

PROFRANCA



Patrocínio



THE RIGHT WHALE IS STILL CLASSIFIED AS "ENDANGERED" ON THE NATIONAL LIST OF ENDANGERED SPECIES, BUT IT HAS BEEN RECOVERING FROM THE HUNTING PERIOD. IT IS THE ONLY ENDANGERED WHALE SPECIES THAT BREEDS OFF THE COAST OF BRAZIL.

In recent years, the average number of right whales recorded in southern Brazil has fluctuated, as have changes in the length of time they spend in the breeding grounds. The species occurs in coastal waters heavily influenced by human activities. The presence of whales close to the coast during the winter is important for the region's socioeconomic development, as it allows for the development of a unique tourism sector.

Elucidating the factors that influence the presence of right whales in southern Brazil is essential for the conservation of the species, as well as for maintaining the socio-environmental benefits provided by the presence of whales in the region.

ALIGNING RESEARCH AND SOCIO-ENVIRONMENTAL DEVELOPMENT IN THE SOUTHERN REGION OF THE STATE OF SANTA CATARINA, PROFRANCA SEEKS TO WORK TO CONSERVE AND ENHANCE THE VALUE OF THE SOUTHERN RIGHT WHALE IN SOUTHERN BRAZIL.

LEARN ABOUT THE MAIN SPECIFIC OBJECTIVES OF PROFRANCA:

- Expand scientific knowledge about the southern right whale;
- Map fishing activity zones in the main area of occurrence of right whales, identifying possible areas of interaction;
- Develop collective environmental responsibility using the right whale as a symbolic species;
- Strengthen local tourism through training environmental drivers;
- Contribute to the strengthening and formulation of public policies for the conservation of the right whale.

PROFRANCA INCLUDES ACTIONS WHOSE RESULTS CONTRIBUTE TO A BETTER UNDERSTANDING OF AN ENDANGERED SPECIES AND ITS HABITS, COMPLYING WITH THE NATIONAL ACTION PLAN FOR THE CONSERVATION OF THE RIGHT WHALE, GENERATING SUBSIDIES FOR THE FORMULATION OF PUBLIC POLICIES, AS WELL AS RELEVANT INFORMATION FOR LICENSING.

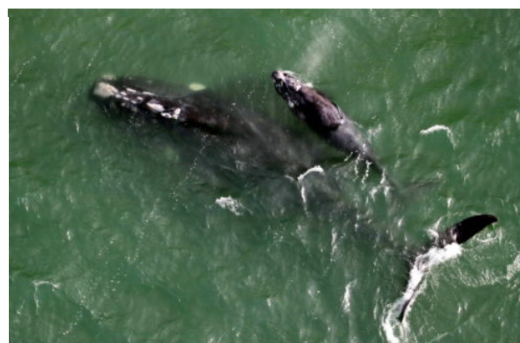
ProFRANCA – Franca Austral Project

IT IS THE NEW PROJECT CARRIED OUT BY THE AUSTRALIS INSTITUTE, AND IS SPONSORED BY PETROBRAS THROUGH THE PETROBRAS SOCIO-ENVIRONMENTAL PROGRAM.

ProFRANCA is here to contribute to the conservation of the species!

Its general objective is to conserve the southern right whale both through the continuation of long-term research and through the implementation of innovative methodologies applied to discover new biological information about the species.

Environmental awareness and responsibility are also present through social mobilization actions, environmental education, training and school activities, contributing to the formation of active citizens in valuing the environment and building a more balanced and sustainable society.



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LEARN ABOUT PROFRANCA'S MAIN ACTIONS:

1. Conduct aerial monitoring of southern right whales off the southern coast of Brazil;
2. Conduct ground-based monitoring from fixed points within the Southern Right Whale Environmental Protection Area (APABF);
3. Conduct onboard expeditions to collect skin samples and analyze the feeding ecology of southern right whales;
4. Conduct interviews with fishermen in the APABF region to understand fishing zones and identify areas of overlap with those where southern right whales occur;

5. Implement the "Franca School Program" and the "ABC do Franquinho: discovering the sea in early childhood" programs in schools in Garopaba, Imbituba, and Laguna, Santa Catarina;
6. Conduct workshops and special activities during Southern Right Whale Month, at events and commemorative dates;
7. Implement the "On Vacation with the Whales" program (December, January, and February);
8. Promote training courses for environmental leaders, guides, and professionals working in tourism in the region, on the ecological role of the right whale in order to qualify conservation tourism;
9. Contribute with management measures and public policies for the conservation of the southern right whale in the APABF region.



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