

## Objectives of the project

Develop and implement sustainable and innovative agricultural practices, as well as develop competitive tools in the Brazilian Amazon, with a focus on biodiversity conservation, deforestation reduction, landscape restoration, mitigation and adaptation to climate change.



The project long-term effect will consist of encouraging the sustainable use of land, strengthening local producing agents and encouraging sustainable businesses in the Amazon.

## Background

With approximate 7 million km<sup>2</sup> extension of forest, 60% of which are in Brazil, the Amazon, in addition to being a habitat for a variety of people and cultures, is home to the largest biodiversity reserve in the world, having a decisive influence on climate stability of the planet. However, constant human interference, intensified from the 1960s onwards, with national incentives for immediate occupation in the region, has drastically altered the forest balance, increasing deforestation rates and changes in land use, causing forest soils weakening and vulnerability to fire.

In this process of encouraged occupation, migrant families faced several structural difficulties, negatively impacting family farming. Assistance to family farming was only provided from the 1990s by environmental and social movements. In the Amazon region, effective strategies for family farming need to be developed to improve productivity addressing both adaptation and mitigation issues related climate change, and to generate income based on productive activities which are socially inclusive and environmentally sustainable. Sustenta e Inova project addresses these challenges.

## The theory of change to achieve the objectives

Sustenta e Inova Project encourages and promotes initiatives related to sustainable land use and natural resources management, the development of family production and viable businesses in the Amazon, creating greater income for the population, protecting the environment and reducing the expansion of agriculture into forests. By reducing deforestation and improving family production, the project will help Brazil fulfilling its Nationally Determined Contribution (NDC) to the Paris Agreement on Climate Change.

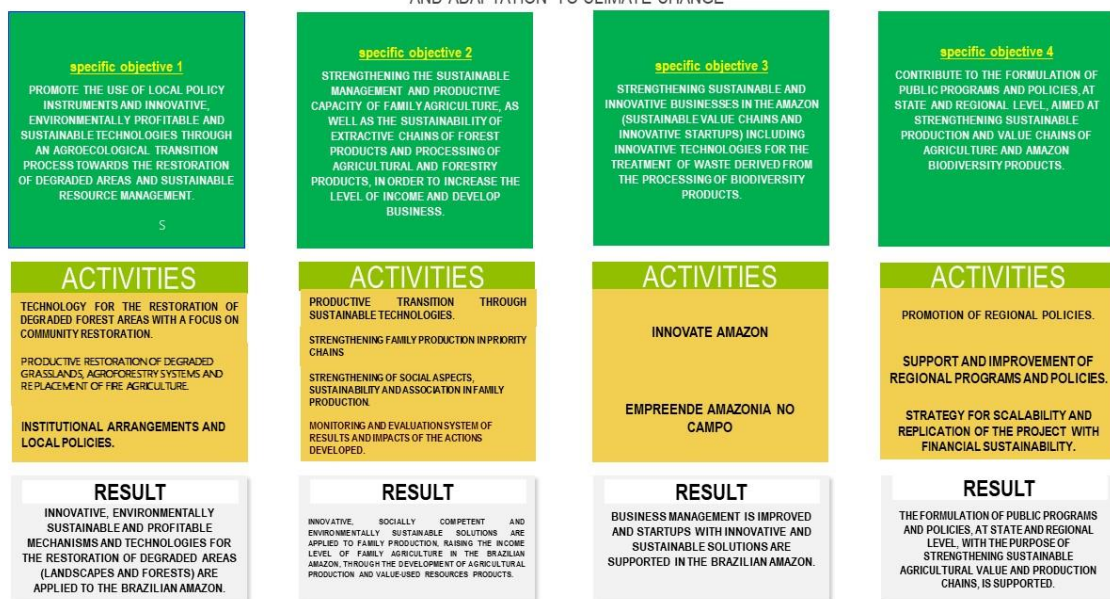
The action's direct effects and impacts are the following: restoration of degraded areas and increase productivity; ; development and improvement of techniques for the sustainable use and management of natural resources; increasing income and improvement of sustainable techniques in family production; female empowerment through social technologies and inclusion of young people in the market; improved performance of sustainable collective enterprises and businesses; support the elaboration and development of public policies related to sustainability in the Amazon.

The project's intervention strategy is characterized by four main action fronts: landscape restoration, sustainable family production, sustainable businesses development and support to the elaboration of sustainable public policies. To address these the project will develop activities : (i) to promote innovative practices for the recovery of degraded landscapes (both cultivated and forest areas),

through the introduction of community technologies that encourage the sustainable and economically profitable use of reclaimed areas; (ii) to strengthen and value family production, encouraging profitable, socially inclusive and deforestation-free initiatives; (iii) to develop and strengthen capacities of socio-environmental businesses with sustainable competitive advantages, including start-ups and new ventures capable of promoting significant technological advances; (iv) to support the elaboration of programs and policies, at state and regional levels, with the objective of strengthening competitive advantages and sustainable agricultural production and (v) to disseminate knowledge produced by the multiple executing partners (technical-scientific contributions - studies, research and methodologies, good practices and results achieved), with a view to greater environmental awareness, expansion of the capacity action of the stakeholders involved, and support for formulation of programs and public policies aimed at sustainable development in the Brazilian Amazon.

To carry out these activities, the executing partners drew up a detailed analysis of main stakeholders present in the Brazilian Amazon, as well as their existing relationship networks in the region. Thus, implementation efforts are largely focusing on local communities in the territories where the project operates. A special attention is given to small family producers, riverside populations and more vulnerable groups, such as women and youth. The proposed activities consider the different needs and perspectives of each focus groups (in different territories), including them into their implementation and execution logic of the project.

DEVELOP AND IMPLEMENT SUSTAINABLE AND INNOVATIVE AGRICULTURAL PRACTICES, AS WELL AS DEVELOP COMPETITIVE TOOLS IN THE BRAZILIAN AMAZON, WITH A FOCUS ON BIODIVERSITY CONSERVATION, DEFORESTATION REDUCTION, LANDSCAPE RESTORATION, MITIGATION AND ADAPTATION TO CLIMATE CHANGE



Impact pathway of the project

## Main activities

Sustenta and Inova's project main activities are:

- ✓ Productive recovery of degraded areas (pastures, forest and integrated systems), landscape recovery : training of beneficiaries' groups to support the recovery of degraded areas, training and qualification of technicians, analysis of original maps of biophysical factors, microzoning to



define unique conditions for specific sites, constitution of a sustainable value chain for the production and commercialization of bovine meat from the restored pastures, and the organization of local, public and private policies necessary to carry out the project under this component of degraded areas.

- ✓ Productive transition, development of production / family farming in a low-carbon economy: development of sustainable and innovative community-based management technologies, intensification of production systems with the training of technical teams, agro-industrialization of family farm products, access to markets, regularization of real estate and rural activities with the issuance of environmental licenses and training of leaders.
- ✓ Development and improvement of social and environmental businesses (including encouraging the creation of start-ups and innovative sustainable ventures: awareness-raising meetings to demonstrate real business opportunities, selection of small businesses such as start-ups and entrepreneurs that have ideas that adhere to the scope of the project, acceleration of small businesses based on shared diagnostics and specific services (mentoring, support to access to international markets).
- ✓ Formulation of public policies aimed at the sustainable development of the Legal Amazon: technical support, legal diagnosis for shaping the policy of bio-inputs in the Amazon, regional policy for landscape restoration, improvement of existing public policy programs for forest restoration, production chains, family farming and agribusiness.

## Organization

The intervention strategy brings together four partner institutions (EMBRAPA, FUNARBE, IPAM and CIRAD) as co-executors, which will act together, adding a robust history of applied research, innovation and business development in the Amazon region. Co-executing partners are expected to maintain transparent communication channels, submitting regular follow-up reports on their activities to the project coordinator, Sebrae Pará. Sebrae, in turn, is responsible for maintaining the project's global monitoring system (a fundamental part of transversal management activities) as well being responsible for implementing the activities defined above under point III).

A Steering Committee, co-chaired by the EUD, will be established and will meet (at least) twice a year, throughout the project's execution, in order to assess its implementation and discuss priorities for action.

The implementation of this project foresees the following organizational configuration:



EUD	Cooperation EUMS, responsible for encouraging cooperation between projects supported by the European Union in the Amazon and member of the Steering Committee (co-chair) of the project.
SEBRAE PARÁ	Executor/applicant, responsible for the overall coordination of the project, implementation of cross-cutting actions and activities to encourage socio-environmental value chains.
EMBRAPA	Co-executor and leader of activities implemented in the Marajó territory, with a focus on implementing community technologies for forest restoration.
IPAM	Co-executor and leader of activities implemented in the territory of Transamazônica/Xingú, with a focus on strengthening family farming.
CIRAD	Co-executor and leader of activities implemented in the territory of Belém-Brasília (BR 010), with a focus on productive restoration of pastures.

### Implementing organisation

SEBRAE PARÁ: It is an agent for training and promoting development, created to support small businesses across the country.

### Main partners

- ✓ EMBRAPA: The Brazilian Agricultural Research Corporation is a public research company linked to Brazil Ministry of Agriculture, Livestock and Supply. In this project, EMBRAPA contributes with the implementation of activities and methodologies developed under the "Bem Diverso" Project and with the institutional support of Embrapa Amazônia Oriental.
- ✓ FUNARBE: It is a private, non-profit entity which performs the administrative technical management of teaching, researching and leading extension projects for Institutions and Research Centers in Brazil.
- ✓ IPAM: The Amazon Environmental Research Institute is a scientific, non-governmental, non-partisan and non-profit organization that has been working since 1995 for the sustainable development of the Amazon. The organization's objective is to consolidate an Amazonian development model, through the production of knowledge, implementation of local initiatives and influence on public policies
- ✓ CIRAD: It is a French agricultural research organization whose work is centered on various themes, such as: food security, climate change, natural resource management, reducing inequality and reducing poverty

### Other stakeholders

Some actors are not included in the contract: Federal University of Pará – UFPA; Federal Rural University of the Amazon – UFRA.

### Region

State of Pará, located in micro-regions in the territory of Marajó and counties along the Trans-Amazon Highway (Xingú territory) and Belém-Brasília territory (Rio Capim region).



### Funding and co-funding

EU	€ 4.150,000
Sebrae Pará	€ 500,000
Total budget	€ 4,650,000

### Duration

48 months (July 2021-June 2025)

correalizadores:



financiador:



Este projeto é financiado pela União Europeia

realizador:

