

Green Markets and Sustainable Consumption

The challenge

Deforestation in the Amazon Region leads to loss of biodiversity, the release of greenhouse gases and a reduction of living spaces for traditional peoples and communities. For these reasons, Brazil has set itself the ambitious goal of total reduction of illegal deforestation by 2030.

The expansion of sustainable production systems in this scenario is a central element in the strategy to protect the country's tropical forests. These systems, based on traditional products of extractivism (products of socio-biodiversity) and agroecology, can make an important contribution to deforestation reduction. This is because they provide the family farmer and the traditional peoples and communities with a viable economic alternative to market their products, thus relieving the pressure on the forest. Currently, however, **access to the market for socio-biodiversity and agroecology products** through cooperatives and associations of family farmers in the Amazon region is limited.

In this context, the project "Green Markets and Sustainable Consumption" was elaborated with the objective of increasing market access for the socio-biodiversity and agroecology products coming from the economic organizations of family farming and traditional peoples and communities in the Amazon Region.

Our Approach

The project works with a multilevel approach at the federal, state and local levels and covers three fields of action:

- Improvement of public policies to support market access at the federal level and interaction with state levels;
- Skills development and knowledge management focusing on technical assistance and rural extension services;
- Market Access of socio-biodiversity and agroecology products of the Amazon Region with a focus on sustainable consumption.

The project aims to cooperate with the business sector, attracting impact investors and investment funds to a win-win relationship around socio-biodiversity value chains. The aim is to leverage considerable volumes of private resources and broaden the results in the entire value chain. In this context, the project acts as an open platform for the implementation of future **Public-Private Partnerships (PPPS)**.

Name of the project	Green Markets and Sustainable Consumption
Agency in charge	Federal Ministry for Economic Cooperation and Development (BMZ)
Country:	Brazil
Partner	Civil Office / Special Secretariat for Family Farming and Agrarian Development (SEAD)
Duration	10/2016 - 12/2019

The Success Factors

There is potential to increase the production scale and added value of products of the Amazonian socio-biodiversity in both the **"institutional" markets supported by the State** (for example, public purchases for school feeding - PNAE), as well as in the expanding access to **"private" markets** for sustainable consumption. This approach aims at increasing income for local populations and remunerating them for the environmental benefits generated. **Açaí and Brazilnuts** are among the most economically important food chains. **In addition, plant oils also represent a great potential.**

The demand for goods produced in a sustainable way within the Brazilian urban middle class increases constantly. This type of product already reaches the major supermarket chains and specialty stores. So far, the products of the Amazon Region have not benefitted sufficiently from this trade dynamics.



On the left: Handling of Brazil nuts in Resex Chico Mendes, in the State of Acre. The harvester makes sure he does not collect all the burs, in order to let animals such as the agouti naturally spread the seeds in the forest.

On the right: Cooperacre factory - processing of Brazil nuts in the State of Acre.

¹ Family Farmers in Brazil are defined in Act 11326 of July 24, 2006. Accessible at: http://www.planalto.gov.br/ccivil_03/_ato2004-2006/2006/lei/l11326.html

The project strategy is closely aligned with the Federal Government's priorities for the transition from conventional agriculture to agroecology. The second edition of the **National Plan for Agroecology and Organic Production (PLANAPO II)**, launched in April 2016, brings novelties such as the concern for the consumption of organic and agroecological products and an exclusive line of action for socio-biodiversity initiatives.

An example of the work

The Green Markets and Sustainable Consumption initiative was designed based on the results of the previous project "Sustainable Economic Development with Focus on the Socio-biodiversity in the Amazon region." The preliminary project provided technical and political advisory services and supported the public-private dialogue so that the existing **public purchase policies** instruments were adjusted to reality in the Amazon Region. As a result, the quality and effectiveness of public services for organized and cooperative producers, such as advice and technical support, have been improved.



Açaí for sale at the Ver-o-Peso market in Belém.

Compared to the previous technical cooperation project, the current project broadens the focus to issues of **commercialization and sustainable consumption**. An expansion is expected also at the intervention levels: While the previous project acted mainly at the federal level, the Green Markets and Sustainable Consumption project works not only with the Federal Government, but also more strongly strongly in the states of **Acre, Amazonas, Pará and**

Amapá, as well as at local level in the priority pilot regions. A key instrument will be the setup of four regional spaces to coordinate and articulate public policies aimed at expanding the markets for socio-biodiversity and agroecology.

In this new stage, the project **will train Technical Assistance and Rural Extension agents** to apply new contents and methods in the technical assistance practices destined to the commercialization and the strengthening of enterprise management to meet these demands. Another goal is to improve the services offered to family farmers, including rural women.

The previous project provided a mapping of enterprises that operate with **socio-biodiversity value chains of the Amazon Region** and this material can be used to market the offer of products to private actors, such as the Bio Brazil Fair 2017. Concerning **Public Private Partnerships**, the **Brazilian cosmetics company Natura and the German company Symrise**, which operates in the flavors and fragrances sector, are in a strategic partnership development alliance with the project to expand the offer and quality of socio-biodiversity products. Working on the entire socio-biodiversity value chain of the Amazon region, the project aims at providing a productive and satisfactory relationship between traditional peoples and communities and companies.

Editor Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
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Status July/2017

Partner Special Secretariat for Family Farming and Agrarian
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