



A AMAZÔNIA TEM PRESSA

ENTREPRENEURIAL
EXPERIENCES





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TEM PRESSA**
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1. Presentation
2. Proposals
3. Commitment
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For the second consecutive year, different players working in the Amazon have come together to advance the construction of an integrated vision for the future of the region, discussing how infrastructure expansion and entrepreneurship can contribute to local development and rainforest conservation.





READ ALSO

LEGAL AMAZON – NEW WAYS OF PRODUCING, prepared by the Economic Department of Santander (in Portuguese).

TAPAJÓS BLUEPRINT, a study of the Tapajós River basin conducted by the TNC.

PRESENTATION

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The Amazon rainforest shelters the Earth's largest hydrographic basin, 2,500 species of trees and 30,000 species of plants that influence water and oxygen supply around the country and the entire world. Its importance goes beyond: it sustains the lives of countless animal species and provides food, medicine and raw materials for our own consumption, as well as preserving a still little known cultural heritage that goes back to the origins of man on the planet.

The challenges of the rainforest, however, are proportional to its role in our lives. The region is experiencing land conflicts caused by the disorderly occupation of the territory, public land grabbing, mining and illegal logging, which put Brazil in a delicate and controversial position: our greatest riches, the natural assets, are being damaged by our own hands.

The country's largest biome has also been under pressure from the current model of agriculture and livestock ex-

pansion and major infrastructure projects being planned or expected in the coming years. In what ways can growth occur, maintaining the preservation of biodiversity and local development?

This was the context of the meeting "The Amazon rainforest is in a hurry - Entrepreneurial Experiences", held in São Paulo on September 3. Organized jointly by Santander and The Nature Conservancy (TNC), the event brought together more than 200 representatives from companies, governments, academics and civil society organizations to discuss how to proceed in a sustainable and responsible manner in the Amazon. The following is a summary of the discussion.



PROPOSALS AND CHALLENGES

TAKE A LOOK AT THE MAIN PROPOSALS OF THE MEETING

Establish a model of governance with the participation of the different players that work in the region to plan the development of the Amazon in an integrated way.

This governance model should give voice to local communities, promoting ecosystem services, biodiversity, and the knowledge of indigenous and traditional peoples.

Formulate a conservation model that starts from an integrated view of the territory and considers both economic, social and environmental issues.

Ensure the natural workings and rhythms that guarantee the Tapajós River basin's health, where major projects are planned in the coming years.

Create a sovereign investment fund to generate resources that could be directed to the biome's development and conservation.

Strengthen local entrepreneurship as a mechanism to enhance the people's quality of life, so that it strengthens itself as a guardian of the rainforest.



COMMITMENT

Sérgio Rial, president of Santander Brasil and co-chair of the Latin American Conservation Council (LACC), mentioned some obstacles that prevent the country from advancing in Amazonian issues: resource scarcity, which can remove biodiversity conservation from the list of national priorities, and budget rigidity, which prevents the private sector from allocating resources to beneficial projects in the region.

The strengthening of public management was another important issue that he emphasized. “Mechanisms for improving public management are fundamental so that we can leverage Brazil”, he said, reinforcing the need to seek consensus on long-term proposals and objectives.

Rial also presented some concrete proposals for Brazil:

- Create a sovereign investment fund that will boost the exploitation of oil resources over the next 20 years, with strict environmental control, in order to generate resources that can be applied in the region.
- Establish a development agenda with all countries that are part of the Amazon region, promoting the necessary infrastructure and jointly planning public policies with the involvement of civil society.





Karen Oliveira, Infrastructure Manager at The Nature Conservancy (TNC)



Patrícia Audi, Executive Superintendent of Institutional Relations at Santander Brasil

INTEGRATED VISION OF DEVELOPMENT

The Nature Conservancy (TNC), Infrastructure Manager, Karen Oliveira, showed TNC's studies on the Tapajós River basin, which covers 74 municipalities in Mato Grosso, Pará and Amazonas and has 40% of its territory demarcated for indigenous lands and conservation units.

Due to its hydric potential and privileged location for agriculture and livestock production outflow, the region is experiencing an expansion of agricultural frontiers and an abundance of infrastructure works, mainly in the logistic and hydropower areas.

To understand the impacts of this process, the TNC developed the Tapajós Blueprint. From a set of physical and biological variables that influence the diversity of the aquatic biota and the ecosystem, the tool allows planning conservation in order to maintain the natural workings and rhythms of the hydrological processes that guarantee the basin's health.

This ecosystemic database was fed with economic and social information. The work gave rise to Atlas Tapajós 3D,

which allows an integrated view of the territory, considering social, environmental and economic issues. The research for the Atlas construction involved consultations with different audiences present in the basin, helping to signal how the infrastructure could be planned to generate sustainable results for all.

GOVERNANCE CHALLENGES

Approaching the challenges of governance and public management for development and conservation, Patrícia Audi, Executive Superintendent of Institutional Relations at Santander, reinforced the need for a planning that considers the entire territory, taking into account the local priorities, integrating the interests of multiple activities in the region.

"For years, many international organizations, NGOs and governments have been carrying out extraordinary experiences in the Amazon, however, punctual and fragmented", she said. "We need to move forward in a model of governance in which all players take part."



From the left: André Guimarães, from IPAM, Andréa Cardoso de Almeida, from Resex Tapajós-Arapiuns; Hélia Felix, from CacauWay and Raphael Medeiros, from the Amazon Entrepreneurship Center

ENTREPRENEURSHIP IN THE AMAZON: PRACTICAL EXPERIENCES

The first panel discussion about entrepreneurship in the Amazon brought to light experiences that combine income generation, environmental preservation and local development. The panel gathered representatives of Cacauway, the Tapajós-Arapiuns Association and the Amazon Entrepreneurship Center. It was moderated by André Guimarães, executive director of the [Amazon Environmental Research Institute \(IPAM\)](#).

There are two important issues related to the size of the Amazon and the long distances to be covered. Firstly, the product's distribution to the buying markets. Secondly, ensuring that the equipment and packaging reach the producing communities at a fair cost, which enables products to be placed on the market at competitive prices.

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ENTREPRENEURSHIP IN THE AMAZON: PRACTICAL EXPERIENCES

Hélia Félix, farmer at the Agroindustrial Cooperative of Transamazonian (Coopatrans), spoke of how 40 small cocoa producers from Medicilândia, in Pará, organized in the cooperative, created the Cacauway, the region's first chocolate factory. Overcoming all the difficulties to get machinery and packaging, they learned how to process the cocoa and founded the company in 2010. The activity increased the producer's income, hence creating a double added value: they started to market chocolate, instead of the raw cocoa nut, and invested in a high-quality product, which comes to the market with a differentiated price. "We started with a small store in the municipality and today we have nine stores in Pará and Goiás", Hélia informed.

TAPAJÓS-ARAPIUNS ASSOCIATION

Andréa Cardoso de Almeida, one of the leaders of the association that congregates 74 communities of the Tapajós-Arapuins Extractive Reserve, near Santarém, in Pará, showed the work done by the local artisans. There are 6,800 riverine families, quilombolas and indigenous people who take their livelihood from the rainforest and, at the same time, protect the 670 thousand hectares of the reserve land. "We want people to make an intelligent use of the rainforest, producing and living better", she said. To this end, a group of 50 people, mainly women, started to produce and sell the traditional craft of the region, which includes baskets and bio-jewels.

AMAZON ENTREPRENEURSHIP CENTER

Raphael Medeiros, executive director of the Amazon Entrepreneurship Center, said that the organization was created in 2015 with the proposal to transform the lack of connection between business and rainforests in the university environment of the region. Since then, the center has already provided training to hundreds of young local entrepreneurs. It also has a pre-accelerator program focused on rainforests and biodiversity and which has already helped to put in place dozens of projects. "The goal is to make young people growing up in the Amazon begin to see the rainforest as a business opportunity and stay in the region, helping to develop and protect it", said Raphael.



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INFRASTRUCTURE EXPANSION

The second panel discussion brought together three executives from companies which develop large infrastructure projects in the Amazon: André Clark, advisor of the Brazilian Infrastructure and Base Industry Association and president of Siemens, a company that owns 25 operations in the region's electricity system; Evandro Vasconcelos, vice president of Generation of CTG Brasil, owner of hydroelectric plants which will be built in the Tapajós River basin; and Guilherme Quintella, president of EDLP ("Estação da Luz Participações"), responsible for the railroad "Ferrogrão", which will link the Central-West region to the Tapajós River.

With the former environment minister Izabella Teixeira acting as moderator, entrepreneurs discussed how to align such projects around an integrated vision of economic development and conservation. "The Amazon has a role in Brazil, but there is also a role for Brazil in the Amazon, and this needs to be put on the table", said Izabella.

The first to speak, André Clark emphasized that the orderly planning of infrastructure in the Amazon necessarily involves three issues: logistics, energy and telecommunications. The executive mentioned that one of the main advances observed in this direction was the creation of the Investment Partnerships Program (PPI) by the Law 13.334 / 2016, which establishes joint governance between the State and private initiatives for the implementation of public infrastructure projects.

Evandro Vasconcelos, from CTG, considered that it is feasible to develop the infrastructure in the Amazon in a



From the left: former minister Izabella Teixeira; André Clark, from Siemens; Evandro Vasconcelos, from CTG Brasil; and Guilherme Quintella, from Ferrogrão

sustainable way. According to him, large-scale hydroelectric plants still produce the least environmental impact per megawatt / hour of generated energy, and there is already cutting-edge technology and engineering to minimize intervention in the rainforest.

Guilherme Quintella said that since 2012, when the "Ferrogrão" project was started, a dialogue has been established between groups in the region. From the beginning, he called the five largest Brazilian agribusiness players and, together, outlined the grain outflow for the country by 2050. This mapping pointed out that, in the long-term, the railroad would be more beneficial than the duplication of BR 163, the main road between the grain producing regions and the northern ports. Since then, several social and environmental impact studies have been carried out.

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AN INSPIRING AND MOBILIZING GOVERNANCE

Concluding the meeting, Santiago Gowland, Executive Vice President of Global Innovation and executive director for Latin America at TNC, pointed out that the way out for the Amazon's challenges is to find a development model based on social and territorial governance that gives voice to local populations and values ecosystem services, biodiversity and knowledge of indigenous peoples and traditional communities.

A model that is inspiring and mobilizes different audiences around a platform of systemic actions which, at the same time, builds the path to entrepreneurship and guides the economic, social and environmental demands of the country.

Entrepreneurship, according to him, must be viewed from the perspective of the two existing realities in the Amazon: predatory extractivism, which generates negative impacts and poverty, and projects that try to reconcile development with sustainability, but still lack social, technological, financial and political solutions.

"The Amazon we want is a world-known case of sustainable development based on the identification of barriers and the creation of levers which enable socio-environmental change and a coalition that orchestrates collective efforts for a genuine transformation", he affirmed.

**"The time is ticking
for the Amazon and
together we can make its
legacy recognized and
respected worldwide."**

Santiago Gowland

Santiago Gowland, Executive Vice President of Global Innovation
and Executive Director for Latin America at TNC





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