

**From:**

**Subject:**

**Date:**

Media Advisory – President Lula, World Leaders to Speak at UN on Tropical Forest Forever Facility

Tuesday, September 23, 2025 7:18:35 AM

---

Hello,

This afternoon from **3:00 PM – 4:30 PM**, President Luiz Inácio Lula da Silva of Brazil, alongside other world leaders, will deliver remarks at the UN Headquarters in New York to present the Tropical Forest Forever Facility (TFFF) — a Global South–led initiative with the potential to reshape global climate finance

The event, part of the Climate Solutions Dialogues series, will be open to media and livestreamed on the [UN Webcast website](#).

As UN credentials are required for entry, journalists interested in attending in person are kindly requested to confirm their participation by replying to this email so that tickets can be arranged.

Thanks,



+++

### **Solution Dialogues: Tropical Forest Forever Facility (TFFF)**

Tropical forests are vital for sustaining life on Earth. To conserve them in the face of mounting threats, they must become worth more standing than destroyed.

The **Tropical Forest Forever Facility (TFFF)** is an innovative financial mechanism to ensure **permanent, large-scale financing** for the conservation of tropical forests.

Designed by the Government of Brazil with 10 other partner countries, and after broad consultations with Indigenous Peoples, local communities, civil society, and the private sector, the Facility aims to:

- Establish a **USD 125 billion permanent endowment** to reward countries that conserve forests.
- Leverage public funds to mobilize private capital.
- Distribute annual results-based payments to tropical forest countries.

The **Solution Dialogues: Tropical Forest Forever Facility** is a high-level event to present this Global South-led initiative. The event will feature remarks by **President Luiz Inácio Lula da Silva**, alongside other heads of state and international leaders, highlighting TFFF's potential to **reshape global climate finance** through equitable, performance-based funding.

The latest version of the [TFFF Concept Note](#) was released in August. The event will be **open to the press** and broadcast live on the [UN Webcast website](#).

---

### **Event Information**

#### **Solution Dialogues: Tropical Forest Forever Facility**

**Date:** September 23

**Time:** 3:00 PM – 4:30 PM

**Location:** Conference Room 3, Level 1B, United Nations Headquarters, New York

More on TFFF: <https://tfff.earth>

###



[www.edelman.com](http://www.edelman.com)

*This message and its contents are confidential. If you received this message in error, please inform the sender and then delete it. For information on how Edelman uses personal data and your rights, please see our [Privacy Policy](#). Please reply to this email to notify us if you do not want us to contact you with information similar to the subject of this email communication.*

*This material is distributed by Daniel J. Edelman, Inc. on behalf of the United Nations Development Program on behalf of COP30 Presidency, Brazil. Additional information is available at the Department of Justice, Washington, DC.*