

# CARE Brazil's experience in local development



## Reducing vulnerabilities and improving capacities for adaptation in the coast of Bahia

**Results and impacts**

April/2010



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## Summary

Since 2002, CARE Brasil has been contributing to processes of change in the Costa do Cacau (Cocoa Coast) region, Bahia's south coast. With a regional office in the town of Ilhéus, our team has been assisting some of the more vulnerable groups from this region which has undergone many periods of wealth production. Such wealth has remained in the hands of a few powerful families and led to the social exclusion of most of its population.

Throughout the years CARE Brasil has introduced and tested several social technologies in order to empower families and communities under this program. This work, focused on improving the cocoa value chain, has been developed along with several social, public and private organizations.

Amongst the most vulnerable groups in Bahia's south coast we find a large number of families of agricultural workers and migrants from urban outskirts who had access to land thanks to the agrarian reform policy carried out during the 1990s. This federal social inclusion policy is actively promoting changes in the region's social structure, helping to create, for the first time in its history, a social class of Afro-Brazilian farmers.

However, due to growing social demands and limitations of public policies, the agrarian reform contribution ended up being often only land distribution, like a housing policy adapted to the countryside, and issues like food and water security, education and educational inclusion, income diversity, market access, compliance with environmental laws, access to justice, roads recovery etc., were left for the families, or advising organizations, to sort out.

In its first phase, from 2002 to 2003, the Prosulba – South of Bahia Program was involved in carrying out a detailed assessment of the local reality. In its second phase, from 2004 to 2006, the priority was supporting initiatives aimed at some of the most vulnerable groups in the region (small-scale fishermen, small farmers, Afro-Brazilian settlers, indigenous people and informal women entrepreneurs).

Prosulba's third phase, from 2007 to 2009, was guided by two inter-related themes: improvements in the productivity of the cocoa agroforestry system and the importance of water management, its protection, use and reuse. The improvement on water resource managing capability constitutes an essential item for the reduction of vulnerabilities, improvement of the capability of adapting to climate change effects in the coast and, therefore, the consolidation of an inclusive and sustainable value chain of cocoa production.

## The Context

Created in 2002, the Prosulba – South of Bahia Program is CARE Brasil's oldest program. It is a rich learning space, for many lessons learned were used to structure other rural development programs within CARE Brasil. Among the lessons learned in the Costa do Cacau, we can point to the dependency relationship between the survival of the most vulnerable families and extractivist (gathering) activities in what is left of the Atlantic Forest.

The importance of gathering activities as an income and food security strategy in the Costa do Cacau points to the strength of the bond between actions to improve household income and the rational use of natural resources. That is, support for sustainable development must be based upon two simultaneous principles: a lively local economy and the rational use of natural resources.

The more vulnerable communities living in the countryside and in the coast depend largely on ecosystem productivity. Climate change, however, will alter the way these ecosystems work within the next decades, mostly with negative impacts. The rural population of the Northeast belongs forms one of Latin America's largest pockets of poverty and is vulnerable to unexpected events, whether sudden changes in prices paid to producers or rain volume variation. In order to reduce this vulnerability, families must improve their ability to adapt to new situations.

The improvement of a family's ability to adapt to unforeseen events depends on a supportive society who helps individual efforts – which means the guarantee of social rights, access to productive assets, good government and a diversity of work and income options.

Climate change is jeopardizing all efforts to improve the quality of life of these vulnerable families, whether by public policies or by action of non-governmental organizations and social movements. The endeavor to allow these families to pursue alternatives and to enable a political, social and economic environment embracing social inclusion is essential. In order to reduce the risks of negative impacts due to climate change, it is vital that these families are guaranteed access to social rights, access to Justice, information, financial services and markets.

The ability to adapt to social, political and economic changes, as well as climatic changes, depends on the fight on poverty and improvement of human development indicators.

## Local development

Acting by means of its own projects, and participating in joint projects, CARE Brasil aims at catalyze social, political and economic change processes with local organizations. These actions aim to strengthen local development, in its five dimensions:

<b>Local Development, measured according to better quality-of-life indicators</b>				
<b>Social inclusion</b>	<b>Dynamic economic flows</b>	<b>Innovative public administration</b>	<b>Rational use of natural resources</b>	<b>Social mobilization</b>
Quality public education	Improvement of existing work posts	More transparency in management	Environmental education	Cultural events strengthening identity
Access to public healthcare	Encouragement of entrepreneurship	Public discussion forum	Compliance with environmental laws	Forming new leaderships
Social welfare as a right	Access to microfinance	Innovative public policies	Payment for environmental services	Expansion of social control
Fighting discrimination	Rural extension	Meritocracy	Agroforestry systems	Systematizing civil society's experience
Food security	Business services		Protection of water resources	

To sum up, the five dimensions represent all initiatives carried out by local communities, allowing a high quality of life in the territory for a long term. These dimensions are not isolated; they are interlinked.

The projects supported by CARE Brasil aim at strengthening and spreading the necessary changes, so the five dimensions can be present and allow the families to have a better life. In each program by CARE Brasil these references are present, but the actual projects may vary according to the local reality, the community's demands and available funds.

## CARE Brasil's action in the south coast of Bahia

In 2002, CARE Brasil invited a group of over twenty local agents, community organizations, social movements, NGOs and public agencies to form an alliance in order to overcome social inequalities in the Costa do Cacau. That is when Prosulba was conceived. At first, the Program had a sector focus, and the priority was improving organic cocoa's productivity and trade as a way to enable a fair trade value chain and improved household income.

The program has evolved since then, as new priorities have arisen, some partners are still with us and other agents have joined the learning process. The original Prosulba's proposition is still valid, in an attempt to restore the citizenship of vulnerable groups in the Costa do Cacau. The following table sums up ten initiatives carried out by CARE Brasil between 2006 and 2009:

<b>Prosulba's projects</b> <b>Shared themes: cocoa's sustainable and inclusive value chain and water resource management</b>
<b>Rational use of natural resources and environmental protection</b>
<ul style="list-style-type: none"> <li>1) Reforestation of river banks and agrarian reform settlements in compliance with environmental laws.</li> <li>2) Qualified actions of environmental education and local development in public schools.</li> </ul>
<b>Social inclusion</b>
<ul style="list-style-type: none"> <li>3) Support to enable access to potable water in agrarian reform settlements.</li> <li>4) Food security and new income sources in agrarian reform settlements.</li> </ul>
<b>Dynamic local economic flows</b>
<ul style="list-style-type: none"> <li>5) Diversity of household income in agrarian reform settlements, introducing the semi intensive farming of small animals.</li> <li>6) Financial inclusion and access to microfinance in remote territories.</li> </ul>
<b>Social mobilization</b>
<ul style="list-style-type: none"> <li>7) Information and awareness of community leaders as to payment for environmental services and carbon market.</li> <li>8) Supporting the education of laymen lawyers with focus on environmental laws.</li> <li>9) Active participation in the Cocoa Dialogue (Diálogo do Cacau) for promoting a more sustainable cocoa value chain.</li> </ul>
<b>Innovative public administration</b>
<ul style="list-style-type: none"> <li>10) Information and awareness of managers and public servants regarding the Atlantic Forest.</li> </ul>

The communities' ability to adapt is strongly connected with the ability to learn, innovate and cooperate, seeking to fully maximize the benefits of learning for all agents involved. A better ability to adapt to the countryside is hugely connected to a stronger resilience of families and communities. The communities which are not so resilient are those depending almost entirely on Civil Defense and firemen in case of unforeseen events, and who struggle to recover from a shock. Families and communities with a low ability to adjust are those who depend the most on external support and resources, such as cash transfer programs.

## Basic Definitions

### Climate Change

According to the IPCC – Intergovernmental Panel on Climate Change, a UN agency responsible for collecting and systematizing scientific information on the subject, long-term climate change is a certainty, whether due to natural variations or as a result of human activities. The current and future impacts of climate change include severe events, such as floods and drought, rain volume variation, melting of icebergs and increased sea levels.

### Vulnerability to climate change

This refers to the awareness of families and communities as to suffered impacts from climate changes, especially negative consequences arising from severe events, such as floods and droughts. The vulnerability may vary from family to family in a same community, and also between communities. The exposition to climate changes also vary according to geographic situations. Promoting human development means reducing vulnerability, for the lower the poverty index, the lower the vulnerability.

### Ability to adapt

It refers to the ability by communities and families to adapt to climatic changes, reducing risks, preventing damages and taking new opportunities to deal with positive and negative consequences. The ability to adjust depends on the family or community's degree of access to human, natural, social, physical and financial resources. In other words, adjustment means the ability of living with climate changes. The access to the necessary resources for a better ability to adjust depends on external factors, such as public policies, institutional overview and power structures.

### Resilience

Term used in physics, which defines the material capacity of withstanding different shocks. It means the family's and community's ability to resist, absorb and recover from negative effects of adverse situations, reducing risks and recovering their functions and basic identities from before the unforeseen event. A resilient family or community recovers rather easily after an economic crisis or an extreme natural disaster, such as a flood or drought. The resilience and ability to adjust are interlinked.

The propositions to adjust to climate changes cannot be restricted to civil engineering, with well drilling, river channeling or weir construction. Such public investments, called Hydraulic Focus, were largely used in the Northeast and had little social impact. Much more than irrigated perimeters or river transposition, what matters is promoting a democratic access to means of production, information, public policies and market.



## Why rural areas as a priority?

Poverty in Brazil is, mostly, a result of the difficulty to lead a decent life in rural areas. The social and economic exclusion suffered by these families means that there is no possibility of sustainable development. According to a recent IPEA study, over 30 million Brazilians live in rural areas in precarious dwelling conditions, with no access to quality healthcare or education and low income levels.

Also according to IPEA, the Northeast holds half the Country's rural population. Family agriculture accounts for over 70% of work posts in rural areas. Women represent an army in reserve, unpaid most of the time, but with a lot of work to do. Over 70% of the rural population have not concluded primary education and 56% of producers using agrochemicals receive no technical guidance.

While the average urban monthly income in Brazil is R\$ 1,056, in the countryside it is only R\$ 453.

The engagement of rural communities is vital for the proper management of natural resources. Normally rural families depend, to some degree, on gathering activities, whether in woodlands, backlands, mangrove or fishing, but they cannot protect these ecosystems from big projects by the public or private sectors which contribute to environmental degradation. The empowerment of rural communities is crucial for the rational use of natural resources.

The poor families in the northeastern countryside are among the groups more vulnerable to climate changes in Latin America, but who were least responsible for such climate changes. The consumption standard of oil derived products by these families, such as fossil fuel, plastics and chemical fertilizers, has always been really low; however, they will be affected the most by rain volume variation. Promoting the rural development based on family agriculture is, therefore, promoting environmental justice.

## Projections for the Northeast

According to IPCC and INPE – National Institute of Spatial Analysis reports, the semi-arid will tend to become even more arid. The frequency and intensity of droughts shall increase, which will reduce the availability of water resources. The region will go from a semiarid region to arid. Over 70% of semiarid cities with populations over five thousand inhabitants will suffer a water supply crisis by 2025, resulting in migration to the coast.

By 2050, half the agricultural lands in the Northeast will have been harmed, exposing the population to reduction or even loss of their crops. Around 40 million people will suffer with lack of water. Their subterranean aqueous deposits may be around 70% short and the Northeast may be headed to becoming a desert.

We know that rain in the semi arid varies a lot, with years swinging from drought to abundant rain. The rain itself does not guarantee the success of dryland farming, agroforestry or husbandry in any given year. The territory's rain regime is strongly connected with the water soil conditions.

<b>Vulnerability index</b>		
In 2007 the Ensp – National School of Public Health, under Fiocruz - Fundação Oswaldo Cruz, released an index to evaluate the relationship between climate and health. The GVI – General Vulnerability Index measures the vulnerability of populations to diseases, social and economic aspects and climate variations.		
<b>Most vulnerable states</b>	Alagoas	IVG 0.64
	Maranhão	IVG 0.48
	Bahia	IVG 0.46
<b>Least vulnerable states</b>	Distrito Federal	IVG 0.17
	Mato Grosso do Sul	IVG 0.14
	Rio Grande do Sul	IVG 0.13
The scale ranges from 0 to 1, where 1 represents the most vulnerable situation regarding diseases (dengue fever, malaria, hantavirus, cholera, leptospirosis e leishmaniasis), social and economic unbalance and environmental changes.		



The Northeast presents high water evaporation due to strong solar rays and high temperatures. The temperature increase due to climate changes alone, regardless of rain regime variation, is enough to cause lakes, weirs, rivers and farming to evaporate, risking farming and husbandry.

The Inpe/USP/FBDS project carried out some studies using water balance simulations for the Northeast, considering temperature and rain projections for future climate scenarios. In higher gas emissions from greenhouse effect, the results indicate that the water deficiency tends to increase throughout the year. Currently, it is limited to drought months. That is, the scenarios for the rest of this century show a tendency of increased aridity in the semi arid region, with weaker and shorter rainy seasons, as well as a longer soil humidity deficit period. That can result in up to 20% flow reduction in the São Francisco River.

Prolonged droughts for over 10 years, continuous loss of cattle and crops, amongst other limiting factors, will increase migration to the capitals and coastal cities now protected by the Atlantic Forest. These, in their turn, may suffer up to 100 meter withdrawals at their coastline due to increased sea levels.

The electric system depends on the rain regime. A volume reduction or evaporation increase may limit power generation in many areas in the country. The temperature increase, causing more evaporation in hydroelectric complex reservoirs and increased power consumption by air conditioners may reproduce the conditions that set off the blackout crisis in 2001.

Climate change may cause severe losses to drylands cultures. All the "agreste" and northeastern bushy areas will suffer the most. Manioc crops may disappear in the semi arid, because the tendency is that it is going to migrate to the south of the country. According to projections, the soy culture will suffer most losses, around 40%. Grazing areas may lose up to 25% of its utility, causing a rise in production costs to feed the animals.

Thus, among the priorities for the near future must be to improve the farmers' and cattle-raisers' ability to adjust, as well as agribusiness', but, in particular, to support family agriculture and, thus, to create non-agricultural income opportunities in rural areas.

The Embrapa/Unicamp study estimate shows a reduction in northern states GDPs by 2050. The more the city depends on agriculture-related income, the greater the losses suffered and the higher the probability this population will migrate. The migration shall consist mainly in rural cities to Northeast capital cities, overloading social, educational and health services. Between 2035 and 2050, the migration caused by climate changes shall cause the loss of 480,000 northeastern inhabitants from that region to the Southeast due to migration.

The population increase may cause the risk of spreading rural environment diseases, such as visceral leishmaniasis, in mid-sized and large cities, as well as increases in the number of people susceptible to urban diseases, such as dengue fever. As nowadays the northeastern urban centers offer limited amounts of water, a climate change scenario will shorten it, harming the quality of life of the vulnerable families who already suffer from poor sanitation in the cities.

The families who do not migrate will suffer the most with rain regime variations and temperature increases. The selective migration patten will define an even more uneven scenario for the semi arid. In the models used to project future scenarios, the income level distribution follows the education indicators. In a region with severe social debt and a high number of families dependent on government subsidies, universal access to good quality public education is one of the most important elements to improve the society's ability to adjust.



## The importance of water management

Farming and cattle-raising represent the sector with the highest water consumption demand. It is responsible for about 70% of the world's potable water consumption, especially to irrigate crops and to feed animals. The traditional response to water shortage has been storing it in private or public weirs. This open water storage in large areas, however, will not be enough to face temperature and rain distribution changes arising from climate changes.

The potable water storage is only one of the components of a wide range of actions in order to extend water resource management capacity. As an adjustment measure, it is important to carry out the following group of actions:

Improvement of production and potable water storage capacity	
<b>1</b>	To restore and consolidate the ecosystems' capacity to produce potable water.
<b>2</b>	To improve the ability to store potable water, whether in individual properties or for public use.
<b>3</b>	To strengthen the rational use of water and to manage water resources.

Nowadays, the potable use of water for human and animal consumption is freely produced by ecosystems, but more and more its use will be charged, altering the household budget of low income families and increasing the chain of production costs. Therefore, it is important to concentrate the efforts in restoring and regenerating the water productive ecosystems, paying their owners for the water produced to society. In this context, the regeneration of the riparian forest, protection of hills, lowlands, swamps, dales and fountainheads is now valuable for the economy as a whole

Water storage will be a necessity in each property and home, achieved through the use of water tanks to collect rain water, subterranean barrages, family weirs and drip irrigation. Urban areas will also need water tanks to capture rain water in houses, buildings and companies, as well as water tanks and distribution systems to collect reuse and recycling water. Areas such as parking lots, avenues, pavements and backyards, with waterproof asphalt and cement, must have its permeability restored by using proper paving materials.

The water stored in food must also be counted, which will make food with more water more expensive. Therefore, humidity in soil will more and more be an asset, and techniques will be adopted to keep them in agriculture. A hydrographic basins management committee, a free negotiation space between the consumers and charged rates for the use of water will be common in water resource management.

## Dimension of common development: **Rational use of natural resources and environmental protection.**

Action:

**Riparian forest regeneration and compliance of agrarian reform settlements with environmental laws.**

### **The context**

The Costa do Cacau belongs to one of the most important stretches of Brazil's Atlantic Forest, with high levels of biologic diversity and endemism. Despite its unique diversity and modern and specific protection legislation, the Atlantic Forest is still a devastated and threatened ecosystem.

The local cocoa production system, known as cabruca, involves the removal of Atlantic Forest's undergrowth and planting cocoa seeding under the shadow of high trees. Thus, the cocoa-based agroforestry system has historically contributed to the preservation of many forest areas. The economic crisis that affected the cocoa production chain in the 1980s, however, led to the abandonment of many farms, which were occupied and expropriated to pay for labor debts. Thus, many Atlantic Forest spots in the region are nowadays agrarian reform settlements.

There is, however, a huge environmental liability due to this public policy, for throughout the 1990s, the social pressure has led to the accelerated formation of settlements without proper economic feasibility studies or environmental authorizations. Thus, many settlements have no riparian forests or permanent preservation areas which are provided for by law.

This settlement scenario in the south of Bahia is not that different from the national picture. In 2003, the Department of Justice, INCRA and IBAMA executed a TAC – Conduct Adjustment Term, in order to obtain, for the whole Country, the environmental authorizations for the settlements. At the end of this deadline, with Conama Resolution N. 387, from 27/12/2006, the environmental authorization for the settlements were simplified. In the following year, the TCJ – Federal Accounts Court, through decision 2633/2007, defined that the legal reserve area for agrarian reform settlement projects must be recorded in the property's registration.

In December 2007's decision, the INCRA undertook to support and execute forest restoration and legal reserve record processes for the existing settlements. The penalty for the irregular settlements is that public sector funding, including welfare payments, is cut until the agreement is complied with.

These measures had a direct impact in settlements all over the country, for their inhabitants were unable to get new credit and public finance until they had restored the riparian forests, protected water flows and ensured legal compliance. On the other hand, restoring forest areas helps restoring and building a potable water production capacity in the territory, which is a contribution to water security for people living in settlements, who usually have no access to public services such as water and sanitation.

### **CARE Brasil's contribution**

With a view to support the settlements with afro-descendant populations living in vulnerable situations, CARE Brasil created a test pilot for forest restoration in three settlements. The goal was to create a collective learning process of settlement's environmental compliance that could be replicated by other agents in the region.

Between 2007 and 2009 a restoration process was conducted in the degraded areas involving families from three settlements in all phases. The process was initiated with introduction and debate workshops on Atlantic Forest laws to the settlement families. After many rounds of information meetings, CARE Brasil's team mediated the debate between the families to select the areas to be reforested or isolated from the pasture areas. In the following phase, the settlement representatives, chosen by their communities, were identified and qualified to perform the actions, such as implementing aviaries, planting seedlings and fencing areas.

In the selection and definition of priority areas – river banks, riparian forests, legal reserves, fountainhead regions and hill tops - special attention was given to those where the Atlantic Forest laws require forest areas, for the permanent preservation areas are those who require forest preservation.

The discussion and decision process in the settlements took a while, because it required a cultural change in the families. Most of the settlement families, due to their cultural heritage as rural workers working for wealthy cocoa landowners, see the woods around their pastures and farms as potential expansion areas, as cutting down the woods creates new productive areas. New pasture areas, in particular, are a constant demand in the settlements.

## Generated results

The privileged participations of young people and women groups in the restoration process was vital to achieve its goals, that is, the regeneration of more than 50 hectares of degraded areas. The idea was not only to allow a more inclusive debate and thinking process, but also to test new work and income opportunities. The lack of seeding of native species in the region was one of the limiting factors of this project, besides the logistics difficulties in the remote settlement areas that did not have a cart or other transport means available.

The women's actions were decisive, whether in their active participation in the regeneration work or in their raising awareness and mobilizing their husbands and partners as to the importance of restoring the forests.

Many settled young people, pioneers of the cause, report that they feel more valued nowadays by noticing that older people, little by little, have been changing their speech on the importance of the woods and by noticing growing work opportunities in the aviaries and seeding markets in the territory.

Summary of Results	
<b>In the region</b>	Production of 50,000 seedlings of 35 native species from the Atlantic Forest along with farmers, the Floresta Viva Institute and Cabruca Institute. Implementation of three aviaries able to produce seedlings of native species. Certification of over 30 settlements to produce seedlings and restore degraded areas. Active involvement of over 40 agrarian reform afro-descendant families in an environmental adjustment pilot-project.
<b>Dandara dos Palmares, Municipality of Camamu</b>	Restoration of 18 hectares of riparian forest and support in legal reserve records in this 1,400 hectares settlement with a population of 280 people.
<b>Terra de Santa Cruz, Municipality of Santa Luzia</b>	Restoration of 20 hectares of riparian forest and support in legal reserve records in this 380 hectares settlement with a population of 120 people.
<b>Dom Helder Câmara, Municipality of Ilhéus</b>	Restoration of 12 hectares of riparian forest and support in compliance with legal records 240 hectares settlement with a population of 158 people.



The chosen spacing for the agroforestry systems were less dense because the idea was to allow the possibility of using the forested areas to introduce fruit species in the future.

Based on this experience, it was possible to quote the many necessary inputs and services for the Atlantic Forest regeneration process. The average cost was approximately R\$ 9,000/ reforested hectare, which in particular reflects the logistical costs for the remote areas.





## Local development dimension: **Rational use of natural resources and environmental protection.**

Action:

### **Qualified actions for environmental education and local development in public schools.**

#### **The context**

Historically, the afro-descendant population in Costa do Cacau had no access to public policies and services. Due to access restrictions to productive assets, most families didn't have many options but to enable their support through low wages and low social acceptance jobs, such as temporary rural workers and harvesters, maids, cooks, bricklayers, helpers and the like.

Thanks to the National Agrarian Reform Policy of the 1980s, for the first time in their family history, a large portion of these workers had access to productive assets, such as plots of land, cocoa, guarana and pepper farming, houses, tools, inputs, lines of credit and the like. INCRA, in turn, innovated by granting titles to women who until then could only have access to productive assets through their husbands or partners.

In this context, universal public education had never been a priority and, throughout the years, never received much attention from public administrators. Only after the 1990s all children in the territory had access to public primary schools. However, the families did not have a tradition in formal education, reading or experience with the school system. That explains why in some localities, illiteracy rates are up to 40% among adults, especially afro-descendants.

The public school system didn't have tradition enough to adjust the curricular activities to the local reality, whether for cultural reasons, regarding ethnic and social discrimination, or for ecologic and economic reasons inherent to the territory, such as the need for proper management of water resources or sustainable tourism.

Thus, the public school system was not fit for the Atlantic Forest biome reality where most kids and adolescents live, for the agroforestry systems which are the everyday environment for most families or for the changes brought by the climate.

#### **CARE Brasil's contribution**

In 2008, CARE Brasil carried out a partnership with Unicamp (Campinas State University) Geosciences Institute, which has long-term experience in graduating teachers in contextualized environmental education. The goal is to expand the education process all the way to the Costa do Cacau. CARE Brasil's team, guided by the Institute's professionals, negotiated a partnership with the Municipal Education Secretariats of the cities of Una, Ilhéus, Camamu and Santa Luzia, thus integrating the qualification process within the boundaries of public policies and teacher qualification and appreciation.

Thus, it was possible to mobilize a network of 33 science and geography teachers from 30 schools. The selection profile was proposed by Unicamp, but the professionals were appointed by the corresponding authorized office of each institution

Over 12 months, four workshops were carried out, lasting four days each. Between the teacher qualification workshops, the teachers were responsible for implementing pilot-projects. They had access to the qualification as multipliers, as the qualification in which they participated could be transmitted to a bigger group of colleagues in the same school. The chosen theme was the use and protection of water resources in Costa do Cacau.

## Generated results

The qualification process was not restricted to the classrooms. The teachers made field trips to visit the Atlantic Forest and tried to analyze them and understand the reality of the rural students' lives.

Summary of results
Seven courses, interspersed with six field trips.
30 public schools have accessed contents on water resource management and local development in the territory's context.
33 multiplier teachers participated in 128 class hours, in a qualification and appreciation process.
108 inhabitants from the urban outskirts of Ilhéus involved in environmental education themes.
Four agrarian reform settlements, where some of the public school teachers live, involved in the process.
200 primary public school students with access to new contents.
90 EJA – Education for Children and Adults program students with access to new contents.
An agrarian reform settlement internally adopted the waste sorting system.
Three agrarian reform settlements were included in the municipal waste sorting service.

This group of teachers used the lessons learned and experiences gained in their jobs in primary and secondary education, and also in the adult literacy program. In addition, an exchange program was carried out with professionals in CARE Brasil's programs in Rio de Janeiro and Piauí.

Municipality	Participant schools
<b>Una</b>	Colégio Municipal Alice Fuches
<b>Ilhéus</b>	Escola Nucleada do Banco do Pedro Escola Nucleada Vila Cachoeira Escola Herval Soledade Escola Estado do Ceará Escola Moises Bohana Escola Alvaro Melo Vieira Escola Estadual Paulo Américo Escola Estadual Padre Luiz Palmeira Universidade Municipal Maremata Escola Espaço de Leitura Colégio Estadual Luiz Eduardo Magalhães Escola Gilmar Agnelo Colégio Estadual de Ilhéus Escola Paulo Freire
<b>Camamu</b>	Escola Antônio Carlos Magalhães Escola São Domingos Sávio Escola Antonio Conselheiro I Escola Antonio Conselheiro II Escola Dandara I Escola Dandara II Escola do PETI
<b>Santa Luzia</b>	Escola Municipal de Santa Luzia Escola Municipal Terra de Santa Cruz Escola Municipal Santo Antônio Escola Municipal do Campo Escola Municipal Cravo Branco Escola Municipal São Francisco Escola Municipal Santa Cruz Escola Monte Alegre



## Local development dimension: **Social inclusion.**

Action:

### **Support to enable access to potable water in agrarian reform settlements.**

#### **The context**

Due to major variations in cocoa nut, rubber, pepper and guarana prices, family agriculture products in the Costa do Cacau, families are left constantly vulnerable to the possibility that the income earned once a year may not be enough to maintain them until the next harvest.

Several social technologies are available to family agricultural workers so they can improve their negotiation position in the production chains they participate in. For example: joint input purchase, shared trade, cooperative activities, access to alternative markets, competing with middle men and the like.

In order to strengthen the ability to add value to their products, CARE Brasil has been advising several agrarian reform settlements in testing improved production techniques. Improvements were introduced in cocoa drying and fermentation processes, in tropical fruit improvement, and in the production of sweets and jams out of agroforestry subproducts, among others.

While implementing processing community centers capable of working as incubators for small fruit agroindustries, CARE Brasil sought to facilitate the access to professional services by the families, in order to guarantee the quality and legal compliance of products to be sold in the market. The organic certification process occurred in two settlements. The community kitchen works followed the basic food and drug administration agency principles, such as tiled walls, separate bathrooms and protection screens. The access by many women groups (40 people) to food preparation and handling courses, as well as sanitary compliance, was facilitated by Unesc – Santa Cruz State University.

As for input quality control, an inspection analysis was required for the available potable water from the three settlements established for a decade. All water samples sent by CARE Brasil to Embasa – Bahia Sanitation and Water Company's laboratory presented contamination in the water reservoirs used by the families for consumption.

The laws regarding the bacteriologic attributes of potable water for human consumption require that the 100ml samples must each be within the following parameters:

- Fecal coliforms or thermotolerants = zero/100 ml
- Total coliforms = zero/100 ml

According to the legislation, all samples collected from the agrarian reform settlements were unsuitable for human consumption.

Settlement	Protocol	Measure/100 ml
Terra de Santa Cruz	412803/09	Total coliforms 400 Thermotolerants up to 1,8
Zumbi dos Palmares	416306/08	Total coliforms 920 Thermotolerants up to 1,8
Dandara dos Palmares	414904/08	Total coliforms 1.700 Thermotolerants 7,8

The above data showed not only the impossibility of processing food without proper water supply, but also the health risks for the settled families. Thus, the settlements' water security became a priority in CARE Brasil's plans.

## CARE Brasil's contribution

The water samples' microbiologic results were presented and discussed at each one of the settlements involved in the project. CARE Brasil's team supported the actions from the settled population in the *Água para Todos (Water for All) program*, implemented by the Federal Government along with the State and Municipal Governments.

The mapping of the settlements was carried out and support given to the tubular well drilling process to capture potable water. Labor from the settlements was hired to drill the ditches. In addition to the actions carried out by public policies, CARE Brasil offered to over 140 families qualification events on the use of available water from simplified distribution system installation. It has also enabled a 26-family pilot-group to install bathrooms in their residences, located in Terra de Santa Cruz settlement.

## Generated results

After a decade since their setting-up, the settled families could enjoy a basic right: the access to potable water. That was only possible due to public policy and additional actions by CARE Brasil, responsible for investing R\$ 60,000 in sanitation actions.

Summary of results	
<b>Terra de Santa Cruz Settlement</b>	80 thousand liters of well flow/daily. 120 people with access to potable water. 25 families participating in the qualification process. 26 installed bathrooms.
<b>Zumbi dos Palmares Settlement</b>	100 thousand liters of well flow/daily. 250 people with access to potable water. 50 families participating in the qualification process.
<b>Dandara dos Palmares Settlement</b>	120 thousand liters of well flow/daily. 325 people with access to potable water. 65 families participating in the qualification process. Equipment supply and guidance to irrigate the organic gardens.

Besides, with the installation of the tubular wells and simplified distribution systems, it was possible to resume the food processing and improvement initiatives to diversify household income in the settlements. Irrigation systems were implemented for the organic gardens, and tests were made for the local production of:

- Chocolate powder;
- Cocoa powder;
- Home-made chocolate;
- Dehydrated fruits.

As the products are now in compliance with food and drug administration rules, the settled population can pursue other trade niches.



**Water installation**

## Local development dimension: **Social inclusion.**

Action:

### **Food security and new income sources in agrarian reform settlements.**

#### **The context**

The Costa do Cacau's historical calling has always been the production of commodities, large scale production of raw materials with low unit costs, meant to be processed and improved in other territories. Its main product, since the 19th century, is the cocoa nut, but the region also supplies wood, meat, rubber and other forest byproducts. Traditionally, this production occurred in farms, employing a large number of permanent and temporary rural workers. The necessary food to supply both rural and urban populations are imported from other regions, mostly through Salvador's central market or straight from markets in São Paulo and Rio de Janeiro.

One of the results of the social and economic crisis that struck the territory during the 1980s, was that national agrarian reform policy enabled access to land, farming and equipment for a large number of families. However, the individual lots do not produce the same volume of commodities needed to maintain these families socially. During the years the cocoa price dropped in the international market, production hasn't been enough even to guarantee the purchase of items for these families' daily needs.

The economic feasibility of the individual lots depends on the diversity of household income and identification of new ways to a fairer access to the market by these family producers, who have little power to negotiate with middle men and corporations running production chains. In the program's initial phase, CARE Brasil supported a pilot-initiative to implement organic production of papaya farming to be sold to hotels during the summer. From the technical and financial point of view, it was successful; but it failed to be continued, due to low management skills by the involved communities. On the basis of the lesson learned, CARE Brasil's team then started incorporating entrepreneurship and market analysis components besides the technical assistance and organizational support.

#### **CARE Brasil's contribution**

CARE Brasil focused on two simultaneous components to promote the fair trade. First: Stimulus for the local production of organic food, in order to extend food security for the producing families in the region and also for the consumer families in the urban centers. The focus on organic production happened not only due to the need of reducing production costs and promoting public health, but also the concern with contamination risks to the region's water resources. Second: it backed up a pilot-experience to install a huge organic garden in the urban area of Una, implemented with the assistance of Ceplac – the Executive Commission for the Cocoa Farming Plan, in order to enable the Casa da Criança Menino Jesus Association, which, in this city, guarantees the food security of 200 children in extremely vulnerability conditions.

The success of this initiative supported the installation process of 32 organic gardens in Dandara dos Palmares, Zumbi dos Palmares and Terra de Santa Cruz settlements. These gardens now produce food for over 150 families and supply the city fairs in Camamu, Santa Luzia and Ilhéus.

With a view to offer other additional channels for vegetable trade, an effort was made to get settlement families access to the PAA – Food Acquisition Program, a federal public policy coordinated by Conab under the *Fome Zero* Program. Through the PAA, the food produced by the families in the territory are supplied to schools in the municipalities of Ilhéus, Uruçuca, Santa Luzia, Camamu, Camacã and Una. A market study on the potential supply of settlement products such as free range chicken, home-made chocolate and chocolate powder to hotels in Ilhéus was also carried out.



Along with NGOs and Local Governments, the groups managing organic gardens also managed the trade of fruits and vegetables in agroecologic fairs in Santa Luzia, Camamu, Camacã and Itacaré.

At the same time, initiatives to add value to family agriculture products were supported, so these producers may get to trade niches allowing better labor rates. As a result, the organic certification of the guarana family production in Zumbi dos Palmares settlement, and cocoa in Dom Helder, Terra de Santa Cruz and Zumbi dos Palmares settlements was made possible.

## Generated results

Extension of food security for both producing and consumer families in the territory, reduction of imports from other territories, additional household income for over 100 people in three settlements.

Summary of results	
<b>Municipalities of Camamu Santa Luzia</b>	32 gardens established. 30 families from settlements involved. 10 tons of monthly production from Terra de Santa Cruz, Zumbi and Dandara settlements
	\$ 370/family, additional average monthly income due to such trade. R\$ 133,000/year of additional income for Terra de Santa Cruz, Zumbi and Dandara settlements. Supply to the agroecologic fairs in Camamu, Santa Luzia and Camacam.
<b>Zumbi dos Palmares Settlement</b>	40 families benefited. 40 hectares of IBD-certified guarana. 15 hectares of IBD-certified cocoa. 30 hectares of implemented organic gardens and fruits.
<b>Dandara Settlement</b>	20 benefited families. 15 hectares of IBD-certified cocoa. 10 hectares of IBD-certified gardens and fruits.



## Local development dimension: **Dynamic local economic flows.**

Action:

**Diversity of household income in agrarian reform settlements, introducing semi intensive farming of small animals.**

### **The context**

In local tradition, the cocoa nut production and trade are the main economic activities present in all discussions, analyses and public policy activities. This heritage from *coronelismo* times makes it difficult for many local agents to accept that family agriculture does not achieve the scale and production of quality needed to enable the families' social reproduction. The cocoa chain of production is not enough to enable family agriculture in the territory.

Therefore, it is mandatory that the family production be diversified, so it can reach different markets with several products, risk reduction and family autonomy regarding cocoa price definitions which are currently beyond their control.

In their plot of land, the family has, among other factors, the opportunity to grow many products and many agroforestry systems, as well as to breed small animals that may increase the household income and their ability to withstand price variations and extreme natural events.

Raising small animals in family lots is particularly a cultural tradition. Performed with very low technologic standards, with minimum input and technology use, it exposes the animals to high losses due to diseases or wild animals; even so, it is responsible for a minimum production of eggs and poultry. This extensive creation of small animals wandering through the woods does not enable the regularity and production quality needed to access the local market.

### **CARE Brasil's contribution**

Known as free-range, this production system represents semi intensive poultry farming. Adapted to the local reality, it makes it possible to reduce costs and risks to a minimum, at the same time employing enough adapted technologies to ensure regularity and production quality of animal protein as poultry and eggs for their own consumption and trade.

In the program's initial phase, Terra de Santa Cruz settlement, in the municipality of Santa Luzia, the introduction to poultry handling in semi intensive system was recommended, based on several successful experiences carried out in vulnerable communities.

This small animal farming initiative was aimed at the youth, to enable the efficient use of their own labor and generating value in a small area. The goals were to raise young people's self-esteem, to contribute to their food security, to generate surplus to be traded and to produce organic compost to be used in the gardens.

CARE Brasil gave financial support for the pens, to buy the first chick lot and the initial food costs. It also provided technical assistance and is enabling access to markets.



## Generated results

Summary of results
370 poultry raised since the first day under a semi intensive system, mixing commercial animal food with biomass residues.
Monthly average of 375 dozen eggs produced, enough to be traded in three municipalities.
R\$ 3.50/dozen, the average local trade price, generating about R\$ 16,000/year of additional income to the settlement.
Access to Conab's PAA to supply the institutional market in the municipality of Santa Luzia.
Four agrarian reform settlements, where some of the public school teachers live, involved in the process.
26 people involved in the production and management, 10 women and 16 young people from the settlements.
Stimulation of women's proactive engagement in income activities and reduction of the dependency on cocoa's model

The main impact of this initiative is on the validation of a social technology, by demonstrating that it is possible to generate income in a continuous way and with relevant added value, even for vulnerable communities. Such initiative helps the economic feasibility of the agrarian reform settlements. Besides, when they are mimicked by other entrepreneurs from the same area, this type of initiative contributes to a dynamic local economy when food is produced at the communities, replacing the import of products from other territories and keeping capital circulating in the local economy.

Handling of poultry



## Local development dimension: **Dynamic local economic flows.**

Action:

**Access to banking services and to microfinance in remote territories.**

### **The context**

Due to the financial system's high concentration level, around 40 to 60% of the economic population is estimated as not having access to basic services such as current accounts, checks and savings accounts. Exclusion from banking services is more severe in remote territories, such as urban outskirts or rural areas, where the lack of bank offices not only physically hinders access to basic financial services, but also makes daily activities harder, such as handling money, accounts payable and receivable, transfers, etc.

The concentration of bank branches in a few urban centers in the territory causes all the population living far away to spend time and resources in going from one place to another to pay collection slips, to receive benefits and to have access to financial services. The expansion of bank representatives increased the amount of bank branches, but, for security and financial feasibility reasons, many bank representatives are located in urban centers, so there are still regions where the access to the financial system involves spending time, additional costs and a lot of patience.

### **CARE Brasil's contribution**

CARE Brasil's first initiative to stimulate banking inclusiveness was establishing a partnership with the Povo de Itabuna Bank, in order to test a microcredit fund aimed at small afro-descendant family enterprises. Initially, this fund should allow for the families to diversify their incomes in the neighborhood of Porto de Trás, Itacaré city. The Banco do Povo team made a survey on the entrepreneurs' ideas and CARE Brasil supported the development of a business plan.

Because of the difficulties in providing microcredit using the joint guarantee methodology in Itacaré, the fund's operating area was extended to neighboring cities and it started to support small entrepreneurs. However, due to limitations imposed on microcredit institutions, it was not possible to offer other microfinance services.

CARE Brasil started another initiative, this time with the Banco do Brasil. A bank representative agreement was executed with the Banco Popular, and a community bank was jointly established with many local agents.

Thus, it was possible to offer microfinance services in areas that so far did not have access to financial services.

## Generated results

Offer of microfinance services extended and diversified in the territory through a partnership with the Povo de Itabuna's Bank, as well as by installing a Community Bank in the city of Uruçuca.

Summary of results
Donation of a R\$ 20,000 pilot-fund managed by the Povo de Itabuna Bank, to offer microcredit to afro-descendent entrepreneurs.
Community Bank set up in the rural district of Serra Grande, municipality of Uruçuca, together with the Local Government and Floresta Viva Institute.
R\$ 3.50/dozen, average local trade price, generating around R\$ 16,000/year of additional income for the settlement.

### Community Bank



## Local development dimension: **Social mobilization.**

Action:

### **Information and awareness of community leadership in paying for environmental services and carbon market.**

#### **The context**

In 1997, during the global negotiations about climate change, Brazil presented an idea that the developed countries should finance projects for the reduction of greenhouse gas emissions by developing countries. The proposition was accepted under the name CDM – Clean Development Mechanism, known as the Kyoto Protocol.

Since then, Brazil has become a leader and a pioneer on the subject. In 1999, the CIMGC – Global Climate Change Inter-ministry Commission was created to regulate the implementation of CDM projects in the Country. Already in 2004, a year before the Kyoto Protocol takes effect, the CIMGC filed the first carbon project in the entire world with the United Nations. In 2008, the first CDM program project in the world was registered in Brazil.

Brazil, therefore, is among the countries with the highest number of CDM projects in the world, surpassed only by China and India. The information on these CDM projects, however, is scarce, because most of them are concentrated in the South and Southeast and the few companies implementing such projects do not promote transparency as they should.

Because it is a recent payment method for environmental services, CDM is still fairly unknown by community organizations and social movements, even though it has a great potential for the Atlantic Forest biome, particularly for the preservation of standing forests or native forest regeneration.

CARE International is a member of the CCBA – The Climate, Community and Biodiversity Alliance organization - which seeks to promote the integration of social and human development parameters in carbon market projects. In Brazil, the corresponding project would be Social Carbon, developed by the Social Carbon company and the Instituto Ecologica in the 1990s, also with a view to promote the inclusion of local development actions in carbon projects, especially projects with forestry components.

#### **CARE Brasil's contribution**

CARE entered into a partnership with the Instituto Ecologica, an NGO with offices in Palmas, Tocantins State, to raise awareness and inform community leaderships, NGO technicians and social movement agents in the Costa do Cacao. The process involved informing about climate changes, the growing carbon market, opportunities for the region and the need of a social component in this type of project.

The training process took twelve months, with two four-day modules each, for a group of 35 guest organizations in the Costa do Cacao. Given the theme's new nature, this process served not only as a capacity building process, but also the systematization of doubts and questions by local organizations as to carbon markets in general and CDM projects in particular.

The Dom Helder, Terra de Santa Cruz, Dandara dos Palmares, Zumbi dos Palmares and Terra Vista settlements were also involved in this process, in order to provide the settled families a more qualified analysis and discussion regarding adjustment actions to reduce the effects of climate change.



## Generated results

### Summary of results

72 hours of information and training offered in two modules to community leaders and power brokers over 12 months.

CDM textbooks and documents distributed among the participants, to be transmitted through the territory.

A pilot role-play to apply the Social Carbon method, involving 50 families and carried out after widely advertised.

12 community leaderships from four settlements engaged actively in debating and internalizing information on climate change and CDM in the territory.

Participant partner organizations:

IESB - Instituto de Estudos Socioambientais do Sul da Bahia,  
Instituto Floresta Viva,  
Instituto Cabruca,  
Instituto Uiraçu.

Representatives from the following institutions:

UESC – Universidade Estadual de Santa Cruz,  
SEMA – Secretaria Estadual do Meio Ambiente,  
INGA – Instituto Estadual de Gestão das Águas e Clima,  
INCRA – Instituto Nacional de Colonização e Reforma Agrária.



Atlantic Forest Law Course

## Local development dimension: **Social Mobilization.**

Action:

**Supporting the formation of paralegals with a focus on environmental laws.**

### **The Context**

The historically precarious education services in the Costa do Cacau, shown by the high illiteracy rates among adults and functional illiteracy among the population in general, reduce their access to Justice, one of the main mechanisms to stimulate citizenship and social inclusion. The court procedures meant to guarantee individual and collective rights are not only tied up by bureaucracy but also depend on writing, are expensive and are distant from local realities.

If the legal exclusion of most people was not enough, both the public school system and the media bring very little contribution to raise awareness of the ordinary citizen as to their rights and procedures to enforce them, which is limiting the social control over the Legal System in the Costa do Cacau.

Popular education initiatives help to fill this lacuna, by universalizing access to knowledge for individuals and communities from vulnerable groups and supporting them in actively protecting their rights. Popular education is based on supporting awareness, to be added and discussed in the vulnerable groups' organizing processes.

A popular legal formation program must diffuse the knowledge on access to Law operators, putting into simple words the basic laws and principles that would allow leaders to seek the protection of collective rights in civil, penal or environmental law areas.

### **CARE Brasil's contribution**

In Prosulba's initial phase, CARE Brasil's team actively engaged in the regional implementation of the "Quem não deve, não teme" campaign (loosely, "Nothing to Fear if Nothing is Wrong") launched throughout the State by an alliance of Bahia's social organizations. The goal was to raise awareness and inform the public in general about the Constitutional right to, between April and May each year, be granted access to the local administration accounts regarding the previous financial year. Thus, the citizen may exert its social control right over local public policies.

This experience contributed to a learning project by CARE Brasil, resulting in the publication "From Inhabitant to Citizen", showing seven similar experiences in promoting popular engagement and social control in the Northeast.

Taking the adverse reaction of many local governments to the "Quem não deve, não teme" campaign into consideration, as well as the limited action by the Department of Justice, CARE Brasil identified the lack of citizen's legal education as a limiting factor to the territory's sustainability. This limitation occurs insofar as many Atlantic Forest protection initiatives, compensation and protection to environmental service production and water resource management initiatives depend on knowing the laws and having access to Justice.

CARE Brasil entered into a partnership with AATR – Rural Workers Lawyers Association, in order to carry out a training course for Paralegals in the Costa do Cacau. Initially, an information and mobilization process in Prosulba-related communities was carried out, to enroll those interested in the course. Because of the huge demand, far surpassing the estimated number of openings, it was necessary to make a selection process defining a candidate profile. Together, CARE Brasil and AATR selected 35 community leaders.



Over a 24 month period, eight basic modules were carried out, each 3-days long, focusing on many legal fields, including environmental law. In addition, internship was given in public agencies from those municipalities.

## Generated results

The graduation process required supported trips, mobilization, lodging and daily allowances by CARE Brasil. The AATR prepared the contents and work program, and mobilized, among their associates, the lawyers and law scholars that voluntarily taught such modules.

Summary of results
Eight multiplier formation modules on access to justice in the Costa do Cacao, carried out for 48 months.
35 community leaders and power brokers aware and educated on different legal fields.
14 municipalities represented: Ilhéus, Itacaré, Itabuna, Jussari, Una, Coaraci, Itajuípe, Camamu, Ibirapitanga, Camacan, Gongogi, Olivença, Salvador and Uruçuca.
A paralegal manual was published together with AATR and diffused throughout the territory.



Laymen Lawyer Course

## Local development dimension: **Social Mobilization.**

Action:

### **Active participation in the Cocoa Dialogue for a more sustainable production chain.**

#### **The Context**

The region encompasses a series of actors working in the cocoa value chain; besides the producers, there are also the processing industries. The industry capacity to process the cocoa nut is around 250,000 tons/year; however, for 2009 the estimated processing is only 100,000 tons. Besides a heavy social debt and the fact that the population is growing poorer, the industry's downtime capacity shows the low degree of sustainability of the cocoa production chain.

Within this context, the proposition of unifying efforts from all agents involved in adjusting and qualifying the cocoa chain value, called "The Cocoa Dialogue", was conceived. Over 60 public and private social organizations participated in a series of workshops and debates throughout 2009, with an attendance rate of 50 to 70 people in each event with different awareness levels. The goal was to establish a positive agenda for the sustainable future of the cocoa's chain of production.

The aim of this social process was defined as:

*Valuing the cabruca system and Atlantic Forest conservation, promoting the cocoa region's environmental, social, economic and cultural sustainability.*

From the initial discussions involving social movements, companies, NGOs, unions, class associations, cooperatives, public agencies and universities, among other agents, five work groups were established to detail the priority topics:

- Research, development and product innovation;
- Payments for environmental services in the Atlantic Forest;
- Access to markets and trade improvements;
- Good Governance promotion;
- Suitable public policies in the territory.

CARE Brasil is part of the Governance and Environmental Services working groups.

#### **CARE Brasil's contribution**

CARE Brasil is one of the few social NGOs to be a part of the Cocoa Dialogue general coordination and has been actively engaging in its working groups. In 2009, resources were given to contribute to the incorporation and structuring of the Cocoa Dialogue Executive Secretariat.

Within the Environmental Service Working Group, CARE Brasil gave financial support to the organization of a seminar with 145 participants, followed by a workshop with 30 participants to introduce into the agenda of the Cocoa Dialogue the subject of payments for environmental service.

With this level of engagement, the Cocoa Dialogue has among its priorities the execution of a pilot-project to be carried out in the Santana River Basin, which supplies part of the water to the city of Ilhéus, meant for payments for environmental service and focused on the production of potable water.

## Generated results

Summary of results
Inclusion of a social agenda in the Cocoa Dialogue, enhancing the debate about the production chain.
Promotion of the "payment for environmental services" topic as an innovative component to diversify household income in rural areas.
Diffusion of CARE Brasil's technical knowledge and experiences to other agents in the territory.
Active engagement in keeping the Executive Secretariat in the debate.
Consolidation of CARE Brasil as an active agent in the territory, and a reliable and respected agent to dialogue with public and private sectors.
Santana River Basin chosen to implement the pilot-project for payments for environmental services for family farmers, by means of access to public funding.
Active engagement in systematizing discussions about the PL (Law Project) 4.995/2009 draft for Cabruca system.
Preparation of a program to increase cocoa productivity, improve its quality and add value, involving producers, NGOs, social movements, public agencies and companies.

Thus, CARE Brasil is actively contributing to include a social agenda in the debates over the region's future. This agenda has so far included mainly environmental issues and new Atlantic Forest laws.



**I Diálogo do Cacau**

O objetivo do evento é estabelecer a estrutura de funcionamento do Diálogo do Cacau e definir temas prioritários para o desenvolvimento de ações de valorização e conservação do sistema Cabruca/Cacau na Mata Atlântica.

**Local**  
Hotel Aldeia da Praia  
Endereço: Praia do Sul, Km 04 S/N,  
Ilhéus/BA; Telefone: (73) 3234-1800

**Data**  
Dia 26 e 27 de novembro de 2008

**Contato**  
Adriana Reis - dricadn@yahoo.com.br

26/11 - quarta-feira	27/11 - quinta-feira
8:00h: Recepção (café da manhã). 9:00h: Abertura: - Apresentação dos Participantes; - Objetivo do Evento; - Resultados Esperados; - Agenda.	8:00h: Apresentação dos Resultados dos Grupos Temáticos. Coffee break. 10:30h: Continuação. 11:00h: Almoço. 12:00h: Definição da Estrutura de Funcionamento do Diálogo do Cacau. 13:30h: Coffee break. 15:30h: Próximos passos. 16:00h: Encerramento.
10:00h: Introdução ao Diálogo do Cacau - Durval Mello (Instituto Cabruca) Coffee break. 10:40h: Construção da Missão do Diálogo. 11:00h: Almoço. 12:00h: Organização de Temas Prioritários para o Diálogo (Grupos Temáticos). 13:30h: Coffee break. 15:30h: Continuação. 16:00h: Encerramento do 1º dia.	* Moderação: Nina Fialho (The Nature Conservancy - TNC)

**Realização**



## Local development dimension: **Innovative public management.**

Action:

**Information and awareness of managers and public sector staff on Atlantic Forest laws.**

### **The Context**

According to a mapping carried out in 2008 by LERF – Ecology and Forest Restoration Lab of the University of São Paulo, the south coast of Bahia is within the Atlantic Forest biome with a mosaic of areas known as the Central Corridor. The Central Corridor encompasses, in Bahia, a total of 19 million hectares, including 3.5 million hectares of native vegetation and 2 million of potential forest restoration areas.

Due to the importance of the Atlantic Forest biome, from an environmental point of view, especially regarding potable water production for a large portion of people in Bahia, its restoration and preservation is extremely important for public health, the economy and society's ability to adjust to climate change.

The new Atlantic Forest law spent over a year being voted in the Congress, enacted as law N. 11.428 from December 22, 2006. The regulation process is still ongoing. This new legal milestone lays out the limiting factors for managing and handling the Atlantic Forest by rural producers, but still creates doubt as to its applicability. This is why the Department of Justice created, also in 2005, the NUMA – Atlantic Forest Center.

The NUMA was created as a special task group, composed of over 70 entities under the Department of Justice distributed in six regional coordination bodies across Bahia's coastline. This way, the Department of Justice is trying to overcome the current reactive and specific actions against accusations of violations against the Atlantic Forest and provide a means of dialogue with the society and a proactive action to defend the biome.

### **CARE Brasil's contribution**

CARE Brasil is one of the few NGOs which participates in the general coordination of this process. CARE Brasil is a member of the Atlantic Forest Restoration Pact and is engaged in efforts to raise awareness and inform public administrators about the implications of the new laws and its correct application in rural communities.

Along with IESB – the South of Bahia's Institute of Social and Environmental Studies and NUMA, a series of four one-day seminars were given in different municipalities, giving the power brokers the opportunity to discuss the new law. Over 50 community leaders and power brokers were engaged in this process, among which members of the Department of Justice, Judges, NGO technicians, union officers, social movement leaders and public agency representatives. Such events were widely advertised in the regional media.

### **Generated results**

During several months, the power brokers and public administrators from the Costa do Cacau had direct and qualified access to the innovations in Atlantic Forest laws, taught by a group of local organizations and confirmed by the Department of Justice.



## Summary of results

Four training events lasting one day each, with attendance of over 40 representatives from entities such as IBAMA, the Environmental Police, State and Federal bodies of the Department of Justice, State Environmental Institute, State Water Institute, several NGOs. Lectures were given and questions answered by six DoJ attorneys.

Four articles published in the press.

Public agencies responsible for monitoring and issuing environmental authorizations developed clearer perspectives about the proper use of natural resources on the Costa do Cacao.

Improvement in the implementation of the Atlantic Forest Law.

Improvement in discussing and implementing the Environment State Law, especially regarding Cabruca.

Support from Ilhéus' Department of Justice Working Group on legal reserve records and conservation of permanent preservation areas for many years.

Environmental education teachers



## Summary of impacts

The Costa do Cacau includes the Federal Government's South Coast Citizenship Territory, that includes 78 actions by 12 ministries with a R\$ 513.7 million budget to be invested throughout 2009. This budget comprises, among other items, the Family Grant (*Bolsa Família*) supporting 93,000 families, and the Full Welfare Program, benefitting a further 95,000 families. The PETI – Program to Eradicate Child Labor helps 55,000 children.

Even with highly positive social impacts, the territory has low organizing capacity to pursue even existing public policies: this was evidenced by the fact that in a territory that includes 13,500 family farmers and 2,300 farmers on settlements, only 4,000 PRONAF credit titles were awarded in 2009.

CARE Brasil has been actively contributing to local development processes in the Costa do Cacau. Its work began in 2002, with a view to make the cocoa value chain fairer and more sustainable. It was innovative and ended up being embraced by other organizations, whether social, private or public only in 2008, with the Cocoa Dialogue. Throughout the years, new social technologies were introduced and validated by CARE Brasil to contribute to the community and family empowerment:

- A group of 930 people, mostly women and young afro-descendant family farmers received support that led to improvements in their quality of life indicators through various different interventions.
- Technical support leading to improvements in food and water security for family farmers as the main way to ensure their ability to adapt to economic and climatic changes.
- Introduction and testing of a model to ensure compliance of family farmer properties with environmental laws, through the replanting of 50 hectares of riparian forest with native species and protection of water resources.
- Diversification of household income in family farming, focused on women and young people, in order to strengthen economically the agrarian reform settlements and to allow access to microfinance services.
- Dissemination of information and awareness of community leaders and power brokers as to environmental law, climate changes and carbon market topics.
- Support and active engagement in regional processes of social mobilization regarding sustainability, whether through public debate on the new Atlantic Forest law, or through the Cocoa Dialogue, meeting with around 30 local organizations, among companies, NGOs, social movements and public agencies from local and state governments.






CARE Brasil's contribution to local development processes was focused on involving some of the territory's more vulnerable groups. The experiences mentioned here can now be replicated by the communities themselves, or extended and diffused by public policies in the Costa do Cacau.

According to the definition by MDG – Millennium Development Goals, used by the President's Institutional Relations Secretariat<sup>1</sup> and the "Paraná, We Can"<sup>2</sup> project, the Programa Sul da Bahia has contributed to the following goals:

<sup>1</sup> Federal Government and Local Government Schedule 2009-2012. Suboffice of Federal Affairs. Available at: [www.portalfederativo.gov.br](http://www.portalfederativo.gov.br)

<sup>2</sup> Paraná, we can. Access: [www.orbis.org.br](http://www.orbis.org.br)



MDG	GOALS	GOOD PRACTICES
	<p>By 2015, cut by half the number of people with income below the poverty line.</p> <p>By 2015, cut by half the number of people with food shortage.</p>	<p>Organizing training courses to family farmers. To identify opportunities and elaborate propositions to generate income.</p> <p>Supporting projects seeking to improve food production.</p>
	<p>Ensuring that by 2015 all children, from both genders, undergo a primary school cycle.</p>	<p>Ensuring that all children up to 8 years old are literate.</p> <p>Ensuring secondary school conclusion by all young people.</p> <p>Demanding commitment to these goals by public administrators</p>
	<p>Eliminating the gap between genders in primary and secondary school by 2015.</p>	<p>Stimulating the debate on gender, human, sexual and reproductive rights.</p> <p>Organizing training programs for women. Create a protection network to protect women against violence.</p>
	<p>Integrating sustainable development principles to national policies and programs and reverse the loss of natural resources by 2015.</p>	<p>Reduce, reuse, recycle. Forming volunteer groups</p> <p>Promoting environmental education programs for teachers and students.</p>
	<p>Establishing partnerships with the Federal, State and Local Governments.</p> <p>Establishing partnerships with the public and private sectors and social organizations.</p>	<p>Promoting an anti-corruption posture.</p> <p>Having a vision of a better society.</p> <p>Identifying government programs and informing the community about them.</p>

Source: adapted from the "Paraná, we can" brochure, available at: [www.orbis.org.br](http://www.orbis.org.br)

## Contributors

The following organizations contributed directly to make CARE Brasil's work possible in the PROSULBA program making donations from 2006 to 2010:

Contributor	Period	Amount
<b>Kraft Foods do Brasil SA</b>	Oct/2006 to Sept/2010	R\$ 750,742
<b>Peierls Foundation</b>	Apr/2007 to Mar/2010	R\$ 288,894
<b>Joseph Ellis</b>	May/2007 to May/2008	R\$ 94,538
<b>Weyerheuser Company Foundation</b>	Apr/2007 to Mar/2010	R\$ 525,844
<b>Cargill Foundation*</b>	Oct/2008 to Sept/2009	R\$ 499,250
	<b>Total</b>	<b>R\$ 2,159,268</b>

(\* ) The donation covers a five-year period, only Year I was considered here.

Resource distribution:

Destination	Amount
Application to support activities in the communities	R\$ 1,971,135
Management fee included by the contributors in the project value	R\$ 188,133
Management fee counterpart by CARE Brasil	R\$ 537,105
<b>Total applied resources in the period</b>	<b>R\$ 2,696,373</b>

Explanatory notes:

- i) As the donations were received in foreign currency, the conversion was made using the exchange rate at the time.
- ii) The exchange risk was assumed by CARE Brasil
- iii) The management fee comprehends the amount to cover program coordination and oversight costs by CARE Brasil's headquarters in São Paulo.
- iv) CARE Brasil's counterpart are resources obtained from other contributors, individuals, other companies and other CARE offices, that cover oversight and administration costs by CARE Brasil's headquarters.
- v) CARE Brasil's accounts undergo three audit phases. The internal audit, carried out by an accountant and economist hired by the headquarters. The external audit, carried out by CARE USA, upon monthly follow-up on CARE Brasil's expenditures and performance. External audit performed by Ernst & Young in São Paulo.

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