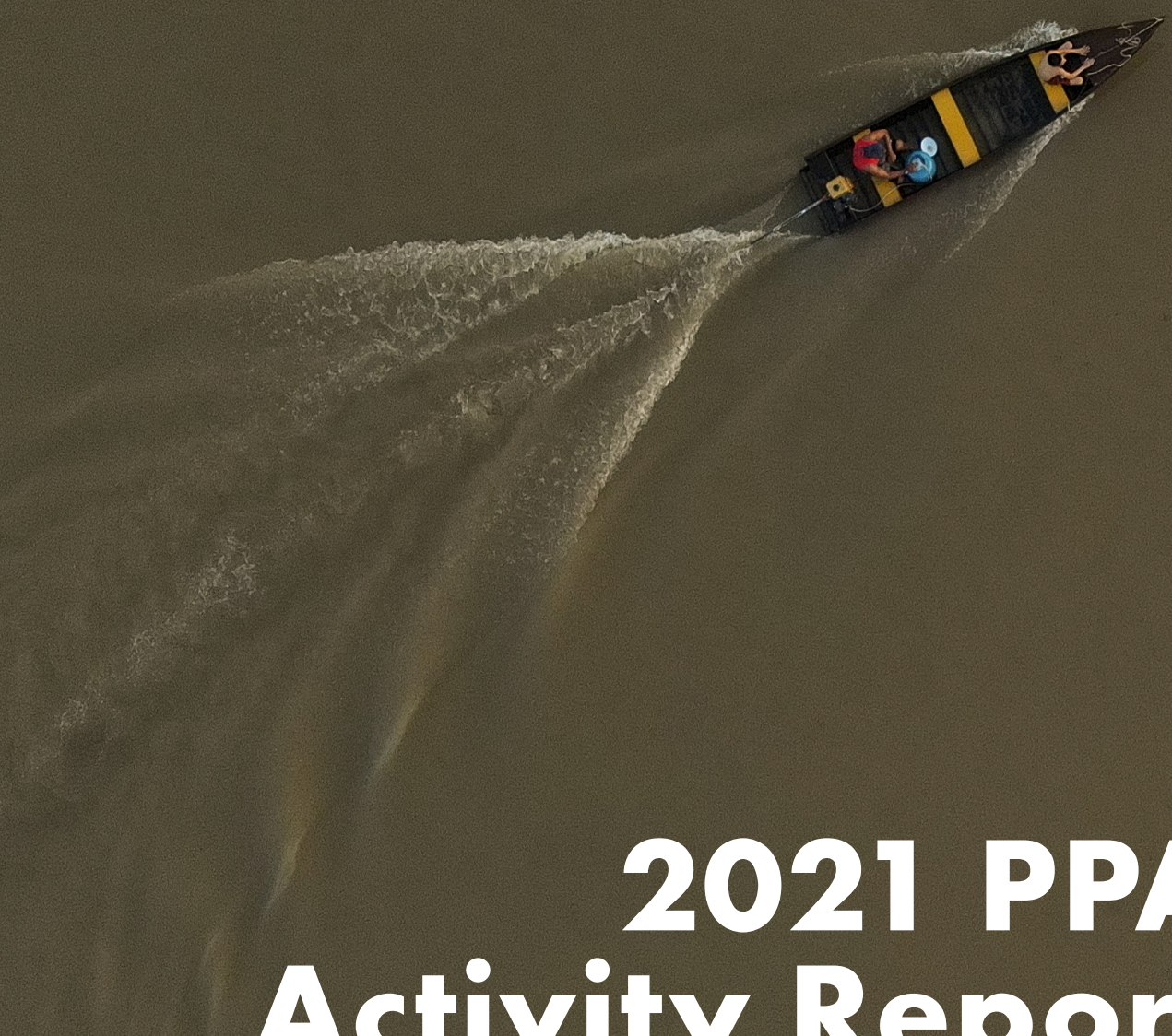


A small boat with yellow and black stripes is moving through dark water, leaving a large, white wake. The boat is positioned in the upper right quadrant of the image, and the wake extends diagonally across the frame.

2021 PPA Activity Report

Engagement of companies in the sustainable development of the Amazon and the **conservation** of its **biodiversity**.

2021 PPA ACTIVITY REPORT

Partnership Platform for the Amazon (PPA)

COORDINATION

PPA's Executive Secretariat

TECHNICAL REVIEW

PPA's Executive Secretariat
USAID/Brazil

RESEARCH AND WRITING

PPA's Executive Secretariat

ENGLISH VERSION

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PRESENTATION

PRESENTATION

INTRODUCTION TO THE DOCUMENT

Message from a partner

Happy are the ones who transfer what they know and learn by teaching
Cora Carolina

Please allow me to begin with a brief poetic license, by evoking the wisdom and simplicity of Cora Coralina. After all, this poem represents the PPA's 2021 very well. A year of consolidation, institutional strengthening, and also, a lot of learning. As it is, any initiative that proposes itself to be a promoting agent of socio-environmental sustainability in a complex, rich and grandiose region such as the Amazon, must face this mission as a long-term, collective endeavor. A work woven by many hands, showered with many flavors and accents and, above all, a mission that puts the people who are in this territory, who live their reality and fight to transform it, at the center.

It was in this spirit that the year 2021 was marked for the PPA. Without a doubt, it was an important watershed for its trajectory. A year that cemented its Executive Secretariat team, of important breakthroughs and reaches from the Platform for the Amazonian social innovation ecosystem, its institutional growth and of so many challenges and lessons learned. Throughout this Report, the reader will be able to find in further detail a good sample of these issues and visualize more clearly the beautiful journey that the PPA has taken so far.

Communication campaigns, numerous events and meetings amongst members and partners, a robust portfolio of projects transforming realities at the cutting edge, an innovative Acceleration Thesis produced and delivered to the ecosystem, a portfolio of more than 100 socio-environmental impact businesses. In short, numerous results and deliveries that are important to celebrate. After all, in 2022 PPA will complete 5 years of life: a journey that, although short, illustrates well the dynamism and complexity that the Amazonian context imposes upon us. Without a doubt, the journey so far solidified our foundation for this growth and will allow us to withstand the new bricks that will be added to this edification called PPA. After all, when it comes to the Amazon, the challenges and opportunities always reach grandiose dimensions.

At last, to wrap up this introduction, there is nothing more providential than resuming poetic license. Perhaps this is PPA's journey: to sow good ideas, good projects and good partnerships. On the Platform there is room for all those who, like it, are committed to the socio-environmental sustainability of the territory and the development of its communities.



*The Sower went out to sow
he Sowed all day
and the night caught him still
with hands full of seeds.
He sowed calmly
without thinking of the harvest
because much more had he
harvested
than others had sown.*

CORA CORALINA

Enjoy your reading!



Fábio Deboni
CIAT



1

CHAPTER ONE

THE PARTNERSHIP PLATFORM FOR THE AMAZON

ABOUT THE PPA

The Partnership Platform for the Amazon (PPA) is a platform of collective action led by the private sector to develop and identify innovative solutions that can create new development models that guarantee the conservation of the mega biodiversity of the world’s largest tropical forest and its countless natural resources. Created at the tailend of 2017, the PPA seeks to boost positive socio-environmental impact investments at the Brazilian Amazon, share good practices and instigate innovative partnerships that integrate all sectors of society.

The Amazon occupies 60% of 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 balance of the planet; With over 25 million inhabitants and a Human Development Index (HDI) many times below the national average, the region is under increasing pressure from predatory and illegal economic activities.

The PPA understands that one of the solutions can occur through innovation, applied to sustainable methods of economic development and in partnerships that support, in an effective manner, biodiversity and biome conservation. Other approaches might contribute to increasing the income and quality of life of the populations without altering their traditional way of life, which is forest interdependent. The private sector has played a leading role in bringing new ideas and new kinds of collaborative partnerships to co-create and co-invest in solutions. Only by working in a collaborative manner is it possible to face this enormous challenge and responsibly develop the immense potential of Amazon. The companies that operate in the Amazon region have the technology, experience and financial resources that can catalyze this necessary transformation.

The PPA’s purpose is to, also, create a collaborative environment to help the private sector maximize the positive impact of its actions — a space where business leaders can seek partnerships among their peers, with the government, civil society and communities. The PPA promotes innovative partnership models in which traditional investors and philanthropic institutions co-invest with private sector partners, boosting available resources and generating stronger results.

The companies in the PPA network are committed to conservation of biodiversity and the well-being of Amazonian communities. This year, the PPA celebrates only five years since its creation, but it has already presented relevant results.

In 2021, in partnership with the impact accelerator Quintessa, PPA developed its Acceleration Thesis. Through this study, the PPA mapped new possibilities for accelerating different types and stages of socio-environmental impact businesses that operate in/with the Amazon. PPA also carried out two institutional campaigns on its digital channels, consolidated a robust portfolio of projects — between Local Development and Impact Business Strengthening initiatives — and ended Phase I of the Covid-19 mitigation program in the Amazon, PPA Solidarity.

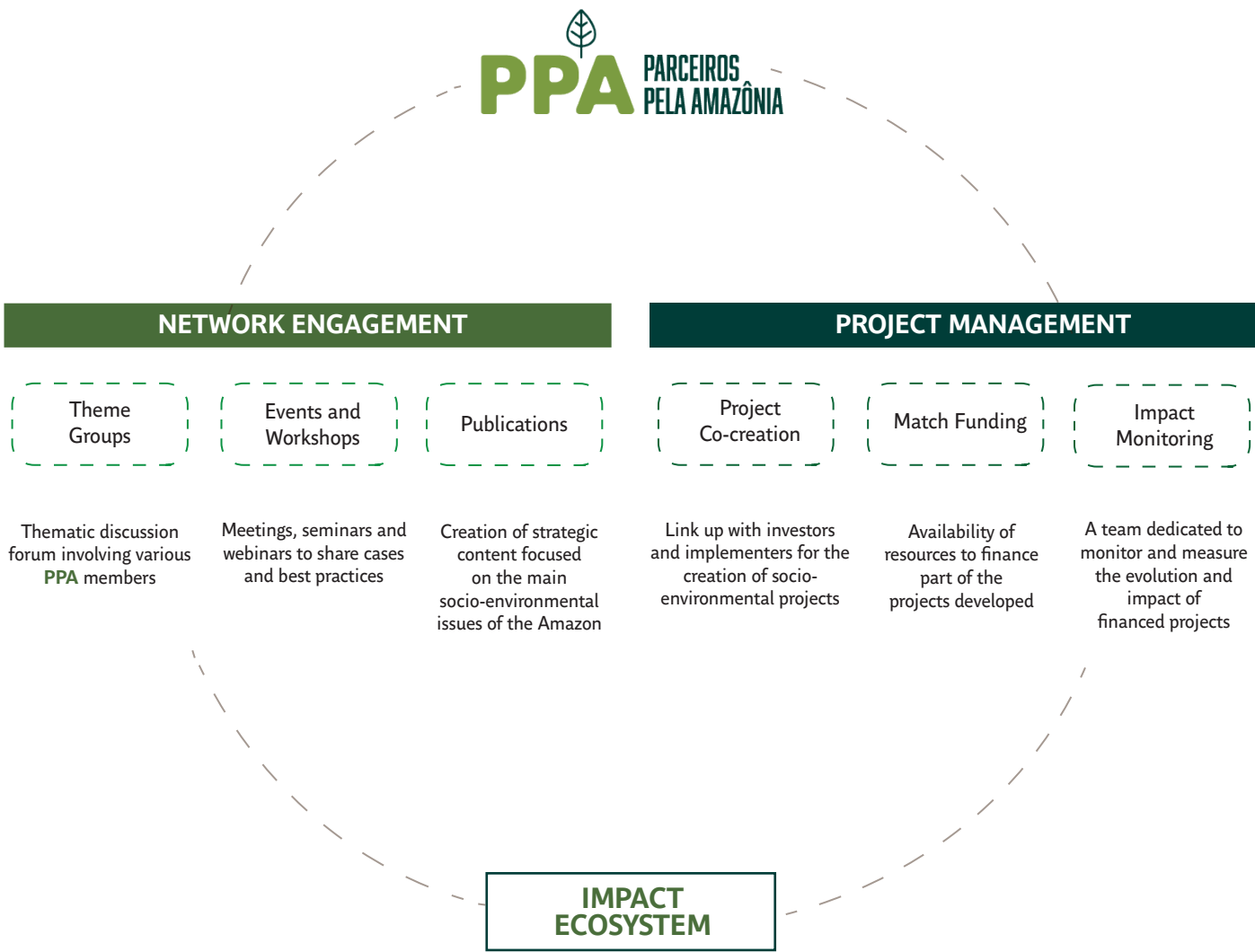
Lastly, the PPA and its Deliberative Council approved a new proposal for its governance structure, which aims to ensure the engagement, participation and ownership of the private sector in relation to the Platform. See below the main advances and results of the PPA in 2021.



INTERVENTION MODE

The PPA develops actions to promote sustainable development, aiming at the conservation of Amazonian biodiversity, through strengthening the ecosystem of positive Socio-environmental Impact Businesses.

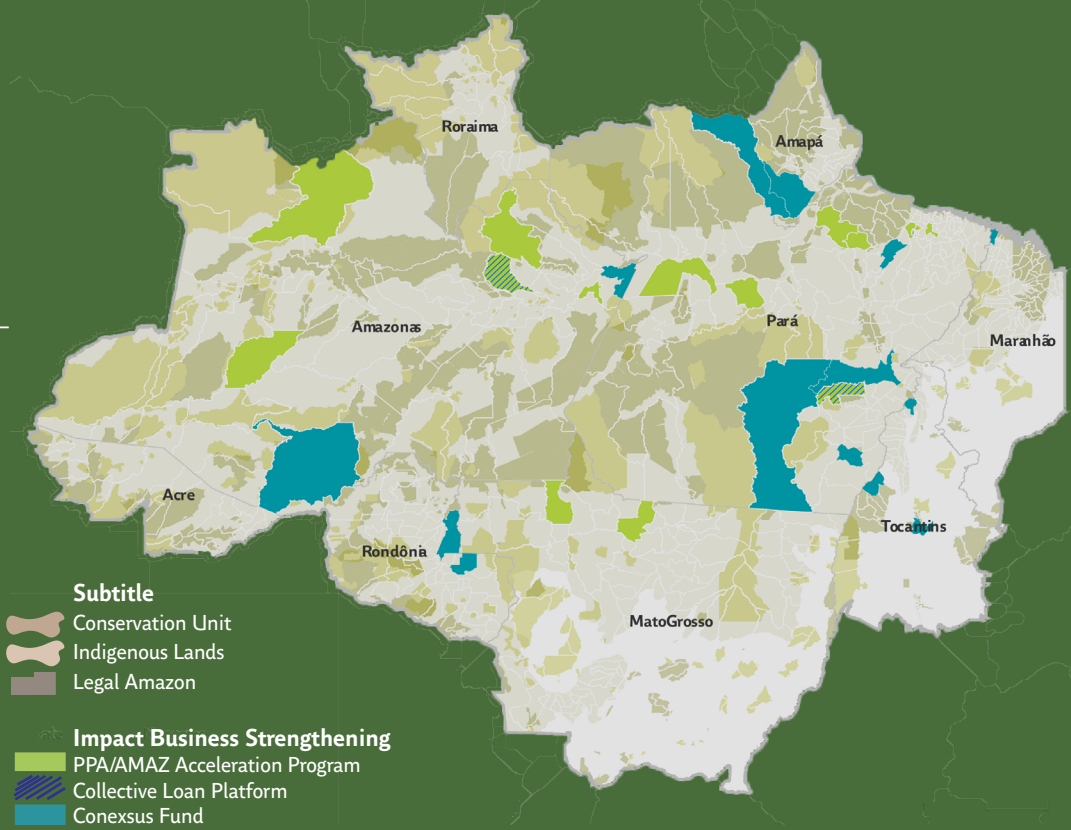
To achieve these goals, the Platform works on two action fronts, **Network Engagement** and **Project Management**, as illustrated in the following table:



AREAS OF EXPERTISE

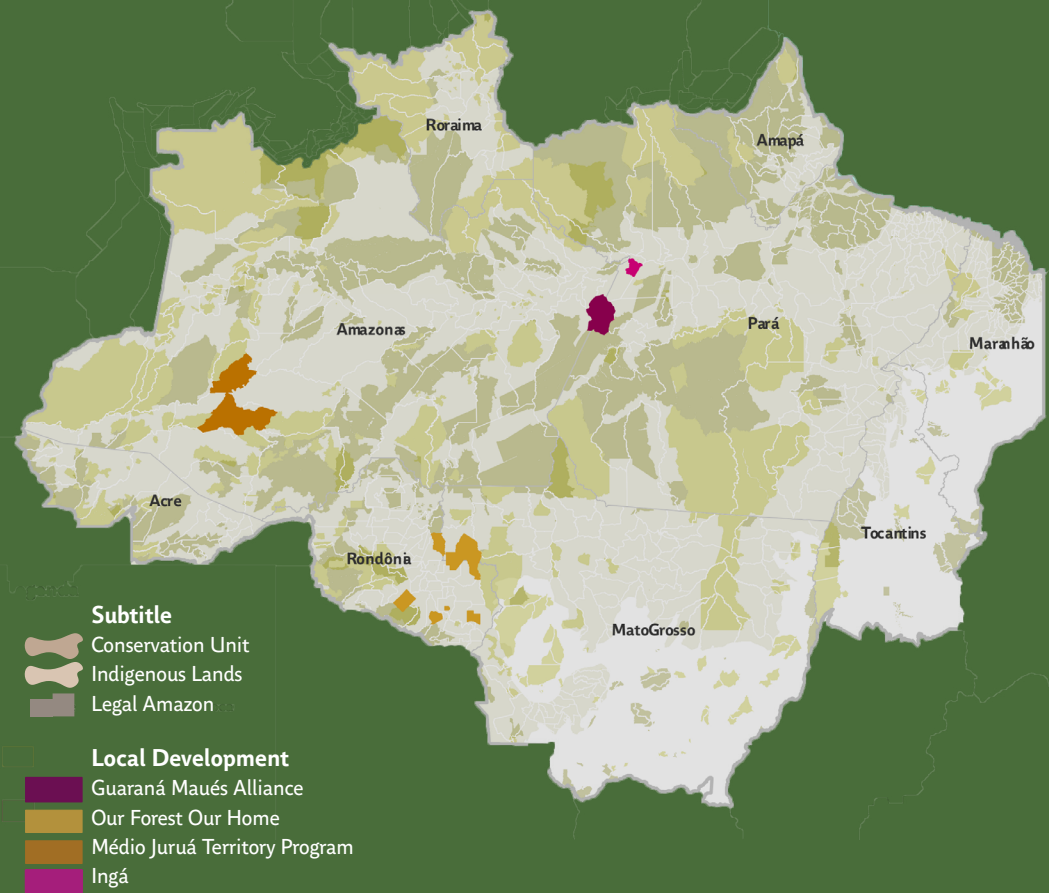
Map 1 - General details of PPA's areas of operation in the business of Strengthening Impact Businesses in the Amazon.

Source: Map by Beatriz Sanches – Bioversity Alliance and CIAT (2021)



Map 2 - General details of the PPA's areas of operation in Local Development projects in the Amazon.

Source: Map by Beatriz Sanches – Bioversity and CIAT Alliance (2021)



GOVERNANCE AND BOARD

The PPA is coordinated by the Executive Secretariat, under the guidance of the Deliberative Council and has the administrative and financial support of the Fund Manager.

Deliberative Council

It is the PPA's body responsible for the transversal strategic guidelines of the Platform and for the supervision of its executing bodies: the Executive Secretariat and the Fund Manager of the PPA. It is made up of top management representatives from private sector organizations interested in working in collaboration in favor of sustainable solutions for the Amazon.

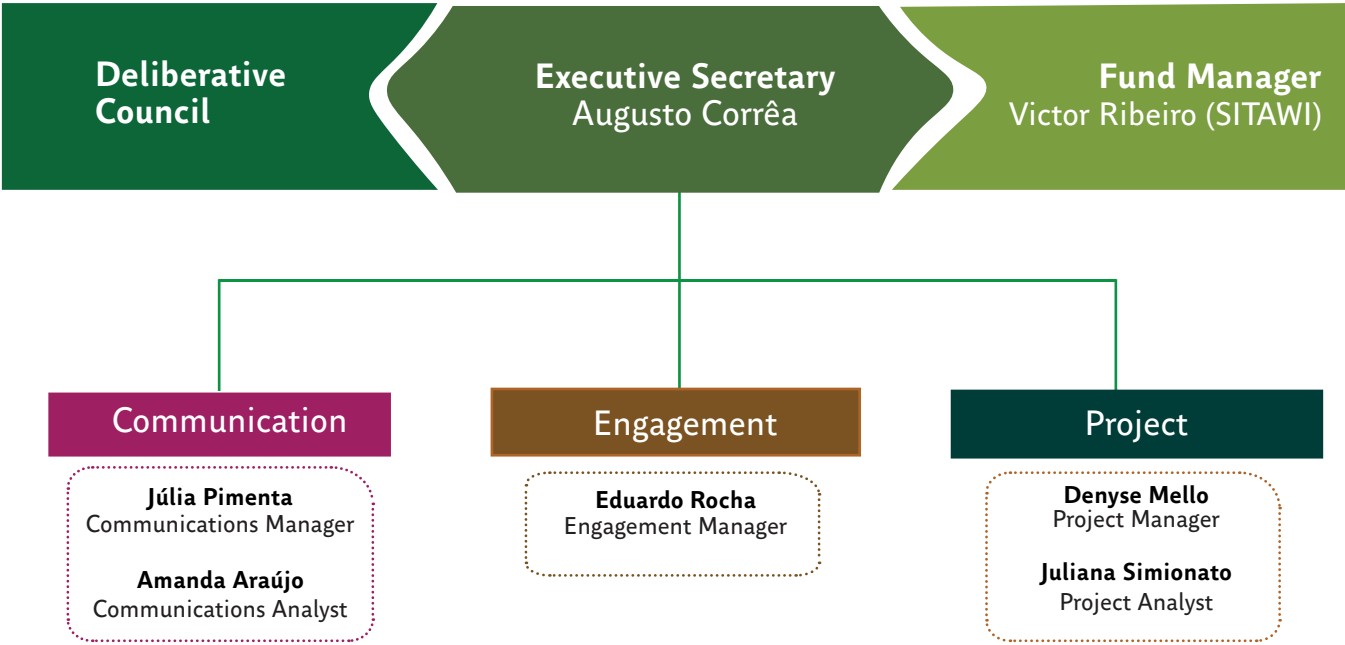
Executive Secretariat

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



PPA's Fund Manager

The PPA's Fund Manager manages the financial resources mobilized through the PPA.



CAL-PSE

The Catalyzing and Learning from Private Sector Engagement (CAL-PSE) program is the result of a unique partnership between USAID/Brazil and the Bioversity International Alliance/International Center for Tropical Agriculture (CIAT). Its goal is to transform the way we approach the private sector's role in the conservation of the Brazilian Legal Amazon to improve the well-being of local communities. By mobilizing their active participation in the implementation of actions and in the financing of sustainable development, the program's proposal is to intensify the involvement of companies in the strengthening and innovation of conservation initiatives.

The CAL-PSE has two main lines: (1) to engage the private sector in innovative projects and (2) to create monitoring and evaluation methodologies that provide clear evidence of the impact these initiatives have on conservation.

The program is implemented through a process of co-creation and co-investment with a network of local partners and the private sector in Brazil. Through CAL-PSE, the Bioersity/CIAT Alliance and USAID facilitate the Partnership Platform for the Amazon (PPA) and other partnerships with the private sector that promote new sustainable models.

For these sustainable models to become prevalent, there must be clear evidence of their impact on conserving biodiversity and improving the life quality of local populations. Therefore, it is essential to develop standards and tools that can guarantee transparency to the desired positive impacts of investments. Thus, CAL-PSE's Monitoring, Evaluation and Learning (MEL) team combines scientific rigor and cutting-edge technology to develop monitoring and evaluation solutions that enable project management. These are methodologies and tools that guarantee transparency; they produce and refine guidelines for action, and make their long-term impact visible — both for biodiversity and for the local populations in each territory.

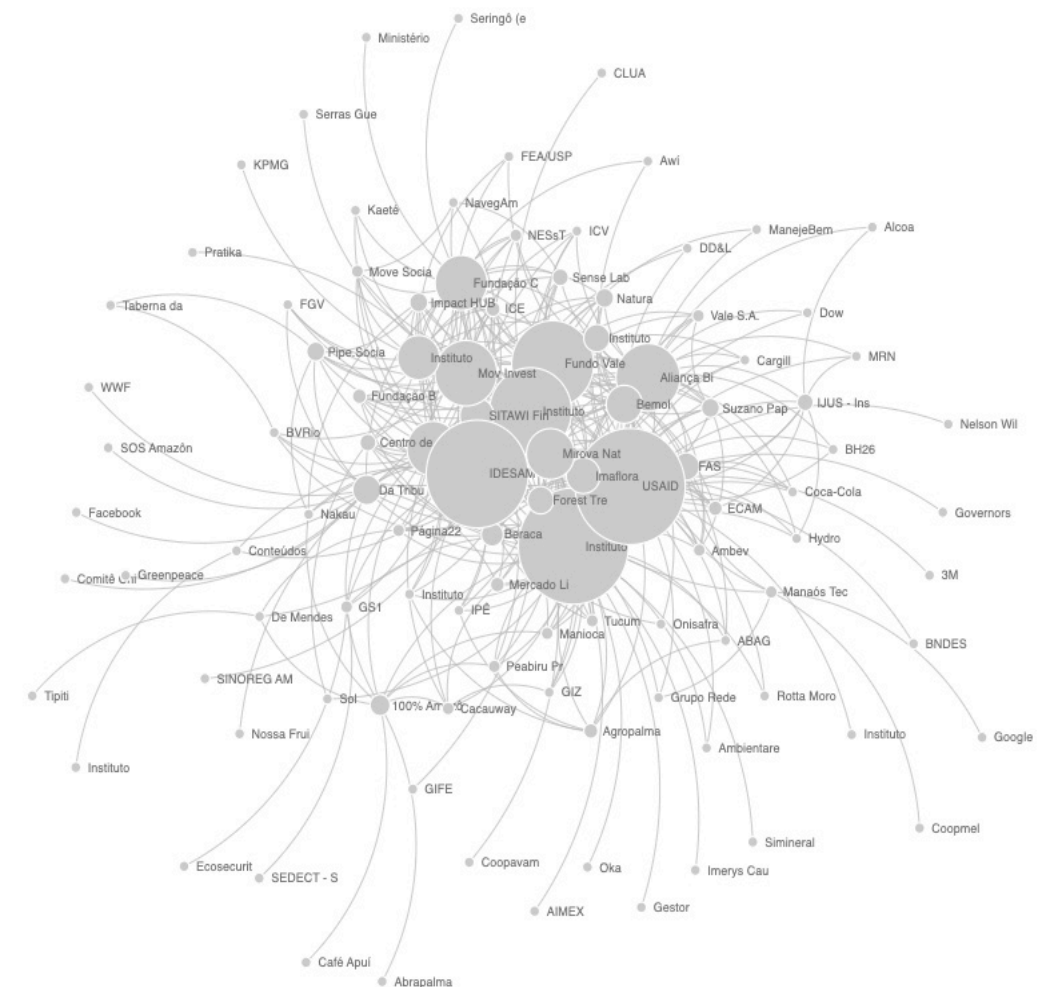
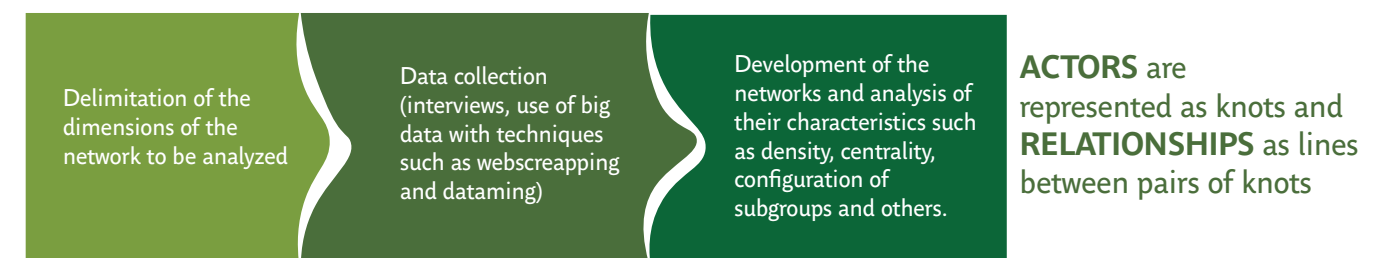


SOCIAL NETWORK ANALYSIS (SNA)

More and more, organizations realize the advantages of working in a network – assembling groups of actors with shared objectives and, thus, enhancing actions that would be smaller if carried out individually.

Social Network Analysis (SNA) is a methodology that uses a set of techniques to quantify and qualify the relationships between actors that interact in a network. CAL-PSE applies this tool to assess the health and impact of engagement networks in addition to private sector initiatives. It also generates an understanding of how they evolve and how to catalyze their strengthening.

At PPA, this methodology is used to monitor the development of the Platform. See the report with the latest results [here](#).





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CHAPTER TWO

2021 HIGHLIGHTS

ACCELERATION THESIS

With the goal of bringing strategic information to Amazon's impact ecosystem, the PPA, in partnership with the impact accelerator Quintessa, launched its **Acceleration Thesis**. The publication mapped the initiatives that support socio-environmental businesses and pointed out new possibilities for acceleration. In addition, the Acceleration Thesis proposes an effective direction for the socio-environmental business agenda in the Amazon, creating the conditions for various acceleration programs to be conceived, launched and implemented, together with implementing and financing organizations.



A typification and mapping of initiatives that already exist for the development and strengthening of businesses in the region were made. The proposals for acceleration programs were designed to encompass the various types of businesses – and to be complementary to what exists in the region, without overlap.

The Thesis also provides a contextualization of the environmental, socio-economic and territorial aspects of the Amazon.

The Amazon rainforest needs new economic solutions to contain the pressures of deforestation and improve the quality of life of the more than 25 million people in the region, and the promotion of entrepreneurship and businesses with a socio-environmental impact is an alternative.

In addition to the thesis, in the same year the PPA launched the Pathways to the Amazon campaign (see more in Communication), which developed content, lives, podcasts and other actions, with the aim of strengthening the Amazon ecosystem of impact businesses. The campaign also featured a Roadmap of Solutions workshop, a more interactive instance, involving various actors working with socio-environmental impact in the Amazon.



Events of the **Pathways to the Amazon** campaign that took place online with actors from all over Brazil.

SOLUTION ROADMAP WORKSHOP

The **Solutions Roadmap** workshop aimed to map, encourage and develop opportunities for collaborative action in the positive socio-environmental impact in the Amazon agenda, addressing existing gaps and aiming at the complementarity — and not overlap — of actions in the territory. The event, facilitated by the Sense-Lab consultancy, was attended by 24 organizations, which were divided into working subgroups to address specific topics. In the smaller groups, the main challenges for the development of the impact ecosystem of the Amazon at different levels of the entrepreneurial journey were listed, and, then, possible solutions were discussed.

The PPA considered the meeting as an initial conversation, envisioning great potential to be deepened. From this action, the Platform began to generate greater consistency in collaboration between different organizations, considering their projects and programs, which seek to support entrepreneurs who lead businesses with a positive impact in the Amazon region.



Organizations that participated in the Solutions Roadmap Workshop



3

CHAPTER THREE
PORTFOLIO

PPA PROGRAMS

Local Development and Impact Business Strengthening

The structuring of the PPA project division, which began in January 2020, was consolidated in 2021 with the transfer of responsibility from CIAT's Project Management to the PPA Executive Secretariat. From this milestone, new bilateral investments arising from the Partnership for the Conservation of Amazon Biodiversity (PCAB) between USAID and companies began to occur under direct monitoring of the PPA's Project Management team. During 2021, the PPA Policies and Manuals, as well as the developed tools, had the chance to be tested and evaluated.

Based on the lessons learned over the first years of the PPA's Executive Secretariat and the growth in the number of projects managed, the Platform's projects area has structured its portfolio of Development Partnerships in two categories: Local Development and Impact Business Strengthening, described below:



Linked to the development of the project portfolio is the consolidation of the aforementioned PPA Acceleration Thesis (see more in 2021 Highlights) which, by reinforcing the role of the Platform in leveraging opportunities and promoting acceleration programs in the region, also provides guidelines strategies for conducting the portfolio projects, aiming to promote innovative solutions for the conservation of biodiversity in the Amazon.

Below, you can see a table that places the current initiatives of Strengthening Impact Businesses of the PPA portfolio in the axes and lines of action proposed by the study:



PPA PROJECTS AND PROGRAMS
Development Partnership



Local Development



Impact Business Strengthening

									
IBS	NFNC	PTMJ II	INGÁ	AGM	Collective Loan	Accelerator 100+	AMAZ	Forest Incubator	Conexus Fund
Barcarena	8 TIs Rondônia	Médio Juruá (AM)	Juruti (PA)	Maués (AM)	Legal Amazon	Legal Amazon	Legal Amazon	Legal Amazon	Legal Amazon
keywords: Income generation; Sustainable production; Family agriculture	keywords: Territorial management; Productive chains; Sustainable productions; Indigenous people	keywords: Indigenous people and Extractivists	keywords: Sustainable production; Restoration; Family farming	keywords: Guarana; Sustainable production; Family farming;	keywords: Startup mentoring; Investment funding	keywords: Incubation; Acceleration; Sustainability	keywords: Incubation; Acceleration; Mature stage business	keywords: Incubation; Economic initiatives; Genre; Traditional communities	keywords: Community business; Emergency support; Covid-19 pandemic



5.090.000 + hectares
covered by Indigenous Lands and
Conservation Units supported by the PPA.



114 businesses
were trained by the programs supported by
PPA (from 2018 to September 2021)



30.842 people obtained
socioeconomic benefits from
project actions



R\$ 9.3 million +
were mobilized from the PPA investment



R\$ 2.48 million
were raised in investment rounds



R\$ 1.3 milhão
were invested in PPA's impact
business programs



499 beneficiaries
applied sustainable practices



**Support given to 47
production chains**
(from 2018 to September 2021) —
emphasis on the handicraft chain, with 29
local businesses, associations and indigenous
groups supported and for Brazil nuts with 20
organizations strengthened

¹ With the exception of “supported production chains” and “capable businesses”, the other indicators reported consider the results of the fiscal year:
September 2020 to September 2021

PROJECT SUMMARY AND HIGHLIGHTS

LOCAL DEVELOPMENT PROJECTS

Our Forest Our Home - Tupi Mosaic



Goal: Strengthen the management capacities of indigenous communities to ensure rights and territorial governance, for good living and conservation of biodiversity.

Geographical area: 08 Indigenous Lands (ILs) of the Tupi Mosaic (RO/MT)

Strategic partners: USAID, PPA, Forest Trends, Arbor Day, Ecoporé, UNIR

Duration: April 2021 to March 2024

Lines of action:

- > Strengthening of the Indigenous Economic Initiatives;
- > Strengthening of the Territorial Economic Governance;
- > Facilitation of access to markets.



Highlights

- > As a result of the project's actions, around 134.219 hectares were managed better with practices for the management of non-timber forest products and for the conservation of biodiversity;
- > Agroforestry systems were implemented in 155 hectares of areas within ILs, for actions to restore degraded areas;
- > Articulation of commercial partnerships with the Indigenous Economic Initiatives (IEI) of the Tupi Mosaic territory was carried out, which culminated in the execution of 14 sales contracts for the production and valorization of cocoa, brazil nut, açai and handicraft products;
- > The realization of the Indigenous Territorial Economic Governance Training Program (Formação em Governança Econômica Territorial Indígena - PFGETI), a partnership between Forest Trends and the University of Rondônia (UNIR), certified 37 indigenous leaders (38% men and 62% women);
- > Training in different areas of knowledge (territorial governance, management practices, cultivation, adding value, commercial management and access to markets) were attended by 452 trained indigenous people;
- > From the support with the donation of equipment and supplies, there was an improvement in the quality of the cocoa beans with the installation of a dryer and efficient processing practice.

Médio Juruá Territory Program (MJTP II)

Goal: Strengthening of product chains in Médio Juruá, based on the promotion of local entrepreneurship and the sustainable use and management of natural resources, ensuring the improvement in the management of extractive-based businesses, the population's quality of life and the conservation of biodiversity.

Geographical area: Carauari (AM)

Strategic partners: USAID, PPA, Natura, SITAWI, AMARU, CODAEMJ, ASPROC

Duration: July 2021 to August 2024 (*)

(*) The project started in July 2021 and is a development partnership between NATURA, SITAWI and PPA.

Lines of action:

- > Chelonians management;
- > Pirarucu management;
- > Processing of vegetable oils;
- > Female entrepreneurship.



Highlights

- > The release of 270,000 turtle hatchlings on 18 spawning beaches (boards) along the Juruá River, contributing to the conservation of species and the ecosystem in the Médio Juruá region;
- > The production and trade of 1.42 tons of murumuru butter generating revenue of R\$ 56.965,32 for AMARU (Association of Agroextractive Residents of the Médio Juruá);
- > The support given to the Casa Familiar Rural for the Campina community, from the donation of a food card to 30 students for one year, resulted from the articulation between PPA and Gerando Falcões.



Indicators of Sustainability and Management of the Amazon (Ingá)



Goal: Ensure the conservation of biodiversity resources through territorial management and socio-environmental entrepreneurship, strengthening Local Development in the municipality of Juruti, northern Pará.

Geographical area: Juruti (PA)

Strategic partners: USAID, PPA, Alcoa, Alcoa Foundation, IJUS, IEB, IVR

Duration: September 2021 to March 2023

Lines of action:

- > Conservation of biodiversity resources;
- > Fomentation of local entrepreneurship;
- > territorial management.

Highlights

- > In the training actions, a total of 183 people were trained (47% women and 53% men) in several areas of knowledge: environmental agents, agroforestry systems, community entrepreneurship management, good practice in raising small animals;
- > A socio-environmental Participatory Rural Diagnosis (DRP) was carried out in two communities (Curumucuri and Prudente Monte Sinai), adding up to a total of more than 450 families involved in the interviews carried out;
- > The incorporation of specific activities for women in the project, through the realization of the Gender workshop during the realization of the DRP.



Sustainable Connections

Goal: Invest in projects that contribute to the sustainable development of the municipality of Barcarena
Geographical area: Barcarena (PA)

Strategic partners: USAID, PPA, Bioversity/CIAT Alliance, Hydro, FSH and IBS

Duration: December 2021 to November 2024

Lines of action:

- > Inclusive infrastructure, promotion and innovation;
- > Biodiversity;
- > Sanitation;
- > Solid waste management;
- > Work and income generation.



Highlights

- > Start of the Development Partnership in the PPA portfolio.





Guaraná Maués Alliance (AGM)

Goal: To act in the conservation of biodiversity, promoting the sustainable development of the territory of Maués, implementing sustainable production models of family farming, based on practical actions of inclusive and participatory management, valuing the local culture.

Geographical area: Maués/AM

Strategic partners: USAID, PPA, Ambev, Idesam

Duration: January 2020 to July 2021

Lines of action:

- > Strengthening AGM governance;
- > Foster the AGM fund;
- > Strengthening the guarana, handicraft and tourism chains;
- > Biodiversity conservation practices: chelonians, agroforestry systems (AFS), organic production;
- > Sociocultural valuation.



Highlights

- > Implementation of the ManejeBem system as a guarana tracking strategy;
- > Update of the 2020-2021 Crop Database;
- > Consolidation of the AGM Fund, based on the implementation of the fund to support existing partnerships, the elaboration of the AGM Fund's Operational Manual and the launch of the 1st Notice of the AGM Fund;
- > Elaboration of the economic viability plan for tourism in the municipality of Maués together with the local Municipal Secretary of Culture and Tourism;
- > Elaboration of the catalog of pieces produced by artisans in the region, the "Catálogo Limão 2021";
- > 3508 chelonians hatchlings were returned to the wild, in actions with the participation of 178 men and 144 women from the communities.

IMPACT BUSINESS STRENGTHENING PROJECTS

PPA/AMAZ Acceleration Program

Goals: The Bridge Project, completed in September 2021, aimed to support the transition from the Acceleration Program from PPA to AMAZ and to continue monitoring the businesses invested in by the Acceleration Program. The transition included communication actions, such as the creation of the branding and brand manual, the AMAZ launch event and dissemination of the final activity report. In order to respond to the challenges faced by businesses during the COVID-19 pandemic, the project included actions aimed at recovering businesses that had their cash flow destabilized, adaptation actions for virtual reality and activities to expand access to markets, such as the sales center and the Amazônia em Casa, Floresta em Pé (Amazon at Home, Forest Standing) program.

Geographical area: Amazonas, Mato Grosso and Pará

Strategic partners: USAID, PPA, CIAT, Idesam

Duration: April 2021 to September 2021

Lines of action:

- > Operational and financial strengthening of impact startups in the Amazon;
- > Strengthening of production chains;
- > Extension of the 2020 Acceleration and portfolio boost;
- > Management, monitoring and reporting of investments in the current portfolio
- > Program management, institutional relationship and strategic communication



Highlights

- > Launched on April 19, AMAZ Aceleradora de Impacto, is a spin-off of the PPA's Acceleration and Impact Investment Program. After accelerating 30 startups, exploring the richness and diversity of the Amazon's impact ecosystem and being recognized as the best acceleration program in the north of the country, we naturally evolved into an impact accelerator;
- > Advances by the Sales Center and the Amazônia em Casa, Floresta em Pé movement, which aimed to promote marketing and commercialization actions, generating a total sales value of R\$ 117.223,08. 44 new B2B customers were opened with an average ticket of R\$1,160, within the following market niches: Neighborhood Retail (58%), E-commerce (16%), Food Service (10%), Store (5%), Others (11%). Through the Sales Center, the partnership with Bemol Mercado stands out, for the commercialization of products supported by the program in Manaus, through a pilot project with the company's new brand, focused on the market and fast consumption goods;
- > Publication of the 2020 PPA Acceleration and Impact Investment Program Report, which provides a portrait of the acceleration journey in 2020. Part of this journey was the search for new markets and strategies for logistics and marketing of products, through innovative arrangements and partnerships. Among them, the movement Amazônia em Casa, Floresta em Pé, developed in partnership with Climate Ventures, Mercado Livre and dozens of other organizations. The report brought highlights of the program in the media and a transition narrative for the AMAZ Aceleradora de Impacto, as well as a diagnosis of the 12 businesses invested between 2019 and 2020.



	100% Amazônia (PA)	Luisa Abram (AC/SP)
	2 thousand tons of açai	500 kg/month of chocolate
	127 families	4 cooperatives.
	18 thousand hectares	N/A

	Tobasa (TO)	COMARU (AP)
	2 tons of coconut perhec/year	35 tons of chestnut oil
	1000 extractivists	92 members
	300 km radius	806 thousand hectares



Collective Loan

Goal: Support the growth of Impact Businesses in the Amazon that contribute to the conservation of the region by funding fundraising rounds in the peer-to-peer lending model.

Geographic Area: Legal Amazon

Strategic partners: USAID, PPA, Humanize Institute, SITAWI

Duration: August 2019 to July 2022

Lines of action:

- > Operational and financial strengthening of impact startups in the Amazon;
- > Strengthening of production chains;
- > Fostering Entrepreneurship.

Highlights

> In January 2021, the second wave of the pandemic arrived in the northern region, deeply affecting local business. Of the 5 businesses supported, 4 had the payment of loan installments frozen for a period of 12 months. Business resumed with technical follow-up;

> In May of the same year, the platform transitioned to MOVA. On this new platform, entrepreneurs can manage their payments, choosing to pay in advance. Investors became even more transparent about their investments, and the transfer of investors' remuneration became faster and more practical, as MOVA uses the Wallet system. The round, launched in July, was already available on the new platform, which brought significant improvements for both investors and entrepreneurs;

> In July, the second Round of the Collective Loan was finally launched under the PPA. The launch took place on July 13 with 4 organizations (COMARU, 100% Amazônia, Tobasa and Luisa Abram). In total, R\$2.48 million were raised at a rate of 7% per year, with a 3-month grace period.

Accelerator 100+

Goal: Increase the number of startup solutions that generate a positive socio-environmental impact, including the biodiversity of the Amazon, that are growing in a sustainable way.

Geographical area: Brazil, with emphasis on the Legal Amazon

Strategic partners: USAID, PPA, Quintessa, Ambev

Duration: April 2021 to April 2023

Lines of action:

- > Operational and financial strengthening of impact startups in the Amazon;
- > Improve incomes and livelihoods for excluded populations in the Amazon;
- > Strengthening of production chains;
- > Strengthening economic initiatives;
- > Fostering Entrepreneurship.

Highlights

> The launch of the project (call, with registrations opening) had a great attention in the media, with a good repercussion in its first days. For example, it is possible to indicate, as an example, the article about the project at Folha de São Paulo;

> During the months of July and August, the stages of attraction and selection of participating startups were carried out. 39 businesses presented their pitch to be selected for the program. It is worth to note the quality of the curatorship and preparation of the startups. The initial plan was to select 15 startups, but with the identification of synergy among the candidates, 20 were approved to start the journey of preparing their pilots.

> It is also worth noting the results obtained with the pilot preparation workshops and Intensive Learning (meetings focused on exchanges with market experts on management practices). Business participation has been excellent and we have identified that the meetings substantiate even better results for the entrepreneurs.



Um Grau e Meio (SP)	Via Floresta (PA)
 Sociedade Anônima (S.A)	(LTDA)
 Maturity Stage: Scale	Maturity Stage: Pre-scale
 B2B	B2B B2C
 Forest fire fighting intelligence to reduce and measure carbon emissions - SaaS (Software as a Service)	HUB of intelligence in Entrepreneurial Education Impact Investment and Territorial Development . Marketplace for Amazon products

Vivalá (SP)	ForestWatch (SP)
 (LTDA)	(EIRELI)
 Maturity Stage: Scale	Maturity Stage: Pre-scale
 B2C	B2B, B2B2C, B2C, B2G
 Sustainable Tourism (Service provision)	Chain production strengthening intelligence - SaaS (Software as a Service)

Residuall (MG)	Água Camelo (RJ)
 (LTDA)	(LTDA)
 Maturity Stage: Pre-scale	Business Organization
 B2B	Donations
 Implementation and Management of Reverse Logistics Systems for Post-Consumer Waste SaaS (Software as a Service)	Water filtration and storage technology



Amazon NESsT - Forest Incubator

Goal: Support traditional forest economic initiatives aimed at increasing gender equity in these organizations and promote decent income for populations involved in Amazon's sustainable development.

Geographic Area: All states of the Legal Amazon, including Sustainable Development Reserves (SDR), Extractive Reserves (Resex) and Indigenous Lands (ILs)

Strategic partners: USAID, PPA, NESsT, Clua, WWF, Ikea Foundation, Erol Foundation and Cisco Foundation

Duration: October 2021 to December 2024

Lines of action:

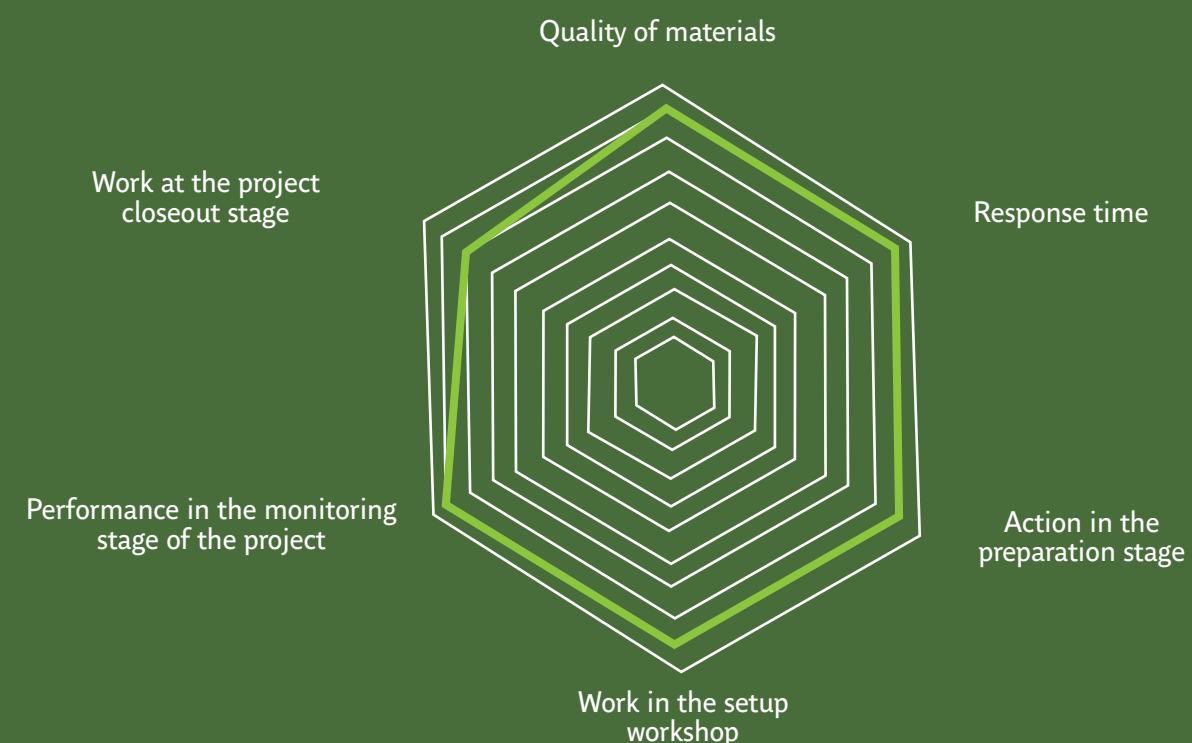
- > Operational and financial strengthening of forestry socio-environmental businesses;
- > Improve income and livelihood for excluded populations in the Amazon;
- > Improve the visibility and participation of women in forestry businesses;
- > Improve forest preservation

Highlight

- > Partnership started in October 2021 with the approval of the complete project proposal.

OUTLOOK AND NEXT STEPS

After a year of implementing the policies and project management tools, the PPA carried out a feedback consultation to bring inputs to internal processes with the objective of making the PPA's Project Management Office [PMO] more efficient. The results obtained according to the treated parameters are expressed in the graph below:



The partners highlighted the analytical capacity of the projects, the engagement, commitment and team responsibility, the performance with flexibility and reality understanding, the intermediation between partners and the good work organization. And as recommendation, the need for adjustments in the quarterly report spreadsheets and the work plan spreadsheet, flexibility in accountability and reporting deadlines were brought.

The implementation of the management system for the PPA portfolio projects started in 2021 and will be completed in 2022 with the migration of all projects in the portfolio to the system. This automated, accessible and visual management system, seeks to strengthen the interdependencies between areas to achieve the objectives of projects integrated into the organization's tactical and strategic environment, increasing the reliability and transparency of shared information and enabling decision-making based on analysis of project data.

Another highlight in 2021 was the integration of the Communication and Engagement areas with the Projects area, through project set up workshops with implementing partners, as well as monthly meetings with each of the projects in the portfolio and internal alignments, to develop a joint strategy that provides continuous learning and evolution to the Platform.

PPA SOLIDARITY

After more than a year of work countering the COVID-19 pandemic, partners who joined PPA Solidarity concluded the initiative's first phase of activities in 2021.

The “PPA Solidarity: Covid-19 Response in the Amazon” initiative was created by USAID/Brazil, in partnership with the Palladium New Partnerships Initiative for Better Health (NPI Expand), Partnership Platform for the Amazon (PPA) and SITAWI Finance For Good. The program engaged the private sector in strategic actions to leverage innovative and scalable solutions to strengthen the coronavirus pandemic fighting response in the Amazon's region.

In the first phase, the program worked with civilian and private sector partners on four lines of action. Which were:

- 

1. Mobilize risk communication campaigns and community engagement in mitigation and protection measures to face Covid-19 and empower vulnerable and/or isolated communities to protect themselves against exposure and transmission of the virus
- 

2. 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
- 

3. Support the local health system (hospitals, health posts and community health units/services) to respond to and control Covid-19 through health services and surveillance
- 

4. Promote infection prevention and control measures in health facilities and communities

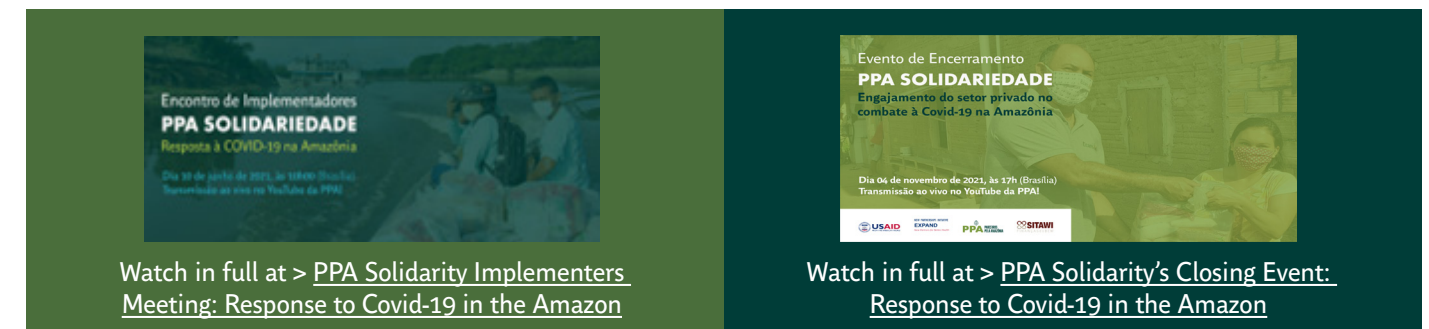
In total, more than 1.2 million personal protection masks and 20,000 Basic Food Baskets and hygiene kits were distributed by the project, with more than 1.5 million people receiving prevention information.

In addition, 38 public health services benefited from donations. Among these cases are the health systems of three municipalities in Calha Norte Paraense — Faro, Terra Santa and Oriximiná — and services in municipalities in the interior of Amazonas — Tabatinga, Tefé, Manacapuru and Humaitá. At these locations, oxygen concentrators, medical-hospital and personal protective equipment were delivered to health professionals, and beds for Intermediate Care Units (ICU) were donated.

In all, PPA Solidarity mobilized around R\$ 18.2 million in co-investments in projects by strategic partners, catalyzing actions by the private sector in the region.

As a means of enhancing the reach and publicizing the results of the initiative, two virtual events were held. The Implementers Meeting received collaborators from Agenda Pública, Instituto Beraca, Instituto Juruti Sustentável (IJUS), Fundação Vale and Rede Asta and aimed to present success stories and partial results of the program, in addition to promoting exchanges of experiences between implementers and network participants.

The 1st Phase's Closing Event, in turn, had around 130 views and dealt with the engagement of the private sector in the fight against Covid-19 in the Amazon and had the participation of the partners Hydro, Grupo +Unidos, Ecam, Instituto Alcoa and Beraca, in addition to a presentation on the main results achieved by the initiative. Then, the 2nd Phase of the program was launched, with the aim of expanding access to vaccination against Covid-19 and strengthening the region's health system. Watch events at:



PPA SOLIDARITY IN NUMBERS:

- 

R\$10,6 million invested in the initiative
- 

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

59,000 families received donations of basic food baskets and hygiene kits
- 

360 trained health professionals
- 

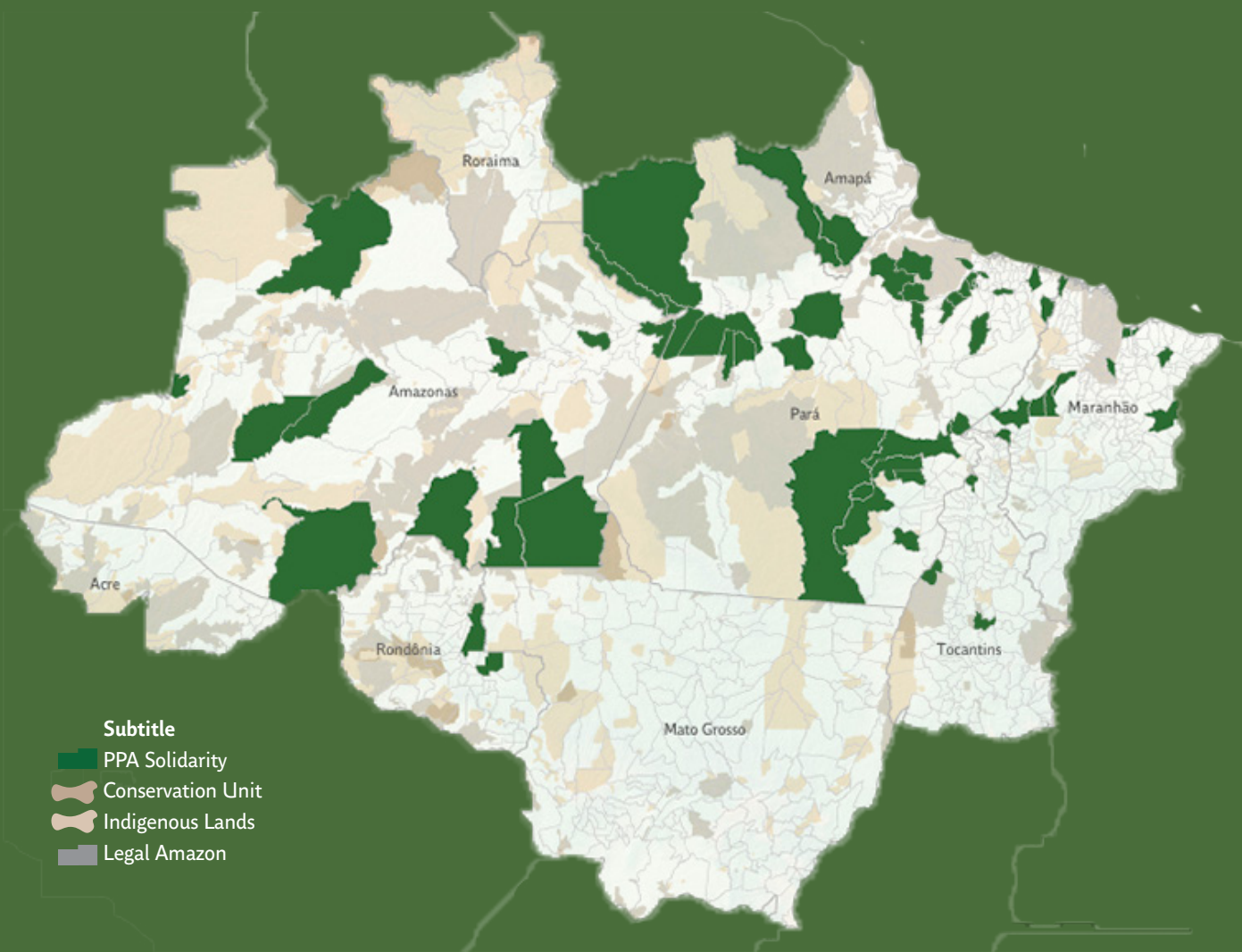
308,000 masks made by local seamstresses donated
- 

720 entrepreneurs and 24 local enterprises supported with financial and management advisory services
- 

+ than R\$ 1,5 million loaned for businesses
- 

+ than 1,5 5 million people receiving information on educational and prevention messages

Map 3: Solidarity PPA's action map in the Brazilian Amazon.



Source: Map by Beatriz Sanches — Bioversity Alliance and CIAT (2021)



Learn more about the projects and implementers of the initiative at: ppa.org.br/ppa-solidariedade

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CHAPTER FOUR
ENGAGEMENT

In 2021, the Engagement area was responsible for conducting key activities related to relationships with the PPA network. Among the initiatives were the coordination of Thematic Groups, support for the development of institutional events and their moderations, support for bilateral meetings with current members and organizations interested in joining, in addition to efforts related to advances in the governance model of the Platform.



20 promoted events



20 meetings promoted by the Thematic Groups



20+ institutional events open to the PPA's network



10+ PPA representations at external partner events



A special highlight this year was the launch of two event categories — **PPA Talks and Network Dialogues** - which prioritize presentations, testimonials and exchanges between guests. On the occasions, there were interactions both between people and initiatives present in the project portfolio with the PPA, as well as with references of the Amazon impact ecosystem mapped with Platform partners.



PPA Talks

Events focused on the internal public, which advises the engagement of key partners of the PPA network, to share cases and good practices identified in the Platform and in the initiatives of its portfolio



Network Dialogues

Events focused on the external public, with the aim of hearing more about organizations that address sustainable solutions for Amazon's development, with themes common to the PPA, focused on the main socio-environmental issues in the region



PPA Talks (04/30) - Conexsus Fund and PPA Solidarity

Watch in full > [PPA Talks | Conexsus presents: Socio-environmental Fund and Covid-19 Response Plan](#)



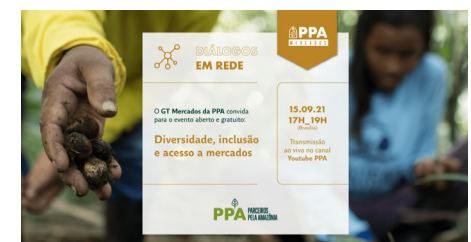
PPA Talks (10/27) - Entrepreneurship TG

Watch in full > [PPA Talks | Entrepreneurship TG dialogues: 4 initiatives to foster Amazon's impact ecosystem](#)



Network Dialogues (07/15) - Bioeconomy TG with Concertation & SEDECT/AM

Watch in full > [Network Dialogues | Bioeconomy TG: debate panel on mechanisms and arrangements of Amazon's Bioeconomy](#)



Network Dialogues 09/15 - Markets TG with Canteen Network of Terra do Meio & Tecê-AGIR

Watch in full > [Network Dialogues | Markets TG: Diversity, Inclusion and Access to Markets](#)

THEMATIC GROUPS

The year 2021 was marked by a transition in the performance model with TGs in the PPA. These groups' coordination, now carried out by the Executive Secretariat, focused on promoting meetings that enable collective connections and sharing. The objective was to strengthen the condition for a qualified network based on the Platform, with invitations, consultations and feedback that would deepen some discussions and identify lines of connectivity with other groups in the ecosystem.

CONTRIBUTIONS AND PARTICIPATION

Some highlights in the area were the approximations with the Bioeconomy and Forest Socio-Bioeconomy TGs, the Concertação pela Amazônia and the Fórum Amazônia Sustentável, respectively. With regular meetings and many exchanges between new and well-known partners, distinct possibilities for more joint and collaborative actions emerged, focusing on the engagement of actors for the sustainable development of the Amazon.

In addition, PPA was invited to contribute to some events promoted by institutions recognized for their networking activities:



ODS Festival

26/05 | 16:30

Café Temático
Empreendedorismo Feminino na Amazônia Legal

TRILHA MÃO NA MASSA

Faça já a sua inscrição
www.festivalods.org.br

Partners: BESET, ODS 10, AGENDA PÚBLICA, ODS, FEINT, PPA, PARCERIAS PELA AMAZÔNIA



F2iBAM

Redes de fomento ao Ecosistema de Inovação em Bioeconomia
11h às 12h30 Horário de Brasília

PAINELISTAS

- Augusto Corrêa - Programa Parcerias pela Amazônia
- Maira Vasconcelos - Conexius
- Marysal Goes - Núcleo de Economia Verde / Bioeconomia da Amazônia
- Vanderleia Radoelli - BID

MODERADOR

- Jose Vitor Bomtempo - IFZU



Webinar

Financiamento para Ação Climática Local na Amazônia

Reserve a data: **29 de junho**

- 14h (Rio Branco)
- 15h (Manaus)
- 16h (Brasília)

Inscriva-se:
bit.ly/ACL_Amazonia

Partners: ICLEI, iCS

Webinar

“Financing for Local Climate Action in the Amazon”, carried out by ICLEI América do Sul and Instituto Clima e Sociedade (iCS) on 01/07



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CHAPTER FIVE
COMMUNICATION

2021 was very important for the consolidation of PPA's actions and of the communication department. In addition to current actions (social networks and newsletter) and issuing Periodic Reports, the Platform developed two institutional campaigns. Below are a few indicators of some of the results achieved:



+ than 85%
growth in social media followers (average)



+ than 100.000 views
on events promoted by PPA



+ than 24.000 hits
on the PPA website

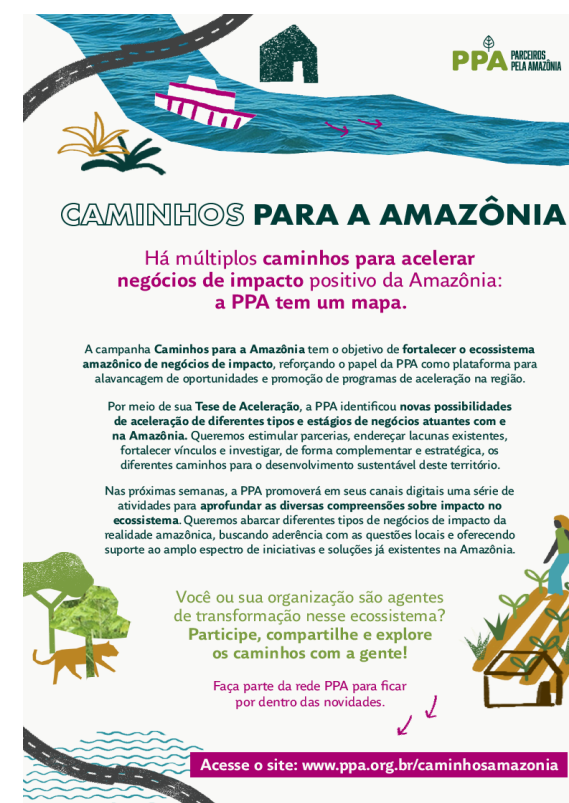
CAMPAIGNS

Diverse Mosaic

Between April and June 2021, the PPA carried out its first institutional campaign, called "Mosaico Diverso" (Diverse Mosaic), on its digital channels. The campaign discussed the role and importance of the private sector in conserving Amazonian socio-biodiversity. In addition to giving visibility to good practices and disseminating relevant data on Amazonian value chains, Mosaico Diverso promoted dialogues and exchanges of experiences between business leaders and local actors.

For more information, access: ppa.org.br/mosaicodiverso

Also check out the full campaign report [here](#).



Pathways to the Amazon

Between October and December 2021, we highlight the launch of the Caminhos para a Amazônia (Pathways to the Amazon) campaign, in which a series of events were held with the aim of strengthening the Amazon ecosystem of impact businesses, reinforcing the role of the PPA as a platform for propelling opportunities and promotion of acceleration programs in the region. In addition to the dissemination of the Acceleration Thesis, the campaign promoted two lives, four podcasts, two interviews, in addition to the aforementioned Workshop. In all, there were 15 dissemination partners and 22 guests from different sectors, including investors, promoters and entrepreneurs working in the Amazon.

For more information, visit: ppa.org.br/caminhosamazonia

Also check out the full campaign report [here](#).



FINAL CONSIDERATIONS

LESSONS LEARNED IN 2021 AND PROSPECTS FOR 2022

Message from the Executive Secretary

The act of entrepreneurship, without exception, considers the different experiences and lessons learned in the business development path as a positive differential. Resilience is one of the most important virtues for continuing to believe in the model, improving the idea, making it feasible and mature. When you undertake with impact, lessons learned and the ability to persist are even more crucial. Interpreting socio-environmental challenges with due subtlety, together with the need to propose viable solutions, requires a broad knowledge of the context, in addition to a coherent and innovative intervention proposal.

Seeking its development, throughout 2021, the PPA consolidated a robust portfolio of programs and projects that aim to support the impact entrepreneur in the Amazon to overcome challenges, in order to consolidate a good number of sustainable ventures in the forest.

We believe that, by combining field knowledge with technical training, it is possible to see beyond the obvious. For this reason, we have conceived important partnerships with organizations of recognized excellence, capable of sharing important tools with Amazonian entrepreneurs. Today, considering the PPA's entire portfolio, it has already been possible to support (with resources, training and mentoring) 112 businesses in the Amazon. From cooperatives to technology startups, from small to large and – always – understanding the different nuances of forest production networks, we have established valuable relationships with ventures in most states of the Brazilian Amazon. As a platform, the PPA seeks to assume the role of an ecosystem fosterer, creating bridges and catalyzing opportunities for attracting capital and strategically targeting it.

To bring consistency and foundation to the mission of supporting the impact ecosystem of the Amazon, the PPA launched its Acceleration Thesis in 2021. The document, which provides an in-depth analysis of the context based on extensive listening to the community, points out possibilities and recommendations for actions that can strengthen businesses with socio-environmental impact. This is the first step towards establishing partnerships that are even more strategic and connected to the needs of the territory.

Looking at the ecosystem does not mean failing to see the heterogeneity of the Amazon. Under this premise, the PPA also celebrated the creation of projects focused on local development, benefiting regions such as Médio Juruá (AM), Juruti and Barcarena (PA) and the Mosaic of Indigenous Lands (RO).

Bringing the various experiences gathered from the portfolio of programs, projects and ventures supported by the PPA, we are working to offer increasingly assertive possibilities for our stakeholders. The PPA relies on the competence and knowledge of its partners to also evolve. Based on the lessons learned, we are working to build a solid structure, capable of providing more opportunities for the sustainable development of the Amazon.

We thank all those who were part of this collaborative journey in 2021.

For the following year, the PPA wants to further stimulate the development of the Amazon's impact ecosystem. We will work even more to connect the various opportunities that exist in the territory in order to propose paths of progress for the different impact businesses in the region. We will strive to strengthen the web of actors, in order to bring more consistency to programs to support entrepreneurs. To this end, we count on the support of the entire PPA network to do much more together in 2022.

Augusto Corrêa
Executive Secretary of the PPA



DELIBERATIVE COUNCIL



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