



**ACTIVITIES REPORT**

# PRESENTATION

**T**he Partnership Platform for the Amazon (PPA) was created in December 2017 with the purpose of engaging the private sector in developing innovative solutions for Amazon's main social and environmental challenges, gathering efforts among companies, local institutions, governments and international cooperation.

Initial steps were taken during PPA's first year of existence aiming to promote the conservation of Amazon's biodiversity and fostering its socioeconomic development through joint and collaborative actions. Activities that took place were: engagement and planning meetings, two studies, co-investments, pilot projects, and a regional Forum reinforcing the existence of new strategic opportunities to preserve the Amazon through start-ups and impact investing.

This document presents the outcomes and achievements of the first year of PPA's, opportunities that are arising as alternatives and possibilities for new sustainable development models in the Amazon. All experiences and lessons learned generated over the past year served to reinforce the importance of the PPA and that the private sector must continuously play a leading role in the search of innovative solutions for the sustainable development of Amazon and the conservation of its biodiversity.

Enjoy the reading

**PPA Executive Coordination**



### EXECUTIVE COORDINATION



### MANAGEMENT COMMITTEE



### MEMBERS



# SYNTHESIS

## First Year of the Partnership Platform for the Amazon:

IMPACT INVESTMENT

Amazon impact investment call

**81** enrolled

**15** startups selected to participate in the Program of Acceleration in 2019

1<sup>st</sup> Forum on Impact Investment and Sustainable Businesses in the Amazon (FIINSA)

**252**

Participation of people of the **IMPACT INVESTMENT ECOSYSTEM** from several parts of the country, investors, intermediaries and Amazon businesses

Investment of **BRL 1,1 MILLION** in **FOUR STARTUPS** in the Amazon

PPA Entrepreneur Award **BRL 60 THOUSAND** **FOUR AMAZON STARTUPS** benefitted from it

### IDENTIFICATION OF INVESTMENT OPPORTUNITIES

**02 STUDIES**

conducted and published, indicating opportunities and pathways to sustainable investment with impact on the Amazon

ENGAGEMENT AND STRATEGIC COMMUNICATION

**01 WEBSITE**

Submission of **MONTHLY NEWSLETTERS** with the Platform actions

**DOZENS OF ARTICLES** published over the year and during the FIINSA

**04 projects:**

USAID Guaraná Maués Alliance (Ambev and Guaraná Antarctica) + Sustainable Territories Program (MRN) + Médio-Juruá Territories Program (Coca-Cola) + SAF Dendê Program (Natura)

**PARTNERSHIPS BETWEEN COMPANIES, COMMUNITIES AND GOVERNMENTS**

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# PPA HISTORY AND MISSION

**T**he PPA is a collective action platform with the mission of:

**Partnering with private sector companies to develop and identify innovative solutions for the sustainable development and biodiversity conservation in the Amazon.**

The PPA members are committed to be socially and environmentally responsible and to promote the sustainable development in the Amazon.

The PPA was created based on the need to engage companies as protagonists in the search for new models of sustainable use of the forest, and value chains linked to forest conservation that promotes regional development. Although it covers 60% of the national territory, the Amazon only accounts for around 8% of the country's GDP, and with rare exceptions, economic development models are based on the unsustainable use of the region's natural resources.

Over the past years, especially between 2005 and 2014, there had been a sharp fall in the deforestation rate.

However, this outcome had little effect on increasing the regional GDP and failed to generate sustainable development models on the long run. This fact became evident with the more recent increase in the deforestation rates over the past three years.

During this period, the absence of the private sector in the development of these new models was notable, followed by the perception of a growing movement of companies from several sectors attempting to participate and lead the development of innovative solutions, to jointly address forest conservation and economic development. The PPA was created out of the need to unite different actors around such a critical challenge in the region.

Initially, the USAID's PPA idea was shared with a group of companies that already had a relationship with the Institute for Conservation and Sustainable Development of the Amazon (Idesam). Several companies accepted the invitation to participate in a PPA steering committee to discuss and develop the strategic guidelines for the 2018 year of activities.

*The PPA has raised a question that I think only a few civil society organizations and governments have: how to maximize a positive impact with limited financial and human resources? Inspired in an existing group already supported by USAID in São Paulo, this platform was created in the Amazon to find solutions that we failed to find in the past.*

**Denis Minev**

CEO of the Bemol Group and PPA council member

After a year of hard work, it is a great pleasure to be able to present the outcomes of the Partnership Platform for the Amazon (PPA) through this report. Invisioned by USAID/Brazil and implemented by Idesam and CIAT during this first year, the PPA is a practical example of the new vision of USAID, which promotes the engagement of the private sector through strategic partnerships with the purpose of identifying innovative solutions to preserve the biodiversity and sustainable development of the Amazon.

**Michael Eddy**  
USAID/Brazil Director

As a commitment, its members must **adopt environmental and socially responsible principles and practices in all operations in the Brazilian Amazon, as well as actively contribute to accomplish the Platform mission of “partnering with private sector companies to identify innovative solutions for the sustainable development and biodiversity conservation in the Amazon.”**



The PPA is a praiseworthy and admirable initiative in attempting to draw the local extractive communities closer to the real market, thus enabling qualification, governance, management, prospects, and mainly, hope to these long forgotten and unattended peoples. Supporting PPA’s initiatives is certainly a spark of hope for the sustainable development of our region. I am happy to have this opportunity to recognize the actions developed and support these initiatives!

**Átila Denys**  
DD&L Associates

# OBJECTIVES AND ACTIVITIES

Since its creation, the PPA took steps to identify and welcome new opportunities. Proposals are brought forward by its members, thus widening the scope of its objectives and initial purpose.

The work plans that guide PPA's actions are developed by the private-sector led Steering Committee, based on the purpose and mission of the Platform. Suggestions and contributions by its members and strategic opportunities are raised and identified throughout the year. After being submitted and validated by the members of the General Assembly, these plans become guidelines for PPA's activities.

All actions are focused on generating outcomes that allow companies' participation in the initiatives or projects aligned with its institutional mission. Examples of this are the pilot projects

(I) Guaraná Maués Alliance (AGM), in partnership with Cervejaria Ambev/Guaraná Antarctica; (II) a partnership with Coca-Cola, in the Médio-Juruá Territories Program; (III) a partnership with Natura in the SAF-Dendê project; (IV) a partnership with Mineradora Rio do Norte (MRN) in the Sustainable Territories Program.

Another line of action is the development of studies commissioned by the group, namely: (I) Pathways to Sustainable Investment in the Amazon, coordinated by Impact Hub and Idesam; and (II) Impact Investment in the Amazon: Pathways to Sustainable Development, developed by SITAWI.

To accomplish its mission, the PPA prioritized activity areas with potential to leverage highly-impactful results and which could be replicated with a focus on common and transversal topics presented in the table below:

## STRATEGIC ACTION PLAN

Impact investment / startups	Incubation and acceleration - entrepreneurs	Explore investment opportunities	Partnerships between companies, communities and governments	Strategic engagement & communication
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The outcomes achieved in each one of the activities can be seen in more detail in the section **Actions and Outcomes** (page 12).

# MEMBERS AND GOVERNANCE STRUCTURE

The PPA is formed by companies that share the same values and are committed to adopt socially and environmentally responsible practices, and are interested in contributing to the strengthening of the Platform.

To participate in the PPA, companies must adopt these socially and environmentally responsible principles and practices in all their operations carried out in the Amazon, as well as contribute to the mission of the Platform. Then, the letter of interest, and subsequently, a term to participate are signed. Participation in the Platform, through an institutional representative, is voluntary.

All actions and general operation of the PPA are governed by a statute, as well as its different deliberative instances, which currently are:

## GENERAL ASSEMBLY

Consists of all PPA members and meets once a year.

## STEERING COMMITTEE

Consists of representatives of member companies participating on a voluntary basis. Its mission is to prepare and approve annual strategic and financial planning, monitor and evaluate projects, and lead the PPA. It has a tenure of two years and meets every three months.

## EXECUTIVE COORDINATION

It is carried out by the Institute for Conservation and Sustainable Development of the Amazon (Idesam), Peabiru Institute and the Amazon Conservation Team (ECAM), with the support of the United States Agency for International Development (USAID) and the International Center of Tropical Agriculture (CIAT). Its main function is to implement the activities and actions approved by the Steering Committee, reporting outcomes at the end of the year, prospect new members (companies), and facilitate, articulate and strengthen institutional relations between members.

# ACTIONS AND OUTCOMES

**A**s mentioned above, PPA started its activities with a strategic action plan, with five primary pillars. In its first year – December/2017 to December/2018 – it achieved significant outcomes and could identify new activity opportunities, which will be detailed below.

## STRATEGIC ACTIVITIES PILLARS

AREAS OF INTEREST	Impact investment / startups	Incubation and acceleration - entrepreneurs	Exploring investment opportunities	Partnerships between companies, communities and governments	Strategic communication and engagement
PRIORITY ACTIVITIES	Mapping cases, structuring projects, presenting pitches	Calling entrepreneurs, pre-acceleration, incubation plan and contact with investors	Preparation of studies and surveys (tax incentives, environmental compensation, use of royalties, social finances in the Amazon)	Structuring of production chains, project design, disclosure of good corporate practices	Engaging companies, expanding General Assembly, creating a Communication Plan, creating a website and a newsletter
OUTCOMES	4 startups supported	15 entrepreneurs and startups accelerated	2 studies conducted	4 public-private partnerships supported by USAID with PPA companies	Adherence by new member-companies, attracting investments, publicizing PPA in the media, etc.
IMPACTFUL OUTCOMES	Sustainable businesses generating income, and preserving the Amazon forest and biodiversity	Entrepreneurs with sustainable businesses ready to receive investment, generating income and conservation of natural resources	PPA members and Amazon community informed innovative forms of investment in social and environmental improvement	PPA members in the private sector invest more in environmental and social welfare in the Amazon (more resources)	PPA members in the private sector see a return on their investments (more quality and impact)

## IMPACT INVESTMENT / STARTUPS

One of PPA's main objectives is to encourage sustainable businesses that help solve social and environmental issues, generating income to communities and promoting the conservation of the forest and the biodiversity of the Amazon.

In this pillar, the priority was to map business opportunities and investment cases to generate outcomes and collective learning during the first year of the PPA. The objective was to invest in four startups that would result in positive impact on the Amazon.

## OUTCOMES ACHIEVED

The first **PPA Impact Business Call** for Proposals occurred between July and August 2018 (more details on page 20), with the objective of identifying promising startups in the Amazon, which could be eligible to receive investments.

AREAS OF INTEREST	Impact investment / startups
PRIORITY ACTIVITIES	Mapping cases, structuring projects, presenting pitches
OUTCOMES	4 startups supported
IMPACTFUL OUTCOMES	Sustainable businesses generating income, and preserving the Amazon forest and biodiversity

Four Amazon businesses were selected to negotiate financial inputs with different impact investors during the **1<sup>st</sup> Forum on Impact Investments and Sustainable Businesses in the Amazon** (FIINSA – more details on page 16).



### Encauchados de Vegetais da Amazônia

Total Investment: BRL 300,000  
NESst: BRL 150,000  
PPA/Idesam: BRL 150,000



### Manioca

Total Investment: BRL 200,000  
SITAWI: BRL 85,000  
Conexus: BRL 65,000  
PPA/Idesam: BRL 50,000 (input) +  
BRL 85,000 (collateral)



### Peabiru Produtos da Floresta

Total Investment: BRL 200,000  
Conexus: BRL 100,000  
PPA/Idesam: BRL 100,000



### Ração Mais

Total Investment: BRL 400,000  
Denis Minev: BRL 200,000  
PPA/Idesam: BRL 200,000

A total of **BRL 1.1 million**, were invested in the businesses, to support them to gain scale and to increase their positive impact.

These funds were disbursed based on tripartite agreements between the

startup/entrepreneur, Idesam (representing the PPA), and co-investors. All businesses also participate in the **PPA Business Acceleration Program**, which is financed by USAID and will monitor and supervise the receipt and investment of the funds, as well as the measuring of the project impacts and indicators.

Another important milestone of the Platform was the **1st Forum on Impact Investments and Sustainable Businesses in the Amazon** (FIINSA), the first event of this nature held in the Amazon.

The FIINSA gathered hundreds of people in Manaus and its objective was to address topics on impactful businesses and sustainable investments, with their challenges and opportunities, regarding the Amazon, and in the Amazon. Most events regarding this topic are held in the Southeast Region and holding this forum in Manaus was a strategic decision.

The outcomes achieved were very positive. More than **250** participants and **60** speakers, who approached a diversity of aspects and perspectives



on the topic. Several PPA members participated in thematic panels and roundtables, reinforcing the importance of the presence of the private sector in the development of innovative models that ally forest conservation and socioeconomic development.

*Throughout this first year since its launching, the PPA has shown to be a successful initiative intended to structure the regional bioeconomy. Its dynamics has made a major difference, bringing optimism to all actors and promising outcomes.*

**Marcelo Lima**

SINOREG

# 1<sup>ST</sup> IMPACT INVESTMENTS & SUSTAINABLE BUSINESSES FORUM IN THE AMAZON



The **1<sup>st</sup> Impact Investments and Sustainable Businesses Forum in the Amazon (FIINSA)**, held in November 13 and 14th 2018, showed how much attention has been drawn to the topic. The event was created with the purpose of being a high-quality forum for actors working with these topics to dialogue and exchange, promote the state of the art and address the main challenges and opportunities in the field.

The FIINSA was attended by hundreds of people, from different sectors and regions, including national and international investors, startups, accelerators, governments, entrepreneurs, and representatives of the third sector. More than 60 experts and speakers were invited to address the different challenges and opportunities of the region, such as the availability and difficulty of accessing financial resources, the challenges faced by local entrepreneurships, impact measuring, the role played by foundations and institutes and how accelerators and incubators can strength-

en the field, among many others. It also addressed several sectors that have already been developing within this context, such as the local gastronomy, the issue involving climate changes and family farming.

One of the premises of the Forum was not only to be another space for dialogue, but also to advance in a practical manner into the field and generate material outcomes. Thus, in addition to all dialogues and connections promoted, the Forum offered a space to 11 Amazon initiatives that could display and sell their products yielded more than **BRL 14.000** during the two days of the event.

The **15** Amazonian startups selected during the **PPA Business Call for Proposals** were the protagonists of one of the most strategic moments of the Forum. The first of them was the Roundtable for Business Pitches, where 11 among the 15 could share their presentations to a panel of investors, competing for the PPA Entrepreneur Award in the amount of **BRL 15.000**.



In addition, one of the highlights of the FIINSA was the **Shark Tank-Style Business Pitch**, a space where **four startups** considered the best structured in the PPA Business Call for Proposal presented to investors, in front of the au-

dience participating in the Forum.

A total of **BRL 1.1 million** were invested **in the four initiatives**. They will also participate in the **PPA Acceleration Program**.



**Organization:**



**HELD BY:**



**CO-ORGANIZERS:**



**SPONSORS:**



**PARTNERS:**



**PPA MANAGEMENT COMMITTEE:**



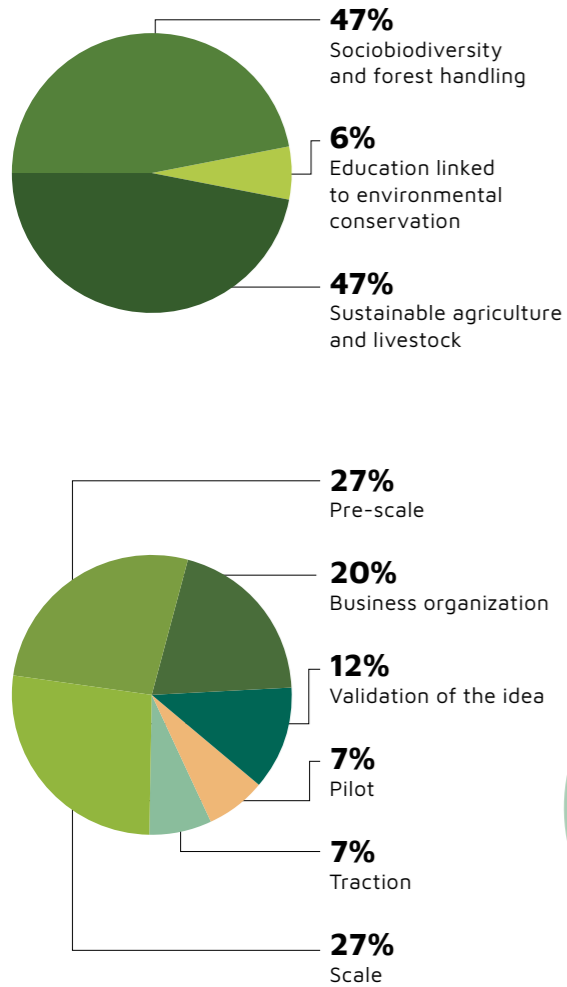
We are very happy to bring, for the first time in history, a forum of this magnitude to Manaus, one of the capital cities of the Amazon. These meetings are usually held in São Paulo, Rio de Janeiro, Brasília or Minas Gerais, but here we could hear the communities and the indigenous people themselves talking to entrepreneurs who came over to get a better understanding of the challenges inherent in developing businesses in the Amazon.

**Mariano Cenamo**

Cofounder of Idesam and executive coordinator of the PPA

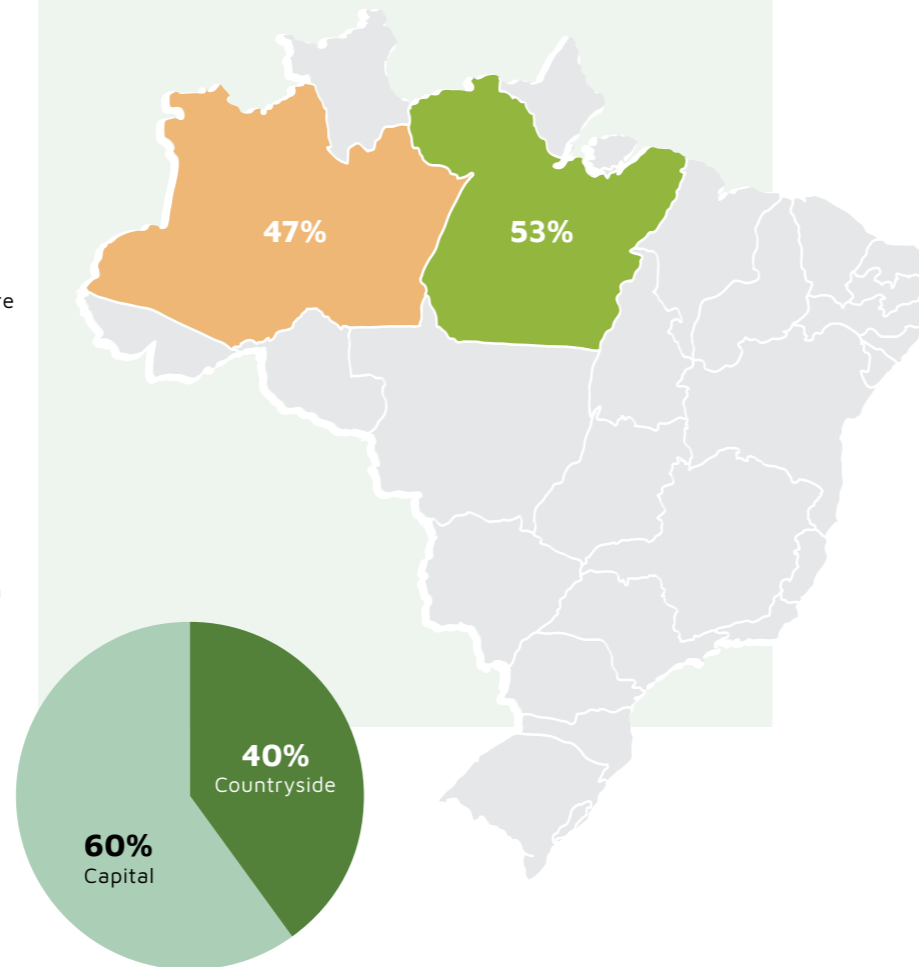


## PROFILE OF THE FINALISTS



**Investment Roundtable:** The four most advanced startups, which were already ready to receive investments, participated in the investment Roundtable during the

## GEOGRAPHIC DISTRIBUTION (OF THE 15 STARTUPS SELECTED FOR THE ACCELERATION PROGRAM)



FIINSA, where they could present their pitches to four investors. At the end of the event, the four initiatives received, altogether, BRL 1.1 million in investments.

**PPA Entrepreneur Award:** During the FIINSA, one of the dynamics was the Pitch Roundtable, where eleven selected initiatives could present their businesses to a panel of examiners consisting of some investors and other experts in the field. The four winning initiatives received cash awards in the amount of BRL 15,000 each (approximately USD 4,000, considering an exchange rate of 3.7), to support the development of their businesses.

**PPA Acceleration Program:** The 15 startups selected by the Business Call participated in the PPA Acceleration Program, which will be developed throughout 2019 through technical qualification workshops on strategic topics (design thinking, impact measuring, financial and strategic management, fundraising, negotiation with investors, communication, etc.), in addition to relying on technical advisory and training. They will have access to:

- Mentoring program = connects impact entrepreneurs starting to create and develop their businesses with successful executives from PPA member companies.
- Accounting and legal advisory =

provided by specialized companies in two types – collectively, at the beginning of the Program, and on demand, whereby each entrepreneur can request customized support in situations outside of the collective scope.

- Design and communication advisory = support for the creation of communication materials for all businesses.
- Coworking spaces = spaces established in Manaus (AM) and Belém (PA) including a fixed workstation for unlimited use during the Program, CNPJ hosting, network of connections with other coworking companies and startups, and use of meeting rooms

The PPA Acceleration Program is coordinated by Idesam and developed jointly with the support of other partners.

### Businesses participating in 2019:

100% Amazônia, Awí Superfoods, Broto Tecnologia Agrícola, Coopmel, Chocolates De Mendes, Da Tribu, Ecopainéis do Açaí, Tipiti, Manaós Tech, Onisafra, Sustente Ecosoluções, Manioca, Peabiru Produtos da Floresta, Encauchados de Vegetais da Amazônia, and Ração Mais.

### Exploring investment opportunities

Studies and surveys (tax incentives, environmental compensation, use of royalties, social finances in the Amazon)

2 studies conducted

PPA members and Amazon community informed about innovative forms of investment in social and environmental improvement

## EXPLORING INVESTMENT OPPORTUNITIES

The main objective of the actions contemplated in this pillar is to inform PPA members and the Amazon of innovative forms of investment in social and environmental improvement, conducting studies and surveys of strategic interest.

These studies provide new opportunities of investment and direct involvement of the companies, thus generating social and environmental improvements.

## OUTCOMES ACHIEVED

During 2018, the PPA, along with strategic partners, developed **two studies** intended to identify new opportunities and pathways to sustainable and impact investments in the Amazon:

### Pathways to sustainable investment in the Amazon

Developed in partnership with Impact Hub Manaus, the report presents existing tax incentives that could enhance the impact that companies based in the Manaus Free Trade Zone have by using the wide range of tax and financial incentives available in that region. With a focus on the new information technology law, sanctioned in June 2018, the study indicates new opportunities that could have a direct effect in the regional economy.

Amidst the urgency of structuring a new model of economic development for the Amazon, the PPA Acceleration Program strengthens businesses/ startups to solve socioenvironmental problems through market solutions. The key to the program is to ensure that the businesses achieve a balance between having a financially feasible business model and an impactful well-defined theory.

**Ana Carolina Bastida**

Idesam



### Impact investment in the Amazon: pathways to sustainable development

Developed in partnership with SITAWI, it outlines an overview of the different investment possibilities and mechanisms. The study argues the need for creating new solutions based on innovative business models that promotes increase in the local income without environmental degradation.

The study lists some challenges, such as the little availability of impact capital, the need for public

policies that meet the needs of the productive communities of that region, qualify research and development, among others. However, it also shows opportunities, such as: I) the existence of a growing audience willing to consume Amazon-branded products linked to sociobiodiversity; II) new investment models and funds; III) a new generation that undertakes business with a more accurate vision of these issues and which is open to adopting new paradigms.



Partnerships between companies, communities and governments

Structuring of value chains, project design, disclosure of good corporate practices

4 public-private partnerships supported by USAID with PPA companies

PPA members in the private sector invest more in environmental and social welfare in the Amazon (more resources)

## PARTNERSHIPS BETWEEN COMPANIES, COMMUNITIES AND GOVERNMENTS

With a focus on the environmental and social welfare of the Amazon, one of the PPA's strategic areas of activity is to promote and scale the investments of its members in the region, by structuring value chains, designing projects, and disseminating good corporate practices.

One of the most promising pathways to preserve the Amazon is to aggregate value to the forest through its products and services. Therefore, projects of this nature are of special importance, as they connect the value chains of the Amazon to different markets and generate income and socioenvironmental benefits to local populations.

## RESULTS ACHIEVED

These are projects/partnerships co-funded by USAID funds with four companies: **Natura**, **Mineração Rio Norte (MRN)**, **Cervejaria Ambev/Guaraná Antarctica** and **Coca-Cola Brazil**:

### GUARANÁ-MAUÉS ALLIANCE (Cervejaria Ambev/Guaraná Antarctica)

Developed in partnership with **Cervejaria Ambev/Guaraná Antarctica**, which purchases guaraná for the production of its beverages. The project, implemented in the municipality of Manués-AM (the land of Guaraná), produced the following results: (I) improved organization structure of agricultural rural producers; (II) improved sustainable production methods; (III) increased cultural and touristic activities that value the importance of guaraná and its positive impacts on the community.

### SUSTAINABLE TERRITORIES PROGRAM (MRN)

Mineração Rio do Norte (MRN), in partnership with ECAM, Agenda Pública, and Imazon, created the Sustainable Territories Program (PTS) PTS' objective is to collaborate so that people in the Calha Norte Amazon region have better development conditions and opportunities for a better life, respecting the individual characteristics of each community. In 2018, six life plans were completed, four associa-

tions achieved regulatory norms, with regard to tax laws, three municipal master plans were reviewed, 14 farms participating in sustainable livestock and 59 community environmental agents were registered.

### MÉDIO-JURUÁ TERRITORIES PROGRAM (Coca-Cola Brazil)

The Médio Juruá Territory Program, which is coordinated by SITAWI, was configured in 2017, from financing from USAID and partnerships with Natura and Coca-Cola Brazil. This Program derives from an initiative of the members of the Médio-Juruá Territorial Forum, created in 2014 to strengthen the cooperation among organizations and institutions that operate in the region in order to promote the quality of life of the traditional communities, value chains, as well as the conservation of biodiversity in Médio-Juruá.

Members of this group include companies that operate in the region (Natura and Coca-Cola Brazil), NGOs, associations and local cooperatives (Associação dos Produtores Rurais de Carauari - ASPROC; Associação



dos Moradores Agroextrativistas da Reserva de Desenvolvimento Sustentável Uacari - AMARU; Associação de Moradores Extrativistas da Comunidade de São Raimundo - AMECSARA; Associação de Mulheres Agroextrativistas do Médio Juruá - ASMAMJ; Fundação Amazônia Sustentável - FAS; Cooperativa Mista de Desenvolvimento Sustentável da Reserva do Médio Juruá - CODAEMJ; Operação Amazônia Nativa - OPAN) and governmental bodies (Instituto Chico Mendes de Conservação da Biodiversidade - ICMBio and Department of Climate Changes and Management of Conservation Units, State of Amazonas - DEMUC, which operate in the management of the Médio Juruá Extraction Reserve and in the Uacari Sustainable Development Reserve, respectfully), among others.

The three-year program was created with the broad participation of these institutions to support the implemen-



tation of a Territorial Development Plan for Médio Juruá and to expand the impacts of initiatives addressing environmental conservation, social development, quality of life, and the generation of income through the sustainable use of biodiversity. The household-level data collection instrument, the Social Progress Index – Communities (IPS) was implemented in the region since 2015, providing evidence of the programs results. This was a joint initiative between Natura and Coca-Cola Brazil with matching investments from USAID of USD 2.3 million. The project has carried out education activities (Casa Familiar Rural do Campina and environmental education), sewage, power and communication infrastructures, access to potable water,

strengthening of sustainable production chains, such as açai, andiroba and murumuru, sustainable handling of pirarucu, as well as turtle (chelonian) conservation, and the empowerment of young people and women.

#### **SAF-DENDÊ PROJECT (Natura)**

The palm oil agroforest is a socio-ecological innovation that generates a planet-friendly agroforestry-based production system. It represents a significant advance in the production chain of dendê oil (palm oil), the main oilseed traded worldwide, which is present in more than 50% of the products sold in supermarkets.

This new production system generates a diversity of socioenvironmental benefits, in addition to promoting a change from monoculture to a “planet-friendly” biodiverse system, which can contribute to mitigate the effects of climate changes, from a vicious circle associated with loss of biodiversity, pollution due greenhouse gas emissions and social conflicts, to a virtuous circle of production associated with positive impacts.

After ten years of research, the outcomes show that this socioecological innovation sparked the interest of farmers because of the potential to generate new sources of income (in addition to palm oil, the system includes pepper, cocoa, açai, wood, etc.) and better productivity. Food sovereignty, carbon sequestration, improved soil fertility, biological control of plagues and diseases, and conservation of biodiversity are positive externalities of this agroecosystem known as SAF Dendê.

Through a partnership between USAID and Natura, the Cooperativa Agrícola Mista de Tomé-Açu (CAMTA), Embrapa Amazônia Oriental, and the World Agroforestry Centre (ICRAF), agroforestry-based palm oil has expanded in the Tomé-Açu region and new family farmers have adopted this production system for palm oil.

#### **SAF DENDÊ - HISTORY**

Since 2007, Natura has been dedicated to the study and implementation of an agroforestry system (SAF) to cultivate palm oil (dendê), the pri-

mary raw material used especially in the food and the cosmetic sectors. It combines the cultivation of palm oil and other cultures such as cocoa, açai, and andiroba, in a more sustainable model when compared with the monoculture of palm.

In the program’s first phase, implemented in partnership with Financiadora de Estudos e Projetos (Finep), Empresa Brasileira de Pesquisa Agropecuária (Embrapa) and Cooperativa Agrícola Mista de Tomé-Açu (CAMTA), the system was tested in 18 hectares in the region of Tomé-Açu-Pará and managed by CAMTA farmers. It was demonstrated that, in the SAF, the production of palm oil is higher than the volume reported for the monoculture, in addition to other socioenvironmental benefits.

The partnership with USAID was signed in 2016 and included the participation of the World Agroforestry Centre (ICRAF) and the investment of USD 2.3 million until 2020, when the project is expected to be completed. In 2018, the program expanded to 14 demonstrative areas, totaling 38 hectares.

Strategic communication and engagement

Engaging companies, expanding General Assembly, creating a Communication Plan, creating a website and a newsletter

New member-companies, attracting investments, PPA in the media, etc.

PPA members in the private sector see a return on their investments (more quality and impact)

## STRATEGIC COMMUNICATION AND ENGAGEMENT

One of the PPA's objectives is to share work from its members and from the Platform as a whole that generates positive impact, communicating results and broadening its institutional profile.

That also entails companies being able to use the dialogue and cooperation spaces created to propose new actions and initiatives aligned to the partners' missions.

## OUTCOMES ACHIEVED

One of the PPA pillars is communication – both internal and external. The main actions regarding internal communications relate to producing and sharing news clippings and newsletters, as well as creating a website and all other relevant informative pieces. The Platform website (ppa.org.br) was launched in the second half of 2018. The monthly news clipping to

members was established with a focus on general news associated with the Amazon, conservation, and the PPA activities. Monthly newsletters were developed to contain relevant information and updates on tPPA projects and initiatives.

In terms of external communication, the PPA's efforts were in sharing its activities, events and programs, such as the FIINSA and the Acceleration Program. The launching of the Platform itself captured a lot of attention from national press, in publications such as **Época Negócios** and **Exame**, as well as the local media channels.



Denis Minev wrote an opinion article on the PPA that was published in the **Folha de São Paulo**, emphasizing the importance of the PPA's mission and the role of local entrepreneurs. He highlighted the importance of an Amazon business model that utilizes the Amazon's resources in a sustainable manner.

The studies conducted by PPA - 1) Pathways to sustainable investment in the Amazon and 2) The Ecosystem of Impact Investing in the Amazon - also



had media repercussion, particularly reinforced by news regarding FIINSA, where their results were presented.

In total, the Forum hit headlines in 37 different publications, including radio, TV and printed media. Highlights included the local **Rede Amazônica** TV channel, **Valor Econômico** newspaper, and **Revista Página 22** of **Fundação Getúlio Vargas**. Highligh was given to the role of PPA's members, the importance of entrepreneurship in the Amazon and the results reached by PPA.

The PPA also had a strong presence in the 2nd Ethos Conference, held in Belém, which gathered actors that work towards of a sustainable economy in the Amazon. The Peabiru Institute presented the PPA in a panel "Alternatives to economic and social development for municipalities in the Amazon: cooperation between governments, companies, and the civil society".



# OTHER OUTCOMES ACHIEVED

In addition to the activities contemplated in the PPA activities pillars, considerable efforts were taken to increase the visibility of the Platform and expand the PPA's recruitment to new companies interested in joining the initiative.

Among these other outcomes achieved, emphasis should be placed on the following:

## BILATERAL MEETINGS AND OUTREACH OF NEW MEMBERS AND PARTNERS

The PPA is led mainly by the private sector. However, other institutional partners, not necessarily companies, are complementary and represent opportunities to cooperate.

In this sense, throughout 2018, new institutional partners that shared the Platform's mission and purpose joined as new members.

New companies and corporate associations that joined the PPA in

2018 include: Beraca, Sol Informática, Imerys, Ambientare, Gestor Consultoria, Simineral, Cargill, and Aimex.

Other institutions have demonstrated interest in joining the Platform, which reinforces the nature of its complementary and network activity, including: Imãflora, SITAWI, and Instituto Humanize.

In addition to attracting new members, the work to establish partnerships and articulate with other institutional partners and networks is ongoing, always focused on strengthening the mission of the PPA and generating new strategic opportunities.

## EXPANSION OF ACTIVITIES IN PARÁ

Since its creation until the end of the second half of 2018, the PPA was coordinated by USAID, CIAT and Idesam (Executive Coordination). In mid-September, motivated by the growing interest of new companies and the potential opportunities found in other states in addition to Amazonas, the

*The expansion of the PPA to Pará offers the opportunity of involving companies operating in different sectors of Eastern Amazon. The Platform is bringing together companies and corporate organizations from sectors as relevant and diverse as mining and metallurgy, logistics (ports and navigation), palm oil (dendê), paper and cellulose, and retail. Unlike Amazonas, in Pará companies are mainly scattered throughout a large territory, with operations in different regions, among which the Metropolitan Area of Belém, Marajó, Baixo Tocantins, Western Pará, and Southern Pará. Each one of these regions has a different economic model, which can be strengthened with converging actions to conserve biodiversity. In this sense, the PPA is a result of leveraging and congregating efforts from the private sector towards the sustainable development of the Amazon, with the support of civil society organizations that compose its Executive Coordination, locally represented by Peabiru Institute and ECAM.*

### João Meirelles

Instituto Peabiru Director.

Platform started an expansion process to bring in new members based in the state of Pará.

This expansion resulted in an expanded Executive Coordination, to include Peabiru Institute and the Amazon Conservation Team (ECAM).

The PPA believes that this new step, geared towards intensifying its activity in Pará, will do nothing but contribute to its objectives, reinforcing

its focus on its guiding principles and values, and consolidating its presence in new areas of important private sector engagement in the Amazon.

The Platform agenda remains focused on the Amazon region as a whole. However, during its first year it had a significant focus in Amazonas State and the Para-based companies opens up space for developing new actions and partnerships in both states, as well as other general actions of the PPA.

*We are extremely motivated to participate in initiatives such as this. We understand that companies must stand together to face challenges in the Amazon. We have already seen potential collaborations with other companies linked to the PPA in territories where we operate. It is crucial to bring together these companies into one platform, with technical and scientific consistency that enables dialogue not only among companies, but also with the local public authorities. This dialogue prevents us from losing focus and synergies as a result of implementing parallel, diverging activities in the same territory or on topics of common interest.*

### João Menezes

Biopalma's Sustainability Director.

# 2019/2020 STRATEGY

**F**or 2019/2020, the PPA will continue to work on the five strategic pillars, but remain adaptative. New opportunities and projects identified throughout the year will also be considered. A permanent dialogue and assessment process will take place with members to evaluate in depth the Platform's outcomes, gaps, and new possibilities of activity, in an attempt to further engage and generate new outcomes and benefits to its members. In addition fundraising strategies will be developed aiming to create a PPA Fund.

Aiming to create further opportunity for engagement from the companies in its main strategic axis of action, the PPA is revising its functioning structure. One

of the lessons learned in the PPA's first year of activity relates to its governance and operating model. The existence of an Executive Coordination, responsible for the communication between the members, and coordination of support activities, was shown to be an efficient model that enhances speed and fluidity in implementing projects and communication between members.

However, PPA objectives and areas of activity are led and defined by the member companies. This, the activities and responsibilities of the Steering Committee are proposed and validated by all member companies.

For this coming year, the PPA is suggesting a revision to its existing gover-

nance model to allow the expansion of the lines of work and an increased engagement of its members in the unraveling of its actions. Thus, there should be further room for alignment with institutional projects from its members.

The governance structure will therefore be adjusted to accommodate the thematic work groups defined by PPA members, which will structure its own

agenda and priorities. Thus, companies can not only identify and take advantage of the strategic opportunities mapped and brought by the Platform as a whole, but also create new partnerships between its members, as the initiative is a space for innovation and alignment with institutional projects and agendas. This new governance structure will be tested in the coming year.

# FINAL WORDS

**T**he main objective of this report is to present an overview of the first year of the PPA, highlighting outcomes and lessons learned, as well as outlining general goals and plans for the coming years.

In 2018, all PPA goals were achieved. This year was the first step on the pathway to building an Amazon socioeconomic development model that is sustainable and ensures conservation of biodiversity and quality of life for local people. The journey is long and will be challenging.

The activities of the PPA were sustained by an initial call which led to its creation, aiming to develop

innovative solutions, led by the private sector, through collaborative action. PPA members come from different industries and sectors, which is considered to be one of the main assets of the Platform. Diversity drives creativity and creativity drives innovation. And through innovation it will be possible to identify the needed solutions.

The PPA thanks each one of its members for believing in the initial vision proposed by USAID, Idesam and CIAT, that together, we can build a new future for the Amazon. The PPA also appreciates the leadership and collaboration of each company that, in its mission, shares the belief in and vision of a more sustainable future.



### EXECUTIVE COORDINATION



### STEERING COMMITTEE



### MEMBERS

