

## Instituto Peabiru – Profile - July 2014

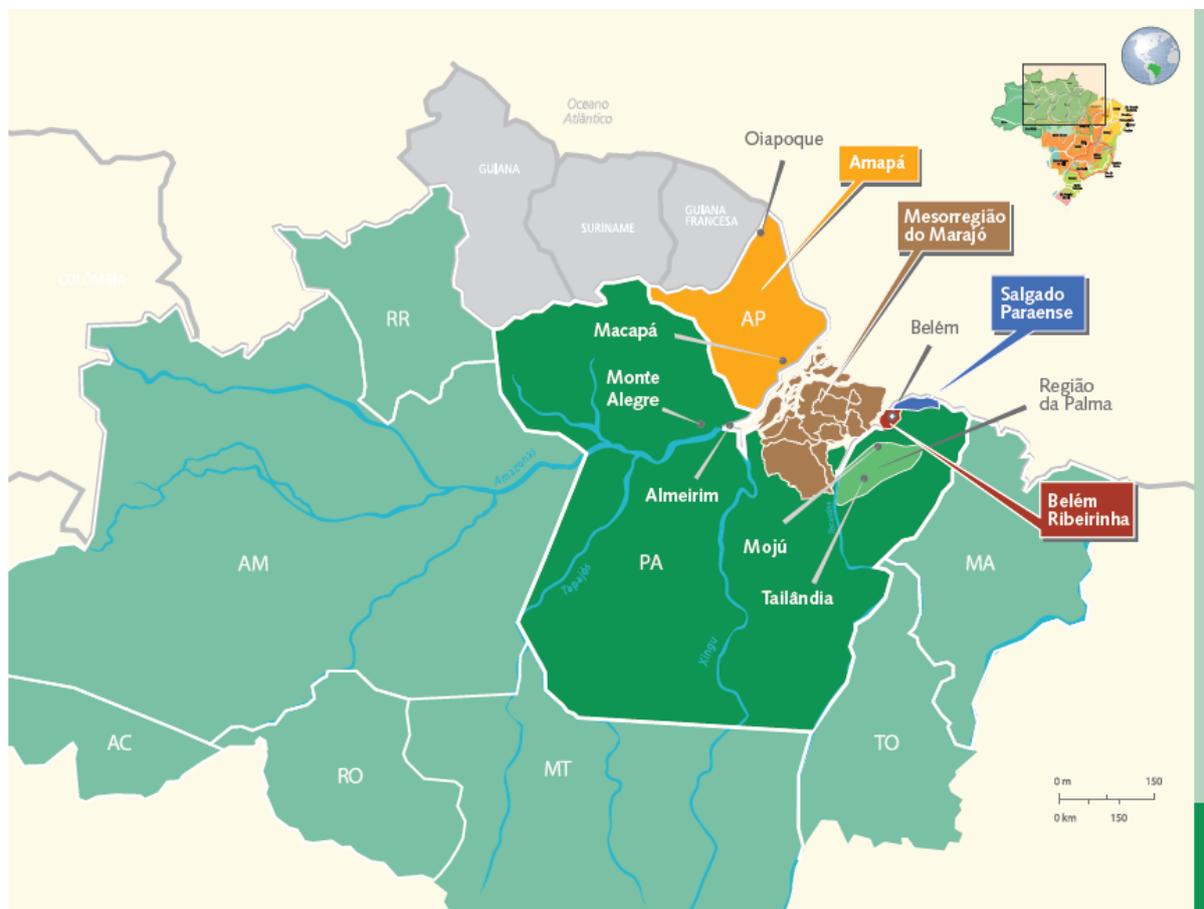
### 1. Introduction

Instituto Peabiru's mission is to facilitate processes that strengthen community-based organizations and maintain social and biodiversity so that agro-extractivist populations and family-based agriculture in the Amazon become their own advocates and take control of their lives and futures.

Instituto Peabiru prioritizes traditional populations and communities and family based agriculture because these groups benefit the least from current public policies. To help these groups reclaim their rights and exercise their citizenship, Instituto Peabiru focuses on capacity building in communities and civil society organizations to help them affect change. Instituto Peabiru also prioritizes gender equity and the inclusion of youth.

Headquartered in Belém, PA, Instituto Peabiru is a Civil Society Organization for the Public Interest (OSCIP) with 16 years of experience working in the Eastern Amazon in the states of Pará, Amapá and Maranhão. The four priority areas are:

- In the 16 municipalities of the Marajó region, in Pará State;
- The Salgado Paraense, a region that stretches along the coast of Pará starting at the delta of the Tocantins river, with a focus on the Curuçá municipality;
- The state of Amapá, especially in the Macapá and Oiapoque municipalities;
- The Islands of the Belém Metropolitan Area, which host a number of traditional communities.



Over the next three years, 2014-2016, Instituto Peabiru will prioritize the following themes with the aim of improving the quality of life for target populations: (1) family agriculture land security; (2) access to natural resources and biodiversity conservation; (3) value chains that promote socio and bio diversity, especially native bee keeping, açaí palm, andiroba oil and artisan fishing; and (4) access to potable water and energy (water and energy security).

## 2. The Amazon in the 21st Century

The Amazon of the 21st century is characterized by the 50 preceding years of accelerated deforestation, extensive cattle farming, high rates of urbanization, climate change and massive

investments in infrastructure and large-scale business ventures. To achieve sustainability and social justice in this environment, developing innovative and bold approaches will prove critical. The primary challenge is constructing lasting relationships that deviate from the paradigms promoted by *business as usual*, which are typically accompanied by misery and environmental degradation.

In this context, diverse challenges arise. For example, what economic models reconcile large-scale production and the conservation of biodiversity and natural resources? What are the best ways to contain deforestation and promote the recovery of degraded areas and natural resources? How can we best promote the respect for basic rights, empower communities so that they have control over their lives and resources while combating social and economic inequality? And, in what fashion should Amazonian communities organize themselves to ensure that they receive the benefits of this new economic moment while also promoting environmental conservation of the area for future generations.

### **3. Peabiru's approach**

At Instituto Peabiru, we see ourselves as facilitators of social mobilization processes, whether we are working with indigenous populations, quilombolas (afro-descendants), family agriculture, traditional populations, or local civil society organizations and businesses. We employ research & action; participatory processes of research, reflection and decision making, to ensure community buy-in at each step while also respecting the timelines of each community. We focus on rural communities, especially family agriculture and populations in the Eastern Amazon, especially in Pará and Amapá. Our activities are based on development models that have already proven successful in efforts to protect the world's largest tropical rainforest and its inhabitants. In any project, the turning point is the moment when communities and local civil society organizations become capable of acting independently, asserting their rights, and exercising their citizenship to its fullest extent. This point, which is indicative of an increased efficacy for the individuals and organizations involved, is often accompanied by lasting social and economic benefits and is an essential step in the process of attaining true environmental conservation.

Likewise, we believe in the power of public-private partnerships. We maintain that private entities have a key role to play in conserving social and biodiversity while carrying out their activities and that they have the responsibility – as part of their corporate social responsibility – to develop strategies that reconcile the use of natural resources and maintain the culture of traditional peoples and communities. This is especially true in public protected areas. Incorporating lessons learned by the public and private sectors as well as their stakeholder’s results in enormous advances towards social justice and sustainability. The 2012-2013 Annual Report, available at [www.peabiru.org.br](http://www.peabiru.org.br), and the posts and documents on the website complement this profile.

#### **4. Main activities in the focus territories**

##### **4.1. Salgado Paraense**

*Salgado* states for Salty, where, originally fish were salted. Instituto Peabiru has been active in the Salgado Paraense since 2006 through the *Casa da Virada* program (literally – Turning Point House) in partnership with the Goeldi Museum (Museu Paraense Emílio Goeldi), the most important federal research institution in the region, and other organizations with financing from PETROBRAS. The initiative focuses the municipality of Curuçá that is part of an old settlement area in Pará. More than 35 communities outside of Curuçá’s urban area participated in developing the Local Agenda 21.

About 95% of the Salgado Paraense’s rainforest that lies outside of the flood plains has already disappeared. Fortunately, though they are increasingly threatened, the local mangrove is well conserved. These mangroves, which are protected by the Reserva Extravista Marinha Mãe Grande de Curuçá (Resex) (literally Great Mother Extractivism Reserve), are the key to the population’s food security. Therefore, the increasing pressure on the mangroves and costal ecosystems has necessitated special attention and protective action.

The Atlantic Amazon ecosystem is situated at a key juncture of three biomes: the Amazon tropical forest, the Coastal Zone and the Marine Region. Over 85% of Brazil’s mangroves (approximately 270

thousand hectares) reside in this region of incredible biodiversity, making the area between Belém and São Luis the world's largest contiguous stretch of mangroves. In spite of rich biodiversity, the region has a low score on the Human Development Index (HDI), especially in categories related to income. Members of younger generations, males in particular, frequently migrate in search of work opportunities. Besides family-based subsistence agriculture, the economy depends on heavy use of the mangroves for crab, shrimp and fish artisanal fishing; as well as artisanal coastal fishing.

The sharp population increase and the threat of mega- infrastructure initiatives such as the Espadarte Super Port, (Sword Fish Super Port) have increased financial and land insecurity and the number of obstacles that traditional communities face for obtaining access to natural resources. This, in turn, jeopardizes food and water security. Destruction of surrounding forests has incited local climate change, diminishing the mangroves' capacity for resilience. This negatively impacts local and costal fish species that rely on the mangroves environment for reproduction. During the past decade, Instituto Peabiru's work has fallen into three key areas.

- **Environmental and Archaeological Conservation:** Instituto Peabiru has completed several studies with the aim of helping communities and individuals take ownership of biodiversity conservation efforts, natural resource management and protecting archaeological patrimony. Some of the key results include: (a.1) demarcation and establishment of a new classification of rainforest formation, *Atlantic Amazon Rainforest*, which hosts numerous plant species that face potential extinction and require protection; (a.2) Discovery of archaeological sites that currently lack formal protection; (a.3) confirmation of the presence of the 5 species of sea turtles found in Brazil, on top of the several known species of fresh-water turtles; (a.4) high levels of biodiversity in insects, fish, birds and other groups of fauna; (a.5) a significant presence of migratory birds; (a.6) waterways severely compromised by deforestation in riparian forests.
- **Environmental education** – In order to broaden the knowledge of teachers and students in the public network outside those who use Resex have already trained 400 students and 100 teachers. Instituto Peabiru is implementing a second cycle of environmental education courses financed by Criança Esperança, a partnership of UNESCO and the Globo TV Network. The

Travessa Ó de Almeida 1083  
66053-360 Reduto Belém Pará  
F 55 91 3222 6000  
[peabiru@peabiru.org.br](mailto:peabiru@peabiru.org.br)  
[www.peabiru.org.br](http://www.peabiru.org.br)



program works with 100 children who will serve as environmental agents and 85 professors who are being trained to further spread the knowledge.

- **Value Chains of Social and Biodiversity** – Instituto Peabiru promotes local production through native beekeeping (*Melipona* bee) and ecotourism, two activities that comply with federal regulations regarding activities in conservation units. To this end, Instituto Peabiru supports the Melipona Beekeepers Association of Curuçá (Asmelc), which unites family-based agriculture, and community-based ecotourism to build local capacity and social organization.

Among Instituto Peabiru's primary concerns are: (a) potential social impacts of large scale industrial development plans such as the Espadarte Super Port and major Pre-Salt off-shore oil exploration, especially in traditional communities whose financial and food security hang in the balance; (b) effective implementation and management of conservation units in the Salgado Paraense to better preserve biodiversity and archeological patrimony; and (c) strengthening local organizations that work towards more sustainable artisan fishing and family-based agriculture. Above all, the activities aim to strengthening human capacity and social organization, increase local communities' participation in decision-making processes and influence public policy in the region

#### 4.2. Marajó

Since 2009, Instituto Peabiru has been active in the Marajó, one of the most neglected regions of Brazil and the home of 4 the country's 10 municipalities with the lowest indicators on the Human Development Index (HDI). Instituto Peabiru's Viva Marajó Program began with a social and economic study of the region called *Escuta Marajó* (Listen to Marajó). With participation of Marajoans from 16 municipalities, Instituto Peabiru was able to evaluate diverse needs of communities in the region, which covers over 104,000 km<sup>2</sup> (40,000 sq miles), and compare public policies and the local situation. The study helped identify key social and economic issues in the region, strategic partnerships and areas for action.

- **Protected Areas and Land Management** – in this category, Instituto Peabiru's work takes three forms: (a.1) documentation to subsidize the State Secretary of the Environment (SEMA-PA) to create the Amazon-Marajó Biosphere Reserve, a long time aspiration of local civil society; (a.2) mapping land usage and policies leading to the production of the Agricultural and Land Usage Map of Marajó, which demonstrated that land rights are secure in only 25% of the region compromises the livelihoods of more than 50,000 families in rural environments; and (a.3) support for the mobilization of social networks, helping to prepare the Marajó letters concerning land situation and education.
- **Value chains of social and biodiversity** –In partnership with Federal Rural University of the Amazon and Museu Paraense Emílio Goeldi, Instituto Peabiru carried out studies to evaluate four key value chains identified by the Marajó Plan: açai palm, buffalo, manioc flour and artisan fishing.
- **Strengthening community organizations** – Activities are based on supporting the Colegiado Territorial do Marajó (CODETEM), a network connecting 64 public and civil society organizations and a part of the *Território da Cidadania* (Citizenship Territories), a program of the Ministry for Agricultural Development. Of the thematic conferences, the four largest resulted in *Cartas do*

*Marajó* (Letters from Marajó) that addressed education, health, regularizing land ownership, sanitation and other critical issues.

- **Raising Awareness of and Protecting Marajoan Culture** – Besides hosting “Days of Marajó”, a series of events in Belém supported by the community center SESC, a 54’ documentary called Viva Marajó was produced and showcased throughout the region and worldwide to increase awareness of Marajó’s culture and the issues the island faces.

Through these initiatives and by evaluating priorities in partnership with local leaders, Instituto Peabiru is employing its resources on four key fronts:

- **Protected Areas and Land Organization** – Activities in this area monitor the impact of rice monoculture on traditional communities and quilombos in Cachoeira do Arari and Salvaterra municipalities.
- **Value Chains of Social and Biodiversity** – Emphasizing strengthening products of Agro-extractivist communities, activities in this category take three forms:
  - **Marajó Viva Pesca** (Marajo Viva Fish), the winner of a call for proposals by Petrobras, which establishes fishing agreements with buy-in from 19 local associations in the long-disputed Rio Canticu, in Currálinho municipality.
  - Activities strengthening **Local Productive Arrangements** (APLs) to improve andiroba oil and açai palm berry production processes in Marajó, a major public policy priority for the Ministry of the Environment, financed by the UNDP.
  - **Technical Rural Assistance** (ATER) for Agro-extractivist settler projects (PAEs) assisting over 800 families in a. Cachoeira do Arari and b. Ponta de Pedras sponsored by INCRA.
- **Strengthening Local Social Organization** – Supporting the social and environmental agenda of the Network called *Colegiado Territorial do Marajó*, and monitoring the implementation of the federal plan for Marajó (Plano Marajó).

- **Raising Awareness of and Protecting Marajoan culture** – Supporting cultural events and festivals that help safeguard the immaterial culture of Marajó. Currently, there are two activities that help mobilize resources to this end:
  - Institutional Support to the Federal patrimony agency (IPHAN) to safeguard the Festivals of the Glorious San Sebastian, present in 14 of the island’s 16 municipalities;
  - Create a film festival in Marajó that celebrates the region.

#### **4.3. Amapá**

Since 2007, Instituto Peabiru has partnered with the Council of the Associations of the Communities of African Descendants in Amapá (CCADA), aiming to improve quality of life for quilombola communities through native beekeeping with a local variety of native stingless bees (melipona). Activities, by invitation from Conservation International, The Nature Conservancy and FUNAI, extend through the National Forest of Amapá and the Indigenous Territory of Uaçá in Oiapoque with the goal of building native beekeeping capacity in four indigenous ethnicities: Palikur, Karipuna, Gali Marworno and Galibi Kalinã.

Besides creating employment and opportunities for income-generation, especially for women and youth, by putting locally available resources to use, this project has helps lessen instances of land clearing for Forest fires, control deforestation and improve water quality and waste disposal. In addition to addressing key environmental and economic issues, it is critical to build organizational capacity in local communities and enable them to reclaim their most basic rights. In this vein, some of Instituto Peabiru’s work includes demarcating quilombola territories and helping communities negotiate environmental compensation for large industrial projects on just terms.

Instituto Peabiru’s activities in the region began nearly a decade ago with studies of the açaí value chain in partnership with Sambazon (a company dedicated to process and export açaí) that also have supported the melipona beekeeping program. In 2009, Instituto Peabiru completed several other studies about business opportunities in the açaí value chain and ecotourism in the National Forest of Amapá and evaluated the land use in the State Forest of Amapá (FLOTA).

#### 4.4. Belém Ribeirinha

In partnership with Movement of the Women from the Islands of Belém (MMIB), an organization active in the island of Cotijuba and other islands surrounding Belém, Instituto Peabiru strengthens income-generating activities, increases access to and knowledge of technology, and raises awareness about gender equity. Currently, MMIB and Instituto Peabiru are conducting research and creating projects with the goals of improving access to water and energy in more isolated islands and developing community-based ecotourism.

Another major priority is completing *Escuta Belém Ribeirinha* (Listen to the Islands of Belém), a diagnostic survey of the living conditions in the islands surrounding Belém, which more than 20 thousand people call home. The majority of these people lack land security and have limited access to regular transport, potable water and basic sanitation. Moreover, due to the rapid expansion of the Belém metropolitan area, energy consumes a disproportionate amount of family income and it is becoming increasingly difficult to earn a living through locally available resources such as açaí, shrimp and fish.

#### 4.5. Other activities

- **Monitoring Palm oil** – Since 2007 Agropalma SA and Instituto Peabiru have developed a partnership that aims to improve quality of life for populations surrounding Agropalma's operations in Tailândia and Mojú, in the State of Pará, and the family based farms with a commercial relationship with Agropalma. Activities fall into two categories: (a) sustainability indicators – participatory monitoring of the quality of life in 150 family based family based agriculture (involving over 1,000 people) in the Arauaí I, II and III settlements; (b) public policies for the Vila of Palmares – through the Agenda 21 methodology and a development plan, Instituto Peabiru supports the Residents' Association of Palmares in the Tailândia District with monitoring public policies for the area with more than 10,000 residents and a need for basic public services. Instituto Peabiru also completed a series of studies about physical, biological and archaeological means of Petrobras Biofuel's arrival in Tailândia and the related social issues in order create a

first reference diagnosis (marco zero) for the project. There are two priorities: (a) creating agro-ecological gardens to improve food security amongst family-based farms that plant palm oil; (b) monitoring the impacts of the palm oil culture on Pará's northeast.

- **Diagnostics and impact studies** - For ten years Instituto Peabiru has created partnerships with public and private organizations active in the Amazon, especially those seeking to mitigate the impact of economic activities on surrounding communities. Instituto Peabiru's major partnerships include Albras (currently a part of Hydro, a Norwegian company), Amata, Alcoa, Biofilica, Natura Cosmetics SA, Petrobras, Fundação Vale and Vale. One of the most innovative projects is REDD+ of the Fazenda Maísa, a partnership with Biofilica with possibilities for long-term local action in the Lower Tocantins river region.
- **Supporting UNICEF's Indicators for municipalities** – Recently, Instituto Peabiru entered a partnership with UNICEF to continue a program focused on criteria and indicators for public policies regarding children and adolescents in the 9 states that make up the Brazilian Amazon region.
- **Community-based Ecotourism** – Instituto Peabiru sees ecotourism as a tool for building human capacity in local organizations. Additionally, it is the only value chain permitted in conservation areas with integral protection such as state and national parks. With financial support from the Instituto Florestal Tropical (IFT) and TAM Airlines, Instituto Peabiru conducted capacity building activities in rural communities in Monte Alegre surrounding the State Park of Monte Alegre, in Pará state, for three years in partnership with SEMA-PA.

These activities, especially the latter, aim to empower local communities, helping them identify sustainable alternatives, search for and negotiate solutions that meet their socio-economic, cultural, and environmental demands. The ultimate goal is for these communities to reclaim their basic rights, establish monitoring and implementation systems, and ensure follow-through on plans of action through the use of established indicators.

## 5. Partnership, resources and networks

Working in partnerships is an essential part of Instituto Peabiru's approach. To implement our programs and other activities, we develop partnerships with local communities, the private sector, other civil society organizations and research and teaching institutions. Some of our key strategic partnerships include:

- Nonprofit sector: Brazil Foundation, Envolverde, Institute for the Development of Alternative Energy and Automotive Sustainability (IDEAAS), International Institute for the Education of Brazil and the Catholic Church in the Diocese of Ponta de Pedras;
- Education and research organizations: The Museu Paraense Emilio Goeldi (MPEG), the Federal University of Pará (UFPA), the Federal University of Amapá (UNIFAP), the Federal Rural University of the Amazon (UFRA), and the International Social Studies (ISS) Department of Erasmus University in Holland.
- Community-based organizations: District of Palmares Residents' Association, the Community Development Association of Ramal Arauaí and the Soledade Community; social and environmental researchers in Tailândia and Mojú; Movement of the Women of the Islands of Belém (MMIB) in Cotijuba; in Belém; Beekeeper's Association of Curuçá (ASMELC); in Pará, and the Council of Associations in Communities of Afro-descendants of Amapá (CCDA) in Macapá. Additionally, we have partnerships with fishing colonies and unions in the areas where we operate, especially in Marajó. In Marajó, we act in partnership with Colegiado Territorial do Marajó (CODETEM).

In the last five years, financial resources have come from seven sources. Our primary funding sources for activities in 2014 are: (a) donations from businesses and business foundations such as Agropalma, Biofilica, Energizer and Philips; (b) calls for proposals led by private organizations; (c) call for proposals with public bodies, such as INCRA (d) calls for proposals led by international organizations such as the United Nations Development Program (UNDP) and UNESCO's Criança Esperança program in partnership with the Globo Network; (f) donations from international organizations such as

Travessa Ó de Almeida 1083  
66053-360 Reduto Belém Pará  
F 55 91 3222 6000  
[peabiru@peabiru.org.br](mailto:peabiru@peabiru.org.br)  
[www.peabiru.org.br](http://www.peabiru.org.br)



UNICEF and agreements with nonprofits such as the Brazil Foundation, IDEAAS and the Tropical Rainforest Institute (IFT). Peabiru also offer services to companies such as Fundação Vale and Suzano Papel e Celulose SA.

Instituto Peabiru is an active participant in debates and networks on social and environmental responsibility in Brazil as well as sustainability in the Amazon, mostly covering the territories in which we operate.

For more information, write to:

Joao Meirelles - general director – [jmeirelles@peabiru.org.br](mailto:jmeirelles@peabiru.org.br) or call

Tel 55.91.3222.6000 |

Adress: Rua Ó de Almeida, 1083. CEP 66053-190 Belém - Pará - Brazil

[www.peabiru.org.br](http://www.peabiru.org.br)

Instituto Peabiru thanks Sarah Slater for volunteering in the translation of this document.