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Activity Report 2020

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ACTIVITY REPORT 2020

Partnership Platform for the Amazon

COORDINATION

Executive Secretary

TECHNICAL REVIEW

Executive Secretary

USAID/Brazil Team

Alliance of Bioversity - CIAT

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Catalyzing partnerships between private sector
and civil society to promote the
sustainable development and conservation
of the biodiversity of the Amazon.



INTRODUCTION

PRESENTATION

The purpose of this publication is to present the results of the work carried out and the initiatives supported by Partnership Platform for the Amazon (PPA), as well as its way of acting, governance and team.

The contents of this document are for the period from January to December 2020 and its dissemination strengthens the practice of transparency of the Platform. It is intended to demonstrate, with the dissemination of the programs and projects listed herein, the importance of PPA for sustainable development and the conservation of Amazonian biodiversity, based on the engagement of the private sector.



COLLABORATION PERSPECTIVES BETWEEN UNITED STATES AND BRAZIL

The United States Embassy, through the United States Agency for International Development (USAID), is proud to be one of the founders of the Partnership Platform for the Amazon. PPA is an important initiative, which, through the collaboration of the private sector, catalyzes the generation of innovative, collaborative and high-impact solutions for the Amazon region.

The United States Embassy and Consulates in Brazil support the Platform and, in turn, contribute to the protection of Amazonian biodiversity. Continued collaboration through the PPA can help encourage the private sector to join the fight against climate change, so that, together, the public and private sectors can make a difference to the Amazon.

2020 was a year full of learning, challenges, changes and adaptations, as we all work to keep COVID-19 under control. It is worth highlighting the success of PPA Solidarity, an initiative financed by USAID and PPA's private sector partners, to provide the most needed resources to communities in the region during the pandemic.

We continue to count on the leadership of the private sector, as we believe that we all have a fundamental role in promoting global change, especially after the pandemic. In difficult times, it is even more necessary to strengthen our alliances.

We are ready to continue to strengthen the ties between Brazil and the United States of America, as we both demonstrate our global commitment to the environment and the protection of biodiversity.

Todd Chapman

US Ambassador to Brazil





C H A P T E R O N E

PARTNERSHIP PLATFORM FOR THE AMAZON



ABOUT PPA

Partnership Platform for the Amazon (PPA) is a collective action platform led by the private sector to develop and identify innovative solutions that can create new development models and guarantee the conservation of the megabiodiversity of the largest tropical forest on the planet and its innumerable natural resources. Created in late 2017, PPA seeks to leverage investments with positive social and environmental impact in the Brazilian Amazon, share good practices and foster innovative partnerships that integrate all sectors of society.

The Amazon occupies 60% of the Brazilian territory and, however, only contributes with 8.5% of the national Gross Domestic Product (GDP). The Amazon is one of the most biodiverse regions in the world, concentrating 20% of all animal species and influencing the planet's balance. With more than 25 million inhabitants and human development indexes (HDI) often below the national average, the region is under increasing pressure from predatory and illegal economic activities.

PPA understands that one of the solutions can occur through innovation, applied to sustainable models of economic development and in partnerships that effectively support the conservation of biodiversity and forests. Other approaches can contribute to increasing people's income and quality of life without changing their traditional way of life, interdependent with the forest. The private sector has played a leading role in bringing new ideas and new types of collaborative partnerships to co-create and co-invest in solutions. Only by working collaboratively is it possible to face this enormous challenge and responsibly develop the enormous Amazonian potential. The companies that operate in the Amazon region are those that have technology, experience and financial resources to catalyze the necessary transformation.

PPA's goal is also to create a collaborative environment to help the private sector maximize the positive impact of its actions - a space where business leaders can seek partnerships with each other, with government, civil society and communities. PPA promotes innovative partnership models in which traditional investors and philanthropic institutions co-invest with private sector partners, leveraging available resources and generating more striking results.

PPA member companies are committed to the conservation of biodiversity and the well-being of Amazon communities. With only four years since its creation, PPA has already presented relevant results.

In 2020, together with USAID, NPI Expand, SITAWI Finanças do Bem and several partners from the private sector and civil society, it was responsible for creating the PPA Solidarity initiative, a partnership to help combat COVID-19 in the Amazon region. In addition, in the last year, 15 new Amazon startups participated in the PPA Acceleration Program and joined the 15 accelerated businesses during 2019. Also during the year, PPA was joined by Instituto Clima e Sociedade (ICS), Instituto Juruti Sustentável (IJUS), Hydro, Mercado Livre, Rotta and Moro and Suzano, totaling 41 member organizations on the Platform.



"Hydro is a partner committed to the territories in which it operates, hearing from communities what are the challenges and solutions for building better municipalities for their neighbors. We believe that it is possible to collaboratively achieve more effective development based on sustainable solutions for the Amazon region".

Eduardo Figueiredo, director of the Hydro Sustainability Fund (FSH)

OBJECTIVES, MISSION AND VALUES



Objetivos

1. **Leverage** social and environmental investments;
2. **Share** best practices, models and lessons learned based on concrete results;
3. **Facilitate** and mobilize private sector leadership in creating shared solutions;
4. **Promote** transformative approaches through partnerships that innovate, are efficient, effective and create space for new collaborations.

Mission

Have the private sector leading, in partnership, the construction of tangible and innovative solutions for the development of a sustainable economy, which supports the conservation of biodiversity, the forest and the natural resources of the Amazon.



"2020 was a challenging year for everyone. It was no different for Partners for the Amazon Platform. Still, it was a year of great progress. We established the Deliberative Council, a management fund and created the PPA Solidarity Fund to help the most vulnerable communities in the Amazon in the fight against COVID-19. Nevertheless, it is urgent that we work together for the sustainable development of the Amazon. For 2021, we are highly motivated and will work even harder to strengthen the PPA and our partnerships with private sector companies in order to achieve our common vision of conserving biodiversity and promoting sustainable economic growth in the Brazilian Amazon".

Catherine Hamlin - USAID/Brazil Environment Program Director

Values

1. Partnership and Collaboration

2. Innovation and Impact

3. Confidence

4. Transparency

5. Scientific Rigor

6. Dynamics



PPA THEMATIC GROUPS



Objective: Strengthen local entrepreneurship and innovative business through impact investments, development of the business environment, acceleration and incubation of startups in the Amazon.

Results: It was responsible for the development of the PPA Acceleration and Investment Program, for the Collective Loan Platform and for providing technical support and potential pipeline for initiatives such as the Althelia Biodiversity Fund (ABF).



Objective: Encourage strategic investment opportunities in startups and local companies, as well as the creation of innovative and creative arrangements for the connection and integration in the production chains of large companies.

Results: Initially focused on the Manaus Free Trade Zone, facilitated the creation of the Project Bank of the Priority Program for Bioeconomics (PPBioeconomia).



Objective: Develop local value chains, stimulating the acquisition of products and services from local companies by the private sector present in the region.

Results: Mapped local purchasing initiatives by companies in Pará to identify good practices and opportunities for action in local value chains. There are four lines of actions developed in GT3: Capacity training of suppliers and local corporate purchases, Marketplace, Marca Amazônia and Certification.



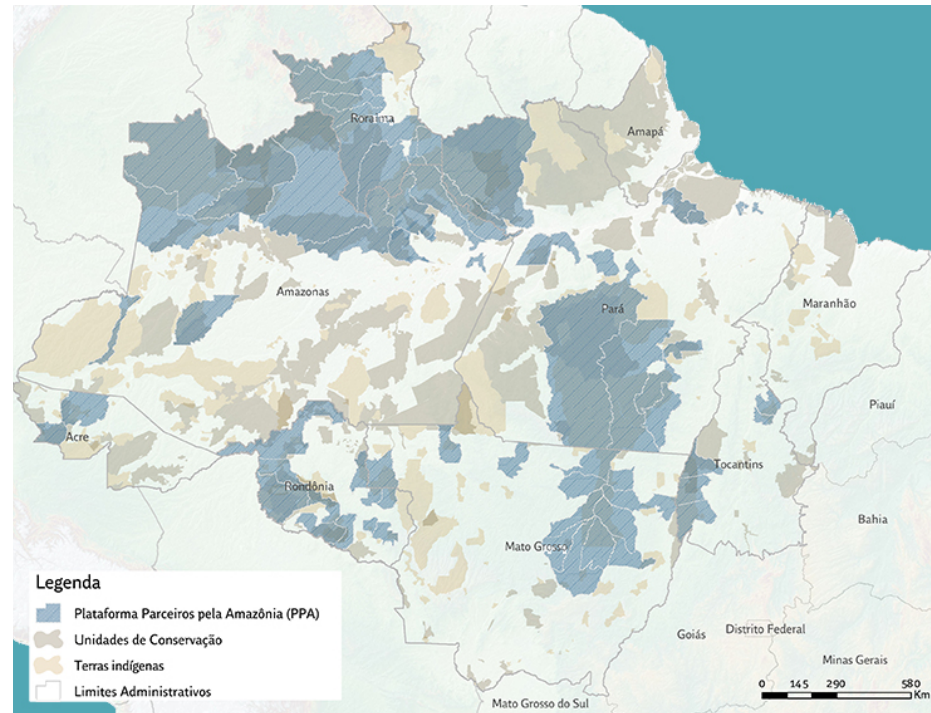
Objective: Promote dialogue and cooperation between the local government, communities and the private sector in actions related to planning, management and territorial development.

Results: Conducted a study on the different private resources transfer mechanisms to communities and also from sustainable uses of private reserves.

AREAS OF EXPERTISE

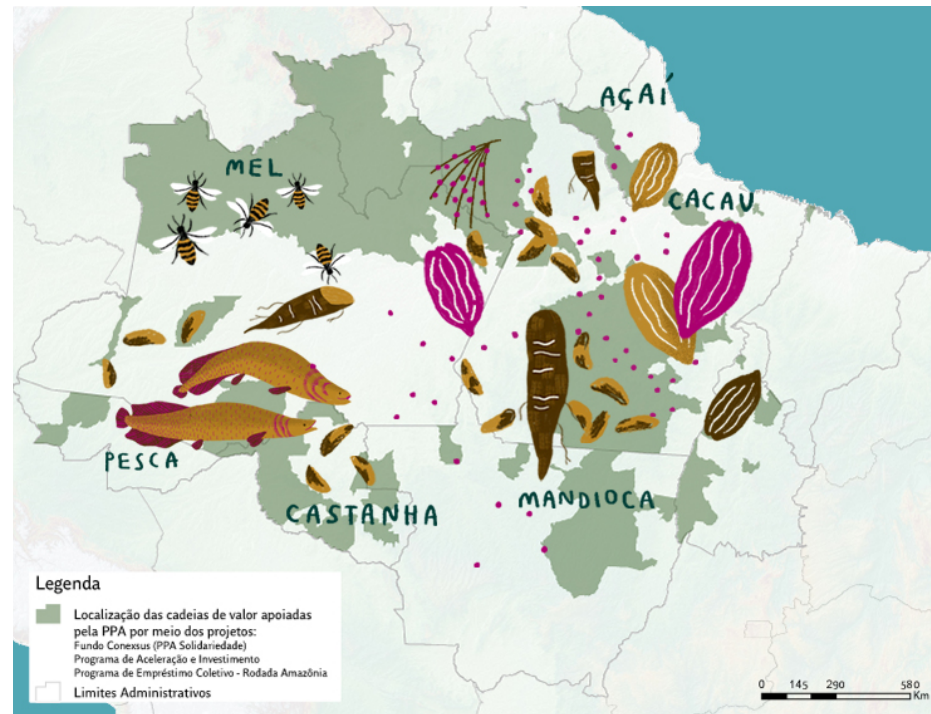
[Map 1] Details of PPA's areas of expertise in 2020, considering the territories covered by PPA Solidarity initiative and by the Acceleration and Collective Loan Programs - Amazon Round.

Source: Prepared by Beatriz Sanches - Alliance Bioversity and CIAT (March 2021)



[Map 2] Main value chains covered by the projects supported by PPA.

Source: Prepared by Beatriz Sanches - Alliance Bioversity and CIAT (March 2021)
Illustrations: Bruna Martins Oliveira



PPA has enhanced and expanded the concept of adding value to the diversity of the agro-ecosystem and products of the Amazon. Between 2018 and 2020, there were in all **38 production chains supported by the Platform:**

EXTRACTIVIST PRODUCTS:

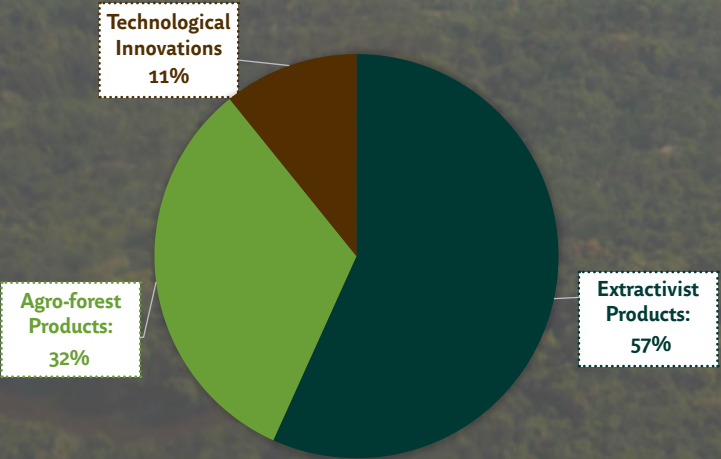
Acai berry
Cocoa
Cupuaçu
Andiroba
Rubber
White pitch
Andiroba
Babaçu
Brazil nuts
Copaiba
Tucumã
Murumuru
Jaborandi leaves
Essencial oils
Native seeds
Wood
Fish
Tourism
Jaborandi
Craftwork

AGRO-FOREST PRODUCTS:

Coffee
Banana
Horticulture
Rose apple
Organic compost
Cassava flour
Fruit pulp
Guarana
Honey
Milk
Oil fruits
Egg

TECHNOLOGICAL PRODUCTS AND INNOVATIONS:

Aplicativos
Placa energia solar
Robótica
Painéis de fibra para carro
Crédito carbono



PPA RESULTS

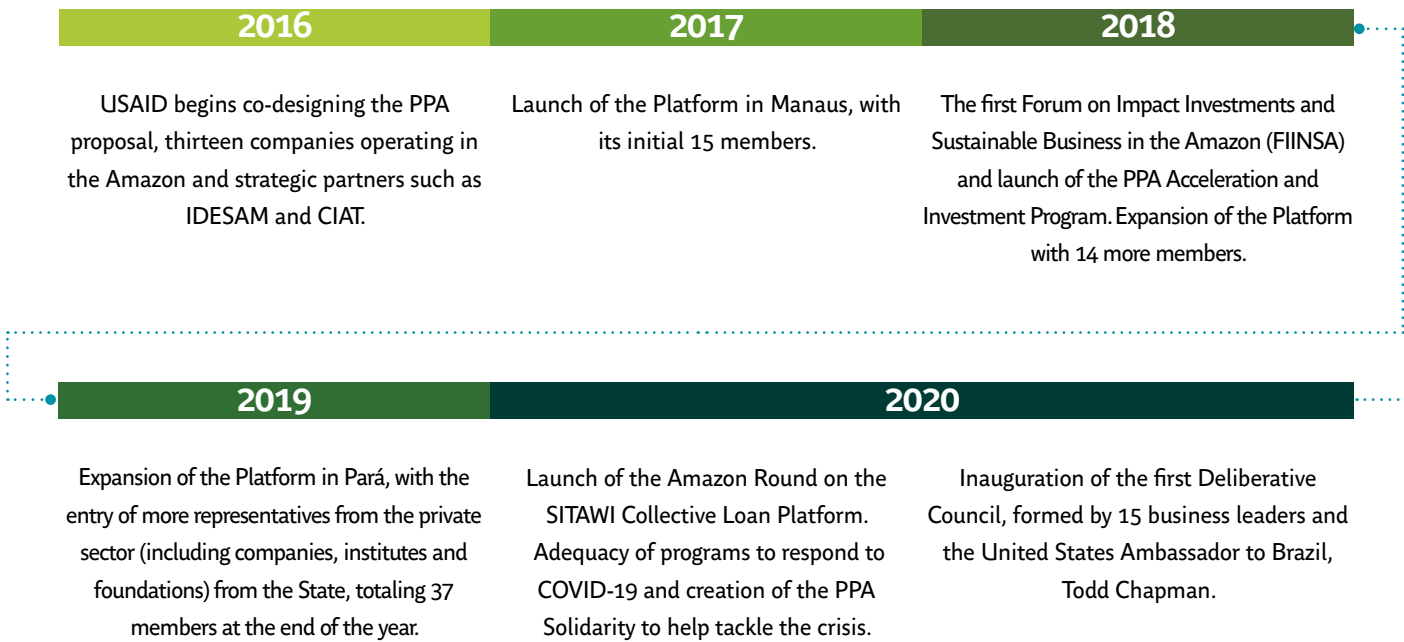


PPA has been able to present increasingly significant results. During 2018, the chain's activities were concentrated in the Acceleration and Investments Program, the holding of the 1st Impact Investing and Sustainable Business Forum in the Amazon (FIINSA) and the formation of the first group of 15 Amazon startups.

In 2019, the PPA's Acceleration and Investment Program expanded its reach to the whole of Brazil, receiving business applications from 14 states (eight of which are in the Legal Amazon) and others that, despite the headquarters being outside the region, operate in the Amazon. PPA also innovated in financing models, technically supporting the development of the Althelia Biodiversity Fund (ABF).



2020, in turn, was a significant year for the Platform with major changes and restructuring. In addition to undergoing an intensive process of structuring and internal review and policies, protocols and executive staff, the PPA carried out a general adaptation of the initiatives already developed for the pandemic scenario, in addition to proposing a quick and efficient response to combat COVID -19 in the Amazon territory through the PPA Solidarity program. It was also in 2020 that the Deliberative Council of the PPA was constituted through its inaugural meeting which was attended by the Honorable Mr. Todd Chapman, US Ambassador to Brazil. The Council comprises 15 companies.



PPA RESULTS (2018 TO 2020)



(*) with an amount raised of approximately R \$ 1.1 million

NOTE: These results include only the Acceleration Program and Collective Loan Platform projects. The results are inconsistent in relation to the announcement in the Activities Report in 2019 because, at the time, the projects Our Forest Our Home and Aliança Guaraná Maués were considered



GOVERNANÇA E BOARD

PPA is coordinated by the Executive Secretariat, under the guidance of the Deliberative Council and in contact with the Thematic Groups (TGs). Each TG also has a committee led by member companies, which organizes its activities.

Deliberative Council

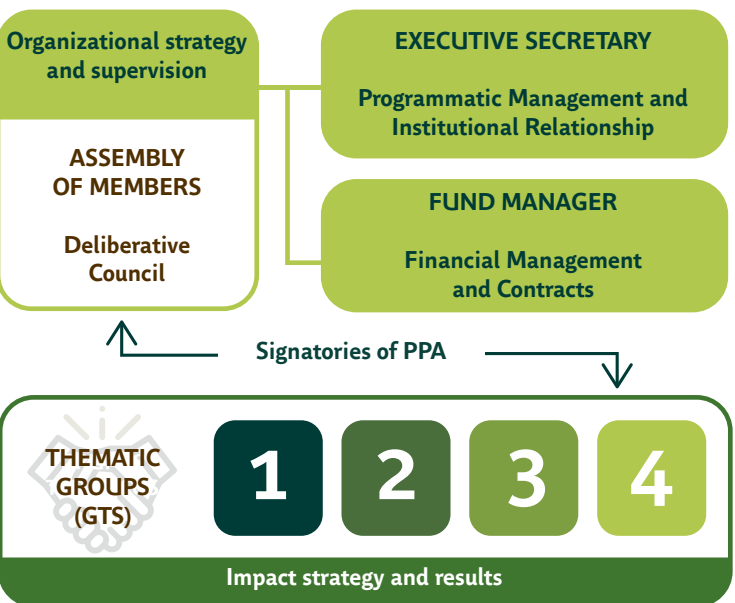
PPA body responsible for transversal strategic guidelines of the Platform and for the supervision of its executing bodies: the Executive Secretariat and the PPA Fund Manager. It is formed by representatives of the top management of private sector organizations with an interest in working collaboratively for sustainable solutions for the Amazon.

Executive Secretary

PPA's Executive Secretariat is the body for the coordination and programmatic management of the PPA, monitoring and evaluating the projects supported by PPA. In addition, it represents PPA in its relationship with other organizations, executing the PPA strategy in conjunction with the Fund Manager.

PPA's Fund Manager

Manages the financial resources mobilized through PPA.



CAL-PSE

The Catalyzing and Learning through Private Sector Engagement for Biodiversity Conservation (CAL-PSE) program was designed and funded by USAID and is implemented by the Bioversity Alliance and CIAT (International Center for Tropical Agriculture), involving a network of local partners in Brazil. The two pillars of the program lay the foundations for the Alliance to work with PPA and USAID.

Engaging the private sector through its active participation in the implementation of sustainable development and financing activities makes up the first pillar, that of Catalization. It creates conditions for the second pillar, Learning, through processes, components and tools for monitoring, evaluation and learning.

CAL-PSE's purpose is to transform the way we address biodiversity conservation in the Brazilian Amazon, improving the well-being of local peoples and communities. To this end, the Program has contributed to enabling platforms led by the private sector and partnerships interested in promoting sustainable business models, as well as economic opportunities that strengthen the sustainable production and commercialization of local products, therefore, giving economic value to activities that conserve healthy forests, habitats and natural resources. As fundamental as the promotion of such practices is the identification of evidence of the engagement of this sector.

The program is based on three strategic components:

1. Coordinate private sector engagement, leadership and investments in the conservation of Amazonian biodiversity and sustainable development through the strengthening, expansion and consolidation of the PPA.
2. Identify, co-design and implement pilot Public-Private Partnerships (PPP) and initiatives with the involvement of the private sector within the scope of the PPA in order to implement, learn and disseminate best practices and models.
3. Lead a robust monitoring, evaluation and learning (MEL) process through a participatory action research model, co-designing processes, systems, metrics and approaches together with the private sector and USAID/Brazil to monitor, evaluate and capture lessons learned and best practices for working with the private sector.

The challenges and opportunities for biodiversity conservation and sustainable development in the Amazon are as gigantic as the region's own complexity and dimension. In this sense, PPA and CAL-PSE present themselves as innovative platforms for collective action and for systematizing evidence of these impacts, based on the premise that the private sector has a key role in this regard and that engaging it is far from being a simple and trivial.



Fábio Deboni

Director of CAL-PSE (CIAT)



C H A P T E R T W O

HIGHLIGHT 2020: PPA SOLIDARITY



ABOUT PPA SOLIDARITY

COVID-19 has affected all aspects of our lives. In the Amazon, it was no different. That is why USAID, NPI Expand, Partners for the Amazon Platform (PPA) and SITAWI Finanças do Bem have teamed up to create a partnership to help combat COVID-19 in the region.

"PPA Solidarity: Responding to COVID-19 in the Amazon" is an initiative that engages the private sector in strategic partnerships to leverage innovative and scalable solutions to strengthen the rapid response to emergencies and combating COVID-19.

The initiative worked on four lines of action:

1. Mobilize communication campaigns on risks and community engagement in mitigation and protection measures to face COVID-19 and empower vulnerable and/or isolated communities to protect themselves from COVID-19 exposure and transmission;
2. Promote measures to prevent and control infections by COVID-19 in health facilities and communities;
3. Support the local health system (hospitals, health posts and community health units/services) to respond and control COVID-19 through health and surveillance services;
4. Support entrepreneurs, small social impact businesses and startups, producer groups and cooperatives with small financial contributions, business advisory services and access to low interest loans or microcredit.

Partners from the private sector and civil society came together to coordinate this response, leveraging approximately R\$ 18.2 million reais, which adds to the R\$ 10.6 million invested by USAID through NPI Expand.

"USAID is excited to see our partners responding to the needs of the most vulnerable citizens during the pandemic. Individuals working with communities are better positioned to communicate and support. Through PPA Solidarity, USAID contributes to these efforts and is happy to see the results."

Ted Gehr, USAID/Brasil Director



KNOW THE PROJECTS

RESPONSE TO COVID IN PARÁ

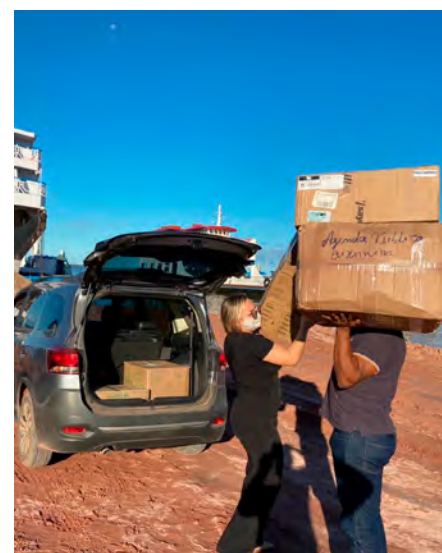
Santarém is an important center in Pará, and as such, its health system is also used by neighboring municipalities, representing medical care for hundreds of thousands of people. The pandemic had effects not only on local health services, but also on productive structures, which are largely based on family farming. Cargill, which has the implementing partner Ecam Negócios Sociais, seeks ways to mitigate the impacts caused by the pandemic in these territories, in their local health systems and in the productive dynamics.

The project, still in progress, aims to donate basic food baskets to more than 7 thousand people, to mobilize communication campaigns on the risks of the disease to more than 50 thousand people in the Santarém, Belterra and Mojuí dos Campos region, to promote prevention and control measures in health units and homes; support the local health system, such as hospitals and clinics; and supporting 5 associations of entrepreneurs, small companies with social impact, producer groups and cooperatives, which will impact at least 200 families directly, from financial contributions, business advisory services and access to low interest loans or microcredit



COVID-19 IMPACT MITIGATION

The Sustainable Territories Program (PTS), represented by the Public Agenda, with co-investments by Mineração do Rio do Norte (MRN), responds to COVID-19 in the municipalities of Oriximiná, Terra Santa and Faro, in western Pará. The Public Agenda has been developing risk communication campaigns, distributing basic food baskets, hygiene kits and masks to support vulnerable populations to protect themselves and improve health and surveillance processes in response to COVID-19, with a focus on hospitals and local health units.



MASK + INCOME (MÁSCARA + RENDA)

To contribute to the prevention of coronavirus and offer income generation opportunities for women during the pandemic, Fundação Vale and Rede Asta created Mask+Income. The project's goal was to reach two thousand seamstresses and artisans benefited in Brazil and three million masks produced and donated to social organizations suggested by the seamstresses themselves. After selected, the seamstresses received the inputs and a payment for masks produced, guaranteeing a monthly income for the period of three months. The nominated entities distributed the items to those who need it most, encouraging the use of masks and disseminating the culture of prevention in the communities. Through the partnership between Vale, Suzano and PPA Solidariedade, the initiative benefited over 300 women in the states of Pará and Maranhão as of September. For more information about the Máscara Mais Renda, visit www.mascaramaisrenda.com.br.



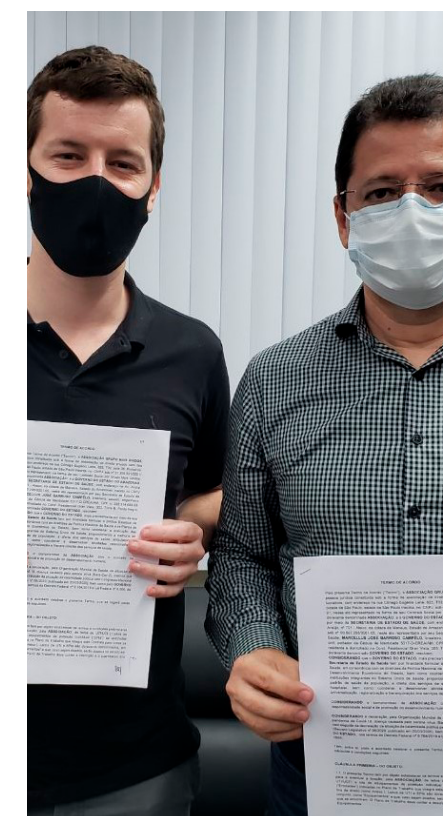
FUNDAÇÃO VALE



UNA+ SUPPORT FUND

UNA+ Support Fund (Fundo de Suporte UNA+) is an initiative of the Grupo +Unidos initially developed with the sponsorship of Bank of America and Fundação Caterpillar, philanthropic arm of Caterpillar INC, in Brazil, and with the support of Trench Rossi Watanabe and Burson Cohn & Wolfe. In order to mitigate the effects of the new coronavirus pandemic on vulnerable communities, the project has its own methodology for selecting populations at risk and develops customized solutions for each group. Donations take place through social organizations with consolidated operations in the region.

Through the project "PPA Solidarity: Response to COVID-19 in the Amazon", UNA+ Fund expanded its operations to the Legal Amazon, supporting the health systems of the state of Amazonas by equipping public health facilities and donating PPE kits. Other private companies interested in joining the initiative may contact the committee at www.maisunidos.org/unamais/.





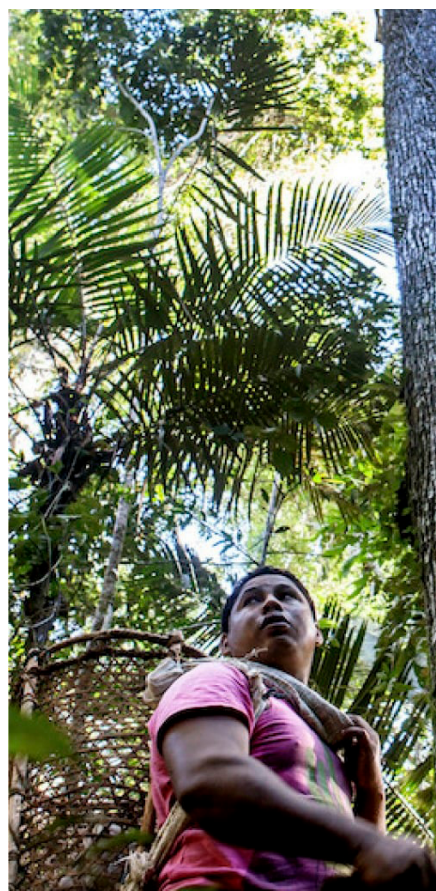
“We have a centuries-old trajectory of innovation, responsibility and shared development in all of our operations in the world. In Juruti, the responsibility of mining in the Amazon is experienced daily by us, being reflected in our commitment to the social and environmental efficiency of the mine and in building a legacy of sustainability in the region”.

Otávio Carvalheira - President of Alcoa in Brazil.

JURUTI AGAINST COVID-19

“Juruti Against COVID-19” Project is a partnership between the Sustainable Juruti Institute (IJUS), Alcoa, the Cooperative for Family Agriculture in Juruti (Cooafajur) and PPA Solidarity. The initiative works on three fronts: preventing infection, strengthening the local health system and supporting local entrepreneurs. In the first line, it is promoting preventive measures through information campaigns, distribution of basic food baskets and hygiene kits for vulnerable populations. In support of the local health system, hemodialysis equipment was purchased and 32 beds were expanded at Hospital 09 de Abril; of four respirators for the care of COVID-19 patients at Hospital 9 de Abril and Hospital Municipal Francisco Rodrigues Barros, in Juruti.

In addition, 200 popular health agents were trained, and support for surface cleaning and disinfection in Posts and Basic Health Units in Juruti, promoting training to break the chain of transmission of infectious agents; The project also includes the generation of work and income through the manufacture of masks for artisanal production for individual prevention; and mitigating the effect of economic and financial damage suffered by family farmers, as a way to facilitate their resumption of activities.



SOCIAL AND ENVIRONMENTAL RESPONSE PLAN TO COVID-19

The project supports the Emergency Line of the Socioenvironmental Response Plan to COVID-19, an initiative designed to survey the main challenges faced by rural and forestry community businesses as a result of the economic crisis caused by the COVID-19 pandemic. One of the biggest obstacles reported by the cooperatives and associations that participated in the study was to guarantee capital reserve to keep their operations running. The Emergency Line operated by the Social and Environmental Fund Conexsus is supporting the sustainability of these businesses by offering credit and assistance to cooperatives and associations. The program is contributing to reducing the negative impacts of the pandemic as well as supporting the creation of administrative and financial capacities to overcome the challenges of the crisis, the basis for them to be successful in the medium and long term. The Response Plan is a partnership between Conexsus and UNICAFES (National Union of Cooperatives of Family Farming and Solidarity Economy), CNS (National Council of Extractivist Populations) and Fundo Vale, for the benefit of small producers and extractivists.



UNITED AGAINST COVID-19

The project “United against COVID-19 in agro-extractive territories in the Amazon”, developed by Instituto Beraca in partnership with Beraca Ingredientes Naturais, L’Oréal, doTERRA, Rudolph Care and PPA Solidarity, aims to strengthen food security and decrease food security pressure for natural resources on agroextractive families in the Amazon during the pandemic period of the new Coronavirus.

The project will serve 837 families, approximately 4,185 people, working in 18 community projects, being: 4 Conservation Units for Sustainable Use, 2 Territories Remnant of Quilombos, 3 Settlement Projects, 8 agroextractive communities and 1 municipality.

The project distributed basic food baskets in these territories for a period of 10 months, adding up to a total of 3,418 baskets, totaling 60 tons of food. In addition, the project carries out preventive education for the new coronavirus, with information on alternatives for personal and home hygiene habits that can collaborate with the protection of vulnerable territories in the Brazilian Amazon.





HYDRO SUSTAINABILITY FUND - SUPPORT TO BARCARENA (PA)

Travessia Barcarena, articulated by the Hydro Sustainability Fund and partners, promotes humanitarian aid and job and income generation actions for families in the municipality of Barcarena (PA), affected by the Covid-19 pandemic.

In support of seamstresses and facing the pandemic, technical training is being carried out with 120 seamstresses, for the production of 150,000 non-medical face masks, which will be donated, free of charge, to the local community. This action is carried out by All for Work Program (with Alunorte and Albras) and supported by the Sustainable Barcarena Initiative (IBS) and the local associations Vila Nova, Renascer com Cristo and Luz Divina, in addition to the implementation of Synergia Socioambiental.

The front of the project aimed at family farming is carried out with the support of Ativa Barcarena project - one of Hydro's private social investment initiatives - and carried out by Instituto Peabiru. On this front, 93 farming families were selected to receive rural technical assistance and investments in the structure of production units.

In the context of Travessia Barcarena, the purchase of part of the agricultural production from local cooperatives is also foreseen and the donation of this food to communities in a situation of social vulnerability. The project also foresees educational actions for the prevention of Covid-19, for this purpose it equipped the city's Producer Fair, as a way to improve the hygiene conditions of marketers and visitors. The action has the assistance of Talent Negócios and the support of the Agriculture and Social Assistance Secretariats of the municipality of Barcarena in support of the donation process.

Travessia Barcarena will last for 10 months and has a total financial support of R\$ 3.8 million - R\$ 2.5 million invested by Hydro Sustainability Fund and R\$ 1.3 million via the PPA Solidarity Fund, formed by USAID, NPI Expand, Partners for the Amazon Platform - PPA and SITAWI Finanças do Bem.



PPA SOLIDARITY IMPACTS IN 2020

In 2020, the PPA performed very consistently in combating the COVID-19 pandemic. Through the PPA Solidarity, it was possible to achieve the following results:



R\$10,6 million
invested by the initiative



R\$18,2 million
in co-investments to help
vulnerable populations in the
Legal Amazon region



59 thousand families
received donations of basic
food baskets and hygiene kits



**360 health
professionals**
trained



**308 thousand
masks**
donated made by local
dressmakers



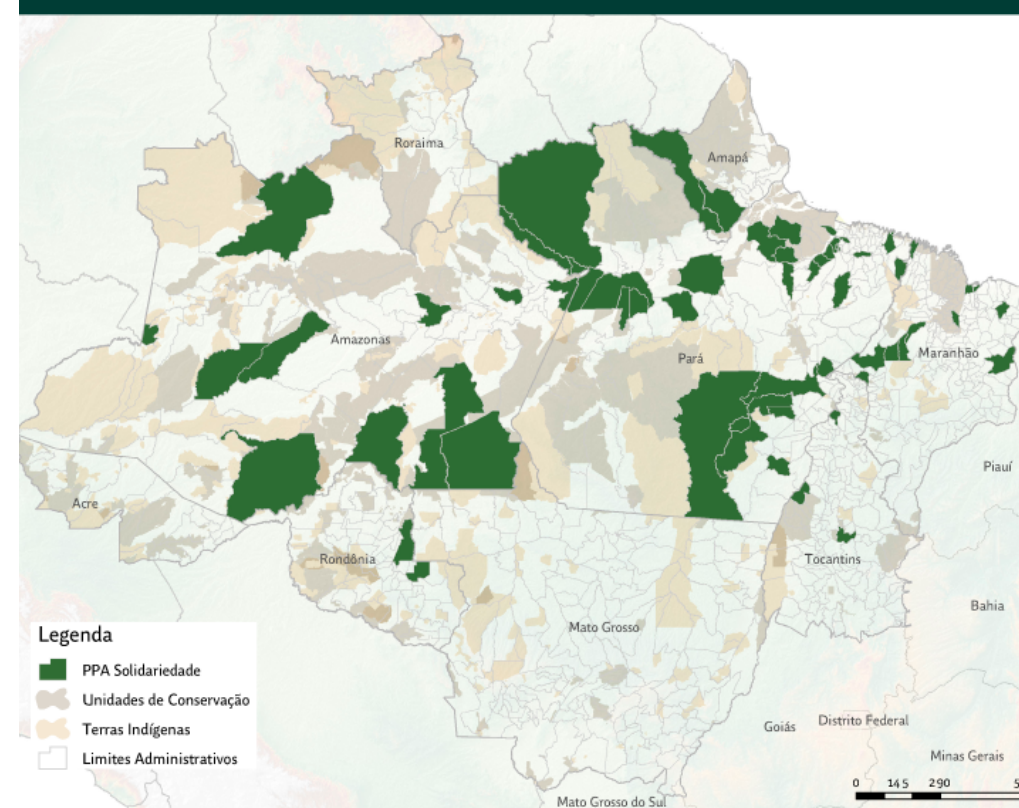
**720 entrepreneurs
and 24 business**
supported with financial advisory
and management services



+ de R\$ 1,5 million
borrowed for business



**+ de 1,5 million
people**
receiving information educational
and prevention messages



[Map 3]
Area of practice of PPA Solidarity
initiative.

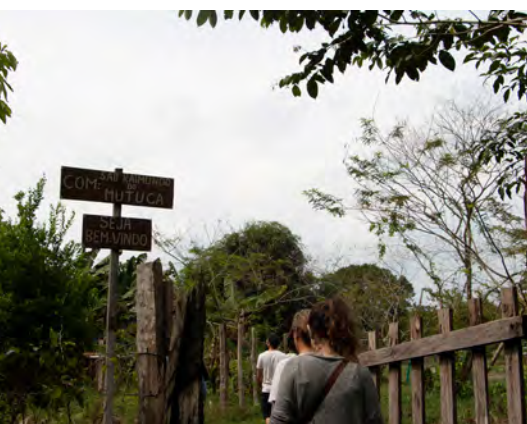
Source: Prepared by Beatriz Sanches
- Bioversity Alliance and CIAT
(March 2021)

Learn more at:
ppa.org.br/ppa-solidariedade



C H A P T E R T H R E E

PORTFOLIO



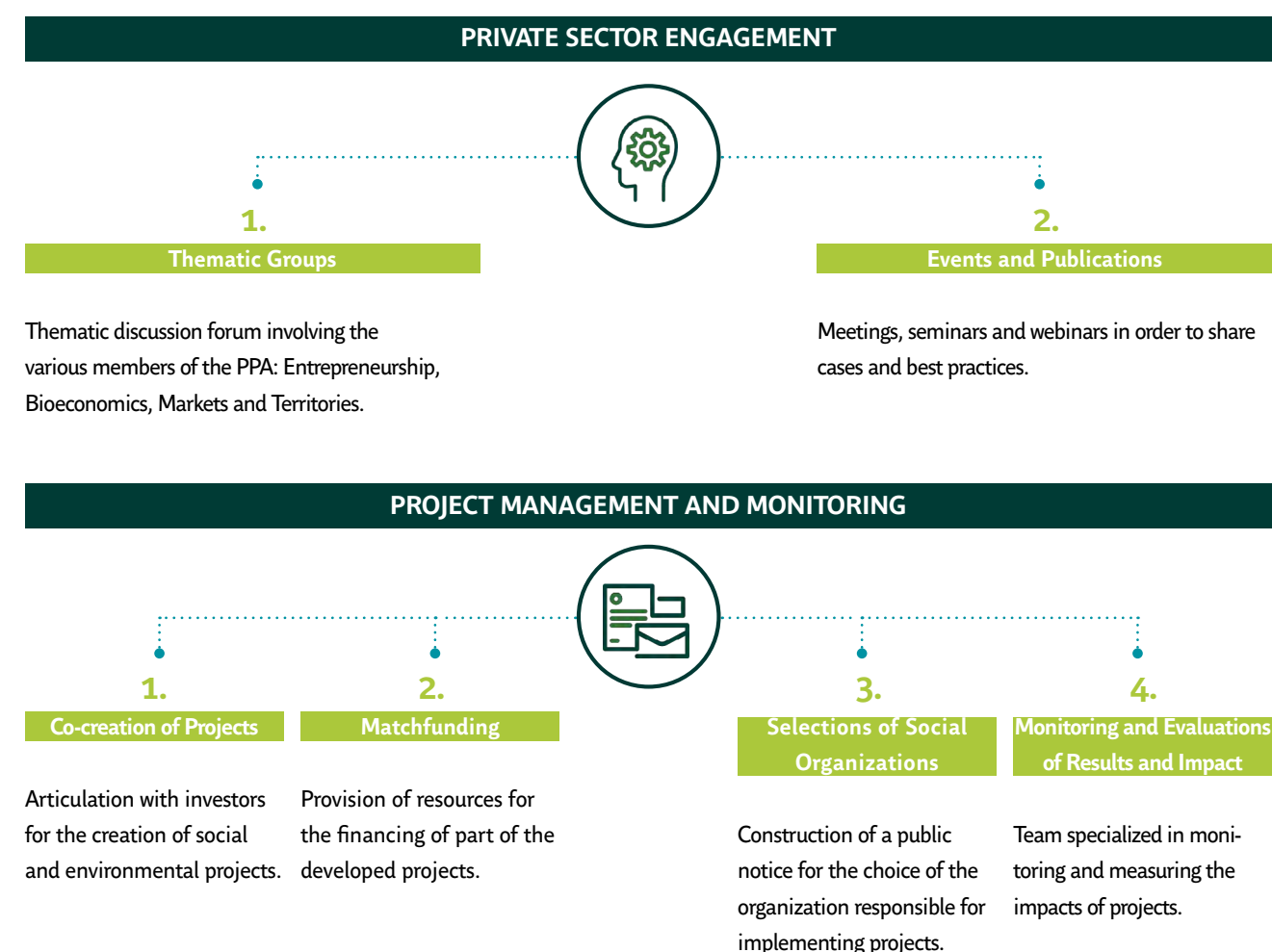
In January 2020, the PPA Deliberative Council validated a new governance structure for the initiative.

The composition of an independent Executive Secretariat, the development of conceptual frameworks and the guidelines for conducting the platform were the most significant actions to consolidate this new format.

Among the main activities carried out, the following stand out:

- 1. The composition of the team of the Executive Secretariat and the PPA Fund Manager.** This arrangement includes the positions of Executive Secretary, Project Manager, Communication Manager, Engagement Manager, Project Analyst and Fund Manager. Also, it counted on the collaboration of Instituto Peabiru in the coordination of the Markets and Territories Thematic Groups; and with the Bioversity Alliance and CIAT and USAID teams to support the restructuring, monitoring and evaluation of the impacts of PPA initiatives and actions;
- 2. The Preparation of Policies and Manuals in a collaborative and dynamic process,** within which the documents “Introduction to PPA”, “Policy for the Admission of Development Partnership Proposals”, “Internal Processes Policy”, “Implementing Partners” (administrative management), “PPA Fund Manager Policy”, “Monitoring, Evaluation and Learning Policy”, as well as the PPA Code of Conduct and Communication Policy were developed;
- 3. The evolution in the process of co-creating Development Partnerships (PDs),** through dialogues between USAID, PPA, Alcoa, IJUS, Hydro and Forest Trends;
- 4. The creation of the emergency fund “PPA Solidarity”, in response to COVID-19,** in partnership with Palladium, USAID, and members of PPA, based on the work of articulating and mobilizing partners from the private sector and organized civil society;
- 5. The transition process of the coordination of the Thematic Groups Entrepreneurship and Bioeconomy,** which were in the scope of the Institute for the Conservation and Sustainable Development of the Amazon (Idesam).

As a result of this structuring, the new PPA portfolio is now intrinsically linked to the Platform's strategic competencies and pillars. Thus, from the establishment and viability of Development Partnerships (DPs), financial cooperation arrangements will be established between members of the PPA to invest in innovative initiatives that contribute to economic, social development and the conservation of biodiversity in the Amazon. Below, a breakdown of all of the Platform's operating skills:



The projects included in this process are detailed next.

ACCELERATION PROGRAM AND INVESTMENT

The Acceleration and Investment Program stands out for being 100% dedicated to the entrepreneur who works in the Amazon, as well as to the demands and regional realities. In addition to the business incubation and acceleration process, it offers opportunities for investment, cooperation, networking and promotes the creation of an interconnected sustainable business community.

Created in 2018, the program has been led by a group of PPA companies, coordinated by Idesam and has strategic and financial support from USAID, Aliança Bioversity and CIAT, Instituto Humanize and Fundo Vale.

Through annual calls, it selected 15 deals for each acceleration cycle, each lasting six months. The day includes face-to-face workshops, individualized mentoring, business follow-up, thematic webinars, scholarships and logistical support for participation in events or courses, accounting, legal and brand advice.

It also promotes shark tank-style business rounds, which bring together impact investors, philanthropic institutes and foundations and the businesses selected to participate in the acceleration days. The innovation in the financing model stands out here, by bringing, with a mechanism called Blended Finance (in Portuguese, Hybrid Financing), options customized and adapted to the different types of impact businesses, uniting diversity of sources (private and philanthropic capital) and financial mechanisms in accordance with the different stages and needs of the projects.

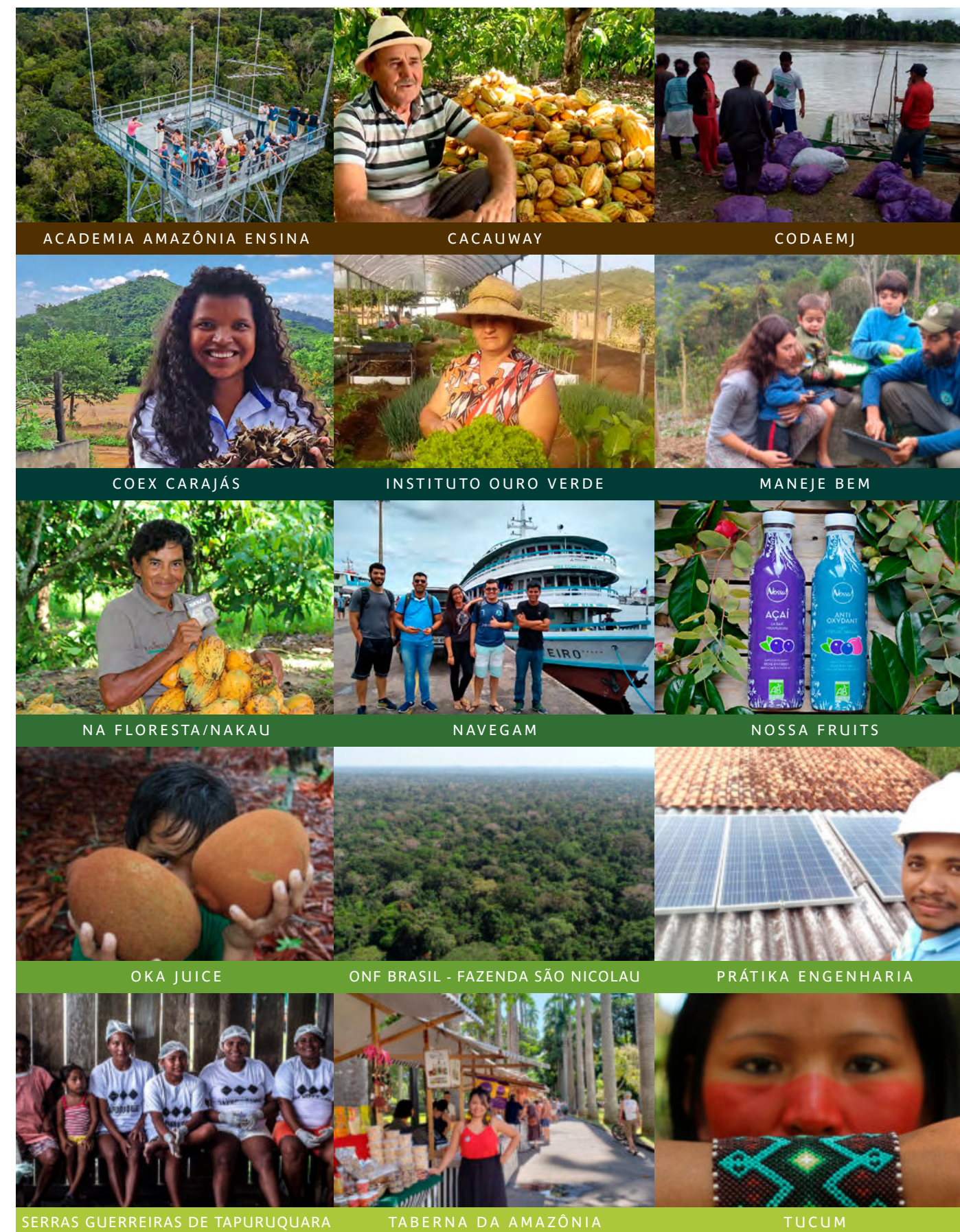
In a permanent co-creation process, the Program develops in constant dialogue with entrepreneurs, seeking to incorporate their demands and scores. It is in this way that he becomes, more and more, tailor-made for Amazon startups, fostering the creation of a network of forest entrepreneurs that is recognized and strengthened.

Support for business recovery in 2020

The Business Call held in 2019 to select the class to be accelerated by the Program in 2020 received 201 applications, from which 15 businesses were selected. In this new edition, the call opened the possibility of registering for initiatives in other regions, provided they assumed the commitment to start operations in the Amazon within six months after the start of the acceleration journey. On the side, the list of businesses in the 2020 portfolio.

Learn more at:

aceleracao.ppa.org.br





In 2020, in the context of the COVID-19 pandemic, the actions of the Acceleration Program were focused on Development Days, with online training in the areas of pricing, accounting management, financial planning and operational intelligence, including activities:

1. **Connection rounds (webinars)** with entrepreneurship themes and business in the Amazon, people management and self-care, exports and sustainable products;
2. **Mentoring program** with +100 volunteers enrolled, for serving a total of 17 businesses served by the program;
3. **Actions to promote sales of startups' products** through partnership with the company Mercado Livre, from the creation of the "MELI Amazônia Semana do Meio Ambiente" on its sales platform, which until September +300 products sold, leveraging the sales of businesses served by 22.5% (average);
4. **"Amazon at home, standing forest" campaign** promoted by Mercado Livre in partnership with PPA, Idesam and Climate Ventures, with the objective of promoting the sale of Amazon products in their marketplace from: (1) activating digital influencers, (2) creating a box of Amazonian products, (3) publicizing the businesses and their stores, and (3) logistical solutions;
5. **Emergency contribution** of R\$ 150 thousand in working capital for startups as a donation or zero interest loan in order to contribute to business resilience in the face of the crisis, contributing to startups' fixed costs.

Transformation of the program for 2021

After the successful experience of the pilot of the Acceleration Program, incubated within the PPA, it was understood that the initiative has a broader potential. Therefore, greater independence was necessary, not only in relation to its governance, but also in relation to its identity.

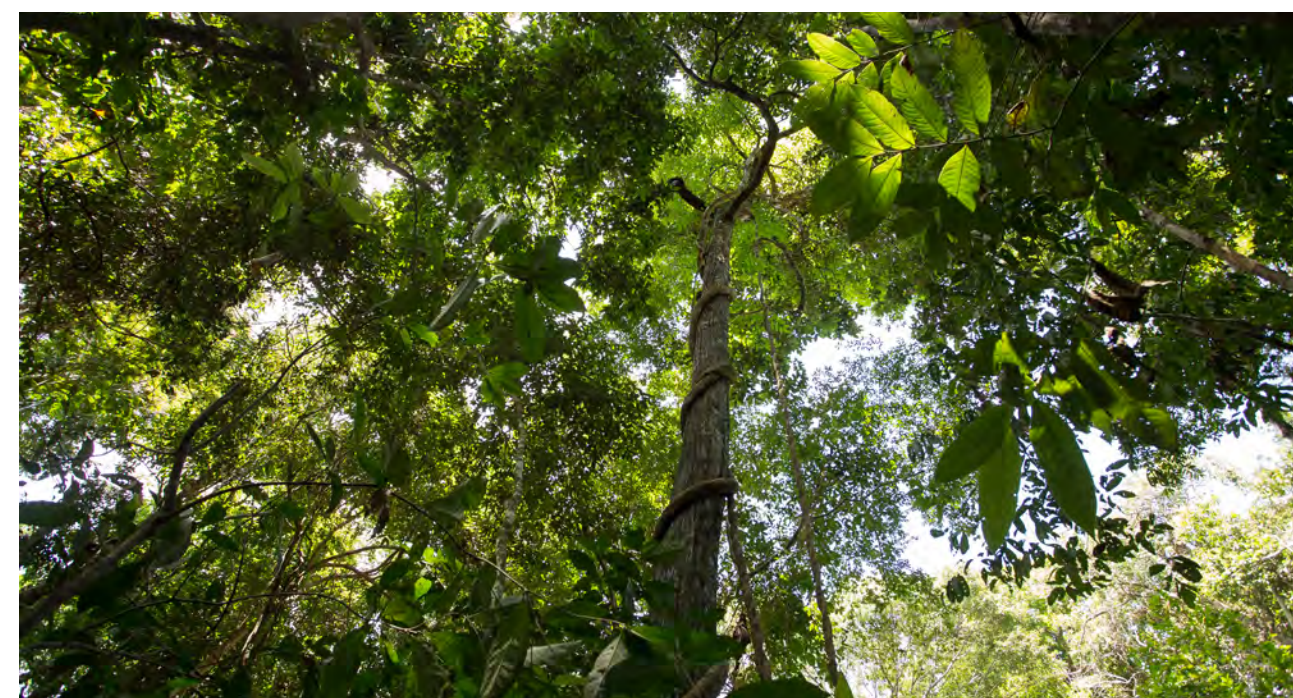
In this sense, Bridge Project (Projeto Ponte) brought a series of legal and financial mechanisms capable of sustaining the new acceleration program in 2021, which received the name "AMAZ". Also, through the activities previously described, Bridge Project continued to provide support to the current startups portfolio, through the development of a medium-term action plan for the accelerated businesses and extension of the Development Days.

COLLECTIVE LOAN PROGRAM - AMAZON ROUND

The first Amazon Round of the SITAWI Collective Loan Program, which took place in 2019, had as strategic partners and financiers Instituto Sabin, USAID, Bioversity Alliance and CIAT (International Center for Tropical Agriculture), and Instituto Humanize within the scope of the PPA. The platform works by peer-to-peer lending, in which a person lends money directly to another person or company digitally.

The total investment mobilized in the PPA investment round amounted to R\$ 3.3 million. In the last round of collective loans, held in March, the selected organizations focused on the sustainable development of the Amazon. The amount raised by the Collective Loan Program was R\$ 1.1 million and the investment reserves were exhausted in less than 24 hours. The program was chosen as Latin America and the Caribbean's Impact of the Year Initiative by Environmental Finance.

The PPA's emergency contribution made to the startups of the Collective Loan Program to absorb risks in the context of COVID-19 (mainly with regard to the drop in sales) totaled R\$ 226 thousand contributed to TUCUM, Prátika, Na' Kau, Coex Carajás and OKA.



C H A P T E R F O U R

THEMATIC GROUPS



"As members of pPA and engaged in the Markets Working Group, we reiterate our thanks and look with great satisfaction on the dynamics that have been attributed to the entire trajectory of the Platform since the first meetings with the formation of GTS, contracting of specific studies, definition of lines of action and timelines, as well as interactivity between the companies that are part of each work group and other stakeholders involved in the process".

Alessandro da Cunha Fernandes, Institutional Relations Manager at Cargill.

"We understand that it is not possible to do it alone and a Platform of this type combines a series of actions from different companies and intuitions, each bringing its expertise and experience".

Patrícia Daros, Operations Director of Vale Fund

"We understand that electronic commerce can be an alternative to the challenges of commercialization and logistics in the region and that the partnership with PPA contributes to the generation of income and to the forest and cultural conservation in the territory".

Laura Motta, Sustainability Manager at Mercado Livre.

"This networking space between companies it's fundamental. We have sought to develop the territory, and for that it is necessary to work in a network. PPA is essential in this".

Fausto Rodrigues Alves de Camargo, Enviromental Executive Manager at Suzano.

THEMATIC GROUPS MILESTONES

Entrepreneurship and Bioeconomy

The change in the coordination of the Entrepreneurship and Bioeconomy Thematic Groups was what marked this period. The PPA Executive Secretariat assumed this role, while Idesam took the lead in consolidating the Acceleration Program, which was the focus of discussion and validation in Thematic Group throughout the year.

Markets

The Markets Thematic Group has been working during 2020 to develop 5 lines of action, all with the potential for the private sector to contribute to the promotion of Amazonian value chains:

- 1. Capacity Training of suppliers and local corporate purchases:** AMBEV, Beraca, Cargill, Conexus, Forest Trends, LDC, Fundo Vale, Rotta and Moro and Suzano were active participants. Of the main advances, we highlight (1) the design of the implementation flow, starting with the training phase and culminating in the stages of local purchase until its execution; (2) the perspective of working interests in centers (West/PA, Southeast/PA and Maranhão) decentralized with the convergence of common resources; (3) the existence of a group of companies interested in constituting a development cell for the project proposal;
- 2. Marketplace:** Tucum, Imaflora, Conexus, Mercado Livre and Suzano were active participants. This line is intended to promote investments by the private sector in activating an online platform that connects agricultural and forestry producers in the Amazon to final consumers in international markets. In this case, there is the possibility to identify demand by region, to know the local producers and the value of the products, and to establish direct contact with the communities;
- 3. Marca Amazônia:** Its active participants were Sol, Rotta Moro, Climate Ventures, FutureBrand and Suzano. It made a shared effort to identify and gauge potential supporters/investors (both from the private sector and from the government) interested in implementing an "Amazônia" brand. With the interested parties, the proposal is to undertake a development journey to design a governance proposal and a fundraising plan.

- 4. Certification:** Active participants were Ambientare, Rotta Moro, Imaflora and Suzano. Proposed the creation of a Monitoring, Reporting and Verification System (MRV) that attests to ethical and environmental criteria for products from socio-biodiversity chains, together with the design of simpler indicators that enable a "PPA seal" to local producers and facilitate the market access. The proposal for an MRV with its own protocol, without relying on external auditing, was validated by the group as the most appropriate instrument for the wishes of companies in the Amazon context.

"Proposals like PPA's are at the heart of our activities. We believe that cooperation between private entities, public agents and communities is essential to have a sustainable economy for the Amazon "

Fernanda Rotta, Partner at Rotta e Moro.

Territories

Territories Thematic Group, in turn, has been formulating a matrix of project data, an online interface that allows companies to visualize and map projects and synergies in multiple areas, facilitating the establishment of partnerships for territorial development in the Amazon. Its information is collected through an extensive questionnaire that feeds the reference database of the interactive platform that has been tailor-made by Aliança Bioversity and CIAT.





C H A P T E R F I V E

POLICIES AND MANUALS



During 2020, PPA Executive Secretariat and key partners such as USAID, Aliança Bioversity and CIAT, and SITAWI Finanças do Bem developed six Manuals and Policies to standardize the Platform's processes.

Each policy is aimed at specific groups within the governance of the PPA, and provides information on environmental and social behavior, conflicts of interest, project management and others. Are considered Interest groups those:

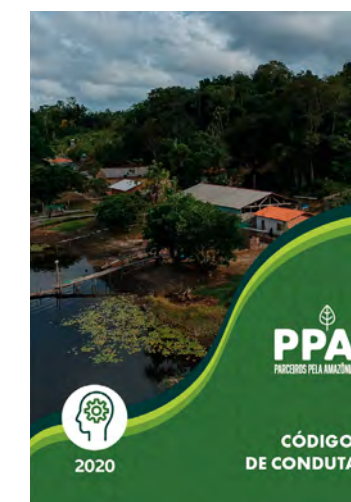
1. **Members:** All organizations that signed the Fidelity Agreement to Partners for the Amazon Platform and had their membership approved.
2. **Suppliers:** Are the organizations contracted to provide services or provide goods for PPA.
3. **Deliberative Council:** The PPA body responsible for transversal strategic guidelines of PPA and for the supervision of its executing bodies: the Executive Secretariat and the PPA Fund Manager.
4. **Participants in Thematic Groups:** Are organizations members or not of PPA that meet in four forums related to four specific subjects of the initiative such as Entrepreneurship, Bioeconomics, Markets and Territories.
5. **Project Bidders:** The Development Partnerships and other projects must come from a bidder, who finances at least half the cost of the initiative.
6. **Investing Partners:** Organizations that provide resources for the maintenance of the PPA's institutional structure, as well as for the maintenance of the PPA Fund to support projects.
7. **Implementers:** Implementing Partners are institutions contracted to implement activities in partnership with PPA.

Access policies and manuals in full:
ppa.org.br/politicas-e-manuais-internos-da-ppa



1. Introduction to PPA

The document presents the Partners for the Amazon Platform, its governance and functioning, in addition to the role of other policies and manuals.



2. Code of Conduct

The document presents the basic principles that must be followed by all PPA partners.



3. Communication Policy

It presents the communication guidelines of the PPA, procedures for presenting materials and basic models of documents to be developed with partners.



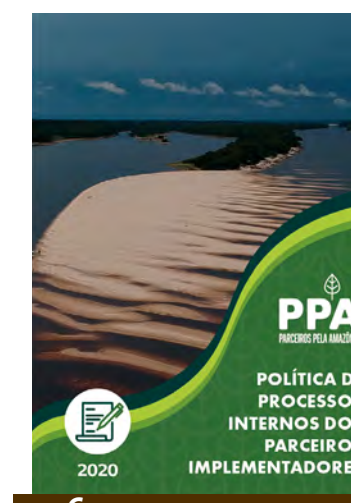
4. Proposal Admission and Processing Policy

Document shows the processes that proponents and partners must follow in approving projects that will be supported by PPA.



5. Monitoring, Evaluation and Learning Policy

It presents the indicators and bases for monitoring the projects supported by PPA.



6. Internal Processes Policy of Implementing Partners

The document addresses the financial, accountability and other procedures that must be followed by PPA partnership implementers.

C H A P T E R S I X

FINAL CONSIDERATIONS



VIEWS OF THE PRIVATE SECTOR REGARDING THE SUSTAINABLE DEVELOPMENT IN THE AMAZON

It is extremely important to understand the crucial role of the private sector in the sustainable growth of the Amazon and in the implementation of prosperity in the territory. In this scenario, the experience of Partnership Platform for the Amazon is inserted, which was born of a bold chemistry between USAID and the productive sector with the central objective of promoting a new economy in the region, based on entrepreneurship and on the principles of impactful productive investment.

Bemol, a company committed to supporting the development of the region for 78 years, is very proud to be among the founding companies of the initiative. In the last year, PPA has evolved a lot and has advanced in its governance model, since the creation of the Board and the Executive Secretariat. Thus, the Platform is consolidating itself as part of a long evolutionary process, which encourages companies and the local population to create a tradition of cooperativism, as a result of collective construction of solutions for the Amazon.

In this respect, the problems of the territory are widely known. For many places in the Amazon, economically inserting municipalities and populations in a way that they can thrive economically is still a great challenge. There is a lack of economic attributes, know-how, technical assistance, supply chain and customers that allow the inclusion of bioeconomics activities with positive attributes of environmental conservation in scale in the region.

Given the current pandemic context, it is absolutely appropriate that attention has been directed to the calamity with which the country is dealing. In this sense, COVID-19 emerged as a major hindrance in creating greater sensitivity in relation to the social, economic, political and environmental climate in the Amazon. In any case, it is essential to persist in empathy and knowledge as central attributes to work successfully and beneficially in the territory, alleviating the humanitarian and health crisis that is plaguing it.

The dynamic that has been attributed to the entire trajectory of the PPA strengthens the expectation that the initiative will have an ever greater and transformative impact on the Amazonian reality. Today, the region still remains the one with the worst rates of poverty, infant mortality, health and education in Brazil. To reverse this, it is necessary to stimulate the construction of economic activities and the performance of prosperous, robust companies, born and incubated locally, in the way that the PPA has done over the last few years.



Denis Minev

Bemol's Chief Executive
Officer and member of the PPA
Deliberative Council



USAID
FROM THE AMERICAN PEOPLE

Alliance



INSTITUTIONAL PARTNER



DELIBERATIVE COUNCIL



PARTNER NETWORK

2021 VISION

It will be impossible, in the future, to think about the year 2020 without highlighting the strong influence that the pandemic of the new coronavirus has on the whole society. The aftershocks have elucidated the already known scarcity of infrastructure in several regions of the Legal Amazon, reflected in the low capacity for resilience to resist the consequences of the health crisis. The collapse of the health system was, unfortunately, just one more event in a chain of implications that demonstrated the vulnerability of the Amazonian populations and the need for systemic action for their recovery.

From an economic point of view, a survey released by the Brazilian Institute of Geography and Statistics (IBGE) points out that of the little more than 26 thousand companies that closed (temporarily or permanently) in the first half of June 2020 in the Northern Region, 42% ended their activities because of the pandemic. Still, according to the survey, among the companies that contained the number of employees, just over half (52.4%) reduced the team size by up to a quarter, 28.2% between 26% and half and 19.7 % have shrunk their set by more than half (over 50%).

In contrast, based on figures from the National Health Fund, municipalities in the Northern region were those that received the least resources from the Ministry of Health per inhabitant to combat COVID-19. This shows a lesser capacity to combat the health front, thus delaying the potential for economic recovery of the region's undertakings.

Understanding the delicate moment that the Amazonian territory faces, PPA mobilized its diverse partners so that - collectively - it could establish an answer to this difficult moment. With emphasis on the PPA Solidarity initiative, it was possible to gather resources in the order of R\$ 30 million to support projects in different regions of the Amazon.

The projects were able to assist vulnerable populations, strengthen the local health system and, not least, offer credit at very advantageous conditions so that several community businesses could gain survival in the crisis.

The PPA Acceleration Program and the SITAWI Collective Loan Program, projects financed by PPA, also revised their respective work plans so that it was possible to accommodate actions capable of supporting the supported projects.

Based on these experiences and the legacy built in recent years by programs supported by PPA and its partners, we reaffirm our strong commitment to strengthening the impact ecosystem in the Amazon. We also understand that this pact can be extended even in adverse times, based on the construction of new partnerships in different segments that can cover the diversity and complexity of the entire territory.

Therefore, in 2021, PPA (through its Executive Secretariat) will work to expand the portfolio of program projects aimed at strengthening entrepreneurial skills in the Amazon. Through the creation of the "PPA Acceleration Thesis", we will seek to identify opportunities to invest in structuring local capacities, working with projects of impact at different levels of maturity, in different value chains. This effort will also allow us to create criteria to assess the degree of environmental impact of the projects, ratifying our sensitive commitment to the conservation of the forest's biodiversity.

PPA, as a platform for collective action, invites its members and partners to build this agenda and work to ensure the sustainable development of the Brazilian Amazon.



Augusto Corrêa

Executive Secretary (PPA)



Activity Report 2020



Activity Report 2020



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