

## **PARTNERSHIP FOR THE CONSERVATION OF AMAZON BIODIVERSITY (PCAB)**

DECEMBER 2017

### **USAID AND PRIVATE SECTOR PARTNERS LAUNCH PLATFORM FOR SUSTAINABLE DEVELOPMENT OF THE AMAZON**



Photo: USAID Archives

USAID Sr. Deputy Assistant Administrator for LAC Sarah-Ann Lynch closes PPA Launch event in Manaus

The Partnership Platform for the Amazon (PPA) was launched successfully on December 6th, culminating a year of coordination and planning. Through leadership from the private sector, the PPA seeks to stimulate a sustainable Amazon-based economy that strengthens small and medium business and fosters local entrepreneurship, while conserving forests and biodiversity. The Legal Amazon geographical region is responsible for 8% of Brazil's GDP despite representing 60% of Brazilian territory<sup>1</sup>. Its natural resources are under increasing pressure - in the last two years deforestation in the region reached 1.4 million hectares<sup>2</sup> without significant socioeconomic return to the local population.

The Partnership Platform for the Amazon was created in part to catalyze collaboration towards transforming this reality through innovative partnerships led by the private sector. One of the PPA priorities will be to provide its members forum and opportunities to share and learn from experiences implementing projects that address current social and environmental challenges in the Amazon. Together, they will work on a common sustainable development model, linking both rural and urban development, and conservation with economic prosperity.

Some 100 representatives of local and national companies, Amazon communities, non-governmental organizations (NGOs), startups and government representatives attended the launch and workshop in Manaus. The United States Ambassador to Brazil, P. Michael McKinley, highlighted in the opening ceremony his belief that "private sector companies will be the agents of transformation that will develop solutions through strategic partnerships using innovation, science, technology and the best management practices". Sarah-Ann Lynch, Senior Deputy Assistant Administrator for USAID's Bureau for Latin America and the Caribbean and Michael

<sup>1</sup> Instituto do Homem e Meio Ambiente do Amazonas (Imazon), in Social Progress Index for Amazon (2014) - <http://bit.ly/2DMdQiv>

<sup>2</sup> PRODES, INPE (2017) - <http://bit.ly/2pxyiAW>

Eddy, the Director of USAID/Brazil also participated. Lynch stressed USAID's support to the platform and to agreements that can leverage a sustainable model for the region.

Seven companies presented social and environment projects and investments related to sustainable production and development in Amazon communities. The PPA's primary goals are to share successful business cases that generated positive social impact, strengthen sustainable businesses and their productive chains and promote environmental conservation by sharing experiences and best practices. The initiative will promote new national and international partnerships among businesses, civil society, investors, governments and local communities and support entrepreneurs.



Photo: USAID Archives

PPA Launch in Manaus

In closing the PPA launch event Sarah-Ann Lynch remarked how the PPA embodies the overall priorities of USAID and Brazil: to leverage partnerships, local innovations and solutions to address the world's greatest development challenges such as a sustainable future for Amazon communities. PPA leadership announced that all companies with an interest in conserving natural resources and promoting an environment for sustainable growth in the Amazon region are welcome to join the Platform. There was significant local and national media coverage of the event ([Read the news clippings here](#))

## THE PARTNERSHIP PLATFORM FOR THE AMAZON HELD ITS FIRST STEERING COMMITTEE MEETING

Following on the heels of the launch of the USAID-supported PPA, the PPA Steering Committee (SC) met for the first time on December 7th. Initially comprised of 11 companies operating in the Amazon region (Ambev, Coca-Cola, DD&L, Dow, Grupo Bemol, KPMG, Natura, Nova Era, Sinoreg-AM, 3M and Whirlpool) the SC engaged in a lively discussion and eventually agreed on an overall Platform "Mission" of private-sector led responsible investment for a sustainable future for the Amazon. The Committee quickly agreed on general governance structures and approaches, and moved to define a work program for 2018, with specific milestones and targets. For the next PPA-SC meeting, scheduled for March 13<sup>th</sup> 2018 in Manaus, the PPA-SC challenged the PPA Secretariat to accomplish the following: a) conduct a complete mapping and review of Amazon-region sustainable production "start-ups", based on other recent such mapping exercises (e.g. Bemol, Coca Cola); b) invite some the most promising start-ups to the March 13<sup>th</sup> PPA meeting to present their



Photo: USAID Archives

PPA Launch Manaus



proposals, toward possible PPA support; and c) finalize the on-going assessment of the *tributos fiscais* (environmental fees for re-investment in environmental projects) for presentation to the PPA board. Based on USAID experience in other such Platform contexts, the PPA was very focused and productive, setting the Platform up to produce tangible results and outcomes in early 2018.

## **EXCHANGE AMONG INDIGENOUS ASSOCIATIONS**

December 4-8, the USAID-funded Nossa Terra Project, implemented by the International Institute of Education in Brazil (IEB) and Native Amazon Operation (OPAN), in partnership with the National Indigenous Foundation--FUNAI promoted an exchange trip for 11 coordinators of indigenous associations from the South of the Amazon. The indigenous representatives travelled to Maranhão and Tocantins States to share experiences, strengthen their management capacity and engage for the first time with counterpart representatives of the Gavião and Krikati peoples. They also travelled to visit a Krahô indigenous territory. These kinds of exchanges are very important learning opportunities given the diversity of threats, challenges, and opportunities that indigenous leaders face in governing their vast autonomous territories across the Amazon.



## **PARTNERSHIPS WERE THE CENTRAL THEME OF ICMBIO'S THIRD NATIONAL "BEST PRACTICES SEMINAR" FOR PROTECTED AREAS MANAGEMENT**

The Chico Mendes Institute of Biodiversity (ICMBio) held its 3rd National Seminar on Best Practices in the Management of Protected Areas November 27 to 29 bringing to a close the celebrations of ICMBio's 10th anniversary. The Seminar also represented ICMBio's first hosting of an international seminar for Protected Areas Best Practices, demonstrating Brazil's growing leadership in this area and a great potential for future US-Brazil led trilateral cooperation.

The seminar was supported by USAID, through the US Forest Service, as well as a consortium of other partners active in the Protected Area management in Brazil and joined some 300 partners and managers to share experiences and best practices in Protected Areas management and its many elements, which potential of replication. This year's central theme was partnerships and how a diverse range of different ones with all sectors of the society are important for the management of the 324 Protected Areas in Brazil.

The conference coordinators selected 46 best practices from Federal and State protected areas to present and discuss during the course of the conference. In addition, international participants from Zambia, Zimbabwe, Spain, Colombia and the United States, also brought examples from their countries to share with park managers and partners across Brazil, enriching the discussion and international relationships that recognize Brazil's global importance in relation to biodiversity conservation.



In his keynote opening the Minister of Environment, Jose Sarney Filho, emphasized the complexity, maintenance and management of these national assets and the importance of sharing positive experiences, challenging all participants to think collectively on solutions. Anna Toness, USAID Brazil's Director of Environment, highlighted the potential that the Amazon region and protected areas have to meet both conservation goals as well as economic development, stating that "protected areas in remote areas are often the source of sustainable rural economic growth."



Photo: USAID/ Archives

ICMBio's event opening

According to the ICMBio's President, Ricardo Soavinski, the agency needs "to get even closer to the society." A major theme during the seminar was the importance of tourism, outreach, recreation and other public uses, as well as increasing volunteering among Brazilians, in protected areas management and maintenance, education and guiding. Other key themes included: governance, sustainable financing, inter-institutional relationships and contracts, community relations and community-based natural resource management and tourism, sustainable livelihoods and sustainable value chain development.

Local community members living in protected areas had a chance to share and discuss their role in sustainable protected areas management and articulate a call to action for local communities. Irismar Duarte, a community leader in Ituxi Extractive Reserve in the Amazonas State said, "participating in the national discussions was interesting and I had the chance to explain that we need more people able to build up relationships and trust, locally. We have been exploited and abandoned in the past. Saying that now it is different is not enough".

More than 45 best practices involving some 800 partners from government, private sector and civil society were discussed and one of the main conclusions was that many best practices can be adapted and replicated, but each protected area is unique and diverse and must look to adapting these based on local context, while also creating its own solutions and partnerships. Despite severe budget cuts to key government agencies, partnerships have the power to advance Brazilian protected areas' management and that conferences like this are critical to meet, share, and strengthened these joint efforts.

## PARTNERING FOR SUCCESS

The First International Partnerships Forum on Protected Areas (Pas) Management took place in , conjunction with the Pas Best Practices Seminar, and included an exchange with the US Forest Service Wilderness and Wild Scenic Rivers Program Manager for the Northern Region, Jimmy Gaudry, and the Deputy-Director of Trail Operations of the Pacific Crest Trail Association, Jennifer Tripp. The USFS and local NGOs work together in the maintenance of a

network of trails that spread across 2.6 thousand miles, crossing forests, National Parks, State Parks and two Indigenous Reserves along the US Pacific Coast. The partnership includes other governmental institutions, such as California State Parks and NGOs. The invited representatives shared their experience in running a successful partnership and the decisive factors that allow the joint work of many agencies and partners. Both stressed that sharing power and control is key. [Watch here Tripps interview for ICMBio's Facebook.](#)

Brian Child, a professor of Florida University specialized in Global Environmental Social Changes was also a key international speaker and talked about his experience in different capacities during the build-up of community-based management of tourism in Zambia and Zimbabwe. Brazil is just starting to tap into the potential for tourism in Protected Areas. Child showed that Southern Africa, through decentralization of ownership over resources such as wildlife, was able to increase its wildlife population and strengthen the local economy.



Jennifer Tripp (left) and Brian Child (right)

## SHARING KNOWLEDGE IN THE FOREST SERVICE PARTNERS' ANNUAL MEETING

During two days in the first week of December, some 60 representatives of the USFS consortium, including local NGOs and government institutions that partner under this project, USAID's largest partner of the PCAB, gathered in Brasilia. The annual meeting discussed the results of 2017 and plan for 2018 activities. ICMBio, IBAMA (the Brazilian Government Environmental Enforcement Agency), FUNAI, IEB, Aliança da Terra (Alliance of Earth), Pacto das Águas (Waters Pact) and OPAN were among the participants.

Presentations and discussions covered a range of subjects from production value chains to fire management, to public use, to Protected Areas Management Plans. According to Michelle Zweede, USFS Project Manager under the PCAB, one of the main reasons for the success stories presented throughout the meeting was the partnerships themselves: “International Cooperation is one of the priorities for the USFS. Not only to share our experiences, but also to bring back tools, technologies and knowledge developed by our partners.”

## **STRENGTHENING VALUE CHAINS TO KEEP THE FOREST STANDING**

The idea behind strengthening value chains is to transform forest and non-forest products into profitable business models in order to provide income to local communities that depend on these resources for their livelihoods, while keeping the forest standing. “If we are not capable of creating a dynamic economy based on socio biodiversity assets, cultural assets, etc., we are not going to be able to hold back the pressure that the Amazon stills suffers”, stresses Valmir Ortega, executive-director of Conexus, a recently established company that creates investment funds to leverage value chains that may return more profits than deforestation to extractivists, fishermen, nut collectors and Amazonian cooperatives. Presenting his business model at ICMBio’s Protected Areas seminar, Ortega advocated the creation of funds that can lend capital to leverage the business of cooperatives and associations involved in these chains. “Philanthropy alone does not sustain a business. What happens when the Project ends? Frustration for the communities and disenchantment.”

Manuel Cunha, a former rubber tapper and now a manager at the Extractivism Reserve (Resex) of Médio Juruá, in the state of Amazonas, echoed this sentiment. Like many families in dire straits, “I would probably cut the last pequi tree in my reserve, and would kill the last manatee in the lake, if this is what it takes to save my family”, he said, and emphasized. “However, I need to maintain the pequi tree because I sell its oil and earn more money than I would get from timber. I need to keep manatees in the lake because they brings in tourists.” Mr. Cunha was articulating many community members concerns that conservation efforts too often fail to recognize the need to build in the economic value of these resources, and provide viable futures for the families that live there, depend on the resources, and that when the resources have greater economic value, communities are not faced with such a drastic choice between conservation and their own well-being.

Reinforcing that same message, strengthening sustainable value chains is a critical component of USAID’s Partnership for the Conservation of Amazon Biodiversity (PCAB) that provide training, tools, processes, and links to commercialization and markets, all with the aim of helping communities to become self sustainable and the value chains they depend upon to be both successful and sustainable.

Dalton Tupari, president of the Indigenous Association of the Doá Txato, has participated in many courses from the Brazil Education Institute (IEB), a partner of the PCAB, and Pacto das Águas, and wants to see the Brazilian nut harvest grow in his community, as it now has over 350 indigenous people. “With the project, the community added infrastructure, aggregated value, and increased its participation. What is important now is to have continuity, to not let the work stop”.

### **Partnerships**

“When we talk about Amazonian products, we have seasonal ones, with very limited organization, very challenging logistics, and difficulties in access to basic services such as energy”, explains João da Mata,

coordinator for the Department of Sustainable Use at Chico Mendes Institute for Biodiversity (ICMBio), who is in charge of developing value chains.

Direct access to markets, obtaining capital and selling the product at a fair price are some of the challenges expressed by participants of the Annual Meeting of Partners of the US Forest Service, less than a week after the seminar. "The different links of the value chain need to know each other to increase transparency, information exchange, justice and solidarity between them. When the community based cooperatives start to pay a fair price for Brazil nuts, other buyers start to increase theirs, as well", says Kirsten Silvius, Project Coordinator for Value Chains with the USFS.

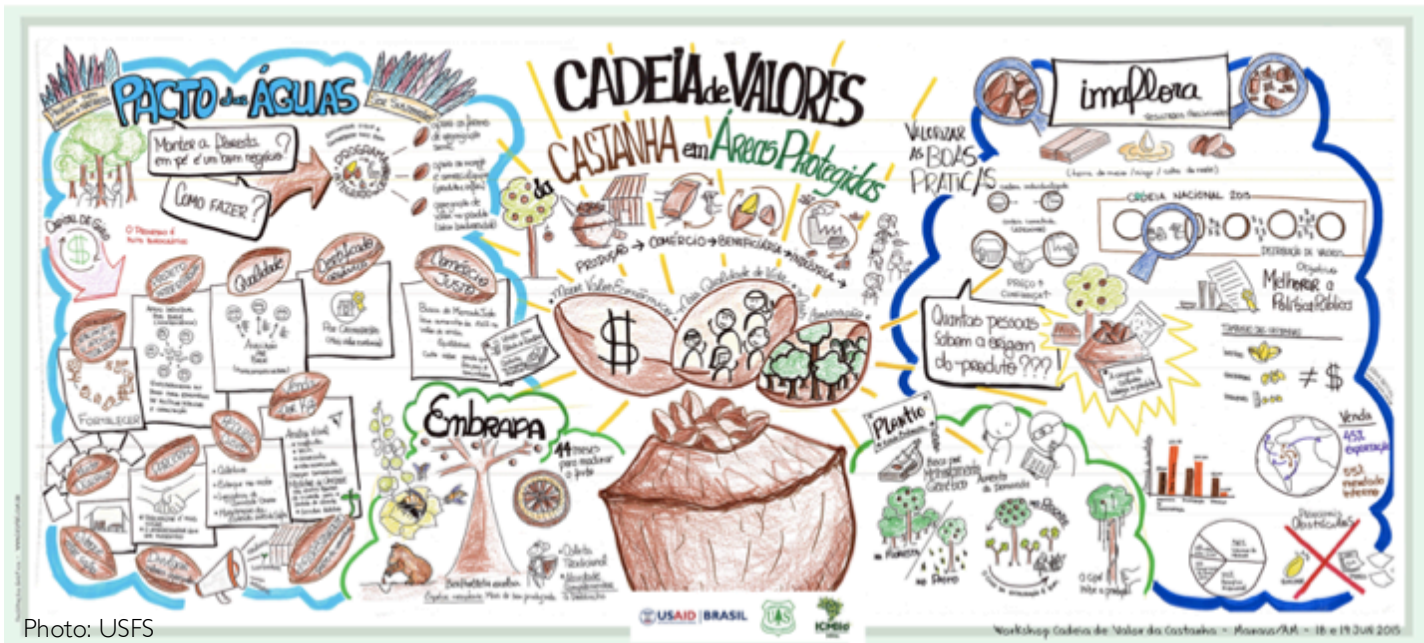


Photo: USFS

Brazil nut value chain.

### RECENT AND UPCOMING EVENTS

- January 8-12: The USAID/ Brazil Trilateral Cooperation team will join USAID colleagues from LAC and the Regional Platform in El Salvador on a trilateral cooperation delegation to Chile, toward developing a Strategic Framework for US-Chile led trilateral cooperation with Chile's cooperation agency AGCI and several Central American partner countries.
- January 27-28: The Conservation Amazon Team (ECAM), one of the PCAB's implementing partners, is taking the Brazilian YouTuber Allan Portes to Calha Norte, in Pará. Portes' YouTube channel is specialized in teaching other youths to produce quality home videos. Together with a team member of YouTube/Brazil he will be teaching youngsters from the community of Jarauacá, which is formed by descendants of slaves, called quilombolas in Brazil. The youths will be encouraged to create their own channels and tell the world about their lives in Oriximiná municipality of Pará.

For those who have interest to see previous issues of USAID/Brazil's reports, please visit the following page: <https://pages.usaid.gov/brazil/bi-weekly-reports>

