



IABS

# Portfolio

2019



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TOYS

[IABS.org.br](http://IABS.org.br)

Brazilian Institute of  
Development and  
Sustainability

# Board of Directors

## Luís Tadeu Assad

Holds a Post-Doctorate in Socio-Environmental Conflict Management, a PhD in Sustainable Development (CDS/UnB) and Master's in Fisheries Engineering. Associate researcher at the *Universidad Politécnica de Madrid* (itd/UPM) and the University of Brasília (UnB). Coordinated the sub-theme Fishery Resource Management of the Brazilian Agenda 21 as well as over 200 development projects in Brazil and abroad. Chief Executive Officer of IABS.

## Jannyne Barbosa

Administrator with emphasis in marketing, has worked in tourism marketing since 2007 contributing to the planning, product improvement, promotion and marketing support of several tourist destinations in Brazil. Works at IABS in the management of strategic territorial development projects and is currently the Technical Director of the Institute.

## Flávio Silva Ramos

Graduated in Tourism, with specialization in Project Management from UPIS-DF. Part of the Institute since 2008, coordinates projects and is the Director of Communications and IABS Publishing.

## Lúcio Motta Fonteles

Specialized in computer networks with a degree in Information Technology (UnB-DF), has experience in business management. Responsible for administrative and financial project management and is currently the Administrative and Financial Director of IABS.

## Rafael Oliveira

Lawyer with post graduate degree in Labor Law and Civil Procedure and over five years of experience in the third sector. Legal advisor of the ICLF Network Association and the Legal Director of IABS.

## Alejandro Muñoz Muñoz

Graduated in Marine Science, specialist in International Relations with an emphasis on International Cooperation and holds a Master's degree in Sustainability and Social Corporate Responsibility. Was Project Director of the Spanish Agency for International Cooperation for Development in Brazil and consultant with Unesco. Currently the Director of Project Management at IABS.

# Steering Council

## Eric Jorge Sawyer

Master's in Strategy and Technology for Development (UPM/UCM-Spain) and specialist in Executive Business (FGV) and Government Management with vast experience in third sector organisations. President of IABS' Deliberative Council.

## André Macedo Brügger

Oceanographer (Furg) with a Master's Degree in Aquaculture (UFSC), was the first general coordinator of aquaculture of the Department of Fishing and Aquaculture of the Ministry of Agriculture. Vice-president of IABS' Deliberative Council.

## Roberta Roxilene dos Santos

Geographer with experience in Geographic Information Systems (GIS), collaborative mapping, deforestation monitoring, protected area planning and socio-environmental conflict management. Facilitator in the formation of socio-environmental leadership and organisational development.

## María Suárez Bonet

Industrial engineer, specialised in energy and internal cooperation for development. Currently completing a Master's Degree in Strategies and Technologies for Development with the *Universidad Politécnica de Madrid*. Has experience in field research on energy access and in the execution of rural development projects.

## Renato Rodrigues

With Master's and PhD Degrees in Geosciences (UFF) and Bachelor Degree in Biological Sciences (Unirio). Researcher with Embrapa since 2010 and President of the Managing Board of the ICLF Network Association since 2017. Permanent member of the UNFCCC specialists panel for technical revisions of the greenhouse gas inventories of the agricultural sector.

## Moara Oliveira Soares

Bachelor degrees in Administration with emphasis on Foreign Trade (FAL) and Architecture and Urbanism (Cesmac). Works as a consultant on the project "Circular Economy for a More Inclusive Maceió".

## Fábio de Almeida Pinto

Manager of institutional development and networks for the C&A Institute since 2018. Graduated in Administration (FEA/USP) with a Master's Degree in Sustainability and Corporate Social Responsibility from *Escuela de Organización Industrial* (EOI – Spain).

## Marcel Bursztyn

Socio-economist, PhD in Economic and Social Development from the *Université de Paris 1 - Sorbonne*, professor at the Center for Sustainable Development at the University of Brasília and collaborating professor of the Production Engineering Program at the Federal University of Rio de Janeiro.

## Suely Chacon

Graduated in Economic Sciences with a PhD in Sustainable Development. Associate professor and researcher at the Center for Agricultural Sciences of the Federal University of Ceará (UFC). Researcher for the Climate Network (MCT-Inpe-UnB-UFC) and the Observatory of Socio-environmental Dynamics. Currently holds a Post-Doctoral internship in Development Economics at *Universidad Autónoma de Madrid*.

## Carlos Mataix

Professor at the Department of Industrial Engineering at the *Universidad Politécnica de Madrid*. He heads the Technology Innovation Centre for Human Development at the same University (itdUPM).

## Team

Partners, consultants and collaborators



# Who we are

Dec 2018

29

Partners

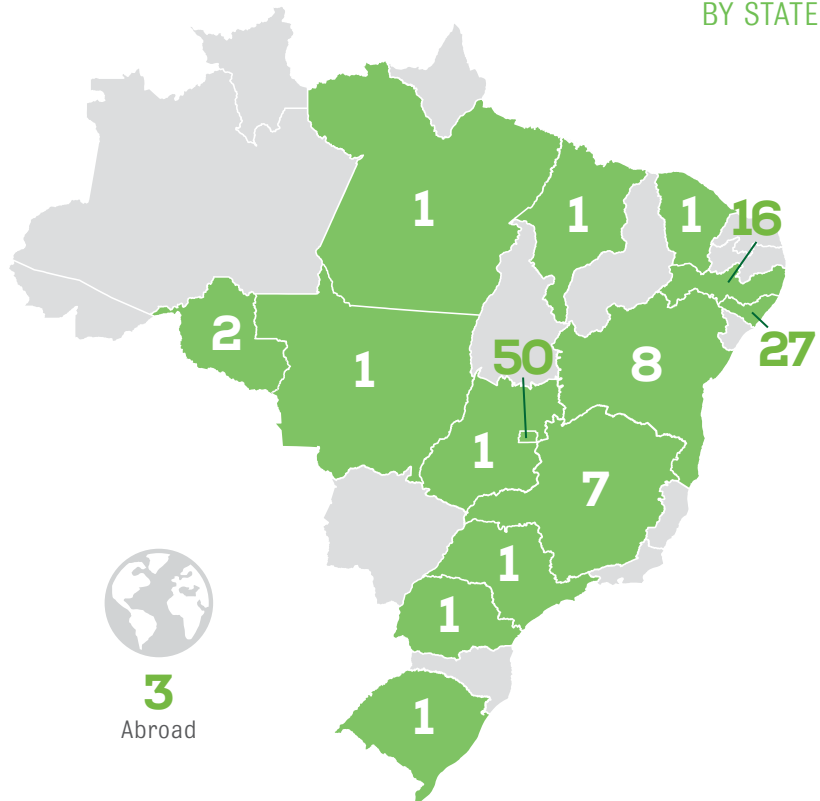
38

Collaborators in the Low Carbon Agriculture Project

16

Collaborators in the *Chapéu de Palha* program

## DISTRIBUTION OF COLLABORATORS BY STATE



121

COLLABORATORS

70

Ad hoc

8

Permanent team

5

Structural support

26

Principal collaborators

8

Interns

4

Practical students

## GENDER



54%

Women



46%

Men

32

PROFESSIONS

We practice interdisciplinary dialogue

AGE

30

Average age

## EDUCATION

6

PhDs degrees

18

Masters degrees

22

Specialists

20

The most youthful

71

The most experienced

# Timeline

2002

A group of professionals, working in different knowledge areas, unites to found an organization to develop projects, ideas and programs based on a new model of development that is fairer and more sustainable for current and future generations.

2003

IABS is created under the name of the Sustainable Brazil Environmental Institute, a non-profit organization, qualified by the Ministry of Justice, on November 12, as a Civil Society Organization of Public Interest.

2004-2006

During this period, the Institute focuses its actions on the construction of its internal procedures and ideology. About 20 projects are carried out, focused on fundraising and local development, mainly in fishing communities on the Brazilian coast.

2006

A partnership is established with the Spanish Agency for International Development Cooperation (Aecid), allowing IABS to initiate technical and administrative management activities for international cooperation projects in Brazil. IABS expands its range of activities by including new themes such as Tourism, Rural Development and Institutional Strengthening.

2006 - 2012

During this period IABS, with the support of Aecid, the Brazilian government and other international organizations such as the Inter-American Development Bank (IDB), reached the milestone of over 100 projects executed in Brazil and abroad in favor of local development and reduction of inequality. The Institute's technical and consulting team is consolidated and main strategic partnerships are formed. In 2012 IABS opens an office in the city of Maceió, Alagoas.

2013

In conquering its first 10 years of activities, IABS undergoes a moment of evaluation and reformulation, both internal and on the Institute's role in society. At this time, procedures, principles, transparency and identity are reviewed and strengthened. IABS becomes the Brazilian Institute of Development and Sustainability, with a new visual identity and new commitments.

2013 - 2015

IABS reaches the mark of R\$100 million invested in more than 200 projects in pursuit of the goal of contributing to development based on equality. It strengthens its advisory board and internal procedures for horizontal decision-making.

2015

IABS opens its third office. In addition to Brasília and Maceió, the city of Belo Horizonte now has the physical structure to meet the demands of projects in this strategic region, especially in the areas of environment and protected areas.

2016 - 2017

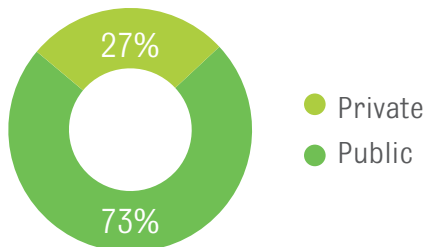
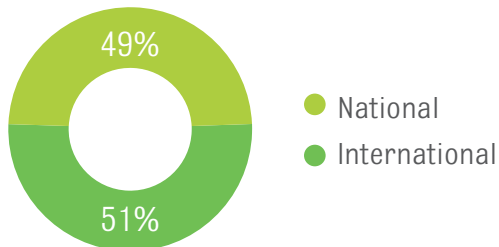
In 2016, IABS faced the biggest challenges since its establishment. Despite everything this served to show that the Institute is able to move forward, even in the midst of difficulties and uncertainties, allowing the opportunity to recognize the extent of our ability to achieve.

2018

IABS arrived in 2018 celebrating the investment of more than R\$350 million in nearly 300 projects in pursuit of local development and the reduction of inequality and over 15 years of achievements, challenges and valuable partnerships. We opened two more offices, located in Recife and Petrolina, expanding our network in the state of Pernambuco.

# IABS in numbers

## Origin of resources

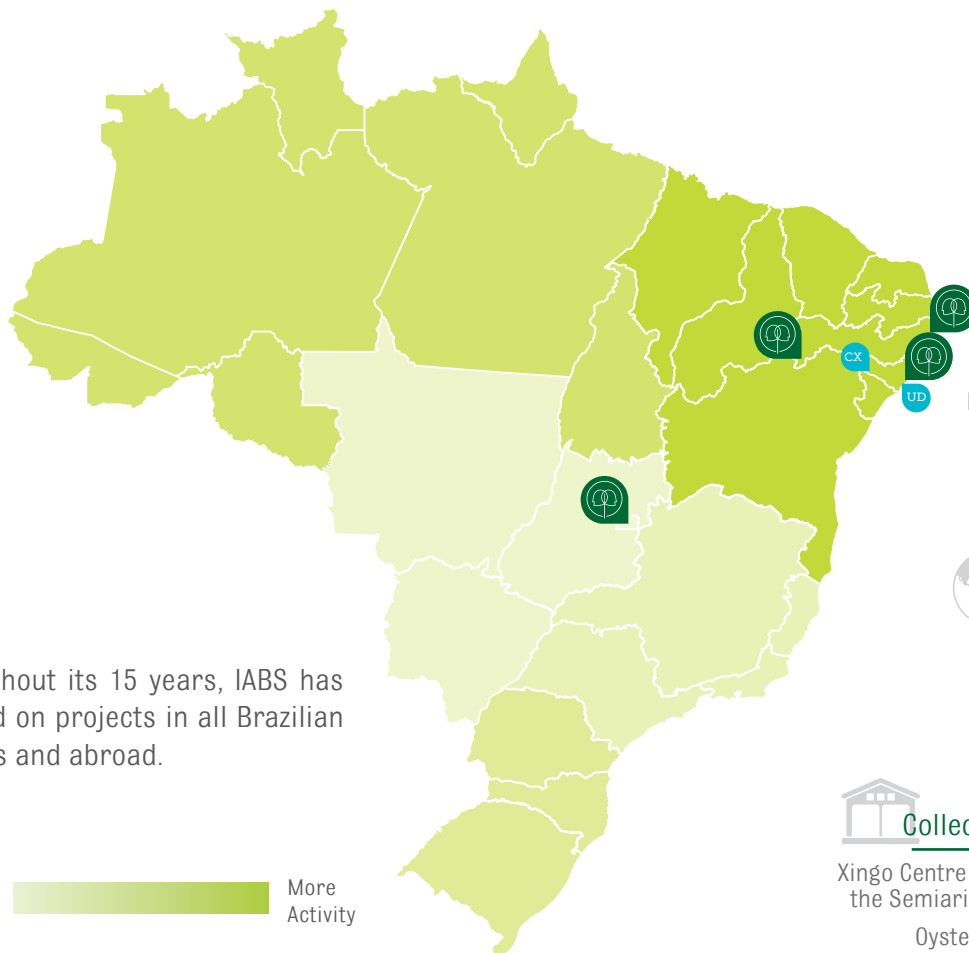


**300**  
PROJECTS

executed in Brazil  
and abroad

+ than R\$ **350**  
MILLION

applied in the pursuit of local development  
and reduction of inequality  
*(information from December 2018)*



Throughout its 15 years, IABS has worked on projects in all Brazilian regions and abroad.

## Offices

Brasilia - Federal District  
Maceió - Alagoas  
Recife - Pernambuco  
Petrolina - Pernambuco

## Representative in the EUA

Miami - Florida  
André Brügger  
[ambruegger@iabs.org.br](mailto:ambruegger@iabs.org.br)

## Collective installations

Xingo Centre for Harmonious Living with  
the Semiarid - Piranhas - Alagoas (CX)  
Oyster Purification Unit -  
Coruripe - Alagoas (UD)

# Current projects



# Awards and distinctions



"A Rede" digital inclusion award  
2010 / 2011  
User Services Category



Bank of Brazil Foundation's  
Social Technology Award  
2013  
Social Technology



Celso Furtado  
Regional Development Award  
2014  
Successful Institutional Production  
and Management Practices



Dryland Champions Award  
2015  
For playing an essential role in combating land  
degradation, desertification and drought



Bank of Brazil Foundation's  
Social Technology Award  
2017  
Social Technology



Celso Furtado  
Regional Development Award  
2017  
Honorable Mention: Innovative Projects  
for Territory Implantation



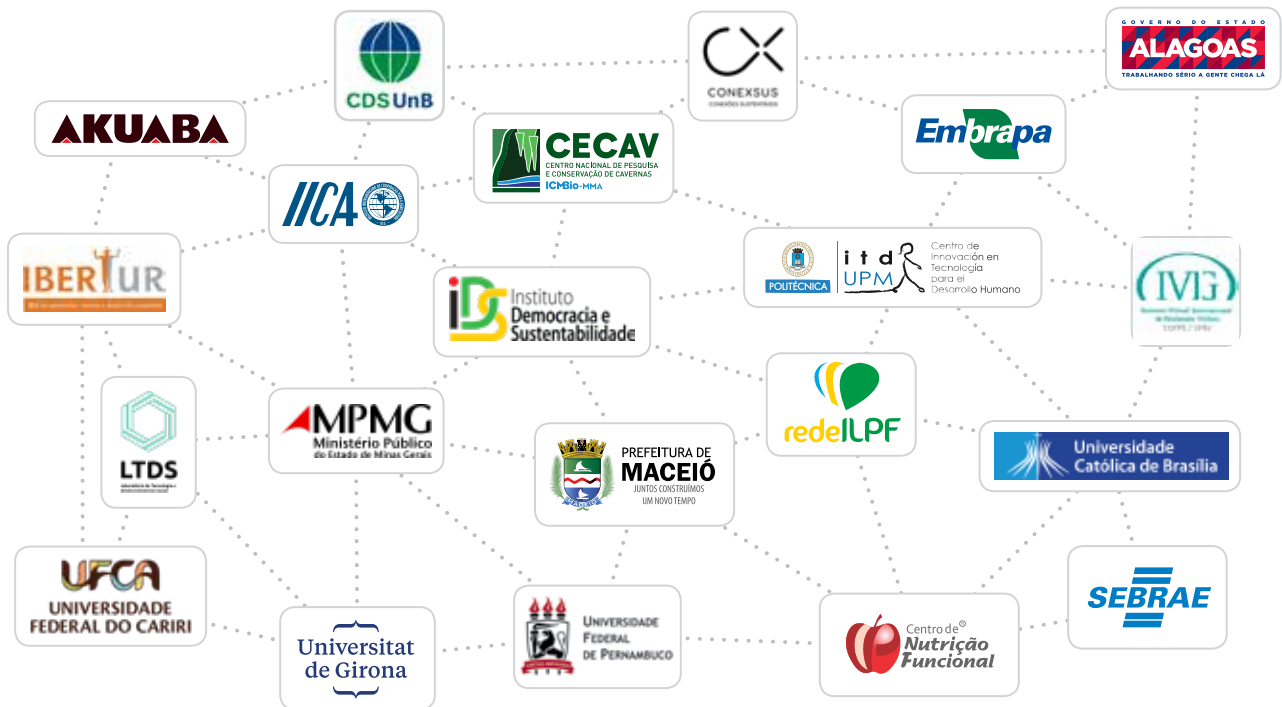
UPM Research Award  
2018  
International Cooperation  
in Development Research





# Institutional partners

With which IABS has institutional agreements or joint activities



# Financers and supporters

Institutions that have supported or funded IABS projects and actions.





# Practical Students Program

Over years of project execution IABS has identified the need to bring the academic sector closer to the interventions that the institution has developed, taking theoretical knowledge to its practical application. Thus, the Practical Students Program was created, allowing students to complement their academic background and acquire new skills. Since 2011 IABS has been receiving national and international students with the objective of contributing to their academic formation and their professional insertion into the sustainable development sector.

  
**7**  
YEARS

  
**29**  
STUDENTS

  
**11**  
NATIONALITIES

“ My experience at IABS was unique and wonderful. I had the opportunity to learn everything I had anticipated, plus a million other things. IABS has given me the opportunity to participate in many projects through which I improved both intellectually and as a person. I have no words that can express my gratitude for all I was able to take with me and for how much I grew as a person!!! ”

María Cebriá Darqui  
ETSIA/UPM

## INSTITUTIONS OF ORIGIN



Centro de  
Innovación en  
Tecnología  
para el  
Desarrollo Humano



UNIVERSIDADE FEDERAL  
DO RIO DE JANEIRO



UNIVERSITÉ TOULOUSE  
Jean Jaurès



Sant Carles de la Ràpita

# Knowledge Partnership



The UPM – ICLF Network - IABS Partnership for the Sustainable Development Goals (SDGs) and low carbon agriculture has the objective of fostering collaboration between these institutions in activities such as teaching, knowledge generation and diffusion and technology transfer in the area of low carbon agriculture and the SDGs.

This initiative responds to the appeal from the international community to governments and academia to promote low carbon agriculture and the achievement of the SDGs.

## Internship Program

Aiming to contribute to the training of undergraduate students, IABS implemented an Internship Program. In addition to seeking to impart lessons to the interns, IABS is always concerned with integrating them into the team and making them feel part of the Institute, always valuing their learning and commitment.

  
**14**  
YEARS

  
**48**  
INTERNS

  
**17**  
INSTITUTIONS  
INVOLVED

## Young Innovators

At IABS we believe that to harness creative power, tenacity and the ability to handle adversity, it is of utmost importance that initiatives that are born locally are promoted. Often such initiatives need just a little support to reach a larger scale, thus generating a great positive impact.

In this context, the Young Innovators Program was recently developed, to support the leadership of young adults in building a fairer and more equitable future by identifying initiatives with potential impact, that have not yet achieved sufficient scale or scope.



## IABS Publisher and Producer

*For the diffusion of knowledge for equal and just development*

Since its conception, IABS Publisher and Producer has been accumulating experiences that are aligned with the view that knowledge should not just be generated but also widely disseminated. New knowledge products are developed for every project undertaken by the institute and its partners through the publication of books, booklets, magazines and audiovisual materials, among others. All works are available free of charge from the website ([www.editoraiabs.com.br](http://www.editoraiabs.com.br)).

## Principle lines of action

- Publishing books, booklets, infographics and other documents to support projects
- Technical and editorial coordination of academic journals  
*Sustentabilidade em Debate | Caderno Virtual de Turismo*
- Video-documentaries

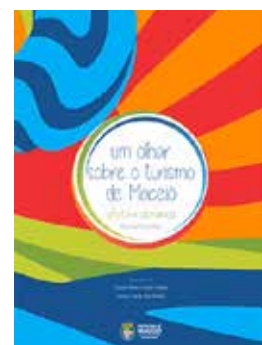




# Publications and videos

+150  
that  
Publications

+60  
that  
Videos



Videos produced by IABRS were classified for the 7th National Exhibition of Independent Audiovisual Production of the Green Screen Circuit.



Mussel extraction and processing in Mundaú Lake. Maceió/Alagoas.



Cisterns Program



Mandacuru Award

# Presentation

Created in 2003, IABS is a non-profit organization certified as a Civil Society Organization of Public Interest (OSCIP). Its ongoing goal is to contribute to the reduction of inequality and the promotion of sustainable development at local, regional, national and international levels. In its actions IABS considers socio-environmental quality and integrity, sustainable economic alternatives, institutional strengthening, social empowerment, improved quality of life and the guarantee of access to these benefits to present and future generations.

IABS considers that global development, although broad, materializes in its most essential form at the local level, close to those who experience the process. It is not simply a generic reflection of a national or regional model, but rather a process in which actors must be empowered to formulate, decide and implement the paths to their own development.

It is in this context that IABS proposes to create, together with its partners and the beneficiary community, effective actions for institutional strengthening, social dialogue and economic and socio-environmental alternatives.

Our activities and projects are organized in strategic programs and themes, foreseen in the statute of the institution, that express our greatest vocations.

Aiming to communicate the main focuses of IABS to various stakeholders, the thematic nuclei were structured into strategic programs, incorporated into an integrated and innovative transversal model and based on broader objectives that can influence new processes, actions and public policies.

## INCLUSIVE CITIES

- Circular economy
- Climate change
- Urban mobility

## SUSTAINABLE RURAL DEVELOPMENT

- Social technologies
- Low carbon emission and resilient agriculture

## STRATEGIC PROGRAMS

## SOCIO-PRODUCTIVE INSERTION

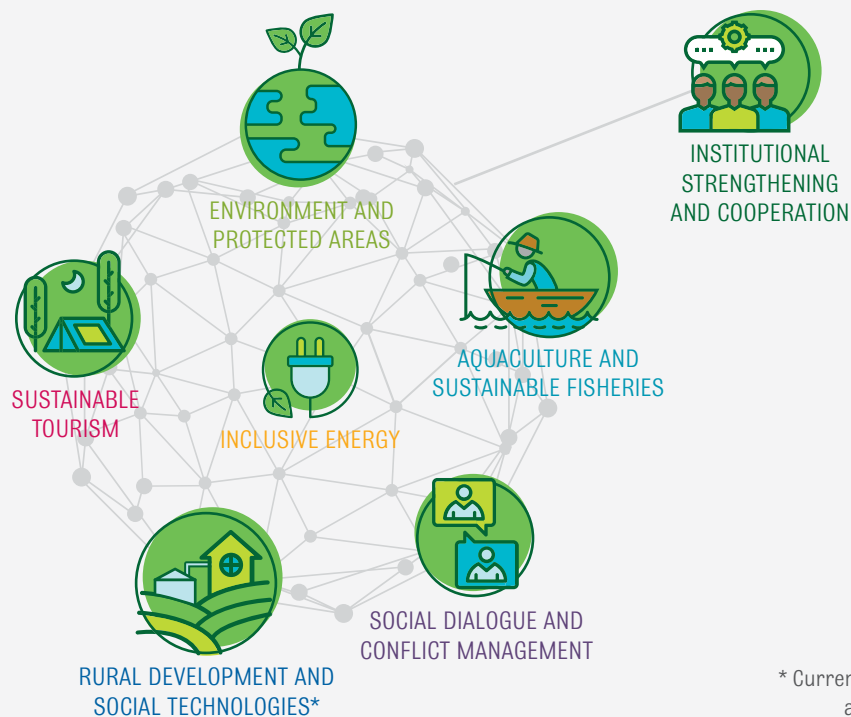
- Business for impact
- Social economy

**INCLUSIVE CITIES:** We seek to place innovation and good practice at the service of a more inclusive urban environment, attentive to climate issues and capable of addressing some of the main challenges in issues such as circular economy, mobility, environmental management and social welfare.

**SUSTAINABLE RURAL DEVELOPMENT:** We promote and disseminate alternatives for a more dignified life in the countryside that is attractive for young people, enables resilient development and encourages the use of low carbon and social technologies for a more responsible use of natural resources.

**SOCIO-PRODUCTIVE INSERTION:** Beyond a transformation of consumer models that favor social inequality, this laboratory of innovative models of structuring value chains with social and environmental impact seeks to ensure that collective and community-based work serves to promote the integration between supply and demand in a more equitable and balanced way, creating important links between the city and rural areas.

## THEMATIC AREAS



**RURAL DEVELOPMENT AND SOCIAL TECHNOLOGIES:** Promote sustainable development to reduce inequality and improve the quality of life in rural areas.

**AQUACULTURE AND SUSTAINABLE FISHERIES:** Generate sustainable alternatives through promoting the potential of local fishing and aquaculture communities.

**SUSTAINABLE TOURISM:** Contribute to the inclusion of local communities from emerging and consolidated tourist destinations in the economic and social benefits generated, with tourism as a driver of development.

**SOCIAL DIALOGUE AND CONFLICT MANAGEMENT:** Create an environment appropriate to sustainable development through processes of social interaction and dialogue.

**ENVIRONMENT AND PROTECTED AREAS:** Promote the conservation of natural resources and regional development in a sustainable way.

**INCLUSIVE ENERGY:** Propose solutions, together with civil society, for the production, use and access to low cost sustainable energy.





## STRATEGIC PROGRAM

# Inclusive Cities

*We seek to place innovation and good practice at the service of a more inclusive urban environment, attentive to climate issues and capable of addressing some of the main challenges in issues such as circular economy, mobility, environmental management and social welfare.*

This Program reflects our institutional performance in urban ecosystems, which become the stage for experiences through the integration of various dimensions. Innovation, technology, urban planning, social capital, circular economy and the environment are some of the pillars of a systemic and integrated vision that responds to the social needs of this environment.

Seeing the problems of cities as an opportunity to foster the responsible use of available resources, reduce carbon emissions in large cities and improve the quality and integration of citizen services is one of IABS' strategic axes, promoting a relationship that is sustainable, fluid and intelligent.



**Maceió  
Inclusiva**  
através de economia circular



**MOBILIDADE URBANA  
DE BAIXO CARBONO**





# Main projects

## CIRCULAR ECONOMY FOR A MORE INCLUSIVE MACEIÓ

The objective of this project is to improve the quality of life of the population dedicated to the more traditional chains of the local economy (seafood and fish), located along the shore of the Mundaú Lagoon and in the coastal region of Jaraguá, by promoting circular economy in the city of Maceió. The project aims to contribute to the transformation of a traditional economy, based on linear chains, into a modern economy, based on circular value chains, in which the waste from one component becomes an input to another production chain. IABS' partners are the Inter-American Development Bank, the Maceió Municipal Government, Sebrae/AL, Braskem and Develops/AL.

## URBAN MOBILITY WITH LOW CARBON EMISSIONS IN LARGE CITIES

The project, financed by the Global Fund for the Environment - GEF, has, as partners, the Inter-American Development Bank - IDB and the Department of Mobility and Urban Services of the Ministry of Regional Development - MDR. The main objective of the project is the development of technical and knowledge tools for the planning and implementation of sustainable urban mobility in Brazilian cities. Specifically, the project supports the development of greenhouse gas emission assessment tools for transportation projects, the implementation of pilot projects and the execution of training and knowledge dissemination activities involving the largest Brazilian cities.

## TRANSITION TO ELECTROMOBILITY IN BRAZILIAN CITIES

The project has as partners the World Bank and the Department of Mobility and Urban Services of the Ministry of Regional Development - MDR. The objectives of the project are to improve the technical, financial and institutional capacity of federal government agencies and support the development of electromobility pilot projects in selected Brazilian cities. This is accomplished through analysis of the sector for the introduction of electromobility in Brazil, developing facility for financing electromobility projects, structuring pilot projects in selected cities, institutional mobilization and knowledge dissemination.

## SOCIAL AND TECHNICAL WORK PLAN FOR THE JARAGUÁ FISHERIES CENTER

This project, undertaken in partnership with the Municipality of Maceió, aims to enable the sustainable economic development of this public structure that was built to meet the demands of the fishing supply chain, the city's traditional activity. The center has additional potential for expansion to other uses, such as supporting the tourist activity present in Maceió. The activities of this project include organizing and providing working conditions and income for the beneficiary public, visitors, tourists and *maceioense* society in general, providing adequate infrastructure for individuals to work safely, professionally and with adequate sanitation, and, as a space intended for the commercialization of food, with proper procedures and operations to promote food security for consumers.



## STRATEGIC PROGRAM

# Sustainable Rural Development

*We promote and disseminate alternatives for a more dignified life in the countryside that is attractive for young people, enables resilient development and encourages the use of low carbon and social technologies for a more responsible use of natural resources.*

The Program is aligned with the global debate on climate change adaptation and the United Nations (UN) Sustainable Development Goals. It aims to contribute to socio-productive and environmental actions that value the exchange of knowledge, practice and experience to promote coexistence with the environment and sustainable rural development. In this context, IABS intends to raise awareness, stimulate knowledge and promote activities of local socio-productive insertion and sustainable production and management of the environment, valuing female protagonism and social innovation, empowering communities and expanding the possibilities for job creation, income and quality of life in rural areas.



# Main projects

## LOW CARBON AGRICULTURE PROJECT

The Low Carbon Agriculture Project is designed to improve land use and forest management practices used by small and medium farmers in the Amazon and Atlantic Forest biomes. The project encourages sustainable rural development and biodiversity conservation through the implementation of low carbon technologies, contributing to the achievement of the objectives of Brazil's Low Carbon Agriculture Plan (ABC Plan). This technical cooperation project has as its executor and financial manager the IDB and is funded by the British Government, having as beneficiary the Ministry of Agriculture, Livestock and Supply (Mapa).

## CISTERNS PROGRAM

The Program, which had partners such as Aecid and the Ministry of Social Development and Hunger Alleviation (MDS), was funded by the Water and Sanitation Cooperation Fund (FCAS), with financial support from Aecid and a counteroffer from MDS. The objective was to contribute to social transformation, promoting the preservation, access, management and valorization of water as an essential right to life and citizenship, expanding the understanding and practice of sustainable and solidary coexistence with the Brazilian semiarid. With the expansion of water storage strategies, training of managers and leaders, networking and identification of new technologies, the project directly benefited 283,356 people from the semiarid rural zone, as well as developing demonstrative actions in other Brazilian regions.



## MANDACARU AWARD

The Mandacaru Award - Innovative Projects and Practices for Harmonious Living with the Semiarid, held in the scope of the Cisterns Program, aims to promote the production of knowledge and the development of innovative and successful actions for the consolidation of solidary and sustainable development in this region. The initiative is aimed at smallholder farming associations, research institutions, civil society organizations and government entities. In two editions, 22 initiatives were supported, totaling R\$1,960,000.00 in prizes. The selection of the proposals is made by the Judging Committee, comprised of actors from relevant institutions active in the Brazilian semiarid. All results are used for extension or consolidation of the proposed technology.



## XINGO CENTER FOR HARMONIOUS LIVING WITH THE SEMIARID

The Xingó Center for Harmonious Living with the Semiarid, which is managed by IABS, is an important result of the partnership with Seagri-AL and Chesf. Its implementation was initially supported with resources from Aecid/OFCAS, and currently there are other important partners in its Steering Committee (Inter-American Institute for Cooperation on Agriculture - IICA and Ministry of Environment - MMA). It provides research and extension activities; qualification and training of technicians and managers; guidance and support for family farmers; diffusion of social practices and technologies; and knowledge exchange. Among the productive activities, there are actions to promote sheep and goat farming, free-range poultry farming, beekeeping, pisciculture and the production of seed and seedlings. Demonstration units are also developed for rainwater catchment and other social technologies of low complexity and high replicability for sustainable living with the Brazilian semiarid.

## ICLF NETWORK

Crop-livestock-forest integration (ICLF) is an agricultural and livestock production strategy that integrates different agricultural, livestock and forest systems within the same area. The ICLF Network Association, of which IABS performs the role of Executive Secretariat, is a public-private partnership aimed at broadening the adoption of ICLF technology by rural producers as part of an effort to sustainably intensify Brazilian agriculture and contribute to the mitigation of greenhouse gas emissions.



## STRATEGIC PROGRAM

# Socio-productive Insertion

*This laboratory of innovative models of structuring value chains, with social and environmental impact, seeks to ensure that collective and community-based work serves to promote the integration between supply and demand in a more equitable and balanced way, creating important links between the city and rural areas.*

In order to foster local development with a fairer and more equitable basis it is of paramount importance that productive activities that reflect the culture, tradition and history of local populations benefit from value chains that guarantee financial independence and increase the self-esteem and control of these protagonists. This desired social and environmental impact materializes through the insertion of community-based products and services into restaurant menus and important day-to-day economic activities that drive human development. To this end, IABS proposes to intervene from the productive aspects to the value-adding processes and demand generation. All of this work is based on principles of fair trade, responsible production and consumption, proximity trade and others that have the potential to contribute to the Sustainable Development Goals.



# Main projects

## ELEMENTAR – ECOSOCIAL PRODUCTS

Despite having clear social and environmental characteristics, it is known that the sustainability of initiatives that foster local production depends on a third pillar - economic viability. To this end, IABS has been entering the world of business with social and environmental impact, seeking ways to ensure that activities generate the financial revenues necessary to maintain impact. The *Elementar* brand seeks to bring together products from land and sea that, through the experienced hands of those who live in the environment where they are produced, gain unparalleled quality, teeming with the cultural traits that are lost in most industrial and conventional production chains. You cannot translate all the natural richness of the waters of Alagoas into intense and fulfilling flavor as immaculately as with the *Elementar* oysters, for example.

## RESILIENT AGRICULTURE

Considering that land use change is the main factor contributing to desertification in vulnerable regions such as the semiarid, the promotion of crops capable of contributing through mitigation and adaptation is a priority for the actions of IABS' Socio-Productive Insertion Program. To this end, the Program seeks to structure value chains that make use of crops that occur naturally in Brazilian biomes, with less dependence on water and external inputs. We believe that reducing the conversion of natural landscapes to agriculture while intensifying the production of species that are abundant on a local scale, with reduced water requirements, is the key to a more resilient agriculture, capable of coping with the environmental shocks that increasingly manifest in these regions. Demand generation for these new crops is a priority, including the development of new products and the pursuit of ambassadors that are able to influence demand to ensure adoption with sufficient scale.

## SUSTAINABLE TOURISM DEVELOPMENT PROJECT IN THE REGIONS OF LENÇÓIS MARANHENSES, DELTA DO PARNAÍBA, SERRA DA CAPIVARA AND JERICOACOARA

The roots of the methodology commonly used by IABS in its Socio-Productive Insertion initiatives are concepts such as Tourism-Associated Production, which is materialized as a pilot program in the Sustainable Tourism Development Project in regions of Lençóis Maranhenses, Parnaíba Delta, Serra da Capivara and Jericoacoara. The initiative presented local products to establishments such as restaurants and hotels in tourist destinations. Although previously unknown, this production was able to meet the demand of those kitchens whilst maintaining the same or higher quality (fresher) products than those offered by suppliers in other parts of the country, with significantly lower logistics costs and greenhouse gas emissions as well as a tangible impact on local development.

## SOCIAL CURRENCY

The social currency was created within the scope of the Circular Economy for a More Inclusive Maceió Project, using a methodology that aims to foster a broad process of empowering local people to take charge of managing the development and strengthening of community organizations. Thus, the social currency becomes an operational mechanism enabling the dynamics of transformation and territorial sustainability. The social currency is not intended to replace the traditional currency, but to develop positive social aspects by fostering links between producers, buyers and consumers, reaffirming local identity.



# Aquaculture and Sustainable Fisheries



*Generate sustainable alternatives through promoting the potential of local fishing and aquaculture communities.*

The IABS Sustainable Aquaculture and Fisheries Area aims to promote and strengthen work and income generation alternatives related to food production in the sector. It seeks to improve living conditions and the socio-cultural enhancement of coastal and riverside communities, aligning natural vocations with productive activities. It acts in the elaboration, management and execution of projects, in formation and institutional strengthening actions and in the generation and diffusion of technologies and knowledge. Experience shows that aquaculture and fishing activities, when planned and managed in a sustainable and responsible manner, can be an important driver of local socioeconomic development.

## Main lines of action

- Support for sustainability certification of fisheries and aquaculture activities.
- Production, social business management and productive insertion of community-based products.
- Structuring, planning and sustainability of extractive activities and communities.



# Main projects

## FISHING WITH 3G NETWORKS

Awarded by the Bank of Brazil Foundation in the “Social Technology” category and by The Digital Inclusion Network in the category “User Services”, the Fishing with 3G Networks Project, funded by Qualcomm, Vivo Foundation and Usaid, aimed to support the sustainable development of artisanal fishing in indigenous and traditional fishing communities of Santa Cruz de Cabralia-BA, focusing on digital inclusion and income generation. To this end, mobile applications were created and actions were taken to insert community-based fisheries and aquaculture production in the local tourism chain, where, through 3G technology, fishermen and establishments interact in an agile, fair and transparent manner. Training was also held on topics relevant to the local population, such as oyster farming, alternative fisheries and the environment.



## THE UÇÁ CRAB INDUSTRIALIZATION PROJECT

The Parnaíba River Delta, located on the border of the states of Maranhão and Piauí, is the main uçá crab producing region of northeastern Brazil. Around 20 million crabs are collected every year, employing approximately 4,500 people. Of the crabs transported alive to their main market in Fortaleza-CE, between 40% and 60% arrive dead and are discarded, mainly due to inadequate packaging and transportation. This project, proposed by Codevasf, aimed at reducing losses along the production chain, improving the living conditions of crab collectors and guaranteeing consumers adequate sanitary conditions, based on the development and testing of new products in tandem with consumers and adding value through the industrialization of the species, including various fresh and frozen processed products.

## PARGO FISHING IMPROVEMENT PROJECT IN NORTHERN BRAZIL

The plans of relevant government agencies have always included projects aimed at monitoring fishing activity, but this has not been properly implemented. For this reason, the productive sector is, together with US importers, supporting and financing the Pargo Fisheries Improvement Project - FIP in Northern Brazil, which aims to monitor the activity and generate information about the species and its fisheries in order to evaluate the resource exploitation level and identify measures to ensure sustainable use. The FIP Project is being implemented by IABS in partnership with the Federal University of Pará (UFPA) in a participatory manner, involving public entities, businessmen, shipowners, cooperatives, fishing communities and associations.

## THE ALAGOAS PURE OYSTERS PROGRAM

IABS, in partnership with Sebrae/AL, Seagri/AL and producer associations, manages the development program of local communities through the production of oysters on the Alagoas coast. IABS is also responsible for the Aecid-funded Oyster Purifying Plant in Coruripe-AL, which purifies, processes and markets local oyster production using the social business concept. The participatory management model raises awareness of farmers in poor communities and mobilizes them to market their oysters safely and transparently in local tourist establishments. The insertion and commercialization of the purified oysters in these enterprises plays a role in valuing this production and the associated local productive model, promoting fair trade, ensuring the quality and hygiene of the product, generating new opportunities and raising the self-esteem of these producers. Oyster farming is expected to contribute economically and socially to the region and communities involved, as well as to provide tourists with differentiated experiences.



# Sustainable Tourism

*Contribute to the inclusion of local communities from emerging and consolidated tourist destinations in the economic benefits generated through tourism*

Tourism is recognized as an important sector, capable of generating currency exchange, job opportunities and income, and contributing to the reduction of regional and social inequalities. In this context, the IABS Sustainable Tourism Area seeks the insertion of local communities in the benefits of the activity and the diffusion of principles of environmental preservation and cultural valorization. We believe that tourism is an important driver of local development, enabling the inclusion of communities in the benefits produced through the integration of different production chains and the valuing of local culture and traditions.

## Main lines of action

- Insertion of production associated with tourism into the tourism chain.
- Studies, research, destination planning and tourism product development.
  - Seminars and courses focusing on sustainability in tourism.
- Promotion and support to the commercialization of tourist destinations.



# Main projects

## THE REVITALIZATION AND SUSTAINABILITY OF TOURISM IN THE LOWER SAN FRANCISCO

This project, funded by the IDB, Aecid and Setur/AL, had as its main objective the sustainable development of tourism in the lower São Francisco River, considered a driver of territorial development aimed at improving quality of life in one of the lower income regions of Alagoas, yet, with important cultural and environmental attractions. Focusing on boosting tourism, its components were: Destination planning along the river axis of the lower São Francisco River; product design; development and strengthening of services to ensure the operational and commercial viability of the proposed products; and promotion, marketing and dissemination of knowledge. In 2014, the project was first placed among 860 projects and initiatives registered throughout Brazil in the Celso Furtado Award in the category “Successful Institutional Production and Management Practices”.



## SAO PAULO CITY ECOTOURISM CENTER

Due to its characteristics and peculiarities - which differ from the city as a whole, the São Paulo Municipal Government, through São Paulo Turismo - SP-Turis, chose to carry out a tourism development plan exclusive to the Center of Ecotourism. Its purpose was to establish a strategic direction that guides the activities of tourism-related actors, be they public authorities, the private sector or the third sector. IABS prepared the plan based on the active participation of the public sector and the involvement of the local community, as well as in compliance with the principles of sustainability.



## RIO GRANDE DO NORTE TOURISM REVITALIZATION PROJECT

This project aimed to support the growth of sustainable tourism as a driver of local development in the municipalities of Passa e Fica, Serra de São Bento and Monte das Gameleiras, in the state of Rio Grande do Norte, through the implementation of actions aimed at a tourism committed to the sustainable growth of the sector. The project resulted in the improvement of the tourist services provided by local enterprise; productive insertion in the tourism chain of community-based products; and promoting and supporting the marketing of the Serras do Agreste Potiguar as a tourist destination, resulting in 35% growth of new projects in the region.

## SUSTAINABLE TOURISM DEVELOPMENT PROJECT IN THE REGIONS OF LENÇÓIS MARANHENSES, DELTA DO PARNAÍBA, SERRA DA CAPIVARA AND JERICOACOARA

The project, carried out between 2007 and 2010, represented a series of activities and demonstration actions within the scope of cooperation between the Ministry of Tourism and Aecid. The activities were developed around protected areas, in regions of great tourist potential and with low rates of human development. The main objective was social inclusion, promoting the generation of work and income in the tourism production chain, through the implementation of sustainable and integrated development actions, focusing on production associated with tourism and professional qualification of local communities.



# Social Dialogue and Conflict Management

*Create an environment appropriate to sustainable development through processes of social interaction and dialogue.*

Conflict is part of human relations and social dynamics. Socio-environmental conflicts result from disputes between agents of interest for the ownership, possession or use of natural resources. Usually seen as a problem, conflicts are also agents of change and opportunities for rebalancing forces. The Social Dialogue and Conflict Management Area works with its own methodology, focused on the diagnosis of interest groups in situations of active or latent conflict, conducting participatory processes, building and restructuring new spaces for dialogue, among other actions that may contribute to local development.

## Main lines of action

- Courses on social dialogue and socio-environmental conflict management.
  - Participatory diagnosis/mapping.
- Direct interventions: dialogue promotion and conflict management.



Photos: IABS Collection

# Main projects

## SOCIO-ENVIRONMENTAL CONFLICT ANALYSIS AND MANAGEMENT COURSES

From 2009 to 2015, more than 10 courses were taught to around 450 people from government ministries, private companies, community leadership and universities in Brazil and abroad. The aim of the courses is to offer participants a conceptual framework that allows understanding of the dynamics and complexity of socio-environmental conflicts, discuss methodological analysis tools that enable the characterization and interpretation of conflict, as well as a better definition of the process of intervention and social dialogue. Second, practical and instrumental methodological experiments are promoted to encourage social dialogue and the management (prevention, resolution and transformation) of these conflicts.

## CLASSIFICATION OF THE RELEVANCE OF UNDERGROUND NATURAL CAVITIES

In accordance with Decree 6.640/08, which provides for the establishment of a methodology for the classification of underground natural cavities (caves), it was the task of Cecav, through ICMBio and MMA, to take the necessary steps to define this methodology. To this end, IABS was invited to conduct the specialized role of articulation, negotiation and participatory planning, involving several actors, in search of social agreements favorable to the use and conservation of these environments. In addition, IABS was responsible for monitoring and moderating workshops, targeted interviews, management and analysis of information and actors, which culminated in the construction of a methodological proposal for analysis of relevant criteria.

## PARTICIPATORY MAPPING ON THE USE OF THE ENVIRONMENT IN THE ROUTE OF VERACEL CELLULOSE S/A BARGES

IABS conducted participatory conflict mapping and agreement building on the Veracel Cellulose S/A barge route through meetings between the company and local society. This initiative met the demand for the elaboration of a new map of the use of the marine environment in the vicinity of the route used for the company's pulp transportation, between the municipalities of Belmonte-BA and Nova Viçosa-BA. Fishermen, environmentalists and people involved in tourism-related activities in the region participated in this process which culminated in a consensus map of the route and use of the marine environment.

## A LIFE FOR A STICK OF WOOD

This project, funded by the Fundación Futuro Latinoamericano (FFLA) and the Andean Development Corporation (CAF), aimed to analyze the process of social dynamics surrounding logging in a community in northern Minas Gerais and to facilitate the construction of a space for dialogue between those involved in order to seek new opportunities for local development. The project also sought to avoid possible confrontations and ensure harmonious coexistence. Activities undertaken included a diagnosis of the local development process by a multidisciplinary team; interviews with representatives of institutions involved; and participatory workshops with five groups of actors: community, company, government, third sector and universities operating in the region.



# Environment and Protected Areas

*Promote the conservation of natural resources and regional development in a sustainable way.*

The Area for Environment and Protected Areas aims to conserve natural resources and make their use compatible with territorial and economic development. The program is directly and transversally related to the other IABS programs, since sustainable territorial development depends on the adoption of measures for the conservation of natural resources, social, cultural and economic development.

## Main lines of action

- Elaboration of geographic information databases
- Studies for the elaboration of Protected Area Management Plans.
- Certification of boundaries, georeferencing and land registration of protected areas.



# Main projects

## ICMBIO/VALE SPELEOLOGICAL COMPENSATION AGREEMENT

The Speleological Compensation Agreement (TCCE), signed between the Chico Mendes Institute for Biodiversity Conservation - ICMBio and Vale SA, aims to consolidate obligations between the parties for conservation and compensation of highly relevant caves, as a result of the project "Expansion of N4 and N5 Bodies, Serra Norte - Carajás Iron Mining Complex". Among the obligations assumed by Vale are the cost of research and research infrastructure that contribute to the advancement of knowledge in the theme of Speleology. ICMBio, through the National Center for Cave Research and Conservation - Cecav, is the institution responsible for the technical coordination and monitoring of activities. IABS is responsible for the administrative, financial and operational management of the project, as well as monitoring the execution of activities related to the ten sub-projects.

## TECHNICAL STUDIES FOR THE CREATION OF THE SERRA DO CARAÇA STATE NATURAL MONUMENT AND ITS BUFFER ZONE

The overall objective of this project was to undertake diagnoses for the proposition and delimitation of the area to be protected and its buffer zone, taking into consideration the biotic, physical, archaeological, speleological, socioeconomic, touristic and land aspects of the protected area to be created. The Serra do Caraça, located in a region near the municipalities of Mariana, Santa Barbara, Catas Altas and Baron de Cocais, is destined for conservation and declared a conservation unit in the Natural Monument category by the State Constitution of Minas Gerais, however its limits were not defined.

## PARK MANAGEMENT PLAN FOR THE INTELECTO MUNICIPAL NATURAL PARK AND SANTO ANTÔNIO MUNICIPAL ENVIRONMENTAL PROTECTION AREA, ITABIRA - MG

The objective of this project is to elaborate the Management Plan of the Intelecto Municipal Natural Park and the Santo Antônio Municipal Environmental Protection Area. According to the National System of Conservation Units, management plans are technical documents that establish the zoning and norms that should govern the use of the area and the management of natural resources, defining sectors with specific management objectives and norms, providing the means and conditions for the objectives of the Conservation Unit to be achieved.

## LAND REGISTRATION AND GEOFERENCING THE LIMITS OF THE TABULEIRO MUNICIPAL NATURAL PARK AND THE SALÃO DE PEDRAS MUNICIPAL NATURAL PARK - MG

The main actions of this project are to obtain the cartographic base of the protected areas to integrate with the georeferenced information system, as well as the production and updating of cartographic documents in the UTM projection system, fundamental tools for management using modern automated and semi-automated cartography techniques, based on remote sensing of satellite images. To elaborate the land diagnosis registration activities were also carried out for families/properties located in the park's interior.

# Inclusive Energy

*Propose solutions, together with civil society, for the production, use and access to low cost sustainable energy.*

The diffusion of more efficient energy alternatives and their promotion to excluded and socially vulnerable contingents can contribute to the improvement of the living conditions of these communities. Additionally, the use of more sustainable processes and technologies favors the sustainability of the territories in which they operate. The Inclusive Energy Area is based on this understanding and seeks solutions, together with society, for the production and use of low cost sustainable energy. These are clean, reliable and achievable energy services for cooking, heating, lighting, communicating and for productive uses, within the principles of SE4ALL (Sustainable Energy for All), integrating best knowledge and technologies with social innovation.

## Main lines of action

- Proposing solutions and alternatives that serve communities.
- Tools for participation and dialogue with target communities.
- Technological appropriation events and knowledge exchange.
- Execution of pilot projects for energy production and use.



Photos: IABS Collection



# Main projects

## STUDY TO FORMULATE THE ECO-STOVES AND RENEWABLE ENERGY PROGRAM

The household energy issue in the Northeast has alarming socio-environmental indicators. About 85% of rural households use firewood. The most affected are women who spend hours every day in the collection and use of wood for food preparation, exposing themselves to situations of social and physical vulnerability, also associated with the low level of cooking technology available. In this sense, IABS, together with IIICA and the Center for Innovation in Technology for Human Development of the Polytechnic University of Madrid (itd/UPM), are in the process of formulating the Eco-stoves and Renewable Energy Program based on the management of the sustainable multiple use of the Caatinga as a way of guaranteeing the energy matrix in rural communities of the semiarid region, contributing to the generation of income, reducing the occurrence of diseases associated mainly with respiratory problems in women and favoring environmental equilibrium.

## DEMONSTRATIVE ENERGY AND SOCIAL INNOVATION PROJECTS - MANDACARU AWARD

Funded under the Mandacaru Award, the eco-stove and biodigester social technologies are sustainable alternatives for power generation. They play an important role in the Brazilian semiarid region in combating deforestation, reducing waste and the improving well-being of their communities. The eco-stove is an improvement of the wood stove traditionally used in these regions and aims at the economy of firewood for food cooking, as well as the reduction of the emission and inhalation of soot by users. The biodigester uses manure from cattle and other animals for the production of biogas and biofertilizer, reducing costs with cooking gas and with additional possibilities for energy generation. The Xingo Center for Harmonious Living with the Semiarid has demonstration units of these technologies in order to encourage, disseminate and train farmers in the region to adopt these good practices.

## CONSTRUCTION OF SOCIAL DIALOGUE IN THE IMPLEMENTATION OF THE ARIZONA I - RN WIND PARK

IABS strategically advised Brazilian Wind Power in establishing effective channels for institutional dialogue with the local population, public administration bodies, organized civil society, institutions and other public or private entities associated with the implementation and operation of the group's wind projects in municipality of Rio do Fogo/RN. A study of coexistence between the local community and the enterprise was carried out, through a diagnosis of actors, social dynamics and matrix of consensus and dissent existing around the enterprise, as well as a diagnosis of the corporate procedures of communication, dialogue and social and environmental interaction. Finally, a brokering was undertaken for the construction of agreement between the company and the community, considering the concept of benefit sharing, and the technical proposal of mechanisms for improving corporate communication and environmental planning processes.



## Cooperation and Institutional Strengthening

*Promote socioeconomic development through institutional strengthening and international cooperation*

Since 2006, IABS has been a facilitator in the reception and technical-administrative management of international technical cooperation funds and in actions to strengthen public institutions and social organizations. These resources are applied in accordance with the decisions of partners and beneficiaries, while strategic oversight of the whole process is exercised in an agile and transparent manner. We believe that through cooperation, exchange of experiences and institution building, a significant impetus can be given to local development.

## Main lines of action

- Institutional strengthening and exchange of experiences.
- Triangular, regional and other types of cooperation.
- Conducting events, studies and courses



Photos: IABS Collection

# Main projects

## AFRICA AND AFRICAN DIASPORA MEETING

The Africa and African Diaspora Meeting aimed to demonstrate the effective commitment of Brazil and the American countries that make up the African Diaspora in fulfilling their role in the realization of the Africa Vision 2063 Project. Held in 2013, the event was attended by authorities from several African countries, Brazil, other countries in Latin America and the Caribbean and the United States. During the event, ten discussion tables were held, with the purpose of raising proposals, suggestions and central themes capable of supporting the elaboration of policies that support the Africa Vision 2063 Agenda.

## STRENGTHENING STRATEGIC INFORMATION MANAGEMENT FOR COMBATTING AND PREVENTING CORRUPTION

This project aimed to improve the actions developed by the Comptroller General of the Union - CGU, in the processes of production, analysis and dissemination of relevant information to prevent and combat corruption in the Federal Executive Power of Brazil. The project aimed to present concrete proposals for improvement of the processes of coping with the phenomenon of corruption, with the opportunity to formulate proposals to improve Brazilian legislation on the subject. It was also possible to propose improvements in the management of strategic information, due to exchanges on best practices with other countries.

## SUPPORT FOR INTEGRATED LOGISTICS DEVELOPMENT

This project aimed to help the Planning and Logistics Company to design and implement the National Integrated Logistics Plan, as well as to increase the network of UK companies with an unblemished reputation in the transport infrastructure sector. The project had two main results, namely: increased planning capacity for integration of the Brazilian multimodal transport system and better knowledge of the UK's experience in the airports, ports and railways, creating links between Brazilian concessions and the UK's experience.

## FIGHTING RACISM AND PROMOTING RACIAL EQUALITY

This technical cooperation project between Brazil and Spain aimed at reducing the effects of racism and promoting racial equality by institutionally strengthening the Secretariat of Policies for the Promotion of Racial Equality - Seppir and supporting the implementation and coordination of the Policy for Promotion of Racial Equality in Brazil. To this end, internal structuring actions were carried out within the Secretariat of Policy Planning and Formulation and support was given for studies, specialized courses and technical exchanges concerning the relevant entities: the Affirmative Action Policy Secretariat and the Policy Secretariat for Traditional Communities.