was. Itamar explained: cuieté. Known as cabaceira, cuiterei-ra, coitereira or árvore-de-cuia, its scientific name is Crescentia cujete, a plant from the Bignoniaceae family. Its fruit is the gourd - the one seen inside the house. For those who doubt that "if you plant it, it'll grow", here's a potted plant.



MINEIRESE - PORTUGUESE

In this glossary, you'll be able to understand some of things spoken like this, sing-songy style which may require the cutting off of the beginning or end of the word, or when you say it "altogether, like it's one word"!

- Apear:** *dismount*
- Arréda:** *come closer ("arréda pra cá" is an invitation to come closer)*
- Ataiá:** *take a shortcut, cut a path*
- Atazaná:** *annoy, bother, irritate*
- Azidea:** *(a corruption of "look at the ideas") is usually a criticism of what someone has done or said*
- Cádiquê:** *(because of what) for what reason?*
- Cantázora:** *(how many hours) what time is it?*
- Capáz:** *no way*
- Carécinão:** *no need*
- Custoso (Costly):** *something difficult or badly behaved*
- É mêz:** *(it really is) can be a question or an answer*
- Encasquetá:** *to put something in one's head*
- Gasta fazê isso não:** *the opposite of costly*
- Gastura:** *distress*
- Guentamão:** *wait a bit*
- Jizdifora:** *Juiz de Fora*
- Logalí:** *(right there) distance that can vary from 100 m to 100 km*
- Lombêra:** *laziness, soft body*
- Némez?:** *Do you agree?*
- Nóssinhóra:** *(Our Lady) an interjection of astonishment*
- Nuh:** *interjection derived from "nóh", a corruption of "Nóssinhóra"*
- Quiném:** *just like*
- Tem base um trem desse?:** *Can you believe it?*
- Tôgarrado:** *(I'm stuck) busy at work, with a busy life, stuck in traffic*
- Trapaído:** *messy*
- Trem:** *it's something, thing, object... anything!*
- Turrão:** *grumpy*
- Varadifome:** *(starving) hungry*
- Xôilácocê:** *let me go there with you*
- Xôvê:** *let me see*
- Xuxá:** *shove in*
- Zóidacara:** *(the eyes of the face) very expensive*





Between villages and valleys

Nestled in a region full of history, Ibiti Project is proud of its accent and its relationship with the neighborhood

“The good mineiro doesn’t lasso an ox with a cord, doesn’t trample on a bit of wind, doesn’t step in the dark, doesn’t walk on wet ground, only believes in smoke when he sees fire, doesn’t strike up conversations with strangers, only takes risks when he’s sure, and doesn’t trade a bird in the hand for two in the bush,” wrote the poet Batista Queiroz. Because mineiros are really suspicious. Since the construction of the Pousada da Reserva in 2008, we’ve been surrounded by criticism and praise. But we are also mineiros and little by little, we show our ideas and win over the people around us. At the beginning of the story, we bought land and let plants and animals regenerate the area. It worked, but that wasn’t enough to make our project relevant in socio-economic terms. To take care of people, you have to bring people in. And we did, starting with the opening of Engenho Lodge. Today, in addition to the three accommodation concepts, the restaurants, spas, Gaia food production and the ongoing construction work, there are several projects going on! There are many people from the region working here and all the time we are creating opportunities for socializing, exchanges and learning, especially through the actions of the Comuniversidade (Communiversality). Of course, we have received criticism over more than four decades. “The place is only good for protecting the Park”; “you stole access to the waterfalls”; “accommodation is too expensive”; “only those with money can see the statues” and so on. Yes, in fact, the lodging is aimed at a high-income public - a choice to minimize the environmental impact and not compete with the inns and hotels in and around Ibitipoca. It’s also true that we’ve had an impact on the surrounding area, especially with the opening of the Village concept in Mogol, which not long ago was a quiet village hidden in the mountains. However, it’s easy to see the happiness that came with the installation of the internet antenna, the improvements in infrastructure (sanitation, recycling program, neutering of domestic animals), and the opportunities for work and sports and cultural activities.

Clockwise: a girl addresses a logo at a Café e Cinema session with Ibiti Project; Priscila Pereira, from MIB, talks about the muriquis at a school; residents gathered in Conceição do Ibitipoca attend a lecture; our team, the Comuna Football Club, during a championship in Lima Duarte; a night session of Cine Paradiso





Scenes of a visit by local residents to the statues; a guide shows the characteristics of the flora; a traditional religious festival in Mogol (which receives a lot of support from Ibiti Project), a fanfare in S. J. dos Lopes; a band in the village of Mogol. J. dos Lopes; an open-air cinema in Lima Duarte; a band playing in the village of Mogol



It is also important to continually increase income generation in the surrounding communities, with the purchase of products and incentives for production. From cheeses to handcrafted objects, much of what you eat and see here has a local touch, contributing to the circular economy. But the people of Minas Gerais love a good conversation and it's through talking that we understand each other." So, at the end of 2021, we created the Programa de Relações com a Comunidade (Community Relations Program). "With the aim of strengthening relations with the municipalities in which we operate, we invited all the residents of the region to the Passeio às Estátuas program (Statue Tour program); and we created the Projeto Café e Cinema (Coffee and Cinema Project) with the Ibiti Project. The proposal is to open up a space for conversations, to answer questions, to broaden the dialog; as well as, of course, to offer moments of fun and culture, a walk in nature and a visit to the work of art," says Maíra Delgado, who is in charge of the program. So, once a month, a group from São José dos Lopes, Mogol, Laranjeiras, Rancharia, Moreiras, Vermelho or Várzea do Santo Antônio walks around the statues, has a picnic and enjoys the view. And they marvel at the huge figures that make up the Big Family. Welcoming your neighbors is good. But going to them makes the exchange even richer. Because he feels at home, at ease to ask questions. This has been happening at Café e Cinema: we take the projector to a community hall, school or even a nursing home, to explain what the Ibiti Project is and to show winning films from the Ibiti Project competition, in which many residents are the protagonists. "It's exciting: when you watch a documentary filmed in the region where you were born or live, you realize how valuable your community is. Each story touches me deeply," says Luan Oliveira, hospitality coordinator at the Village. For him, Ibiti's mission is great and communication is fundamental to the project's success: "The more people who know about our actions and the mission of regeneration, the more positive impact we can generate with our examples"

In the Projeto Café e Cinema, the residents of the village of

Mogol watch films in the Cine Mazzaropi (a large room with comfortable armchairs, in Venda), and the proposal is the same: to broaden communication and offer moments of fun. Always ready to listen and open to criticism and suggestions, we're going to, like good mineiros, trimming the edges, rounding out relations and having a positive impact on the per capita happiness index in this beautiful little piece of Minas Gerais. "This is a part of the planet, not a separate planet," says Flavia Calazans, hostess at Mogol Village. With this perspective, we open ourselves up to our surroundings as well as to other people, institutions and organizations seeking to regenerate the Earth.

TAKING ON THE MANTLE

"To be from Minas Gerais is to see the sun rise and the moon shine; to hear the birds sing and the cattle moo; to feel the awakening of time and the dawn of life," continues Batista Queiroz's poem. And we could include "playing ball in the floodplain and drinking cachaça". Because in Ibiti the ball is always rolling! "If there's one thing that brings people together, it's sports! We encourage various health and leisure activities," says Luiz Antônio Saraiva Campos, Tziu, an architect who lives in the area and is our "sports minister." The Comuna Football Club is the apple of his eye, as it brings together entrepreneurs, friends, partners and brings families closer together. The team was the runner-up in the Lima Duarte Football Cup in 2023. Tziu praises the group of 28 players: "I'm so proud! This year, we're going to grow a lot, with this focused team, which wears the shirt proudly, defends the mantle, epitomizing unity, respect and friendship!" He is already preparing the paperwork to set up a socio-recreational and sporting association and hold a series of friendly matches for the season. In 2023, Tziu gathered volunteers to renovate the São José dos Lopes playing field, with changing rooms and a canteen. "We made a joint effort! This field can be used for training, games and a future soccer academy," he said, noting that sport and social action go hand in hand.



#Tamojunto

(#wearetogether)



They arrived inspired by the possibilities of regeneration and are now strengthening this great network of care for the Earth
Hey, welcome to the neighborhood!

By Isabel Pequeno

Collaboration prevails in nature, which provides complexity, diversity and the continuity of existence. Our 6,000 hectares of preserved land take on another dimension with the partnership of land neighbors and also neighbors who are physically distant but close in purpose. Unlike traditional ranchers, this is a group that doesn't see pasture and cattle just as good business. "We practice land stewardship, which refers to the ethical

responsibility to preserve, protect and care for the land and its ecosystems, involving sustainable and conscious practices. We need to bring more and more people into this movement, with the aim of converting surrounding properties to the concept of regeneration," says Rodrigo Baggio, who arrived in Ibiti as a tourist, became a partner and is now a neighbor. Take a look at the testimonials of these people, who agree with us and our values.

"The Ibiti Project is the great source of inspiration for developing the Naveia Forest in the Ibitipoca region. It was love at first sight. We've been to several events and have always been impressed by the high level of content and the way that the participants curate everything. We also had the pleasure of taking part in the Ibiti Vegan Festival, contributing to the program and general concept. We joked that a very strong wind passed through Ibiti and carried the seeds of one of the regenerated forests for 10 km to sprout somewhere else. In 2021, we bought 220 hectares of degraded pasture in a village called Capoeirão, about 10 km from Olaria, to dream together with that land and make it a forest again. It's our Evolândia - a quote from Naveia's parent brand, Evolat, because we like to talk about the "evolution of dairy farming".

Naveia has the dream of replacing cow's milk with a vegetable milk that is much better for everyone, for our health, the environment and, above all, for the animal. When we talk about taking cow's milk off the table, we see the possibility of also taking the cow out of a biome that used to be a forest. This is our regenerative formula: "More plant milk, less cow's milk, less cow... more FOREST!": The dream of the Naveia Forest was born. Of the 220 hectares, 210 are for reforestation. Another 10 are destined for food production. On two of these hectares, we have already implemented an agro-forestry system with more than 50 species, including fruit trees, coffee, vegetables, ginger, turmeric, yacon, cassava, pecan and macadamia. It's fascinating to see the power of that land to generate food."

ALEX SÖDERBERG AND FELIPE UFO, creators of the Naveia brand

"I have a dream of showing that it's possible to live completely independently on a piece of land. I had already intended to do a regeneration experiment. Sebastião Salgado's film inspired me to buy a piece of land where I could plant trees and which would work as a Plan B. We looked for land in various places. When Wagner and I arrived in Ibitipoca, we were familiar with the park and started going to Ibiti Project. I got pregnant on a trip to Mogol and we thought it would be nice to become residents. After looking at more than 20 plots of land, we found Fazenda do Capão, with 140 hectares, in Rancharia, 40 minutes from Engenho. We bought the farm in 2022 with a couple of friends. There's a forest, a spring and an area for us to regenerate. The little house, which is very old, has been closed for 30 years. We decided on a pre-cast house: all made of raw brick, it has an ecological footprint, to cause as little impact as possible. We're studying the best way to treat the sewage, and we're going to put in a bio-digester. We'll set up an agro-forestry consortium to provide wood and food, and we'll contribute to forming ecological corridors. Ibiti greatly influenced our decision to buy: we really wanted to have facilities close by, quality restaurants, entertainment and nice neighbors. Being with the people from Ibiti Project, Cláudia, Raquel, Renato, and in a place where things happen, which has the proposal of spreading this message of regeneration and providing an experience of deep ecology, makes a lot of difference."

FE CORTEZ, influencer and founder of the brand Menos 1 Lixo (One Less Garbage)



"I got to know the region 12 years ago. My wife Anita and I came with a group of friends, stayed at Ibiti Project and were completely enchanted by the regeneration proposal. I went back a few more times and started to get involved in the activities. I'm a social entrepreneur in technology and have run digital inclusion projects for over a decade in S. J. dos Lopes, Conceição de Ibitipoca and at the Adalgisa de Paula Duque State School in Lima Duarte. We even trained dozens of public school teachers. I became committed to community development and took part in the Ibiti Project board a couple of times. We've been neighbors since 2019. The 47-hectare site is called Satyagraha, which means the 'force of truth', a central concept in Gandhi's philosophy of non-violent protest. We cultivate a lifestyle that I call "green tech life style": it's green, but also technological, because it allows me to be here connected to the world. We frequent the village, I take part in activities at the Ibitipoca State Park and I maintain a partnership with the Ibiti Project, organizing talks and events. Our property has an orchard, a vegetable garden, solar energy, a chicken coop, a small corral and a stall. Most of the area forms an ecological corridor with the Ibiti Project. We are witnesses to and part of the regeneration that this territory is undergoing. It's work with a high environmental impact and can be applied around other parks and conservation areas."

RODRIGO BAGGIO, social technology entrepreneur

"I'm a neighbor of Engenho, in Sítio Canário, and I consider myself lucky to have been given the opportunity to buy the land of one of the pioneers of the Ibiti Project, Carlinhos Repetto, a visionary. I'm very proud of that. I fell in love with the Project from the moment I saw it in 2011: I thought it was the most magical place in the world. Then I started going, I became very involved. I'm passionate about nature, the fauna, the flora, the waterfalls, the walks, the people in the community. I was welcomed warmly, it touched my essence, my soul. I love walking barefoot to recharge my batteries. Our time is very short, the life we lead is now. And the Ibiti Project is an invitation to take care of the planet today. I took part in all of its development, as I always visited the place, but I stayed at the Engenho. One day, walking with Antônio Mariquinha, who looked after the horses, he showed me the house where he lived and commented that it had been built in two weeks. Then my eyes lit up. I thought: I'll make my house out of wattle and daub, it's quick and maintains the identity of the region. We built it in a month, with everyone getting their hands dirty. I got wood and other materials. I've recovered a bit of that look for a type of construction that is pure poetry. The roof is unlined, with only the tiles. It's an 8m x 5m loft. It even served as an inspiration for the

Humboldt House in Mogol. I need a small place to sleep, because the beauty is outside, it's in watching the trees grow that I planted and fertilized. I go there and talk to them, I cuddle them. They're like my daughters. I reforested a huge part of the pasture. I planted more than 3,000 trees, many of them fruit trees. The site is 80 hectares, with a lake and springs. It's a special place."

RODRIGO LONDRES, businessman





In the forest, the work would take eight months. Here it was carried out in 16 days by seven men from the Yawalapiti indigenous group, from the Upper Xingu (MT), led by Anuiá Amary.



Built in Mogol, the Xinguana hut has a eucalyptus structure covered in piassava. It was built in the architectural style of the indigenous chief's house.



The inauguration (june/2022) was led by the group, with a bonfire, music, body painting, dancing and much unity in defense of indigenous rights.

A country HUT

The ecological building blends in with its surroundings and hosts large gatherings



The craftsmanship was remarkable for many people, not just because of its grandeur and ingenuity, but mainly because of the interaction with the indigenous people. Gabi, called Capí, was delighted: "They are very special. One phrase I'll never forget is "the world must have more capís"



Spacious and multifunctional, with a capacity for 300 people, the space is used for experiences, events, personalized dining and even lodging.



Decorated with props and paintings from the Yawalapiti ethnic group, the hut is a place to celebrate and connect with our roots.



Yoga na Oca (Yoga in the Hut): freshness and welcome in contact with the ground.

village of interactions

Transformative and regenerative knowledge: Comuniversidade expands the web of relationships with neighbors and the world

Tião Rocha: "There is an urgent need to integrate all knowledge, without leaving anyone out"

A “university” with the proposal to offer courses, training, symposia and immersions in various areas of knowledge to bring benefits to our entire community. The idea for Comuniversidade began in 2018 with the construction of a tent that is permanently set up in Vila do Mogol to bring together guests, teams and the community. Today the dream has expanded. A lot! “Our campus now has 5,000 hectares,” jokes Maira Delgado, a cultural producer who is in charge of this venture. In addition to the Oca, Tenda and Cine Mazzaropi, there are incredible settings that can host events, such as Pedra do Tatu, where the statues are located. “We always try to bring disruptive concepts. We are

preparing meetings rich in culture and regenerative knowledge - that can contribute to the living planet,” says Maira. “For me, the greatest asset is our campus, with its rich biodiversity! That’s what motivates me the most, being able to make things happen in this rewilding space, with ideas and people from all corners of the planet!” Inspired by Schumacher College (see box) and the Instituto de Pesquisas Ecológicas (Ecological Research Institute - Ipê), which focuses on research, education and sustainable business for the conservation of Brazilian biodiversity, Comuniversidade was officially inaugurated in April 2023, with a lecture by Tião Rocha. The educator and anthropologist of the Centro Popular de

Cultura e Desenvolvimento (People’s Center for Culture and Development) said, “it is urgent to integrate all knowledge, without leaving anyone out.” Speaking to professionals from public and private schools in Juiz de Fora, Lima Duarte and other neighboring municipalities, he emphasized that a transformative education has to seek out what hasn’t been done yet: “It’s possible, if we bring together the knowledge, the actions, the desires, the bright side of people for a cause.” The educator emphasized that we live in a world with a lot of ICT (Information and Communication Technology).



Meeting at Mogol Beach

Conversation on Stoicism at the foot of the Statues



“We need to turn ICTs into TACs, developing Learning and Coexistence Technology. We have to work on this balance, making this link between technologies.” Tião said that in Mozambique he learned that it takes a whole village to raise a child: “My job is to convene villages. If everyone gives a little of their light, it will be a source of heat, energy and transformation. This is a favorable environment, bringing together people who are mobilized by a great challenge” Tião Rocha’s strong, optimistic and joyful presence reflected the purpose of Comuniversidade: to fuel change for the socio-environmental regeneration of the planet. “I felt that he had a great impact on all of us. He is inspiring; his speech helped renew energy, especially among public education



HANDS, MIND AND HEART

Founded by Indian Satish Kumar, Schumacher College was born in England in 1991 as “a place to meet and explore ideas at the frontier of thought”, for learning “that integrates hands, minds and hearts, and has become an international center for reflection and the practice of sustainable living. Kumar is the main reference for the institute, which has a branch in Brazil. He lived in a Buddhist monastery, then joined the movements led by Gandhi and today, at the age of 87, he helps spread the philosophy of non-violence. It teaches that all life on the planet must be preserved: “Instead of conquering, we should revere nature,” says the environmentalist, “we shouldn’t believe in human supremacy over other beings.”

More information: escolaschumacherbrasil.com.br



Gastronomy workshop promoted by NOS Escola; talk on organic production; lecture by nutritionist Eric Slywitch and Tiago Feitosa, from Vegan Ti Burger, during the Ibiti Vegan Festival.



professionals, showing that it is possible to do things differently!"; believes Maira.

TO SOW HOPE

Comuniversidade has already welcomed professor and geologist Marcelo Motta, director of the Núcleo Interdisciplinar do Meio Ambiente (Interdisciplinary Center for the Environment - Nima) at PUC-Rio, who spoke about the geological formation of the Earth and explained the peculiar characteristics of Ibitipoca's rock formations, as well as several other speakers. In the Tenda (formerly known as Ibitipoca University), in the Oca, in the Cine Mazaropi, a comfortable 35-seat room in the Mogol Village, or elsewhere on our gigantic "campus," team meetings, seminars, classes, cultural activities are still held. Whether for fun, celebration or to work on specific themes, our vocation is to

bring people together! Since 2022, we have created an agenda to define the meetings promoted by Comuniversidade, or supported by it, such as the Grupo Catalizador's (Catalyst Group) mini-forum for the Amazon, the Encontro de Estoicismo (Stoicism Meeting) and the Ibiti Vegan Festival, which took place in 2023. "The Ibiti Project welcomes an audience of decision-makers and opinion makers from Brazil and around the world, and manages to impact and inspire them. Ibiti is an example of what can be done in a world experiencing an environmental crisis. The acceptance - and openness - to veganism, for example, is an attitude that makes sense for Ibiti, because it is in line with the discourse on environmental regeneration. It's difficult to question practices that are so anchored in tradition and culture,

but being a pioneer means breaking conventions and not being afraid to dare. And this boldness makes Ibiti so unique and visionary," says Alex Soderberg, organizer of the Ibiti Vegan Festival. Finally, Comuniversidade seeks partnerships with institutions and people willing to contribute "to instigate reflection and get out of the comfort zone." And it is open to international scientists, storytellers, regenerative tourism experts and philosophers. The topics can be as varied as you like - carbon neutralization, tourism, happiness, the circular economy - the important thing is that the talks sow hope. And why not? Let them transform! "I've seen staff go vegetarian or vegan after Ibiti Vegan," celebrates Maira. "There is so much truth and love in what we do here, they are events and immersions that end up changing lives."

Event participants are invited to get to know and support Muriqui House



We used to be approximately 500,000 muriquis. Today we are critically endangered. The MIB (Muriqui Institute of Biodiversity) is at the forefront of this pioneering project, and survives on DONATIONS. We're counting on YOU!!! With a donation of R\$ 200.00 you will have the unique experience of visiting them and BEING... part of this PROJECT.

- We are the closest animal in nature to man in the Americas.
- We're collaborative, we don't have an alpha male and we don't force ourselves on females.
- We are the largest primates native to the Americas.
- The indians call us Muriqui (gentle people of the forest)

WE ARE 100% VEGAN

Over the last few decades, native vegetation has gained strength and reach, covering the impoverished soil in green. Now, with the support of the Refaunation Program, the time has come for the animals to return home

PROJECT ASAS (*Wild Animal Release Area*)

Since 2016, near the headquarters of Fazenda Boa Vista, three nurseries with native trees, an abundance of food and a natural watering hole have been used to receive and manage birds and mammals rescued by Ibama. Generally victims of trafficking, they arrive very stressed and receive the full care of the team there. Puma and maned-wolf are among the species that have already recovered there and then released.

REWILDING

THE ANIMALS ARE BACK!



The peaceful and loving behavior of the muriquis is an example to us all



Muriqui House has a nursery for new arrivals. After the adaptation period, the muriqui is released into a 6-hectare protected area, with streams and trees that they prefer to feed on

The story begins in 2002, with the identification of a small pack of northern muriquis in Mata do Luna, an isolated stretch of Atlantic Forest to the west of Ibitipoca State Park. For years, residents have known about the presence of this very special species, which is on the brink of extinction. The muriqui is the largest primate in the Americas, roams in groups without a defined social hierarchy and is known as the “gentle people of the forest.” Why? It resolves everything with a good hug! To save the muriquis and the forest - targeted by loggers - the then Reserva do Ibitipoca (Ibitipoca Reserve) bought this area. But

despite being monitored by biologists, only two individuals remain, Luna and Bertolino, named after the forest and the family of their former resident Chico. What can explain the drastic reduction in the number of individuals? It's simple: the absence of another group within a radius of many kilometers... Among muriquis, it is up to the female to leave the nest and venture out in search of genetic variety. Unstoppable, she keeps moving further and further away... The problem is that she can't find a partner and doesn't return to the group. At the beginning of 2017, the Muriqui

Instituto de Biodiversidade (MIB) team monitored and captured a female, Esmeralda, who was living alone and was taken to Mata do Luna. Unfortunately, she didn't adapt and disappeared. Muriquis are very social, but it is assumed that Esmeralda spent too much time in isolation and lost her social skills. When the hope of having muriquis once again seemed lost, an alternative dream began to take shape and culminated in 2019 with the construction of Muriqui House. Luna and Bertolino were transferred to this large nursery, where there are the leaves they prefer to eat and, best of all, new companions. Ecológica and

Socorro were also rescued and got along with the males. “The introduction was smooth; they were accepted in a reception full of hugs and affection,” says Fernanda Tabacow, biologist and coordinator of the Muriqui Instituto de Biodiversidade (MIB). At Muriqui House, monitoring is constant, as this is an unprecedented endeavor. In 2020, Eliot was born and three new Muriquis arrived. “We have achieved a unique expertise in the history of primatology: we are learning how to manage the northern muriquis! And they're already behaving like a group,” says Fabiano R. de Melo, a biologist and MIB advisor.

PRESERVATION

Puma cub rescued and taken to the ASAS Project. The species is being monitored at Ibiti Project, with the aim of preserving it



WOLF, ELEPHANT AND LION

In the late 1960s, American scientist Paul Martin coined the term “rewilding” to connote the process of restoring ecosystems by reintroducing extinct species such as the mammoth. Harry Greene, from Cornell University (USA), approved the idea and published an article in the scientific journal *Nature*, advocating the introduction of camels, lions and elephants to the American continent. There was obviously a barrage of criticism, but less eccentric proposals were welcomed and successful. This was the case with the reintroduction of the wolf to Yellowstone National Park (USA) in 1995. The presence of the pack caused an auspicious chain reaction, balancing large populations of elk and deer, and attracting species such as beavers and otters.

In South America, a success story is the creation of GRANDE PARQUE IBERÁ (pictured left), in Argentina. There, giant anteaters, deer, tapirs and even jaguars were reintroduced, causing a positive impact on biodiversity, in a process that took years, counting on the work of dedicated teams and, above all, the support of the local population. Today the park is an attractive tourist destination, generating job opportunities and valuing local culture. In Brazil, it is worth highlighting ONÇAFARI, which brings together conservationists, farmers and entrepreneurs to protect biodiversity and create ecological corridors in the Pantanal. Re-faunation combined with these “corridors” (vegetation cover capable of linking preserved areas) could also be the key to reversing the degradation of the Atlantic Forest.

YOU NEED TO KNOW IN ORDER TO PROTECT

The huge commitment to preserving the muriqui generates a beneficial chain reaction: as it is an “umbrella species”, when it is protected and has its area protected. It naturally protects other species, as it needs large preserved areas to survive and, especially, to reproduce. It is crucial that there are ecological corridors so that the females have a chance to locate other groups. In short, the fight to recover the muriqui population will be good for the Atlantic Forest as a whole. To speed up regeneration, other animals are being brought to the region: the intention is for

them to re-establish themselves in territories that belonged to their ancestors. This is one of the principles of rewilding: reintroducing species with the aim of restoring the ecosystem itself and thus reversing the loss of biodiversity. At Ibiti Project we have expanded the concept of rewilding: “We consider it the basis of environmental projects, as it encompasses protecting biomes, planting and constant management of native species, protecting springs, reintroducing animals, environmental education and, above all, cultivating a relationship of respect and collaboration between all living beings,” summarizes Beto

Nardelli, forestry engineer and director of Biodiversity at Ibiti Project. He works with biologist Clariane Maranhão and has a partnership with MIB, Grupo Airom Ambiental, Pró-Tapir, Instituto Triade, USP/ ESALQ, TNC (The Nature Conservancy), Nobilis Fauna; and consultancy from the Federal University of Viçosa (UFV). In addition to a great team, the Programa de Refaunação has everything it takes to be successful, as the natural regeneration associated with the reforestation promoted over the last 40 years guarantees a good diversity of food for the reintroduced animals. Nor has the extinction of species in the

region been as extensive as in other areas of the Atlantic Forest: populations of medium-sized fauna, such as the Paca, are beginning to spread throughout Ibitipoca. Even the Puma has been spotted again, which indicates a healthy environment throughout the food chain. Nobilis Fauna’s Ibitipoca Onças (Jaguars) project is responsible for monitoring the conservation of this feline, using camera traps and the methodology of capturing and installing GPS collars. Soon, the giant anteater will also be monitored. The Programa de Refaunação is underway, with government permits being obtained for the

PRESERVATION

This friendly figure is Rosinha, the female of the first pair of tapirs taken to Ibiti Project



Macuco (left) and jacutinga are birds that once belonged to the Ibitipoca region and are now being reintroduced and monitored.

reintroduction of other species. Among them are the Roe Deer, the Scarlet Macaw, the Sloth, the Purple-breasted Parrot, the Peccary and the Tapir, known as the “gardener of the forest” In 2022, we received a pair of this herbivore that weighs more than 400 kg. “The tapir lives in ecosystems in which biological diversity is, in part, maintained by the key ecological roles it promotes, including seed dispersal, nutrient recycling and the recruitment of new seedlings (plant embryos),” explains Paulo Mangini, from the Instituto Triáde. There’s more: “By competing with large rodents and other ungulates for seeds and fruit, the Tapir helps to control the balance of these

populations.” Paulo works in partnership with Andressa Gatti, coordinator of Pró-Tapir. “In the short term, we hope to involve the people who live and work in the region, because the conservation of this large mammal will only happen if the local community understands the importance of having such an important species back in the forests,” she says. To boost the fauna, we have also invested in the Macuco and Jacutinga projects, implemented by the Grupo Airom Ambiental (Airom Ambiental Group), together with UFV and the MIB. Because it prefers the fruit of the juçara palm, the Jacutinga is a valuable sower of palm trees. The Macuco, on the other hand, is a

more terrestrial bird. Their nest, built between the roots of large trees or next to fallen logs, holds three to five eggs. The females are dominant and territorial, while the males are responsible for incubating and raising the young - a task they carry out with great care. In other words, they are charismatic birds - and this helps with environmental education! Providing locals and visitors with information and curiosities about the life of birds, as well as the advantages of the existence of Tapirs and Pacas, is of the utmost importance, as it facilitates empathy for animals that were previously seen as hunting objects or enemies of the plantation. “He who knows, protects.” This

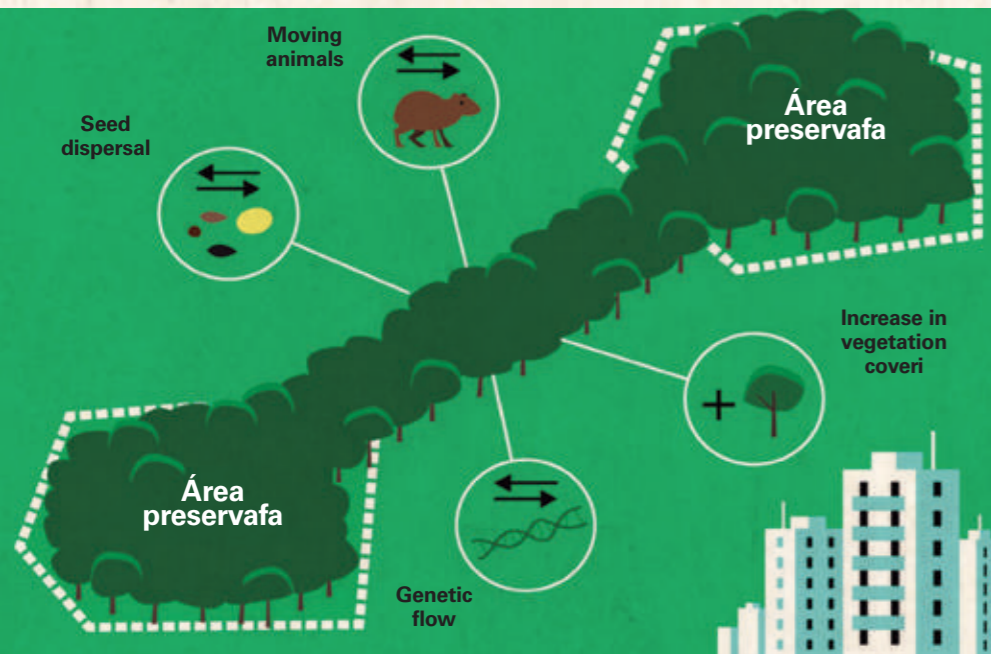
mantra crowns our philosophy and sustains the support of the local community. Bertolino and Luna’s move to Muriqui House was a milestone in this union for preservation: the residents of the village of Mogol followed the construction of the enclosure, saw the loving way murequis relate to each other and this changed the way they saw wild animals. Today they are proud to have these primates around. Biologist Priscila Pereira witnessed the males’ reunion: “In May 2019, we captured Bertolino and only three months later we managed to bring in Luna, his brother. When they met, they hugged for two and a half hours! Never has such a long hug been recorded! Everyone burst into tears.”



Illustration by Rafa Antón for *Volta, Muriqui*, a children's book about rewilding. On sale at Gaia Café

Creating green pathways for wildlife is part of the architecture for restoring biodiversity

THE LONG AND WINDING ROAD



@ARVOREAGUA

Infographic shows the functionalities of an ecological corridor. Image by the NGO *Árvore e Água*

Any environmental protection area is welcome, of course, but ideally there should be a connection with other areas. Because many animals need to move long distances, it's part of their nature. This is the case of Socorro, Ecológica and Nena, females who went out in search of a pack and had to be rescued because their habitat, the Atlantic Forest, is totally fragmented. Today they are protected at Muriqui House, but in order for their species to escape the list of animals on the verge of extinction, it is necessary to unite forests where there are still muriquis.

An ecological corridor can be just a few meters long, such as a vegetated walkway for animals to pass over (or under) a road, to avoid being run over. Or it can be hundreds of square kilometers across municipalities and states. The intention is the same: to allow species to circulate, carrying out a genetic exchange, recolonizing degraded areas through seed dispersal and promoting environmental development.

The Ibiti Project is an example of an ecological corridor, as it promotes a belt of protection for the Ibitipoca State Park. In the 40 years of our history, the region's biodiversity has expanded greatly and could expand even more with the implementation of



Beto Nardelli (right), with the supervisor of his project, Professor of Landscape Ecology Alexandre Mastersen, from the University of São Carlos



IN ALICE'S FOOTSTEPS

A moose left the Adirondack Park, in the USA, crossed the Canadian border (crossing Hwy. 401 of Ontario's four lanes!!!) and, after two years and 570 km, arrived at Algonquin Park. Her journey could be followed (Alice wore a collar) and led to the project to create the A2A, to link the two environmental conservation areas, allowing wildlife to migrate over 93,000 km. Since 1990, conservationists have been working on this project, which suggests looking at the landscape from the perspective of a beetle, bird or bear: for them there are no borders. Everything should be a continuum of plains, hills, rivers, marshes, woods...

Fonte: rewilding.org/following-alice-the-moose

the proposals indicated by the academic study "Entreserras Corridor: connectivity between the Ibitipoca and Serra Negra da Mantiqueira State Parks"

Created in 2018, Serra Negra Park has very similar characteristics to the Ibitipoca region, from where it is only 28km away - both parks are in the municipality of Lima Duarte. The dissertation, written by Beto Nardelli, director of Biodiversity at Ibiti Project, points out that the proximity, and the fact that they are similar ecosystems, encourage the creation of ecological corridors to connect the two parks and thus increase the chances of survival and maintenance of the biodiversity. In the study, 16 possible corridors were mapped out and it

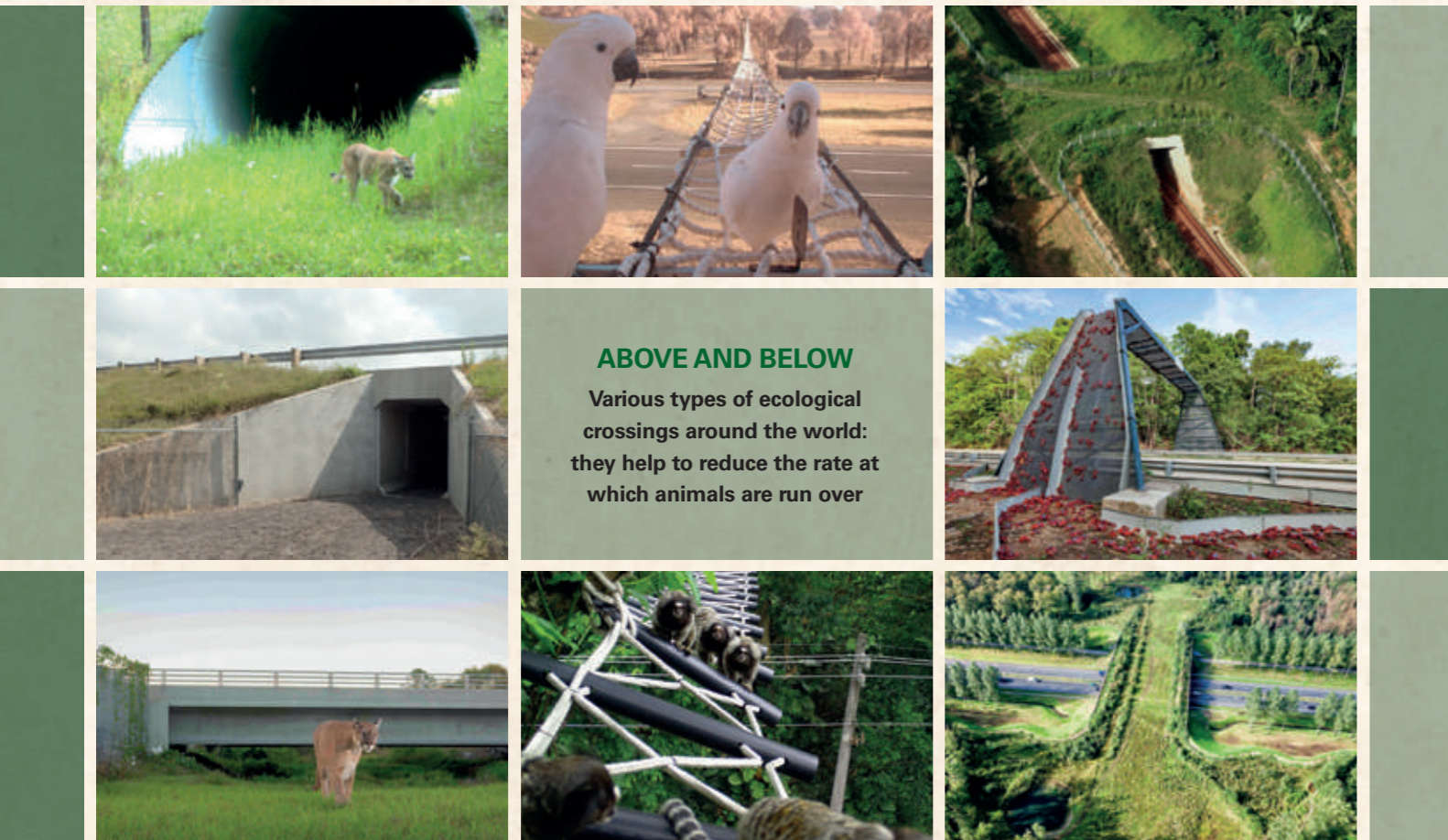
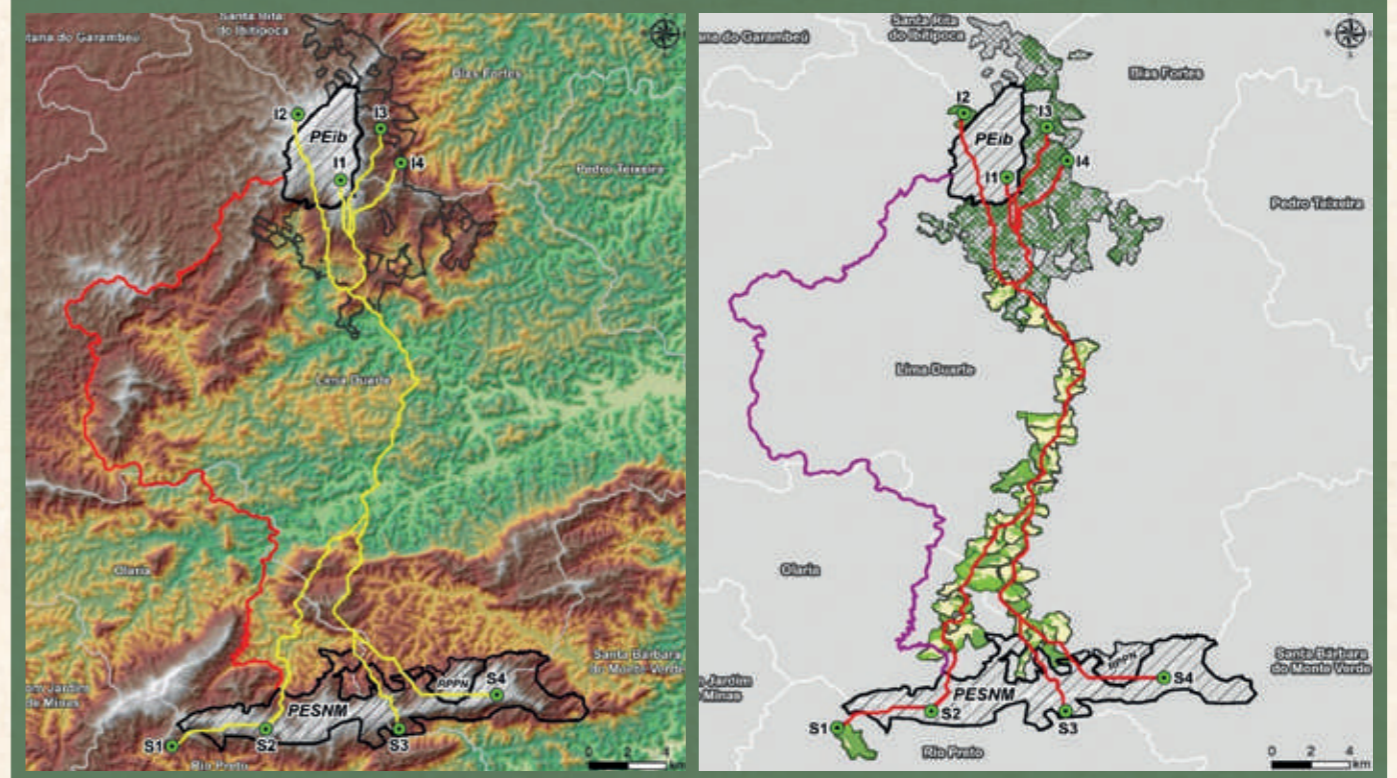
was found that the best routes are made up of areas of native forest (including RPPN), but also of agriculture, pasture and wild forestry. As they inevitably cross highways, there is a suggestion to build animal passages - which, in principle, are tunnels and footbridges. "The research points to the need for a partnership between public authorities, the private sector and residents to implement this project," says Nardelli. "Good communication between everyone is vital if the ecological corridor is to be considered a beneficial initiative for everyone, both because of the boost it gives to biodiversity and because it creates a new carbon offset area," says biologist Geovana Onorato, who worked with Nardelli on the study.



Caption

- Entry and exit points for the corridors
- Corridors
- Transmantiqueira trails between PAs
- Ibiti Project
- Conservation Units
- Municipalities
- Intermediate Geographical Regions in MG
- States
- Brazil
- Elevation (m)
High 1776
Low: 510
- * RPPN Fazenda Serra Negra

Maps and references taken from the academic study *Entreserras Corridor: connectivity between Ibitipoca and Serra Negra State Parks in Mantiqueira*



ABOVE AND BELOW
Various types of ecological crossings around the world: they help to reduce the rate at which animals are run over

WHAT'S THE COST?

Our mere existence has an impact on the planet. We consume natural resources and release carbon into the atmosphere. Fortunately, several of Ibiti Project's socio-environmental actions help to offset this "footprint"

At home, a glass of water costs nothing. In the dryness of the desert, you could sell your soul for a sip! The value of drinking water – just like fertile soil or oxygen-rich air – is still measured as if the source were inexhaustible. Well, it's not.

It turns out that the mere existence of each one of us has an environmental impact: we are literally consuming the planet. It's up to Ibiti Project to make up for this "footprint". A job that isn't "paid for". But we're optimistic! In the story of the glass half full, we'd rather say that it IS "half full".



The principle of regenerative hospitality has guided our history since we opened Pousada da Reserva (the former name of Engenho Lodge). It is the cornerstone of all our work and defines even the simplest everyday choices. An example? Instead of plastic bottles, you'll find water in jugs in restaurants, in canteens on walks and in glass or metal bottles in the bedroom. Along various paths, you can still see rustic mugs hanging next to spouts. The pure water at our fingertips is an invitation to remember our sources, our roots, our bodily connection to the environment. It's as if by drinking the local water, you become part of it, feeling the same liquid that winds through the valleys of Ibiti circulate through your body. Does that sound a bit delusional? Because many people say that when they get involved with nature, they get carried away by the flow of the water, by the contact with the soil... And that's priceless!

Those who are more pragmatic attach less importance to sensations. No problem: just focus on our actions. As well as avoiding and reusing packaging, we dispose of organic waste and recyclable materials correctly. Not to mention the constant work of environmental education - especially with students from schools in the region.

If you're interested in sustainability, you can visit the recycling shed, the organic food production center, the dry toilet and the point with the greatest positive impact on the environment, the Yucca restaurant, whose menu is attuned to the new paradigm of consumption. "Less is more," a report launched in 2018 by Greenpeace, proposes reducing the production and consumption of meat and dairy products in order to avoid accelerating climate change, since livestock farming is responsible for much of the deforestation in the Amazon, as well as being the main emitter of greenhouse gases in Brazil and worldwide.

Other actions are less noticeable to visitors, but also reduce their environmental footprint. This is the case with the use of solar energy and ecological wastewater treatment systems.



In the Engenho Lodge area, the gray water goes through a series of mechanical and biological processing stages until it is incorporated into the lake (photo above, left).

ECO PRINT: REGENERATE YOUR FOOTPRINT

In nature, collaboration prevails: the riparian forest protects the river; the river hydrates the roots, brings fish, feeds animals; mammals and birds disperse seeds; new trees sprout and help maintain the cycle of life. The purpose of Ibiti Project is to collaborate with nature, speeding up the planet's regeneration process. We set aside 95% of our 6,000 hectares for reforestation, we protect water and biodiversity, we create a suitable environment for rewilding, we strengthen the social web and... we know that all of this has enormous value, but is priceless! With Eco Print, we hope to create at least a symbolic price.

Eco Print is a movement to regenerate the carbon footprint. It is estimated that the average Brazilian is responsible for the annual emission of 10 tons of carbon. And one hectare of forest saves the same amount of carbon each year. In other words, a person's "footprint" is neutralized at Ibiti Project when they "adopt" a hectare of land where the forest has grown back. All our entrepreneurs and guests already participate in this movement free of charge and can receive a digital carbon footprint regeneration certificate. Soon, everyone will be invited to renew this commitment to the Earth.

"Our economic sustainability is difficult because there are a number of services provided that are not monetized: carbon recovery, biodiversity protection, water protection. None of this translates into financial income. They call me crazy for planting trees. But if we want to stay on this planet, it makes sense to take better care of it," says Renato Machado, creator of Eco Print.

Taking care of the planet and ourselves: it's worth remembering that more than 70% of the human body is made up of water.

GLOBAL RESPONSIBILITY

Ibiti Project is part of Sistema B, a global movement of companies focused on building a more inclusive, equitable and regenerative world. Being certified as a B company encourages us to publicize our actions. These include environmental education, the use of clean energy, encouraging vegetarianism and the solidarity economy, organic food production and the Eco Print program.



By James Simpson, agronomist
and zootechnician / Grupo Airom*

A LITTLE BIRD TOLD ME



The same freedom that flight gives birds to occupy and cover territory, also allows them to abandon areas that become inhospitable. They are reliable biological indicators of the quality of the ecosystems they inhabit, as they are sensitive to changes in the environment, especially deforestation, burning and uncontrolled extraction. It's not surprising that, over the course of negative scenarios, some wild species have become regionally extinct and many are approaching this dangerous fate. Various actions have been taken to combat and reverse this situation, but they are usually time-consuming and often fail to have any continuity.

In search of short-term results, capturing specimens remaining in the wild and/or obtaining specimens from breeding sites - places where the population reproduces and grows in order to return individuals to the wild, subject to prior adaptation - is a procedure that has proved successful.

And sometimes it's a lifesaver, as illustrated by the case of the Alagoas Curassow, which has been extinct in the wild since 1979, when the last five specimens were captured and taken into captivity. There, the population reached 230 birds, allowing the first three pairs to be reintroduced into their habitat, which will help restore the species. If this was possible for the Alagoas Curassow, against all odds, how much more can we do for species that are not yet so severely threatened?

In the past, the region where the Ibiti Project is located has been devastated by man's actions in the name of clearing the agricultural frontier and opening up to progress. Over time, concepts and scenery have changed, especially in the region that encompasses the Ibitipoca State Park and the Ibiti Project, thanks to the latter's conservationist initiatives, especially the planting of native trees and shrubs which, by attracting a variety of birds, mammals and insects, contributed not only physically to the recovery of the ecosystems, but also intellectually, by reaching and motivating local people and travelers through educational, cultural and philosophical activities, integrated in such a way as to encourage a broad view of the universe and the perception of the role of human beings, as a species, in maintaining this delicate balance.

However, not all of the region's wild species have population remnants to re-occupy the recovered forests, as there are those that have suffered local extinction during decades of environmental neglect. This is where the Projeto Refaunação shows its importance, by bringing specimens of from other areas that are critical to the recovery and balance of ecosystems, such as the Jacutinga and the Macuco. It is hoped that the return of these and other birds will help to strengthen environmental education at the Ibiti Project, since the characteristics of their plumage, song, flight, nest-building and movement make them very attractive to people.

* The Grupo Airom Ambiental unites Crax Sociedade de Pesquisa da Fauna Silvestre-MG, Criadouro Tropicus (RJ) and Criadouro Guaratuba (PR)

Planting birds

Do you want to hear the song of the thrush, the hoot of the owl, follow the flight of the eagle with your eyes and be enchanted by the brilliant hues of the hummingbird? Plant trees!



As seed dispersers, pollinators and regulators of insect and parasite populations, birds are essential to ecological balance. And they are under threat all over the world. The main cause is not hunting, but the loss of habitat and the consequent scarcity of food. To reverse this situation, the first step is to plant trees that guarantee fruit, seeds and flowers in abundance. Victor Fasano, a breeder of endangered birds and a partner in the Grupo Airom Ambiental, is one of these bird breeders. Over the course of four decades, he has planted and coordinated the planting of thousands of seedlings in various regions of Brazil - and around the world - thus offsetting his own environmental footprint and getting to know native species worthy of the fabulous setting of the movie *Avatar*, such as the *Dipterocarpus stellatus*. Victor describes this majestic tree as if he were talking about a good friend, with intimacy and love. He's a born environmentalist; inspired by his grandmother, who used to tell stories about ants, worms and other small, unimportant beings, as the poet Manoel de Barros put it.

At the Ibiti Project, as well as being responsible for the repopulation of the Jacutinga, he designed the landscaping of the Mogol Village. No flowerbeds were designed with a ruler and compass; his style is to be a "nature enhancer", planting ipês, paineiras and mulungus trees in harmony with the landscape, to attract birds and... people! Fasano hopes to captivate us with the scent of flowers, the taste of fruit and the beauty of plants: to know in order to love, to love in order to preserve. This invitation is made daily to entrepreneurs, neighbors and visitors, so that they can identify the tree species, the different types of nests and protect the birds. Because everything is interconnected: land, water, flora and every living thing. "If you offer food, birds will come to your tree. If, in a large area, you offer a diversity of food, many birds may choose that place for nesting and living," says Fasano.

Among the trees most attractive to birds are Brazilian palms, native cinnamon trees, paineiras, eritrinas (such as mulungu), ipês and the sabiá fruit (a species native to Minas Gerais). Even exotic species that are not invasive can be included in this selection. This is the case of the *Calli-carpa reevesii*, which bears fruit four times a year and provides shelter for the nests of various species. A tree with such an abundance of food is particularly valuable given the alarming global situation: there are more birds raised by the food industry (60%) than wild birds (40%), according to figures published by the BBC in London. The significant growth of veganism, the action of NGOs and other institutions and the planting of seedlings promise to give wings to the rewilding movement.

"I respect unimportant things
and unimportant beings.

I love insects more than airplanes.

I value the speed of turtles
more than that of missiles.

I have in me this way of
slowness since birth.

I was equipped to love birds.

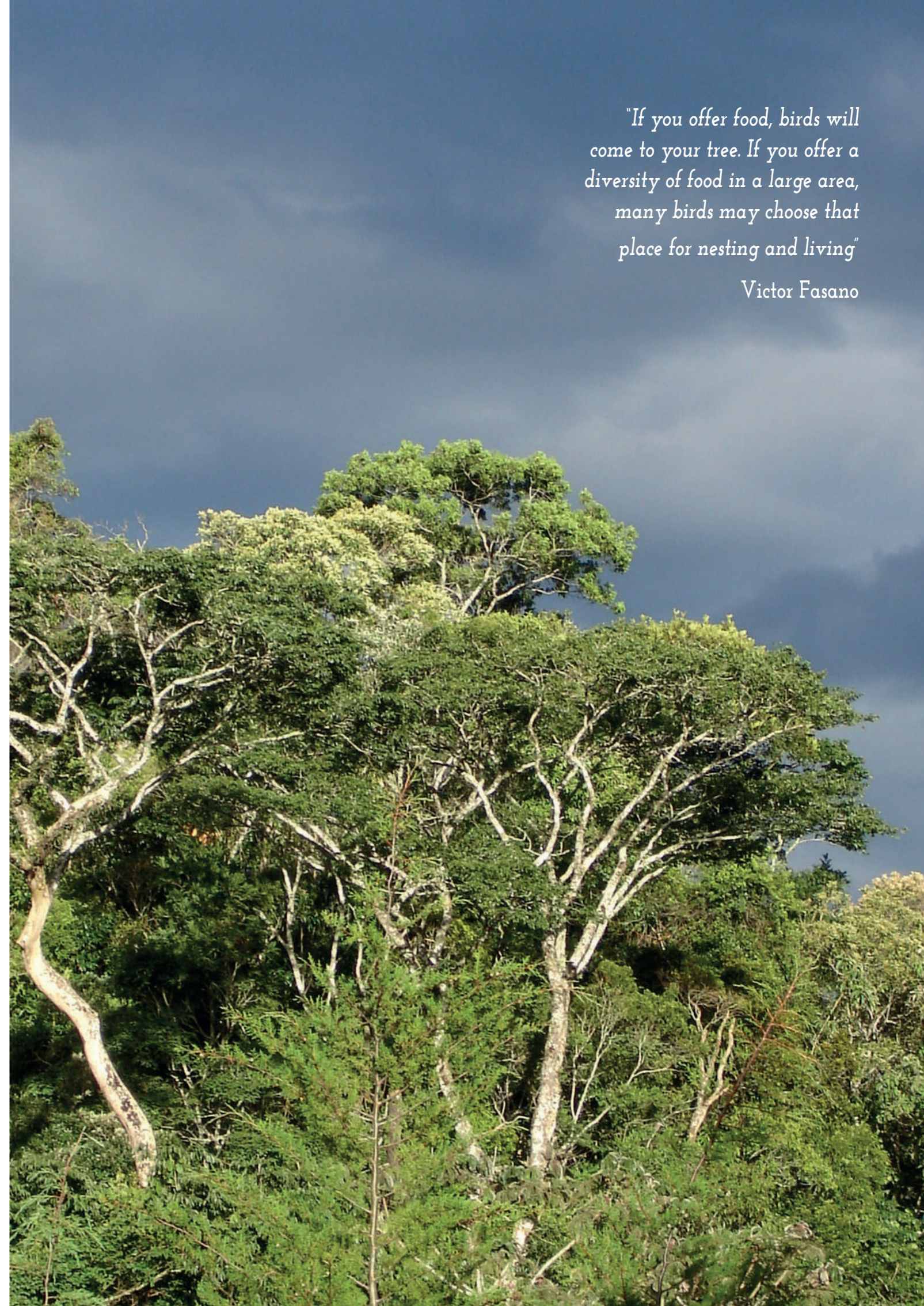
That's why I'm so happy.

My backyard is bigger than the world."

EXCERPT FROM THE POEM O APANHADOR
DE DESPERDÍCIOS, BY MANOEL DE BARROS

"If you offer food, birds will
come to your tree. If you offer a
diversity of food in a large area,
many birds may choose that
place for nesting and living"

Victor Fasano



More than just using fresh, healthy and sustainable ingredients, we put the energy of love for the soil, the manicured harvest and the care taken in preparing the food into each dish

Beauty

IS ON THE TABLE



Ibiti is a dream come true. One of the foundations for embracing and driving this dream is the pursuit of self-sufficiency: planting, harvesting, processing, cooking and supplying our restaurants with pesticide-free food. Gaia Produtos Ecológicos, an enterprise with just over five years of history, already guarantees vegetables, cereals, fruits, sugar cane, and produces the classic ingredients and delicacies from Minas Gerais: jams, jellies, garapa, molasses, rapadura, polvilho, puba, fuba and canjiquinha. What about the cachaça? We offer Me Leva, made in Andrelândia, a town near Ibiti. To boost the circular economy, we buy other products from suppliers who are in tune with our philosophy. The result of these partnerships, the planting and processing of food can adopt the farm to table concept. And so, they offer dishes made with fresh, local, whole and organic ingredients.



Kelly Lima is responsible for the planning of Gaia and the Restaurante Yucca. A production engineer with a background in environmental education, she is making the enterprise grow by leaps and bounds.



Janice Vektorim, an agronomist, shows care with each seedling planted. Remember that the plant needs thermal comfort, for example, especially if the soil is bare. She uses sustainable soil management techniques and coordinates the new irrigation system.



A 470,000-liter reservoir ensures irrigation. This is a very important factor, as the soil here is sandy.



A small fraction of our 6,000 hectares is used for planting. This area in the forest reserved for growing beans is an example of how preservation goes together with agroecology.



Techniques used: crop rotation, fallow land (time for the soil to rest and show itself) and intercropping (the banana tree, for example, provides shade, moistens and enriches the soil for planting other fruit trees).



Gaia Produtos Ecológicos does not use pesticides, and the process of obtaining the organic seal is underway.



Gaia Greenhouses, in Mogol. Built in 2021 to grow strawberries, tomatoes and leaves. Our agro-industry will soon be opened to produce jams, jellies, tomato sauce and dehydrated products, all certified organic.



At the Gaia Terroá center, you can visit the vegetable garden, grain production, coffee plantations, fruit trees, irrigation system and see the water wheel that generates energy for various food processing equipment.



The Gaia Terroá restaurant is embraced by the vegetable garden. We also hold cooking workshops there.



We have 12 types of beans, including pink, yellow and green.



Rice is harvested by hand. Mr. Gaspar was the one who brought the first handful for planting at Ibiti Project. He's the guardian of the rice field!



Arabica catuaí amarelo, we grow this tasty coffee on 1.5 hectares, with the intention of doubling the plantation in 2024.

NUTRIENTS FOR THE SOIL

The food cycle is maintained at Ibiti Project by composting organic waste. The humus generated in this process is added to animal fertilizer, enriching the soil. The result is vegetable gardens as beautiful as flower gardens, capable of supplying the demand of our restaurants and also generating income from the sale of flours, jams and other products at the Gaia Café. In fact, visitors can sign up for the Oficina Culinária do Terroá (Terroá Culinary Workshop) and take part in the process: planting, harvesting, preparing food and, at the end, tasting the dishes. The gastronomic experience includes a visit to the water-powered mill, where commeal and manioc flour are produced, which becomes starch, tapioca and other Brazilian ingredients.



UNUSUAL INGREDIENT

Taioba, arugula, serralha, capuchinha, peixinho and ora-pro-nóbis are examples of PANCs (Non-Conventional Food Plants), which adorn our salads, enrich dishes and often surprise the diner. Anyone who has ever tasted a breaded leaf of *Stachys byzantina* understands this well. It is crispy and tasty, resembling a tilapia fillet. Like ora-pro-nóbis, this PANC has a high protein content and is naturally provided by the earth.



"Açai da juçara": used in sweet and savory recipes, the pulp is a rich and sustainable food, as it is obtained from the fruit of the juçara tree, preserving this palm native to our forests.



The produce is sold at Gaia Café and online. Depending on the season, there are tomatoes, strawberries, beans, rice, corn, coffee, and flour... As well as partner products such as olive oil and vegetable milk.



The "farm" reaches the tables of Gaia Café, Terroá, Yucca, Restaurante do Engenho and the Mogol cafeteria. That's 1000 kg of beans a year just for the cafeteria, which serves around 50 people a day.

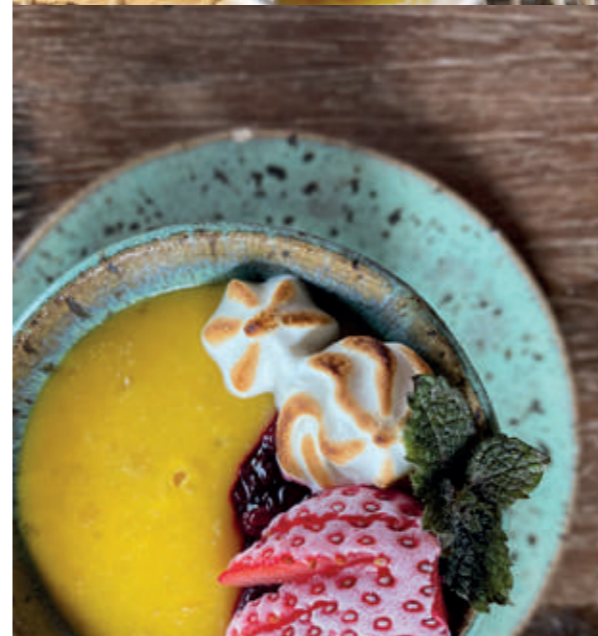


The image above is one of a number of artworks printed on the walls and floor of the Venda (market), where we welcomed visitors to the Village concept and presented the Ibiti Project. By choosing “Eco” we indicate the fundamental thrust of our aims and inspirations: we want to weave a relationship of respect and harmony between the beings that inhabit the Earth. From this premise it makes a lot of sense for the Ibiti Project to value the vegan movement. Moving towards veganism is a choice that brings together several factors. The first concerns consistency with the objective defined at the beginning of our history, which was to let the forest grow where there had previously only been pasture. For many decades, the region’s economy was based on cattle breeding, and it was common to deforest and set fire

to the pasture instead of mowing. Therefore, producing meat or milk goes against the basic principles of environmental preservation and actions to rescue biodiversity. That goes for our region and the entire planet! It is more than proven that the meat industry has a negative impact on soil, water and air. Certainly, in theory, a large part of our team and the majority of guests must agree. In practice, however, the reality is different... “There’s a lot of resistance,” says Habiba, an entrepreneur at Mogol Spa. “More among us than among the guests,” adds the yoga instructor, who has been vegan for some time. The reason is simple: the consumption of various meats is part of the local culture. Is it a party day? You have to serve a suckling pig, a feijoada, a barbecue! Mindful of this, we move

towards veganism little by little, without rushing it. The math here is not to “remove the meat”, but to add ingredients, spices and combinations of textures and aromas to surprise the diner and excite their senses. The aim is to encourage a reduction in the consumption of food of animal origin through vegetarian cuisine. We know that changing eating habits isn’t easy, and that’s exactly why we invite guests to give themselves a chance to try new flavors. The perfect place to experience this is Mogol Village, where there are vegetarian snacks at Gaia Café and meals at Yucca. Mariana Cristina da Silva, or Mari, works in this restaurant and says that at first she used to bring a lunchbox because she couldn’t run out of meat. She gradually changed her diet: “I didn’t know anything about grains.

I learned how to use different types of flour, curry, nutmeg and other spices. I learned about the value of organic produce and seasonal fruit. I don’t miss meat at all; I’ve even noticed that I wake up feeling better. We have a knowledge now that makes us want to get to know other cultures.” Mari learned to cook with the veteran Mrs. Odete and soon joined the team at Yucca, run for four years by Mateus Abdo. The chef accepted the challenge of taking on a cuisine that does not conjugate the verbs ‘to take away’ or ‘to adapt’, but rather ‘to experiment, to create’. “When we talk about vegan gastronomy, it’s still something new in our country, where the typical dishes, from north to south, use some kind of meat. So it’s not enough to remove the meat. You have to reinvent!” explains Mateus.



GASTRONOMIC SURPRISES
 Held in 2023 in magical locations such as the Statues, Lago Negro and Oca, the **IBITIVEGAN FESTIVAL** was a feast for the senses. Specialists in vegan gastronomy served wonders at Prainha do Mogol, to the sound of live Chorinho music. And they showed the versatility of plant-based ingredients, such as mushrooms, which were the star of an unforgettable barbecue. Our chef Mateus Abdo represented Minas Gerais with his classic feijão-tropeiro. And we enjoyed the milk and butter from the Naveia brand, created by Alex and Ufo, our friends and neighbors. Yoga practice, meditation, a talk on veganism in sport, a walk with the identification of unconventional food plants (PANCs) and an enlightening talk by nutrologist Eric Slywitch rounded out the veg event.



NIGHT & DAY EXPERIENCE

Lago Negro, one of the places where chef Mateus customizes and promotes gastronomic events. The novelty is this inviting floating deck



Chat with the CHEF

Minas Gerais brings to mind sausages, bacon, fresh milk... And Yucca breaks this paradigm: it's a restaurant that follows the plant-based philosophy in Vila do Mogol. Preparing mouth-watering dishes for diners who are used to unrestricted menus was the challenge for Mateus Abdo, now an entrepreneur at Ibiti Experience, for four years. His arguments were very convincing! These include mushroom risotto, vegetarian paella, vegan feijoada, quinoa quiche, chickpea burgers, jackfruit meat patties and other delicacies that speak more than a thousand words.

Before you took over the kitchen at Yucca in 2019, had you ever worked with vegetarian cuisine? Or had you personally followed this diet?

I've worked with renowned chefs such as Helena Rizzo, Tsuyoshi Murakami, Claude Troisgros, Emmanuel Bassoleil, Alex Atala and Laurent Suaudeau, my mentor. His method is based on the fundamentals of French cuisine and uses ingredients that are essentially local and fresh.

How did you prepare for the task?

It involved a lot of personal courage to take on this challenge! I took over because I was impressed by Renato's (creator of Ibiti Project) vision. He knew it meant fighting and losing money. I knew that some people would cancel their reservation and that there would be complaints before the guests even got here.

Did you experience any unusual situations at Yucca?

Several! I know a guest who kept a piece of steak in the fridge for fear of missing it and ended up surrendering to the pleasures of eating at Yucca. Many people are converted by taste.

Did you receive positive comments?

A lot. And I think the secret is not to say that I'm making a dish analogous to meat. If I offer a mushroom burger, I say it's a mushroom - not something that resembles or imitates the taste of meat. I use noble ingredients, study each recipe and offer haute cuisine.



Mateus Abdo engrossed in his culinary alchemy

From your experience, what does vegetarianism have to offer the gourmet public, who appreciates a good meal?
An opportunity to try new flavors.

What, in general, makes guests most happy in terms of taste?

The creativity, the surprise of seeing traditional dishes in divine vegan versions, like our paella.

After four years at the helm of Yucca, what have you learned from vegetarianism that you would like to share with other chefs?

That change is always possible. I see it in my own team.

At most of the events, Ibiti is offering vegan gastronomic experiences. What's the reception like?

Very good, thanks mainly to the partnership with Alex and Ufo from Naveia. They are inspiring and really get involved. They organized and sponsored the Ibiti Vegan Festival, which gave us more knowledge and introduced new products, such as Cogumelado and Carnevale.

CHOOSE YOUR VIBE

Get to know the Village, Engenho and Remote concepts.
Different styles, the same invitation: *carpe diem*

ACCOMMODATION



Generous view, pure water shower, vegan amenities and victorian bathtub characterize the accommodation's bathrooms

You don't know how good it is to live in a white wattle and daub house; the old Brazilian song, one of those played on a country guitar and sung on the porch on a moonlit night, alludes to the peace of a quiet life and the joy of simplicity. Our three accommodation concepts follow this Minas Gerais philosophy. Those who stay here can connect to social networks, of course, but they are often seduced by the birdsong into unplugging and letting themselves be lulled into other hammocks, the old and restful kind. And there allow themselves to be swayed by delicate connections: the sounds of the animals, the soft rustle of the leaves, the murmur of the water, the perfumes, the greenery, the abundance of oxygen in the air... Corny? Absolutely. But, believe me, it's absolutely pleasurable. It's up to the hosting team to identify which network the visitor wants to join, because depending on the moment of life, even the most deeply-rooted desires change. If, on the one hand, the comfort of the Engenho Lodge seems unbeatable, experiencing the isolation of Isgoné can be an unbeatable satisfaction. Whatever the choice, the invitation is the same: *carpe diem*, enjoy the blessing of being immersed, body and soul, in these parts.

VILLAGE

Dirt streets, discreet facades, a little church, a small cemetery, a bandstand, a rooster crowing, a dog barking. Mogol would be just another of the hundreds of villages nestled in the mountains of Minas Gerais, were it not for the surprise that some of the houses form what we call the Village concept. On one side of the church is the Freud House (decorated in honor of the "father of psychoanalysis"); on the other, the Humboldt, Guimarães Rosa and Thomas Sowell houses, facing a wide valley bordered by the mountain range that forms one of the slopes of the Ibitipoca State Park. Opposite the church, there is a building in the same colonial style with five independent suites. These accommodations combine minimalism and comfort with subtle elegance and are ideal for couples, families and small groups. Anyone who opts for this concept soon gets into the indoor atmosphere - a delight especially

for young children, who enjoy the freedom in safety.

The Village is literally in a village – the Mogol – and accommodation is interspersed with local residences. Where there used to be an old shop (the kind that sold everything from soap to boots), we've built a space for interaction; upstairs there's a reception desk, piano, pool table and the Gaia Cafe, where products grown, harvested and processed here are sold. Underneath, there's the Cine Mazzaropi movie theater, the charming Spa Village and, right in front, an unbelievable heated swimming pool for aquatic therapies! All this without forgetting that, within a radius of 3.5 km, there are beaches, rivers, a lake with an infinity edge, waterfalls and several well-marked trails. To top it all off, get your cutlery ready and enjoy yourself at Yucca, where you can share a table with visitors to Ibiti Project. This interaction tends to take place in the courtyard. There, on cold evenings, the fire is lit and the conversation flows freely. The structure

of the restaurant is very pleasant, with a kitchen integrated into the lounge, a wood-burning oven, veranda, internal patio and gazebo for pizza nights. The menu includes vegetarian delicacies that will surprise even the most demanding palates. For the sake of consistency with our conservation actions, Yucca does not serve meat. The other restaurants don't offer beef either, but they buy their free-range chicken, lamb, pork and fish from local producers. In common, they all follow the farm to table concept and use pesticide-free food produced by Gaia Produtos Ecológicos.

Welcome to Yucca: organic garden, homemade delicacies and beautiful words



Details of the sustainable architectural style: natural ventilation, thatched roof, reuse of roof tiles and wood





Delightful settings at Engenho Lodge: sauna with HydroMassage; large suite; and the beautiful dining room

Isgoné, lodging located at the highest point of Ibiti Project (top); Spinoza house and Areião Restaurant

ENGENHO

Celebrated in verse and prose, Engenho Lodge was our first accommodation and has eight beautiful suites in the colonial style of Minas Gerais. The cozy lighting, in harmony with the natural setting, the stone paths, the wooden objects, the fire in the inner courtyard, the flowers framing the large veranda, the grand piano in the living room...this composition makes the Engenho a unique, special piece, praised by those who stay there. Casa Carlinhos, with similar architecture to the Engenho Lodge, offers three spacious suites and plenty of privacy. Ideal for being with friends or family. All the rooms in the Engenho concept are divine - but they don't have minibars or TVs, as the idea is to open up your senses to nature. This is something that Ibiti has plenty of. The beauty can be appreciated in a thousand ways: on foot, by bike, on horseback; at the top of the Garnet or during a relaxing soak in the *Jacuzzi*; on the sands of Prainha or through the glass of the sauna... Or even with your eyes closed, during a massage at Raízes Spa, listening to the birds, feeling the gentleness of the lake. Then, with your soul satiated, you indulge in the pleasures of indulgence. A priori, if you're staying in the Engenho concept, meals are at the Engenho Restaurant, a cozy space that blends rustic and chic with charm; but you're free to book lunch at the Yucca or a candlelit dinner in the Salon (a grotto facing the valley). After

all, personalizing experiences is our specialty! With a large living room flanked by colored glass windows and an internal patio with a long table and sofas, the Engenho Restaurant prioritizes Minas Gerais cuisine for lunch, served over a wood-burning stove, and à la carte dishes (some created by renowned chefs Claude Troisgros and Pablo Oazen). The menu changes daily and can be defined according to the occasion and the profile of the diners. For those who like to eat outdoors, lunch is available at the Prainha Grill and, on Sundays, breakfast is at the charming Jardim das Jabuticabeiras. As well as a variety of fruits, breads and cakes, you can try our famous cheese bread. At Engenho, the Meninas do Engenho shop sells eggplant caponata, jam, cinnamon bread and other delicacies made by the kitchen staff.

REMOTE

The majestic Pedra do Gavião can be seen from various points in Ibiti Project and brings together a number of interesting attractions: the Garnet swings, the Bromeliad Garden, the Seven Knights tree, the lookout point and... the statues! How about staying near all of this? That's where Isgoné is, the first building in the Remote concept, accessible on foot, by bicycle, horseback or helicopter. At the top of the 1470-meter mountain, with 360-degree views, it is a passionate refuge, rustic on the outside and comfortable on the inside. The unusual outdoor bathtub completes the experience. Those staying there can dine in our restaurants, at Rancho do Ganet or in the chalet itself. 23 km from Mogol is the area known as Areião. The path already prepares us to experience the second option of the Remote concept - even more radical.

The last remnants of people and noise are fading down the winding dirt road as we are overwhelmed by the sense of isolation. Spring water, the varied shades of green, the scents of the forest, the sounds of animals and the pleasure of feeling the salutary atmosphere of nature on your skin. Arriving at Areião, we are absorbed by the landscape: carpets of sand, centuries-old trees and the imposing craggy face of the Ibitipoca State Park. On clear nights, the Remote is full of stars and, at the right times, fireflies can be seen. Whether it's Casa Spinoza, with two bedrooms, or Epicuro, a super cozy loft, perfect for couples, we receive the same care from developers Carlinhos and Mariinha. She is in charge of the kitchen at the Restaurante do Areião, which is unbeatable in terms of the view, absolutely magnificent! The sea of mountains blending into the horizon calms the mind, while a little shot of cachaça whets the appetite. The well-equipped kitchen and a building that mixes rustic elements, such as wood and mud bricks, with metal beams and a modular roof with solar panels, create the style for this restaurant. In the large lounge, meals are served according to the profile of the guests - always with the care for homemade food, prepared on a wood-burning stove. The Restaurante do Areião is also an option for lunch during excursions for those staying in the Village or at Engenho.



TASTE TO YOUR HEART

The gastronomic experience can include anything from a romantic dinner in the Salão cave or breakfast literally in the Salto River, to a picnic at the foot of the statues or lunch on top of a mountain.

You can also hire a personal chef to cook in your own accommodation, prepare something grilled by the Lago Negro or... At Ibiti Project there are many possibilities for venues and menus!



Engenho Lodge staff: Mayara, Daiana and Taty

WATCH OUT FOR THE SIGNS

Each lodging concept has a team to govern the visitor's stay, fine-tuning details so that their experience is harmonious. Luan Oliveira, host of Mogol Village, is proud to be a part of the Ibiti Project and present it to others. For her, providing as much practical information as possible before the guest arrives helps to adjust expectations and realities. "I've reduced my meat consumption and I feel better this way, but I understand that people don't like to be taken by surprise in a vegetarian restaurant," she says. In other words, we try to understand the profile of each guest in advance. "The difference between good and great is in the subtlety" is the phrase on a wall at Raízes Spa, in the Engenho concept, which inspires the hospitality team. To make you feel welcome, we take note of your preferences, respect your restrictions and, throughout your stay, we try to add surprises to the

experience. The staff is attentive to the signs, because even without realizing it, guests talk about what they like. If during a tour the guide notices that there is a desire for a special dish, why not surprise the couple at dinner time? "We're here to make dreams come true," says Gabriela Pacheco, or Gabi, who is in charge of Mogol's administration. Cláudia Baumgartz, the manager of Engenho Lodge, also invests in good communication so that visitors enjoy their stay in the place they most identify with. "Each concept has its own profile, it's not about comparison, it's about choice." For her, the ideal is to experience all three: starting with the tranquil comfort of the Engenho, going through the experience of sleeping in a village (Mogol Village) and ending with the silence and isolation of the Remote concept. That's why we created the Programa Travessia (Travessia Program). Over the course of five days, you'll get to know a good part of Ibiti Project, crossing valleys and mountains on foot, on horseback or by bicycle - with the support, of course, of a guide. At the end of each day, you can relax in the Engenho, the Mogol Village or one of the Remote options. The support team takes the adventurers' belongings and prepares for their arrival. The aim of the program is to offer you the chance to experience all three lodging concepts in a single trip. Some people ask themselves "why sleep in a mud house with no roof lining when there's such an amazing inn there?" Simple; there's been an evolution in the concept of luxury: it's no longer about consuming, it's about experiencing.



There is no shortage of bike enthusiasts among guests and entrepreneurs. Like champion Miguel Giovannini (Miguelzinho), who looks after the equipment like a proud father. His store in Mogol has modern e-bike models and even trailers for the little ones. For those who prefer to compete or watch a good bike tour, Ibiti Project hosts the Sertões MTB Ibitipoca circuit.

Be happy

PLEASURE OF LIVING

Biking, hiking, volleyball, massage, yoga, contemplation... what's your thing?



Who says Minas Gerais has no sea? The hills and valleys form waves that carry your eyes towards the horizon. And when your feet seek the pleasure of the sand, the weathered rocks create little beaches of pure quartzite, bordering rust-colored waters.

Love for the Ibitipoca region gave impetus to the creation of what is now the Ibiti Project. In the 1980s, the gang would gather at Carlinhos' farm to play the guitar, enjoy the starry sky, bathe in the river, play soccer, ride bikes... Simply enjoy the days in the mountains. Well, 42 years later, we propose exactly the same thing: that you indulge in the joy of small pleasures. In the sand, on the grass, on the ground, in the water, on the rocks and even in the air, physical activity is part of our history and our present. We praise the sentence mens sana in corpore sano (a sound mind in a sound body).

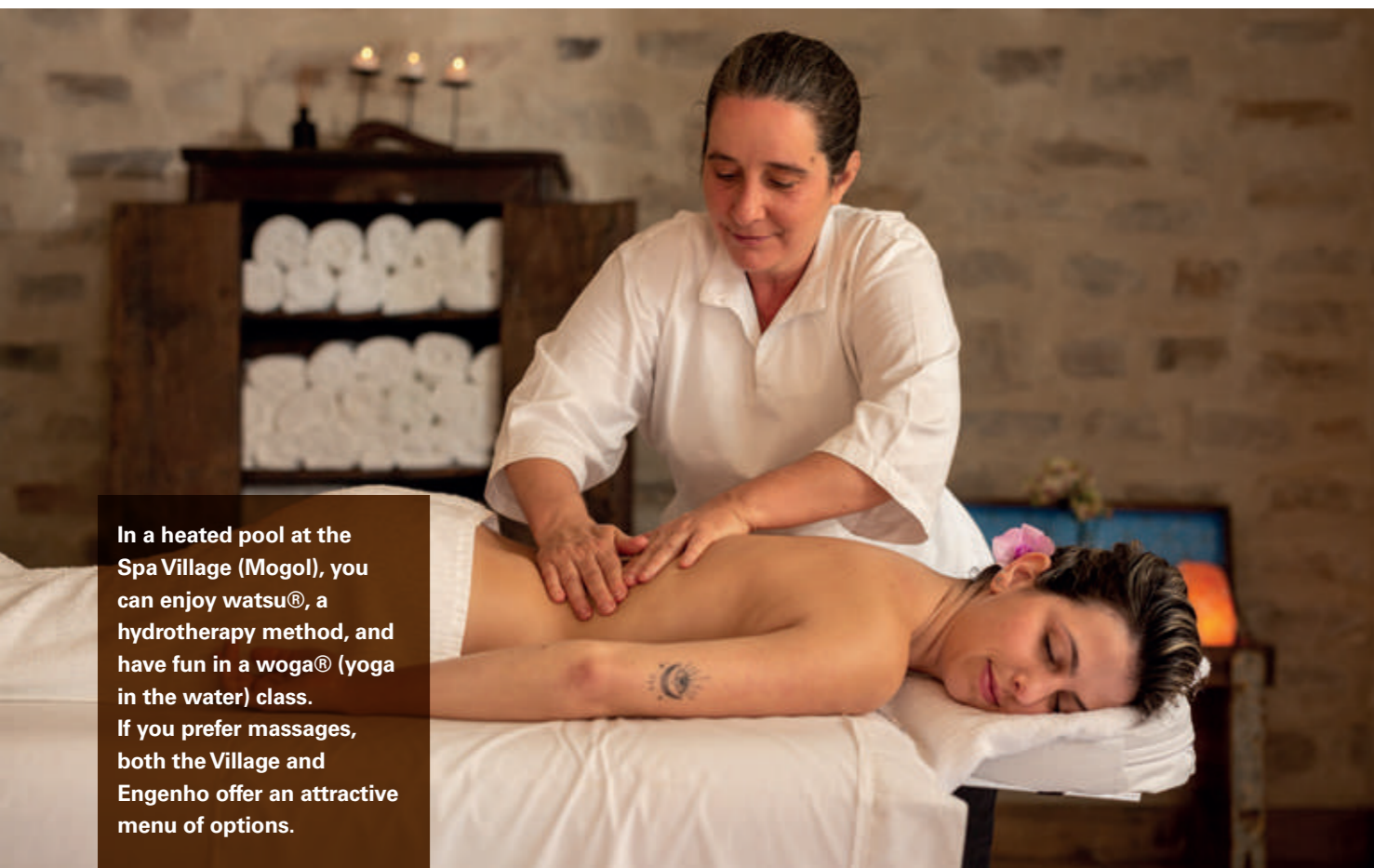
The placid Engenho Lake; one of the many natural pools and the majestic Lago Negro



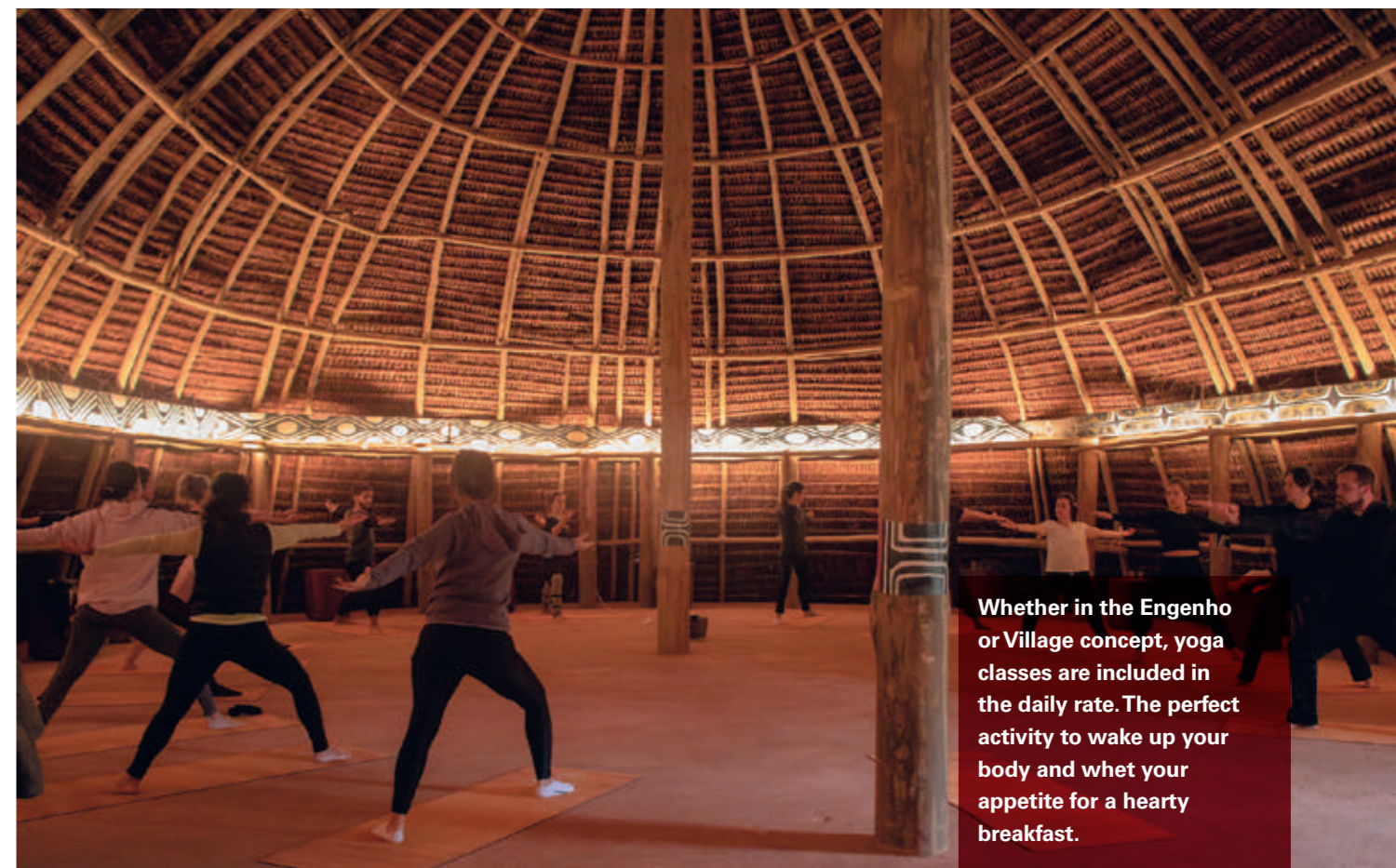
The Lago Negro is multi-sport! On the sands, you can play fresco ball and slack line. On the water, you can paddle, swim, stand up paddle and jump from a trampoline. On the waterfront, enjoy the classic Sunset with live music.



There's always beach tennis or volleyball on the Village court. Teams are formed on the spot, anyone arriving late can join in and the fun is guaranteed. The game unceremoniously integrates the guests into the teams. Soccer and badminton are also played on the court. Just come on over.

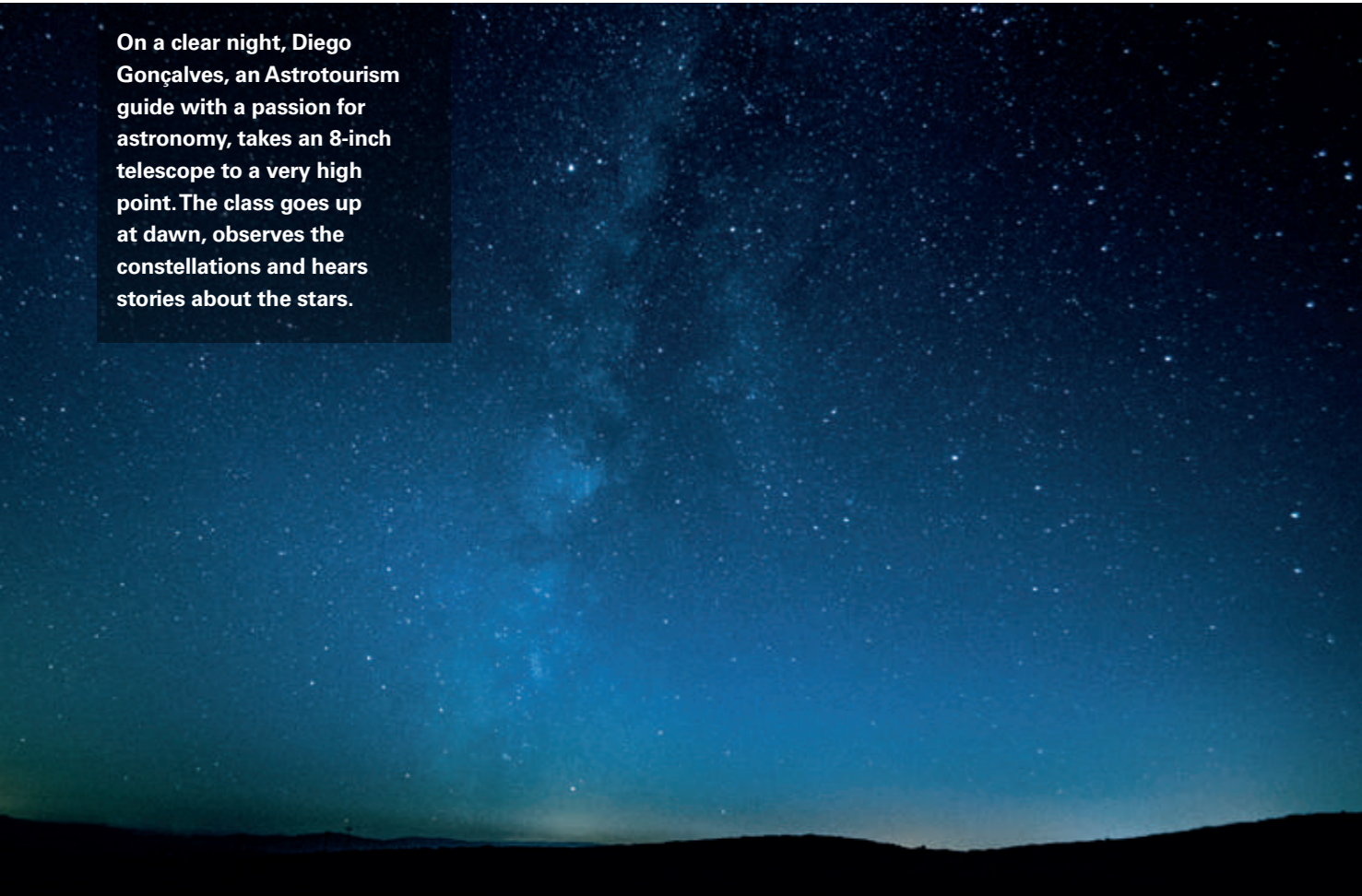


In a heated pool at the Spa Village (Mogol), you can enjoy watsu®, a hydrotherapy method, and have fun in a woga® (yoga in the water) class. If you prefer massages, both the Village and Engenho offer an attractive menu of options.



Whether in the Engenho or Village concept, yoga classes are included in the daily rate. The perfect activity to wake up your body and whet your appetite for a hearty breakfast.

On a clear night, Diego Gonçalves, an Astrotourism guide with a passion for astronomy, takes an 8-inch telescope to a very high point. The class goes up at dawn, observes the constellations and hears stories about the stars.



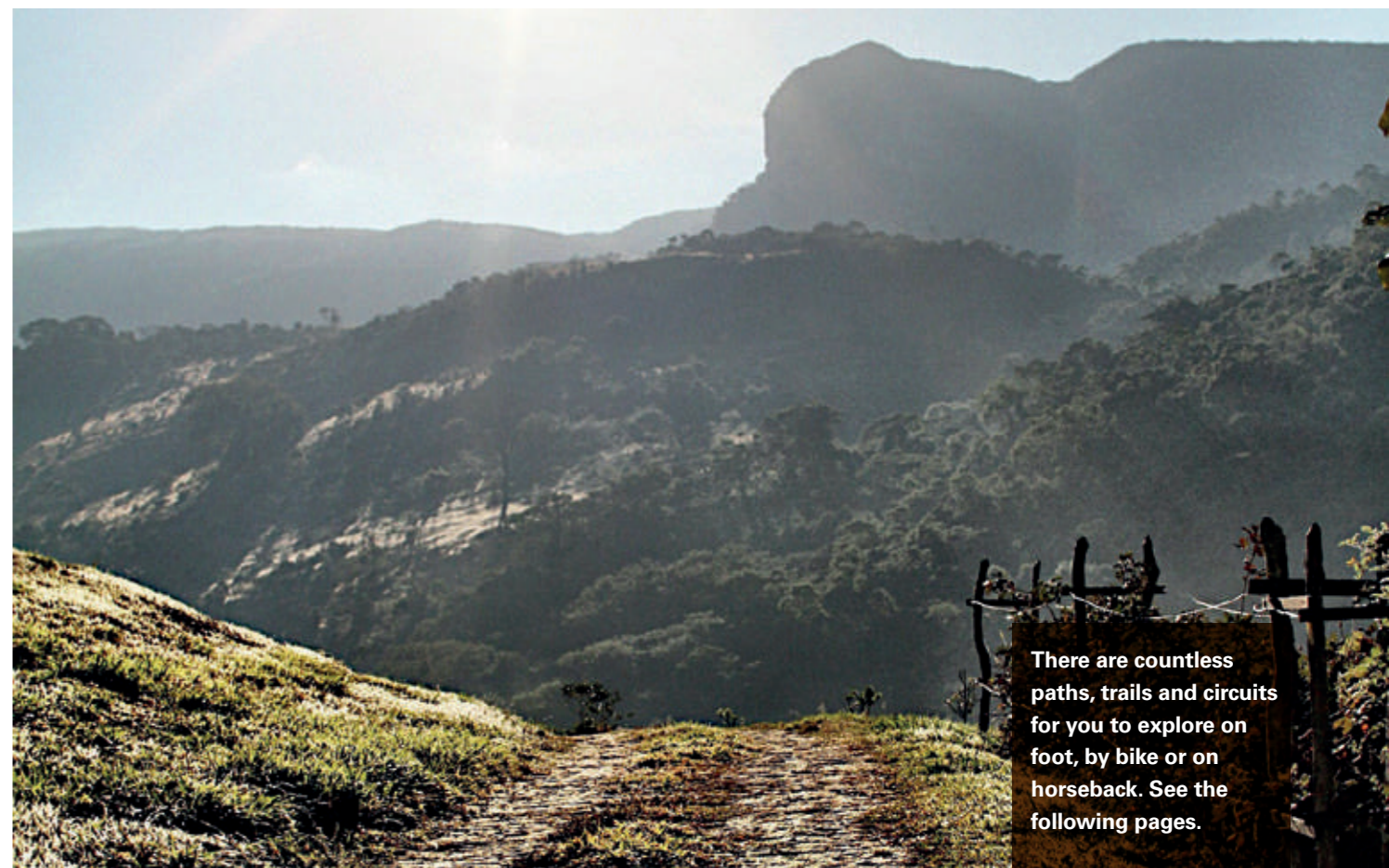
There are many lookouts in the Ibiti area. Some have a swing, others have benches or a shaded ranch, and some even have a structure for memorable lunches.



More than 300 species of birds have been catalogued in the region, including the Surucuá-variado. Birdwatching is a program to be set up with a guide.



There are countless paths, trails and circuits for you to explore on foot, by bike or on horseback. See the following pages.





ROUTES FROM MOGOL VILLAGE

Classic circuit

Mogol and Water Circuit

Chapadão, Chapadinho and Gruta da Água Santa

Boa Vista and Projeto Asas

ROUTES FROM ENGENHO

Engenho Water Circuit and Statues

Pedra do Gavião Circuit

ROUTES FROM MOGOL OR ENGENHO

Andorinhão, Lago Negro and Muriqui House

Descent of Andorinhas Canyon

Ibitipoca State Park



ENJOY THE CIRCUITS

Water, land, forest and air, for you to flow from contemplation to fun

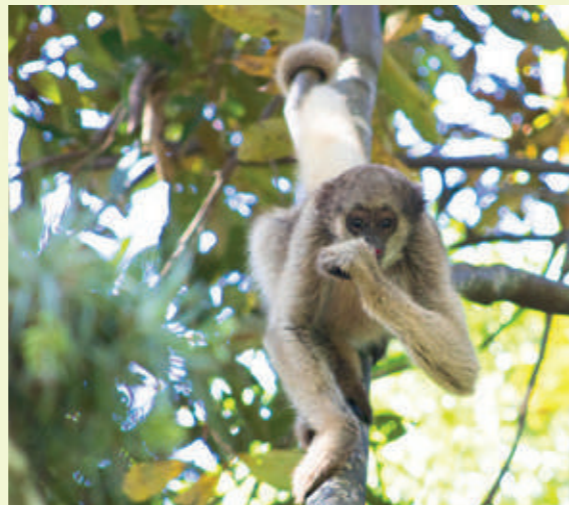
Thick forests full of bromeliads and orchids, centuries-old trees, rust-colored waterfalls, majestic sand carpets, lakes, caves, arid plateaus overlooking a horizon of mountains and art installations...

The panoramas of Ibiti Project blend lyricism and adventure, invite sport and contemplation - and fascinate people of all ages. Bringing together different landscapes, the Atlantic Forest and rocky fields, the region concentrates a wide range of biodiversity, which can be enjoyed on excursions that cover a good part of our 6,000 hectares. In all, there are around 100 km of paths that wind through the mountains, across valleys, along rivers and an unforgettable art installation. With a maximum gradient of 8%, this type of trail makes walking more pleasant, respects the nature of the terrain and makes it easier for help to arrive in the event of an emergency. Choose your route, arrange it with a guide and follow the instructions.

Without losing focus on preservation, we encourage walking, cycling and horseback riding - reserving the car option only for those who really have difficulty getting around. It's worth remembering that we have electric bikes and bikes adapted to tow a stroller.

Classic circuit

To get to know Ibiti Project's most idolized attractions, there's nothing like starting your stay with this circuit that takes in the respectable Lago Negro, the exciting Muriqui House, the Statues and the Garnet (one of our highest hills, where there's a ranch and swings with a wide view). If your starting point is Mogol, you'll still pass by Engenho (the house opposite the lake). If you're staying at Engenho, the novelty will be getting to know Mogol (see opposite page). Enjoying each stage without rushing, this excursion makes for a beautiful day, with the pleasure of getting into the water, enjoying beautiful scenery and feeling the impact of circulating among the gigantic figures made of recycled metals. Not to mention what might surprise you along the way... It's worth mentioning that part of the Mogol-Engenho route is paved, which makes it even easier for those who opt for electric bikes.



Mogol e Water Circuit

The village of Mogol was frozen in time for decades and is now pulsating with the changes brought about by the Ibiti Project. There we have the Village concept of accommodation, the vegetarian restaurant Yucca, Venda (where the Gaia Café and Spa Village are located), the Oca (Hut) and the Comuniversidade Tent. Walking through the town is a peaceful and pleasant stroll. Nearby, you can walk or cycle the Mogol Water Circuit. It is a sequence of waterfalls (Cipó, Serrinha, Palmito and Pamonã) hidden in the woods. Those who opt for this walk can order a picnic or even lunch by the Pamonã, an infinity-edge pond. The paths are well marked, but it's always good to have a guide. A shorter, flatter route is the walk to Candonga, which passes by a refreshing waterfall.



Chapadão, Chapadinho and Gruta da Água Santa

Above the village of Mogol there are paths to the Gruta da Água Santa, Chapadão and Chapadinho. Both, high up in the mountains, offer incredible views to enjoy the sunrise or sunset. There is a lake and a structure for serving meals.



Boa Vista, Projeto Asas and Areião

Distant 13 km from Mogol, along winding roads framed by soothing landscapes, is an old farm, Boa Vista. A home-cooked lunch can be served in this restored, old-fashioned headquarters. Then there's a waterfall bath and a rest in a hammock. The tour includes a visit to the nurseries of the ASAS project, where rescued animals (by IBAMA or other organizations) recover in a protected place and are then set free. From there you can continue to Areião, where there is a trail through the forest that leads to the border with Ibitipoca State Park (and to the scenery in the opposite photo).



Engenho Water Circuit and Statues

Walk through the forest along the Salto River, which flows from the Ibitipoca State Park. There are several refreshment points along the 8.4 km route: Concha Dourada, Engenho, Gritador and Lage waterfalls, as well as natural pools with reddish waters (a characteristic of the region). The impressive "family" of recycled metal, created by artist Karen Cusolito, completes the tour: walking among the statues is a magical moment. The seven figures, which weigh 6 tons and reach 9 meters in height, form the stage for vibrant events such as Muriqui Sounds, which brightens everything up with its music, dance and artistic performances.



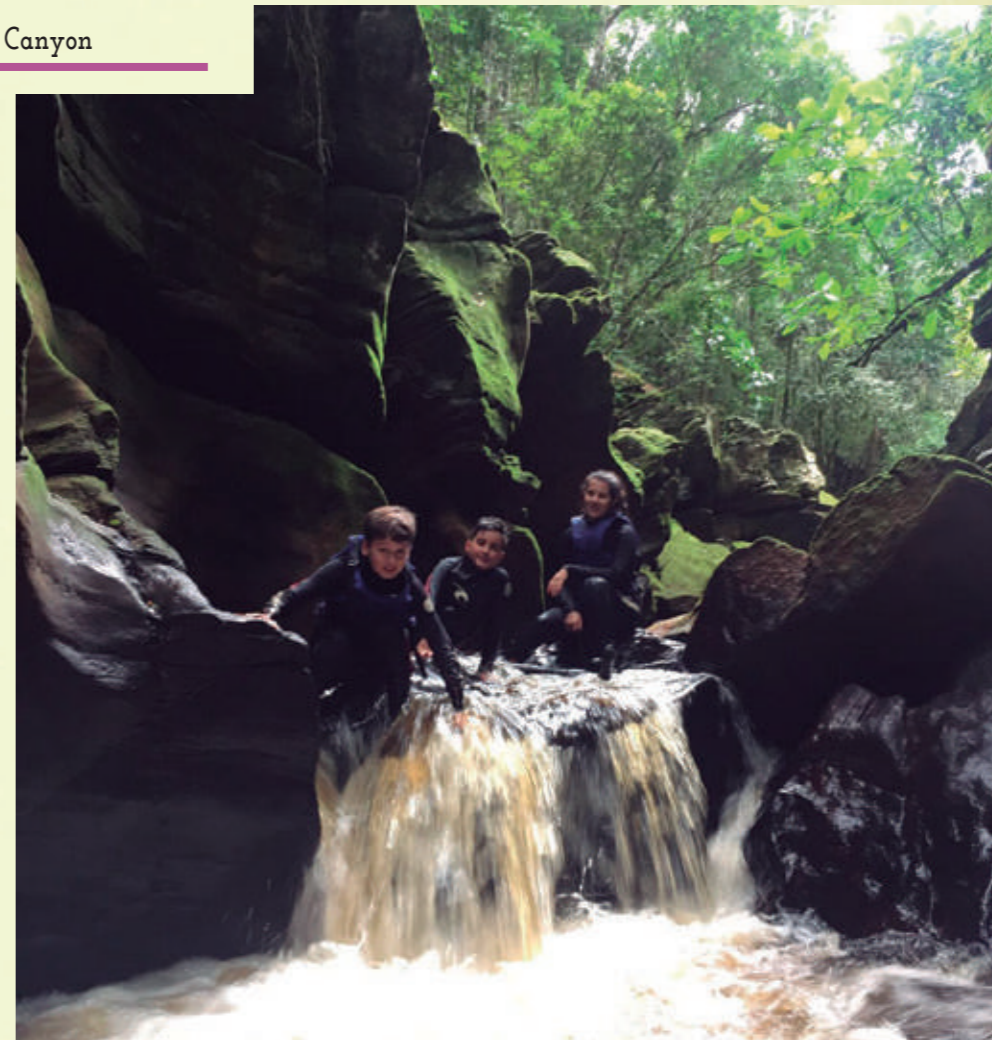
Pedra do Gavião Circuit

The idea is to walk along well-maintained trails through dense forest, face rocky stretches, overcome steep climbs and cross streams. The destination is the top of Pedra do Gavião, situated at an altitude of around 1,500 meters and overlooking the Ibitipoca State Park, the Engenho Lodge, valleys, waterfalls and mountains. The route passes by attractions that call for a pause for contemplation, such as the legendary *Árvore dos Sete Cavaleiros* (Tree of the Seven Horsemen), the *Jardim das Bromélias* (Bromeliad Garden) and the *Garnet*, a plateau at 1470 meters high. There, a ranch offers a rest (as well as drinks and food) and two swings invite you to enjoy the wind while your eyes are lost in the landscape.



Descent of the Andorinhas Canyon

A fartura de águas em tons amarelo-avermelhados é um dos nossos encantos. Em alguns pontos, elas formam plácidas piscinas; em outros, fortes corredeiras. No embalo, dessa diversidade natural, criamos um programa gostoso para aventureiros de todas as idades: a descida pelo rio. A divertida aventura começa com uma caminhada pelo leito do Rio do Salto, dentro do Cânion das Andorinhas. Todos descem equipados com roupa de neoprene, capacete e colete salva-vidas, pois há momentos de flutuação, nado e passagem por uma caverna submersa. O percurso chega a levar até três horas e, dependendo da força da correnteza e do limo nas pedras, pode ser bem desafiador.



Andorinhão, Lago Negro and Muriqui House

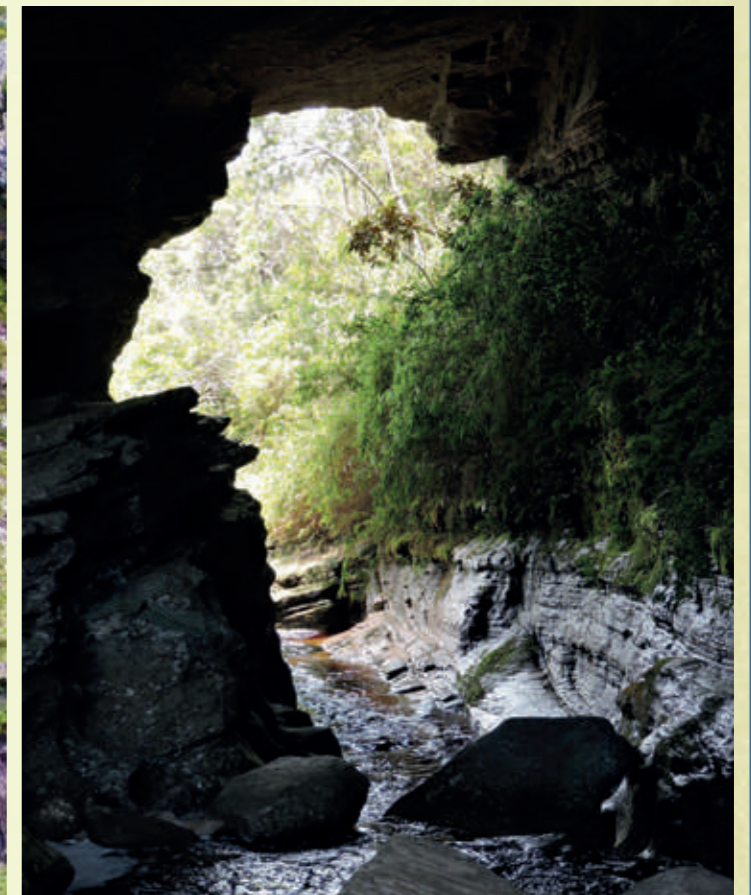
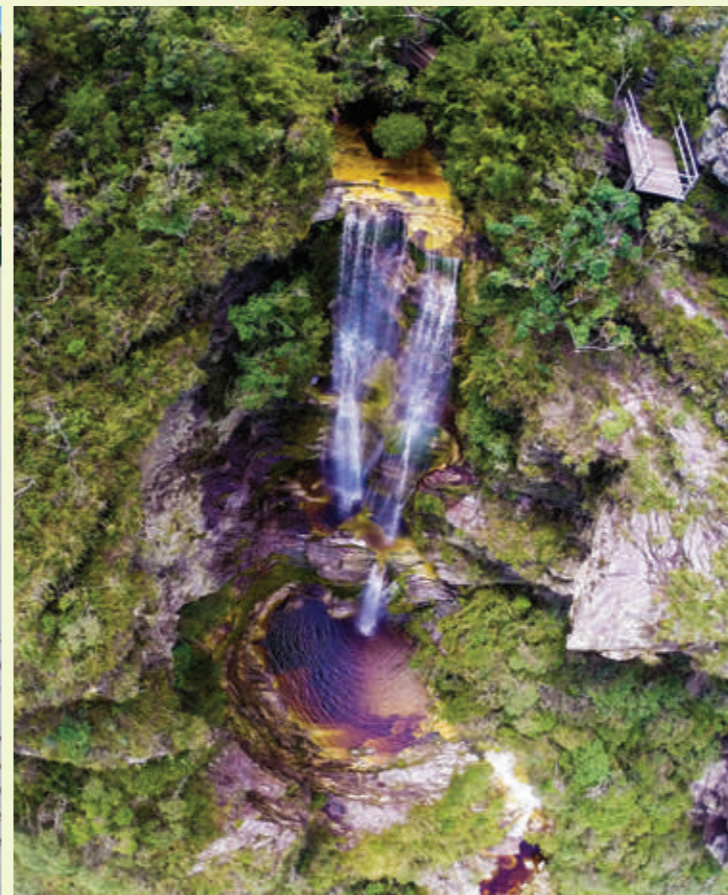
The Gruta dos Andorinhões, approximately 30 meters long and illuminated by a large crevice, is a true sanctuary, with a waterfall and a small beach of fine sand. In October and November, when the birds use the cave as a roosting ground, it is off-limits to visitors, but it is still possible to watch the vertiginous entrance of the swifts into the cave at sunset. The tour includes a walk to Lago Negro, for contemplation, meditation, yoga, bathing, jumping on a trampoline or using a stand up paddle; and a visit to the Tumba (Tomb), a work of art. Anyone interested in sustainable construction should see the dry toilet on the side of the lake. To visit Muriqui House, we ask for a contribution of 300 reais per person (a contribution to make the work viable). It's worth every penny to be able to see the largest primate in the Americas and listen to the stories told by biologists and other MIB experts.



Ibitipoca State Park

At a distance of 27 km from Mogol Village, the Ibitipoca State Park has unique features that are well worth a visit. There, cliffs surround stretches of the river, there are rocks covered in wildflowers, vertiginous walls, natural bridges, caves, lookouts and dozens of waterfalls. Well marked and with safe trails, it offers several attractions: Cachoeira dos Macacos, Gruta dos Coelhos, Lago das Miragens, Lago dos Espelhos, Ponte de Pedra, Pico do Peão and the famous Janela do Céu.

Among the circuits, the Water Circuit is the shortest and takes around two hours to complete. A curiosity: the Ibitipoca region is one of the richest in the world in quartzite, a white mineral that is a great conductor of electricity. The incidence of lightning is therefore intense. On the other hand, the beautiful carpets of sand found in the park and in Ibiti Project are the result of the fragmentation of this ore.



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In the village of Mogol, a school welcomes the children of the region and opens up to the world. Get to know the Life School

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A bird collects sticks to build its nest. The ant trail opens up paths in the earth. Stingless bees come out of a small hole in the tree. A butterfly struggles to leave its cocoon. There are so many worlds, so much life around us! It's enough to stimulate interest in the many paths to knowledge. In the 6,000 hectares of Ibiti Project, every insect, flower, leaf, stone, tree and bird is a teacher.

"I like it here because the streets are wide," says Matias, a boy who moves with ease between the big city and the village of Mogol. More than just wide, they widen the gaze of those who observe the ground, rest their eyes on the horizon and travel through the dance of the clouds or the unfathomable starry sky. Matias is one of the students at the Life School, created by Ibiti Project to serve the children of local residents. With a pedagogical proposal in tune with the demands of the 21st century, this school in Mogol promises to become a benchmark in education, for life. As soon as you enter the large house, with windows opening onto the landscape and a generous inner courtyard, you realize this: visitors are invited to take off their shoes, speak without shouting, be attentive to listening to others and value peace.

Just as this orientation is presented in the hall, other words are spoken by the very organization of the space itself, which ensures the collective care of each object. Encouraged to discover their interests, their potential and to exercise their scientific curiosity, the students are constantly on fun learning paths. They are often guided by experts from our own team, who enjoy teaching and are called "inspirers" here. Tziu is an example of a "charm maker". An architect by training, he is passionate about life, movement and giving form to ideas. It's up to him to organize a painting workshop, a "live" TV show like Life School Network, or an impromptu ball game in the sand. Janice, Gaia's agronomist, talks about irrigation methods, production and harvesting. With Raquel, managing director of Ibiti Project, they are taught entrepreneurship and financial education. Then what has been learned (and thus learned) is stitched together pedagogically, in order to follow the course set by the formal education of each age group.

One of the most special lessons is at Muriqui House: in a line, walking in silence, the class observes the forest where the muriquis live, waiting for one of them to appear.



Art activities, horticulture and lots of outdoor games



Then, at the MIB reception center, they can talk to biologists or other experts. When the pair of tapirs arrived, the students were also able to see the animals up close, feeding on fruit and leaves - and were fascinated by their size of over 300 kg each. It also happens that the animals come into the classroom, as on the day when biologist Geovana Onorato presented a blind snake, leading the class to surround her with questions. They discovered that it is an amphibian, also called a cecilia, it is slippery and the female feeds the young with her own skin. "It's the kind of learning that makes sense, that sticks in the memory. It's the learning we love," says the biologist. At Life School in particular and at Ibiti Project as a whole, environmental education permeates everyday life, because we follow a practical principle: we protect what we know. We want both the student and the visitor or entrepreneur to get to know as much as possible, since there is so much to protect here! One example is the flora identification signs, which are present in many places. Each tree is a mini oxygen plant, home to dozens of animals and connected to the soil and the entire environment. For students, knowing the characteristics and importance of a species is like gaining a friend: the tree has a name, a history and a role in that ecosystem. "Environmental education re-establishes the child's connection with nature; it is a spark that awakens care for the Earth, not only from an ecological point of view, but also from an economic, political, social and ethical point of view," says Lane Machado, coordinator of the Life School and Ibiti Camp. The idea for this "camp" was inspired by the delight that the activities for children and young people at Ibiti Project arouse in guests. "The program is intended to strengthen the relationship between human beings and nature, cultivate values of freedom, citizenship, solidarity and ethics, inspire positive attitudes and educate about the importance of caring for the environment," explains Lane.



Antas and Muriquis, the teams of the first Ibiti Camp in 2023

LONG LIVE FREEDOM

Seeing a muriqui up close, walking around the village at night, climbing a mountain at dawn to enjoy the sunrise... At Ibiti Project, children and young people are very welcome!

Anyone who comes here steps through a portal where time and space come together, opening the door to the freedom of play. In 6,000 hectares of pure nature, the fun and conviviality can extend over several days, either in the company of their parents or among children of the same age group. If the desire is for an adventurous itinerary, our guides will enchant you with the possibilities of routes; if the group's energy is to invent fashion, a treasure hunt or an excursion to a lake or cave will soon appear. Did it rain? Let's play in the mud! If you're lazy, how about booking a movie at Cine Mazzaropi or a watsu® session in the heated pool at Spa Village? The activities for children and young people have been so enjoyable that in 2023 we created a camp at the Oca, Ibiti Camp. A nice program to cope with what is now known as Nature Deficit Disorder. See this and other attractions at Ibiti Project.



Musical performance



Maria, a resident of Mogol, has fun in nature



Mini ecological construction

JOY FOR THE LITTLE ONES

In all three accommodation concepts, the experience for the child tends to be memorable. With the tranquility of being in a safe place, they experience nature: they walk alone through the village of Mogol, play in the dirt, soak up the rain and run freely. Sometimes you can feel the parents' amazement when they see their child discovering the wonders of "the countryside" The water wheel turning the mill, a tomato plant full of fruit, a bird chasing a hawk... Children experience the here-and-now, the real world of the present (which is a gift!) and let their curiosity flow. The little ones can also take part in scheduled activities. At Ibiti Village, we've already organized a circus workshop with Companhia Lá na Lona, a beach tennis match, fun outdoor yoga, storytelling with the Trupicada group, a permaculture workshop...

IBITI KIDS



Beach tennis and other games for young and old alike



Facade of Clubinho, a play space

DAWN IN CHAPADÃO

The adventure begins by leaving Mogol at dawn. The group climbs, accompanied by a guide, to the top of a hill, the Chapadão. At dawn, there is yoga and a snack is served at the kiosk by the lake. Anyone who wants to can come back for coffee at Yucca. Or schedule something personalized, like a picnic in the woods with live music. The 16 km round trip can be done on foot, on horseback, by bike or in an electric vehicle. And you can include a hike to Chapadinho, near Chapadão, and other attractions along the way, such as the Gruta da Água Santa. Whatever the route, watching the light bathe the sea of mountains in color is always magical.

EQUINE FRIENDSHIP

Bringing children and horses together is usually a success: the kindness, elegance and strength of these equine creatures conveys respect, gratitude and teaches us to have limits. The benefits of horse riding have turned it into an educational and therapeutic activity. It is with this approach that Igor Sulex created the Redondel (a 15m2 fenced area at Haras Ibiti Horses) for children to ride safely. The idea came about when he was impressed by his nephew riding a horse: "It seems to unblock autism withdrawal"

TASTE IN EVERY SENSE

There are many possible recreational activities for young guests. But we also pay attention to students from neighboring communities. We've been partnering with public and private schools for years. Students take part in talks and experiences in the Tent or Oca and visit places like Muriqui House. "I've had the opportunity to accompany visitors and realize how happy they are to see an animal with the power of the muriqui! Children, in particular, are delighted with the leaps they can make. This contact, this learning from an early age, is very detailed work, which shows how incredible the muriquis are and how much they need our help to overcome the risk of extinction," says Clariane Maranhão. The biologist heard about the muriqui for the first time only when she was at college and is now a great supporter: "It's a charismatic, friendly, and peaceful species that has a lot to teach us." Another visit that excites the little ones is to the Centro de Produção Gaia (Gaia Production Center). For many children, touching the soil, observing ladybugs and worms, hearing birds singing, picking a bunch of broccoli, realizing the difference between cabbage and mustard green, feeling the sweetness of an organic strawberry... It can all be a delicious and unforgettable experience. Stimulating the sense of smell, expanding sight and hearing, focusing on touch, exploring taste: a simple vegetable garden expands our senses.



IBITI CAMP

At the end of 2023, 17 teenagers spent many days together: they slept in the Oca and created two teams, Antas and Muriquis. There was a quiz on the local fauna and flora, beach tennis, footvolley, a challenge to make the best pizza, the most creative salad, karaoke, stargazing, a party at the statues, a luau with a bonfire and a guitar circle.

LITTLE CLUB (CLUBINHO)

A wooden house hosts a pleasant corner for small children, with books, toys, cushions and colorful objects. There, parents can also play, tell stories and enjoy the charm of childhood.

LOOK UP

On a clear night, with good atmospheric conditions, and preferably at a time when you can see Saturn's rings and Jupiter's moons, Diego, an Astrotourism guide, takes a telescope to a very high point; the group goes up at dawn and is greeted with a fireplace and hot chocolate. Diego uses a laser beam to indicate the constellations and tells stories.



Lago Negro is our main point for sports and also for the Sunset festivities, with live music

Time to plant

Generosity, compassion,
“letting go”, courage
and other values are
seeds for those who
seek to live life well

“We have more options than ever before, but we have lost the ability to really pay attention to what we choose,” wrote Yuval Noah Harari. The historian and philosopher portrays, with a certain rawness, the blurred reality of Western man. Other lights, however, have been burning for centuries in the East. In Bhutan, a small Asian country, “being” is worth more than “having,” and the per capita happiness index is the winner on this scale. Those lucky enough to know these smiling people understand that acquiring good experiences and knowledge is worth much more than accumulating consumer goods.

© MANACÁ BUTTERFLIES, ACRILIC ON CANVAS, FROM TATIANA CLAUZET





Since 1972, Bhutan has officially adopted the Gross Domestic Happiness (GNH) index and follows four guidelines: sustainable economic development, cultural preservation, environmental conservation and good governance. Ibiti Project follows the same guidelines. In the daily rhythm of the tasks that keep our actions going, we try to make everyone happy with themselves, with others and with the world. We have a program along these lines, Ibiti Mais Feliz (Happier Ibiti), based on positive psychology and the Wholebeing method, coordinated since 2019 by Henrique Bueno, a specialist in the Science of Happiness. And throughout the year we offer themed events that touch on the topic, such as the Stoicism Meeting in 2023, led by Luiz Felipe D'Ávila. "In times of haste and instantaneity, agnosticism and anguish, intolerance and radicalism, the search for 'causes' to fill the inner emptiness of the soul is growing," said Yuval Harari.

In this meeting at the Comuniversidade Tent in Mogol Village, we listened to the ancient Greeks in search of answers to this "emptiness of the soul". According to the Stoics, among the essential qualities for acting righteously and justly - and thus achieving happiness - are wisdom, detachment, simplicity, moderation, courage, virtue and compassion. Values that help us find serenity and peace in the midst of life's adversities; and that are in line with countless more recent voices, from Lennon to the Dalai Lama, from Van Gogh to Wangari Maathai, from Krenak to Rita Lee. It's also in line with the suggestions we give visitors: savor the little pleasures of the day.

The etymological origin of happiness is "felix" - a term associated with the fertile, fruitful, productive - which has its root in the Proto-Indo-European "dhe" (to breastfeed). In other words, the word is more related to the act of giving than receiving. What's interesting is that many of the responses to the survey of Ibiti Project entrepreneurs point in this direction! Happiness in pleasing, caring and receiving well. And above all, sharing happiness: feeling happy to see people feeling good; because sadness divides, while joy unites. Visitors and guests are often grateful for the opportunity to connect with what really matters. "We are usually never encouraged to look at the gaps, to focus on the pauses, to notice the silence, to meditate on the great emptiness that permeates everything and where all the magic happens. In the dance of life, the miracle is in the nothing," wrote a guest at Humboldt, a luxury house in the Village. Luxury dressed in simplicity.

"We aim to deconstruct the association between consumption and happiness," says Raquel Pazos, executive director of Ibiti Project. "At first, it's surprising to give up deeply-rooted pleasures, but discovering other values such as wellness can lead to a paradigm shift!" The term, coined in the 1970s, integrates aspects of health (mental, social, emotional, spiritual and physical), expanding the potential for a fuller, healthier life anchored in the present, in the here-and-now.

Averse to the rush of modern times, the Minas Gerais chronicler Rubem Alves liked to say that pleasure requires time: "When we say we're gaining time, we're actually ruining time... Life is lost in the sense that we're going to die, but until then it's a challenge, an adventure, and it's full of a wonderful thing called joy," wrote the author of *Palavras para Desatar Nós* (Words to Untie Us). "We were created for happiness," he said, but you have to pay attention because it doesn't usually come in big things.

The writer Guimarães Rosa, honored in one of the Village's accommodations, shared the same concerns: "Happiness is found in a few hours of carelessness." Because the time in Ibiti Project gets longer during these hours. Here we feel a constant invitation to slow down, to enter the gentle rhythm of the countryside, to immerse ourselves in this tranquil atmosphere, to enjoy the pleasure of the present and celebrate life!

The children, when they arrive, mirror this atmosphere of connection in the sparkle of their eyes and the curiosity of their skin. And they run to feel the ground and dip their feet in waters of pure joy, letting happiness settle in.



MEMENTO MORI

Thinking about death is one of the Bhutanese secrets to valuing life. In the culture of this Himalayan kingdom, there are various representations of death and even children are accustomed to the concept. Something very similar to the Stoics' warning: *Memento mori* (remember death, in Latin). Seneca (4 a. C. - 65), a Roman Stoic, emphasized that the world is dual (joy, sadness; heat, cold; life, death) and consciousness is born out of contrast. That's why thinking about death reminds us to live life well. From the classic 1989 film *Dead Poets Society*, we get this lesson: "*Carpe diem*. Enjoy the day, boys. Make your lives extraordinary".

What is happiness?

We asked our entrepreneurs, friends and partners about a recurring theme in this magazine and in the daily life of Ibiti Project

“Life, as I see it, is polarized between prose – the things we do out of obligation, and poetry – what makes us blossom, love, communicate. And that’s what’s important. What we can do is try to encourage everything that allows everyone to live their lives poetically. If you live poetically, you’ll find moments of happiness, ecstasy and joy.”

Edgar Morin, french sociologist



Everything is happiness. Being free to make your own choices, have a family and do what you love.
Juninho

It’s about feeling useful. It’s as simple as that.
Lucas Soares

I feel happy taking part in actions that make other people happy. And I like it when my happiness spreads to others.
Cecília Varanda



Being well with yourself and others.
Raquel Pazos

Today, happiness to me means seeing my children healthy and happy. Apart from this “Mother’s Cliché”: happiness for me is achieving my goals.
Kelly Lima

Living with people you love, doing things you enjoy and not caring about tomorrow’s problems!
Piero



I feel happy. You have to be okay with yourself to be happy in the things you do. It’s not just here, it’s in my home, in the places I go to. I like to bring joy and return with it.
Diana Clemente

Feeling that family and friends are well and happy.
Gabriela, Gabi

Construction work. And when I manage to solve the problems that arise.
Régis



These are the moments when you are full of yourself, despite setbacks or adverse situations. It’s a path, a process, never the end. I value happy moments without seeking happiness. If you need everything to be perfect in order to be happy, you never will be.
Luanny Gonçalves

I’m very happy, I’ve achieved everything I’ve asked of God. I work doing what I love, bringing good things to people.
Igor Sulex



Being at peace, doing good. It’s a broad topic, but happiness is peace.
Priscila Pereira, Pri

There is no such thing as complete happiness: life is ying-yang. But I’m active: being on the move, having challenges, taking on new roles make me happy.
Tziu

Being well, healthy, with the people you love. The work brings happiness in exchanging knowledge with colleagues and guests.
Gustavo Carelli



Having time has rough moments of happiness. I work, I study, I realize what a privilege it is to be able to breathe between tasks. But feeling fulfilled at the end of the day is also happiness.
Flavia Calazans, Flavinha

Everything is happiness: family, work, health. Having food on the table, water in the tap, hugs from my children. Happiness lies in simple gestures. Free of charge.
Edelson Augusto



Happiness is cycling every day at the Ibiti Project.
Miguelzinho

It's the experience of positive emotions combined with the perception that your life is good. Happiness is maturity, accepting your flaws, knowing how to live with your grief and pain, but without letting yourself be on autopilot.

Henrique Bueno

It's about living in the present moment and appreciating everything that surrounds that instant. It's up to you to live this experience to the fullest, because the mind can be your greatest friend or your worst enemy. Happiness is related to consciousness: you just have to change the mind's perspective and turn the key to knowing the Self.

Luca Barino



It's being sure that I'm in the right place, doing what I'm meant to do, taking care of the kingdoms of nature as best I can and reaffirming my connection with Divinity at all times.

Rosana Pessoa, Habiba

Seeing the people who work around us happy. Doing things with pleasure is much better.

Maria do Carmo Borges, Mariinha

To feel free, to experience each day, to be close to those you love and, above all, to love yourself.

José, from Gaia

I'm happy all the time and I like to pass on that joy to others.

Vanessa Oliveira



"Happiness is found in hours of carelessness" I conjoin this definition by Guimarães Rosa with Positive Psychology, which teaches you to appreciate those hours.

Cláudia Baumgratz

Being on good terms with everyone. It's not about having too much, because happiness is in the details, in the gestures.

Janaína Oliveira

To be okay with my spirit, my decisions, to be able to help people. If you're well, you transmit joy and peace to others.

Dani D.F.S.

To live well, in professional and personal balance, to have time to look after myself. I'm very much a family person: if my family is well, I'm well, too.

Tatiane Alves, Tati



It's having the health to go to work and achieve my goals. Being happy isn't just about experiencing moments of joy. It's about having the courage to face moments of sadness and the wisdom to turn problems into learning. Do more of what makes you happy.

Bruno Reis, Bruninho

I was born happy. When you think of and do good things for others, you feel that you are being helped. I like being with people, learning from guests, explaining the Ibiti Project, feeling part of it all.

Tio Aroldo

It's valuing the little things and the good times with the people we love. Gandhi said that there is no path to happiness, it is the path itself. So let's enjoy everything that life has to offer.

Filipe Almeida



Happiness is doing what you love and doing it perfectly. I'm not afraid of work, I have a good relationship with everyone. I think that when you do good things, the universe gives them back to you.

Thiago de Martin

I believe it's a personal journey, in which everyone follows their own path. It involves self-knowledge, self-acceptance, the search for meaning and purpose, building healthy relationships and taking care of my physical and mental well-being.

Stéphane Almeida

For me it's the challenge of making sure that the guest leaves more enchanted by our service than by the beauty outside.

Marília Souza



Here, happiness isn't just a word, it's a state of mind that spreads to everyone who visits us! I believe that happiness lies in connecting with nature, in sharing good attitudes and sincere smiles, and in being close to those I love and admire. Here in Mogol I learned to be happier.

Luan Cosme da Silva Gomes de Oliveira

The sine qua non is to have peace. And it's not easy to have peace. We have internal conflicts and others that are totally external, such as war. In addition to the feelings of vulnerability to phenomena such as finitude.

Beto Nardelli

To be with my family and friends.

Larissa Costa Cunha



Many people say it's about having money and the latest car. But for me it's about getting on well with the staff.
Nilo from Mogol

I'm happy because I do what I love. I have my best friends here - and there are many! There's no way we can't be happy. This place is so peaceful, peace reigns here.
Itamar

If you're well, every day is a struggle, but with happiness in your heart.
Gislaine Rosa

Happiness is the union of people and place. You can be alone and happy, but for me that combination works.
John Lennon



Happiness isn't just about laughing. It's in everyday life, when you do what you love. And when we remember what we experienced.
Jeferson Paula, Jefinho

It's being healthy, being able to work, being able to spend time with family and friends, and when I can help others. The best thing is when I can make someone happy.
Dona Maria

It's about doing what you love, being surrounded by people you feel comfortable with, working in a pleasant environment where you enjoy working, and enjoy good health.
Carlinho do Agenor

To be well and healthy. Everything else is a piece of cake!
Janaína



Being in a nice environment, with companionship; working with dedication and pleasure. If you're happy and you make someone else happy, you complete the happiness.
Dil

It's waking up every day and knowing that my family and I are fine, even with all the upheavals the world is going through. And to see that everyone still has the same smile.
Fabíola

It's about being calm and living according to your principles. Take life lightly, feel love for your work, your home, the people you meet every day. It's about feeling welcome at all times and in all environments.
Duanny Nery

Happiness is realizing that you can (be happy).
Lane



It's about being grateful for what you are and doing your best where you are.
Janice

It's when I wake up healthy. I thank God.
Cláudio Pinta Roxo

It's an intermittent and tireless process of pleasure-seeking, disguised as joy; it's not in things, it's not big, and it's not part of the future. Desired beyond measure, it is in the present and goes unnoticed when it arrives. This thing is so crazy that it seems like an illusion, the beauty of the universe. It's a good feeling, but it's short-lived, it warms the chest, but then it cools down with the reality of everyday life!
Mateus Abdo

I consider myself happy. Always at peace with others.
Romildo



For me, it's a daily challenge to find the best version of yourself, surrounding yourself with good relationships with people and the world around you.
Hugo Cambraia

Today for me it's freedom and opportunity. And the Ibiti is a river that passes through, transforming lives!
Isabel Pequeno

Be at peace.
Joseana Souza

Happiness lives inside of us. But we can tell when it exists outside of us. Especially when things are done with care, generosity and love. Ibiti has happiness in every plant, animal, mountain and person.
Sergio Bara



It's having my daughter next door, at school, in this project, which is very good.
Mariana, Mari

It's about working with what you love, with soul in what you do, enthusiasm, in this stunning setting, immersed in nature, amidst daily challenges and achievements; overcoming limits and bringing knowledge and happiness to people.
Maíra

I have fun with the service. Doing what you love isn't work, it's fun.
Seu Domingos

It's in the simplest things: On a sunny day. In a broad smile. In being able to help. In gratitude!
Érica Ferraz

Ibiti

PROJECT
42 YEARS

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