

Intervention	“Rural Community – Private Sector Partnerships” for the Promotion of Biodiversity Based Value Chains in the Brazilian Amazon Region
Country	Brazil
Date	Intervention since 2004
Challenge	<p>The preservation of the Brazilian Rainforest implies mainly two basic strategies:</p> <ul style="list-style-type: none"> □ Conservation and protection (e.g. creation of protected areas, environmental control etc.), □ Promotion of sustainable management of the natural resources. <p>Today there are many community-based economic initiatives which try to explore sustainably the rich biodiversity of the region e.g. through community forestry (timber and non-timber forest products). These initiatives however, are often facing serious problems mainly related to the poor infrastructure of the region. Access to technology, extension services, capital and markets is extremely difficult and costly. On the other hand, the number of companies, which are operating in the region with social and environmental responsibility, is increasing. Many of them like FSC – certified timber firms, are also compromised with the sustainable management of the natural resources.</p> <p>The challenge of this project therefore is to establish strategic and fair partnerships between communities and companies to turn sustainable resource management for the small producers economically sustainable.</p>
Objectives	<p>The main objectives of the project are :</p> <ul style="list-style-type: none"> □ Creation of new or consolidation of existing community based business opportunities, □ Establishing “Win-Win-Solutions” and standards for Biodiversity Access Benefit Sharing (ABC) between the stakeholders, □ Contribution to the preservation of the rainforest by promoting the sustainable management of the local biodiversity.
Approach of the intervention	<p>The basic approach of this intervention consists in the implementation of two strategies in the Jari-Valley, a border region between the Brazilian States Amapá and Pará. The region is part of a regional Bio-Corridor :</p> <ul style="list-style-type: none"> □ Promotion of value chains based on biodiversity linking communities and companies in business-partnerships, □ Promotion of the diversification of community based income and business opportunities in order to prevent undesired dependence risks for the communities. <p>The main instrument to work these strategies will be the implementation of an “Incubation-Center for Community Based Eco-Enterprises” using the infrastructure, technologies, business skills and market expertise of the partner companies. Research shows that these centers have been highly successful in promoting the starting up of mainly urban-based small enterprises, reducing the first year mortality-rate from 80% to 20%. Therefore the adoption of this instrument to the local rural conditions and to the aimed partnerships seems to be a highly innovative approach. The “Incubation-Center for Community Based Eco-Enterprises” will promote the communities in</p>

	<p>three areas:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sustainable management of the natural resources, <input type="checkbox"/> Organizational development and <input type="checkbox"/> Capacity Building in business management. <p>It is important to state, that from the company's perspective the participation in this project is motivated by business interests and by an understanding of Corporate Social and Environmental Responsibility, with clear orientation by the environmental principles expressed by United Nations Global Compact Initiative.</p>
Intended benefits and impacts	<p>Overall, the most important impacts are environmental benefits through the promotion of sustainable resource management. The intended benefits for the communities include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Economic benefits, given better returns to capital, land and labor, <input type="checkbox"/> Diversification of the revenues for the livelihoods, <input type="checkbox"/> Contribution to security of land rights, <input type="checkbox"/> Increase in human capital through training and <input type="checkbox"/> Capacity building and strengthening local organizations. <p>In a pilot phase (2007) the project pretends to promote six business initiatives marketing 10 new products with an expected increase of household incomes (up to 200 families) of at least 30%. The possible collateral benefits for the companies are:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Image gains by demonstrating Social and Environmental Responsibility, <input type="checkbox"/> Advantages in "Premium Markets" for certified products or fair trade schemes, <input type="checkbox"/> Land and resource access advantages and <input type="checkbox"/> The Minimization of local risks like the destruction of company property e.g. through illegal deforestation.
Lessons learned	<p>The pretended lessons learned will be related to the applicability and to the effectiveness of the "Incubation-Model" and to the construction of fair partnerships between very unequal stakeholders in the context of the Biodiversity Convention. At the same time community-company-partnerships are tested as financing options for sustainable natural resource management.</p>
Wider application	<p>The lessons produced by this project have a wide applicability for almost all value chains which involve communities and private sector</p>
Implementing agency and partners	<ul style="list-style-type: none"> <input type="checkbox"/> Gesellschaft für Technische Zusammenarbeit (GTZ): German Development Agency (www.gtz.de) , <input type="checkbox"/> Orsa Group: Timber Industry with the worldwide biggest FSC-certified area of natural tropical rainforest (more than 500.000 ha) (www.grupoorsa.com.br) <input type="checkbox"/> Natura: Latin Americas biggest Cosmetic-Firm (www.natura.net) <input type="checkbox"/> Serviço Brasileiro de Apoio às Micro e Pequenas Empresas: Brazilian Promotion Agency for Micro and Small Businesses (www.sebrae.com.br)
Contact Persons	<p>Dr. Christoph Trusen and Dr. Helmut Eger, GTZ Brazil (www.gtz.org.com.br)</p>