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# We work together with Brazil to shape a sustainable future

The German Cooperation for Sustainable Development in  
the Olympic and Paralympic Games - Rio de Janeiro 2016

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# Brazil and Germany together for a sustainable future!

The tropical forests are the source of life: they provide us with water and oxygen. Renewable energy is our chance to grow in a way friendly to our climate. Together, Brazil and Germany are confronting global challenges: protecting biodiversity and combating climate change. Nearly 150 collaborators are working all around the country in technical (via the *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*) and financial (through the German Development Bank KfW) cooperation projects spearheaded mainly by the Federal Ministry for Economic Cooperation and Development (BMZ) and the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB).

The Brazilian-German Cooperation for Sustainable Development made full use of the interest generated by the Olympic and Paralympic Games in Rio de Janeiro to present its work in the fields of protection and sustainable use of tropical forests, as well as renewable energy, and energy efficiency to a broader audience. This publication portrays the German House OliAle exhibitions, the tour through Babilônia and various other related events.

Enjoy the read!

**Wolf M. Dio**  
GIZ in Brazil  
Country Director

**Carsten Sandhop**  
KfW Brazil  
Director



# Cooperation on global challenge



German Cooperation for Sustainable Development brings the message of environmental awareness to the Rio 2016 Olympic and Paralympic Games

For the Brazilian-German Cooperation, the stage of the Rio 2016 Games was a strategic environment for showing the cooperation's potential in the fields of conservation and sustainable use of tropical forests and renewable energy and energy efficiency to a diverse audience made up of national and international tourists and the local population.

The German Cooperation for Sustainable Development exhibition was installed in the OliAle Pavilion located on Leblon Beach, Rio de Janeiro city, where nearly 70 thousand people passed by from August 5<sup>th</sup> to September 18<sup>th</sup>. The exposition attracted more than 20 thousand Brazilian and foreign visitors who had the opportunity to see

AUDIENCE THAT PASSED BY THE OLIALE:  
**70 THOUSAND PEOPLE**

our "Magic Planet", to attend debates and lectures, and also to take part in the daily tour of the Babilônia com-

GERMAN COOPERATION EXHIBITION'S VISITORS:  
**20 THOUSAND PEOPLE**



munity which revealed how forest preservation and renewable energy projects are executed in practice.

For more than 50 years, Brazil and Germany have faced the challenge of developing sustainably together, protecting biodiversity and combating climate change. However, the real challenge is informing the population of this partnership. Nowadays nearly 150 collaborators work in the country on technical (through the *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*) and financial (through the German Development Bank KfW) cooperation, projects tasked mainly by the Federal Ministry for Economic Cooperation and Development (BMZ) and the Federal Ministry for the Environment, Na-



EVENTS' PARTICIPANTS:  
**1.240 PEOPLE**

ture Conservation, Building and Nuclear Safety (BMUB).

According to the GIZ Country Director of Brazil, Wolf M. Dio, despite being such a rich country in terms of natural

## SOURCE OF LIFE Tropical forests: protection and sustainable use

**THE BRAZILIAN FORESTS** possess the world's richest biodiversity and source of potable water, food and clean air. Brazil is the country with the largest biodiversity in the world. Its tropical forests contain the Earth's largest greenhouse gas storage. **The Cooperation helps with the planning and implementation of Brazilian public policies that have achieved important results such as reducing the Amazon's deforestation rate by more than 75%, reinforcing the conservation units which have a total area four times larger than Germany and protect the habitats of millions of living beings.**



## ENERGY FOR THE FUTURE Renewable Energy and Energy Efficiency

**THE BRAZILIAN GOVERNMENT** has invested a lot in meeting energy demands, while taking into consideration the usage of clean energy resources. The Brazilian-German Cooperation has been a partner of this initiative to improve energy efficiency ratings and to introduce new sustainable technologies. In Germany, the best spot for solar radiation still has 40% lower solar incidence than the least favorable spot in Brazil. Today, with the support of the Brazilian-German Cooperation, home residences, small businesses and industries can already generate their own energy through a photovoltaic system and receive credits on their electricity bill – in kWh – for the electricity contributed back to the electrical network.

TOUR'S PARTICIPANTS:  
**350 PEOPLE**

resources, energy efficiency is not part of people's daily life in Brazil. "We want to take advantage of moments of great visibility such as these mega-events, to deliver the message that people can really

make a difference in their lives", said the Director. This was a well-learned lesson for the young eight year old Luiza Prell Alvez, who attended the exhibition with her mother and grandmother and was impressed by all the energy required to light a single bulb. "Events like these are

*"We loved to know about this work between Brazil and Germany. It is very useful in the sense of the world's evolution, after all, we're better together". Lúcia Abreu.*



*"My son is one and a half years old. For the future, I wish for a cleaner planet for him. This cooperation work between Brazil and Germany is one of the ways towards that." Viviane Paz, her husband, Bruno Corrêa, and their little son.*



very important for bringing awareness to the population and knowing what is being done to improve the planet. We need to think about what we are doing in the present in order to leave a better world for our children", believes Bianca Prell, Luiza's mom.

Concrete examples from the Brazilian-German cooperation could be observed inside and outside the OliAle Pavilion. The light rail (VLT in its Portuguese acronym) – launched two months before the opening ceremonies of Rio 2016 – is one of them, as pointed out by the Director of the KfW Brazilian Agency, Carsten Sandhop. "VLT is the result of a partnership between KfW

and the National Bank for Economic and Social Development (BNDES in its Portuguese acronym). It is a co-financed project to improve urban mobility while reducing greenhouse gas emissions. The Olympic Games were an opportunity to show our work as much to the "cariocas" (Rio de Janeiro locals) as to the tourists". ■

## FEATURED IN THE NEWS

**THE ACTIONS OF THE BRAZILIAN-GERMAN Cooperation** during the Rio 2016 Games were not only a great hit with the public but also with the press. More than 200 news reports were published on sites, blogs, newspapers and TV. The main media channels of Brazil, Germany and other countries featured the events, and in doing so, the opportunity to get to know the partnership for sustainable development between the two countries.



# Brazilian-German Cooperation Exhibition: Five different ways to get to know our work

The interactive exhibition, which consisted of five objects, portrayed Earth as a magical planet where natural resources, if they cooperate and interact sustainably, guarantee the harmony and balance needed for life. Unfortunately, man's actions can put this balance at risk by not considering the principles of sustainability and the conscientious use of natural resources.

The exhibition allowed visitors to reflect upon this idea in an attractive and playful way and to come to know the achievements of the technical and financial cooperation between Brazil and Germany, which involve more than 150 collaborators via the Federal Ministry for Economic Cooperation and Development (BMZ) and the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB). The exhibition mobilized more than 20 thousand visitors who were able to appreciate the actions that have brought important results to the two countries. The Cooperation's representatives answered questions and gave further information to nearly 2,300 visitors.

## 1 Global warming, its consequences and the role of each one of us

A great terrestrial globe, located in a dark booth, projected colours, illustrative images and information related to global warming and its consequences for the planet's life and inhabitants. This was a way of raising awareness of each person's role in this process and also of the importance of action through partnership between governments and society. The tropical forests are very important for biodiversity and global climate conservation because of their great capacity for greenhouse gas storage. Since the 1990s the Brazilian-German Cooperation has been taking action on the protection, sustainable use and recovery of the tropical forests. The Brazilian-German Cooperation has promoted projects to implement renewable energy sources and energy efficiency in Brazil.

## 2 Generating energy with your own effort

The visitors had to struggle to turn a crank within the installed technolo-

*"We didn't know about this cooperation work between Brazil and Germany. It was with the World Cup and now the Olympics that we got to know this project that is so important for the two countries and for our planet's future." Wilma Prell, Luiza Prell's grandmother.*



gy that transformed mechanical energy into electrical energy to light the bulb. Despite being only a game, the exhibition piece's message was quite serious: we need to seek more sustainable sources, such as sun, for example.

Brazil will have to increase its energy supply capacity in order to meet the demand. For the time being, the aim is to reduce the increasing of greenhouse gas emissions by making more use of solar and wind energy, promoting energy efficiency and substituting conventional technologies for innovative solutions to impede climate change.

The German Cooperation in Brazil works to develop solar energy's use and efficiency by providing knowledge and promoting innovative technologies.

## 3 Brazilian tropical forests: how to protect the world's largest biodiversity

"Did you know that the Brazilian Conservation Units' total area is four times the size of Germany? The Brazilian-German Cooperation supports these units' foundation and management since the 90's". This and other information en-

compassed the images displayed on large screens, set up over a drawing of a tree, showing the audience some of Brazil's natural beauty – the tropical forests – highlighting both its environmental and cultural richness, such as the life of the people who live there and get their livelihood from the forest.

Tropical forests play a central role in maintaining the equilibrium of the world's climate and for biodiversity conservation. With an area larger than the European Union, the Brazilian forests have the world's richest biodiversity and symbolize an important development space for the communities which inhabit them. The Brazilian-German Cooperation assists in the planning and implementation of Brazilian public policies by promoting the conservation and the sustainable use of the forests and its biodiversity, combating the effects of climate change with social inclusion, creation of income, and the protection of indigenous and traditional peoples' rights in the Amazon, Brazilian Cerrado and Atlantic Forest biomes.



## 4 Learning from Nature: scientific cooperation

Many innovative technologies use nature as a model. In Brazil, there are a great number of species that need to be protected as they serve as inspiration for the development of new resources leading to sustainable development.

A panel showing interrelated images challenged the visitor to find a technological solution and how nature was used as an inspiration. Among them were: the lily pad, an Amazon rainforest plant whose rough surface inspires ceramics and bathroom flooring manufacturers; palm trees whose leaf structures reveal solutions for light, wind-resistant roofing structures; and also spider webs being the source of inspiration for the development of high-resistant threads used in bulletproof vests.

Brazil is the country with the planet's richest variety of species and needs to be protected.

The Brazilian-German Cooperation supports the expansion of protected areas and promotes scientific cooperation between the two countries in order to develop innovative solutions for sustainable development together.

## 5 More with less: solar efficiency

A photovoltaic panel prototype – with a very-high potential of converting insolation to electric energy, developed by the



Fraunhofer-Institut – drew the public's attention to the importance of clean and renewable energy generation projects. The solar radiation in the sunniest area of Germany is 40% lower than the least sunniest region in Brazil. Despite these excellent sunshine conditions and the increase in gas and electricity prices, solar energy is hardly used in Brazil.

The Brazilian-German Cooperation supports substituting traditional energy practices for innovative and sustainable alternatives. Through the 1.000 Roofs Project, the Brazilian-German Cooperation promoted the introduction of solar thermal systems for water heating within the existing support and funding programs of public housing areas. ■

# The future of mega-events seen through the lens of sustainability

The “Sports for development” Project leveraged Rio 2016 to promote the exchange of experiences and knowledge about the planet's future.



**B**razilians and foreigners – from countries such as South Africa, Germany and England – gathered the day before the beginning of the Rio 2016 Olympic Games in the host city, to discuss sustainability in mega-events. Focusing on issues involving the organization of large events that took place in Brazil over the last decade, the Conference *Mega Sustainability – Sustainability of Mega Sporting Events* saw 55 participants and was organized by the GIZ, in partnership with the Goethe-Institut. At the end, recommendations inspired by principles of sustainability were presented to the organizing committees for future events.

For Tania Braga, the director of the organization Sustainability, Accessibility

and Legacy of Rio 2016, and one of the Conference's panelists, mega-events are neither the source nor the solution for local issues. “To run such a large event we need to propose not pie-in-the-sky but realistic goals and, once achieved, they become seeds of change rather than the definitive solution to the issues. The execution of Rio 2016 sheds light on issues that Brazil needs to solve – such as sustainability in all its

**55 PARTICIPANTS** FROM BRAZIL, GERMANY, ENGLAND AND SOUTH AFRICA WERE DEBATING MEGA-EVENTS



German ambassador of Brazil,  
Dirk Brengelmann

aspects – and integrating stakeholders in the search for solutions”, pointed out the director.

Assessing this moment through the lens of sustainability is of great importance for the coordination of future actions,” opined the German ambassador to Brazil, Dirk Brengelmann. “The German government perceives sustainability as one of the main instruments of governance. A good example is the cooperation we have in Brazil for projects related to renewable energy and tropical forest preservation. It is no accident that GIZ is one of the debate organizers, in cooperation with the Goethe-Institut. After all, all of this only makes sense if discussed between societies”, said the ambassador.

For the general manager of Street Football World, Mirella Domenich, sustainability also includes human devel-

opment. “Football is more than sport, it is motivation for the exchange of ideas in fields such as gender, confronting racism, environmental issues and the culture of peacemaking. We have to consider that and support initiatives that encourage this practice”, she observes. Founded in Germany in 2002, her institute implemented a project in Brazil in 2010, that uses the practice of sport as an instrument for promoting development. Sports for Social Change Network (REMS in its Portuguese acronym) formed by 81 organizations using sport for social transformation, shares a similar point of view. Joanna Dutra, member of the REMS’s board, sees sport as a means to broaching cross-cutting themes, particular to the person.

These and dozens of other similar Brazilian institutions count on the partnership of the Brazilian-German Cooperation for Sustainable Development, by way of the “Sports for Development” Project, which provides support in devising methodology, the strengthening of networks, and training activities, among other activities.

SPORTS FOR SOCIAL  
CHANGE NETWORK UNITES  
**81 ORGANIZATIONS**

## SUSTAINABILITY OF MEGA SPORTING EVENTS

### Conference Mega Sustainability

**AT THE END OF THE EVENT,** *recommendations were made as much to the organizers of future mega-events as to those of Rio 2016.*

*The proposals reveal problems to be faced and address issues such as the need for improving communication with the population, respect for human rights, more transparency on the usage of funds, responsibility for environmental goals, promoting sports as development, and the Rio 2016 legacy’s guarantee in light of the commitments taken.*



Besides sports for development, themes such as inclusion, human development, transparency, environmental sustainability, social participation, accountability, and governance were some of the issues discussed at the Conference. According to the director of the Goethe-Institut in Rio de Janeiro, Robin Mallick, “Talking about culture and sports as complements, at the same conference, was a unique opportunity made possible only by the partnership between the two institutions”.

For Stephan Gortz, Director of the “Sport for Development” Project, ten years later, the Brazilian population now has more clarity on the meaning of mega-events and how the subsequent impacts and legacies materially affect people’s lives. However, he emphasizes

that “the debate promoted here will only be meaningful if it brings genuine change in the next events”.

To that end, it is important that the debate continues. The event exposed gaps and issues to be confronted. To the Goethe-Institut director, even with the end of such a meaningful decade for Brazil, sport should always be recognised as a vector for knowledge and the sharing of experiences. “There are some very interesting recommendations from experts who attended the conference which need to be heeded and put into practice. This follow-up is fundamental. Our challenge now is to keep promoting interdisciplinary dialogues to continue integrating different players in the search for solutions”, summarizes Mallick. ■



# Sustainable Development on the radio airwaves

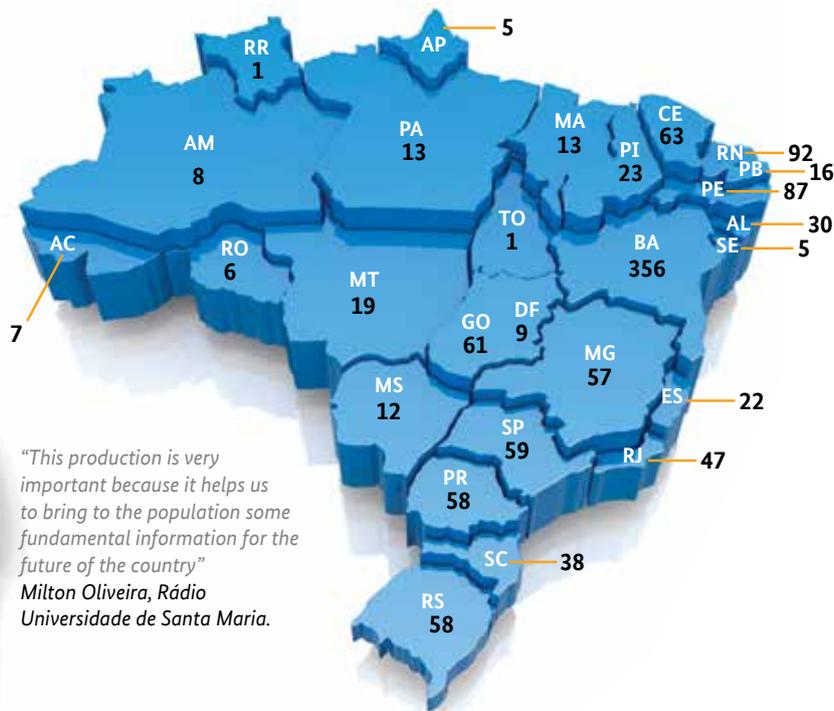
**B**razil is a country of continental dimensions. For this reason the radio is without question a powerful medium for its reachability and language accessibility. It was chosen to bring information on renewable energy and forest preservation to the population in all regions of Brazil.

ECOAR radio series features radio news programmes and radio spots (short-length radio bulletins) that ad-

**1.166** RADIOS ON THE ECOAR NETWORK.

dress successful initiatives developed with the support of the Brazilian-German Cooperation for Sustainable Development. Energy generation by the sun and initiatives to preserve the

ECOAR around Brazil. Radios on the network



*"This production is very important because it helps us to bring to the population some fundamental information for the future of the country"*  
Milton Oliveira, Rádio Universidade de Santa Maria.



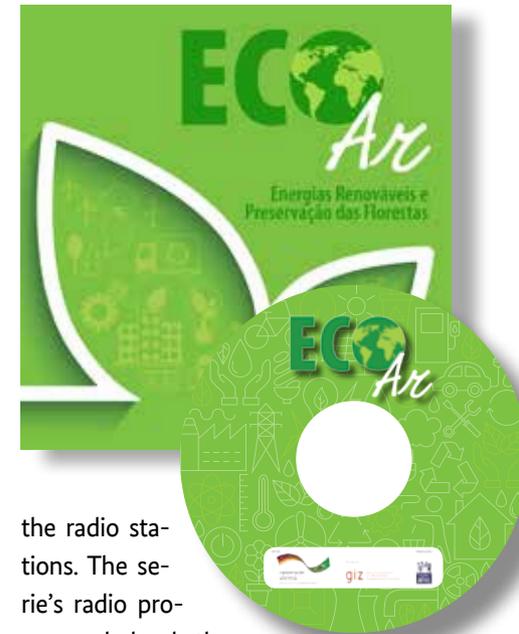
*"I liked it very much because our radio is for the community radio and this is our task."* Alternativa FM - Ji-Paraná - RO

Brazilian forests are some of the topics addressed. The series also tells stories of people who develop activities in harmony with the environment. In an objective and contextual format, the series explains how the Brazilian-German partnership has changed thousands of people's realities around the country.

ECOAR series is the result of a partnership between GIZ and Criar Brasil, an NGO that through communication has been working for more than 22 years for the strengthening of active citizenship. The radio production was distributed by internet and CD to 1,166 radio stations that use the production as a starting point for the discussion of various themes with their listeners. The radio stations vary in size from regional to local. At an average of two thousand listeners per radio station, the production reached more than two million listeners.

The ECOAR series is also shared via social networks and it is available at Radiotube.org.br, a site for information-sharing on active citizenship.

The project received the feedback from the radio stations and their broadcasters that they are very interested in receiving material on environmental issues. The content was rated excellent by 86% of



the radio stations. The series's radio programs helped the broadcasters to form an agenda on the local environmental situation. According to the survey, 43% led activities such as interviews, conversations with listeners and debates. They were unanimous in the interest to receive new materials and create space in the programming for environmental issues.

We discovered 38% of the surveyed radio stations used the material. Based on this sample, we estimate that 443 radio stations made use of the material. ■

*"May the theme of the environment be yet further disseminated and looked at more deeply; after all, we need to take care of our common home"*  
Coité FM Radio station Conceição do Coité - Bahia.



# Sustainable community: the future is shaped by renewable energy and forest preservation



Daily tours to the Morro da Babilônia demonstrated how the Brazilian-German Cooperation has been working in areas such as Renewable Energy and Tropical Forests, in a rich-learning experience

Every day, from August 5th to September 18th, a group of Brazilian and foreign tourists plus local residents departed from OliAle Pavilion, on Leblon beach, Rio de Janeiro, en route to the Morro da Babilônia Community. The excursion, lead by the German Cooperation tour guide, Bernhard Weber, and the Association of Residents president, André Constantino, had as their focus showing how it's possible to live better and sustainably through partnerships that promote the respect and good use of natural resources and biodiversity.

The visits to the Morro da Babilônia Community demonstrated the impor-

tance of this partnership as well as the significance of projects related to renewable energies and forest preservation. A good part of the Mata Atlântica, where the community is located, has already been reforested – 200 thousand saplings of native plant species, such as pau-brasil, jequitibá, aroeira, were planted. In addition to that, the technical support of the Cooperation has been fundamental in such way, that the funds accessed are well used. “There’s no use having money and not being able to perform the actions in a way that brings positive, permanent and sustainable outcomes to the community. The Brazilian-German Cooperation support is



**350** PEOPLE

PARTICIPATED IN THE TOUR

very important in this sense”, states André Constantino.

To achieve the objectives, the Cooperation concentrates on the strengthening of Brazilian institution partners, developing methodologies and further innovation of current processes, interconnecting civil society with the private sector, and strengthening the exchange of knowledge with research institutions on both a national and international level.

In the field of renewable energy generation the challenge is big. However there is immense potential. Only in the last years the number of installed solar panels doubled and the number of Brazilian residences generating clean en-

ergy via photovoltaic roof panels could reach half a million, by 2024. For that we need to guarantee skilled labour with high-quality technical education. Brazil and Germany have been working together towards this objective. GIZ supports Brazilian professional education institutions on devising and implementing new proposals. As a result, home residences, businesses and industries have generated their own energy photovoltaic system and received credits on their electricity bill – in kWh – as compensation for the energy contributed back to the electrical network.

The groups that participated in the tour had the opportunity to learn that the





latest development to public transport in Rio de Janeiro, the light rail (VLT in its Portuguese acronym), was partly funded by the German Cooperation, through the German Development Bank KfW in partnership with the National Bank for Economic and Social Development (BNDES in its Portuguese acronym).

The VLT in Rio is the first light rail in Latin America and one of the only in the world that doesn't use overhead wire as energy source (APS system –

Ground-level power supply). Its trams connect many transport systems which make it possible to move around the city center without cars. Inaugurated two months before Rio 2016, it has enchanted cariocas and tourists alike. Maria Galvão, 22 years old, from the Brazilian Northeastern state of Paraíba, approved the innovation. "I think a transport system like the VLT is great because besides being fast and convenient, it doesn't pollute. It's also great for getting to know the Rio de Janeiro city center because you can escape this horrible traffic. There is no traffic jam on the VLT. It is perfect", she said.

The outcome of the tour was very positive with more than 350 people taking part in the visits to the community. The activity will be remembered for its educational approach and amazing view of the beaches along the city's South Zone.

## WHAT THEY SAID...

**THROUGH OUT THE VISIT,** with the hilltop community above, the group shared a new perspective on the community, from the landscape to comprehending their reality to the exchange of knowledge. Upon reaching the top, the beauty of the scenery enhanced the grateful sensation of new knowledge gained.



"We are from the state of Rio Grande do Sul and it has been great to be here and to get to know projects like these that aim

at making sustainability a part of people's daily life. This integration between the community of the favelas and the rest of the city is very important. It shows that it's all really just one thing and not segregated".

**Thais Lindemeyer, pole vault athlete.**

"The choice of solar energy is an option for everyone. Particularly for the people from the poorer communities, so that they live better. We need to give chances to initiatives like this to prosper and the cooperation between Brazil and Germany is very important."



**Sebastian Egger, German student and volunteer in Rio 2016**



It is interesting to see how the favelas became a better place and it is great to see how the German Cooperation works with the Brazilians."

**Jannick Niessen, German student and volunteer in Rio 2016.**

"The technical support from the Brazilian-German Cooperation is very important for technologies such as solar panels to reach as many people as possible."



**André Constantino, Association of Residents' president.**



"This work is very important. There must be sustainability for the community to be able to maintain itself".

**Nicolas Mendes Borges**

# Olympics of projects on Sustainable Energy

Debate raises awareness on new technologies

Among Brazilians, there is a growing general tendency to seek renewable energies. Although there is still much to be done, there are already innumerable projects which have begun to change the matrix of the country's energy production. Many of them are supported by the German Cooperation for Sustainable Development, *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*. During the Rio 2016 Olympic and Paralympic Games, many of these projects were featured in the OliAle Pavilion, the House of Germany during the Olympics on Leblon Beach, in the south zone of Rio de Janeiro city.

During the sunset by the beach, GIZ Brazil promoted the event "Sustainable Energy Olympic Projects", promoting renewable energy and energy efficiency. Successful projects were presented and



GIZ's partners were already showing positive effects.

The ex-president of the Fluminense Football Club, Peter Eduardo Siemsen, who attended the event, said that transforming the club into a sustainable institution emphasizes the importance of this issue not just to the club's board mem-

bers but to the entire population, which will help to make Rio de Janeiro an advanced city in terms of sustainability.

The idea of organizing communal co-ops to produce energy was shared with spectators by the president of Revolu-solar, Pol Dhuyvetter, who has already installed a photovoltaic generator in a guesthouse in Morro da Babilônia, Copacabana.

The prime Counsellor for the Cooperation for Sustainable Development of the German Embassy, Kordula Mehlhart, emphasized that moment's significance: "Generating shared energy is something that everyone can do. A debate like this, that is open and accessible to the public, helps strongly in raising awareness on the subject". ■

## SUN MAP CALCULATES ROOF'S PHOTOVOLTAIC POTENTIAL

*Producing one's own energy is the dream of many and knowing how much energy can be generated by the sunlight that strikes your roof is a useful piece of information that now can be met for residents of*



*Rio de Janeiro. Sun Map – a website which calculates the photovoltaic potential of the city's roofs – was launched in the OliAle Pavilion and since then has become available to every resident of Rio de Janeiro.*

*Simply get yourself online and download the website which allows users to identify their roof's potential and to calculate how much can be saved on the electric bill by installing photovoltaic energy equipment at home. The device is connected to the electrical network by a micro photovoltaic generator that allows you to receive credits on your electricity bill for the surplus energy produced. Sun Map is available at <http://mapasolar.rio>.*

*The project is supported by the German Cooperation for Sustainable Development, through GIZ in partnership with the Energy Planning Company of the Brazilian Federal Government, Pereira Passos's Institute, and the Secretary of Economic and Solidarity Development of the City of Rio de Janeiro (SEDEIS).*



# Energy Generation. Economical and sustainable

Sun gold: how to generate your own energy and reduce your electricity bill



Generating energy at home was the subject of the debate organized by the Renewable Energy and Energy Efficiency Programme of the German Cooperation for Sustainable Development. Since 2013, the Brazilians have been able to generate photovoltaic energy at home and even negotiate with energy companies reductions on your electricity bill. However many Brazilians still don't know about this kind of technology that not only generates clean energy but allows for considerable savings for the consumer.

More than a debate, the event allowed the audience to ask questions

*It was a great opportunity for Iara Moena, a retired advertising agent: "For health reasons I need hot water so I intend to use the panels for this objective in the house I am renovating. Here I found out which kind of technology to use and that I can even use the surplus energy as credit for other properties".*

on how to obtain their own photovoltaic generator, how the system of energy compensation works plus the efforts required in order to train skilled workers.

Representatives of some important Brazilian institutions related to the theme took part in the panel: Mauro Passos, president of the Institute for the Development of Alternative Energy in Latin America (IDEAL); Hugo



Lamim, representative of the National Agency of Electric Energy (ANEEL) and Felipe Morgado, from the National Service of Industrial Training (SENAI).

According to the German Consul General in Rio de Janeiro, Harald Klein, this has been an important ini-

tiative and as a result, of the partnership between the two countries: "Germany and Brazil are working together because this is a very important matter for the two countries. The growing number of consumers generating their own energy is an indication for the project's success". ■



# Traditional peoples and communities for the conservation of Brazilian biodiversity

“Partners in Nature” Talk Show mobilizes the audience

**O**n a well-located stage, in the Germany House OliAle, built on Leblon Beach, representatives of traditional peoples and communities, journalists, researchers, chefs and visitors took part in the “Partners in Nature: traditional peoples and the conservation of biodiversity” talk show. The event hosted a relaxed but rich debate on the conservation and sustainable use of the Brazilian natural heritage.

For the indigenous advisor of the Protected Forest Association (AFP), Bengoti Kaiapó, who works on sus-

tainability awareness with indigenous villages, taking part in Rio 2016 was like with a new and diversified village.

The AFP works with socio-biodiversity productivity chains such as that of jaborandi (a Brazilian plant cultivated for its medicinal benefits), an initiative supported by GIZ since 2013. Altogether, there are more than 84 kaiapó villages located in the south of the Brazilian state of Pará. During the event, the association introduced the seal “Brasil Xingu Origins” which gives information about the Jaborandi initiative’s origin. “Before the certification, these nuts handled by the kaiapó people sustainably and without poisonous additives were mixed with ordinary nuts, thus losing their unique value. The certification will allow direct trade and

*“My duty is to visit communities – by foot, by ship, by car, by single-engine airplane – to take care of nature, our forests-which are life, clean air, food, not just for our people but for the white man and the peoples of other places as well. Being here today feels like bringing this message to one more village”. Bengoti Kaiapó, indigenous advisor to AFP.*



Organized by the Chico Mendes Institute – a public agency of the Brazilian government linked to the Ministry of the Environment – and supported by the “Protection and Sustainable Use of the Tropical Forests” of GIZ, the talkshow “Partners in Nature: traditional peoples and the conservation of biodiversity” debated the conservation and sustainable usage of the natural heritage.

higher income for those families. They will have more dignified living conditions so that they can remain in the forest and take better care of it. The forest is where they draw their livelihood from”, explains AFP advisor, Fernando Niemeyer.

The AFP was established in 2002 in a period of intense mahogany extraction, gold-digging and the creation of big farms. Since then, the AFP has sought to encourage and organize local productivity chains. “The more opportunities the indigenous people have to remain on their land, the smaller their

risk of being exploited and the natural environment being affected”, summarizes Fernando.

According to Cláudio Maretti/ICM-Bio, it is important to know how communities living on the preserved lands help to protect natural resources while defending their lands and producing sustainably. “We are here to show Brazil to Brazilians and foreigners alike”, he states. Learning from these local stakeholders is the principle of the work of the GIZ cooperation, said its director for the Tropical Forests Programme, Anselm Duchrow. ■



## Sustainability on the table

Sustainable consumption might be a commonplace idea when it comes to water and energy supply. However sustainability goes right up to the consumer's table. Organic markets, chefs being mindful of their recipes starting with their ingredients' origins, organizations that facilitate sustainable production for arrival to consumers – together they form a virtuous food chain.

Familiarizing oneself with experiences of sustainable consumption was the purpose of a meeting featuring the well-known radio broadcaster Mara Régia – from the Amazon's National Radio – and the Horizontal Company of Public Art. The event invited the OliAle Pavilion attendants to interact with the subject in various ways.

In a relaxed conversation the audience could learn about the GIZ's experience of working on projects which consider the entire productive chain from a sustainable perspective. Frank Krämer, technical advisor for sustainable businesses based on the Amazon's socio-biodiversity, showed how in Germany initiatives have already turned the consumers into important agents for creating a more sustainable use of our planet's resources. "Sustainable consumption should be accessible for



*Alessandra Saldanha is from São Paulo state and works in marketing. "Here I realized how limited my universe was in terms of consumption. We need to go further, getting to know new initiatives, identifying where what we consume comes from in order to make our planet and our homes, a better place", Alessandra said.*

everyone and there is a need for public policies toward it", highlighted Krämer.

Raquel Breda, representative of the Ministry of the Environment reassured the need for expanding the supply spaces of sustainably made products. "Sustainability is health and preservation. We need to increase the possibilities of being sustainable on the most diverse levels", said Raquel.

The fragrances, textures and even the technology involved in the process of creating a sustainable productivity chain captivated those who passed by the Pavilion. It was an opportunity to learn about organic and family farming products. ■

## Sports for Development

Sport unites young Brazilians and Germans to discuss sustainability and the future of the planet



In an original initiative, the "Sport for Development" Programme united youth from different cultural backgrounds around issues such as sustainability and the future of the planet.

Sport has the power to unite people from different places, cultures, social and physical conditions. This was affirmed by Benjamin Folkmann, member of the counsel of *Deutsche Sportjugend im DOSB* (DSJ). On the third day of the Brazilian Olympic Games a group formed by 50 young Germans and 50 young Brazilians from different social classes took part in the tournament "Sport and Sustainability". They participated part in an innovative experience at the German Youth Olympic Camp of DSJ and *Deutsche Olympische Akademie* (DOA) both part of the German Olympic Sport Con-

**50** YOUNG GERMANS  
AND **50** YOUNG  
BRAZILIANS AT THE  
TOURNAMENT "SPORT  
AND SUSTAINABILITY"

federation (DOSB) based at the Corcovado School, Rio de Janeiro (RJ).

For an entire day, the group shared opinions and knowledge where sport was the motivating theme. The debates concerned issues such as urbanism, housing, use of public space, forest preservation, renewable energy and human development, all under the umbrella of sustainability. From how to practice



sports, which included football for the blind and basketball for wheelchair-users, to group debates, the integration of everybody and the sharing of experiences defined the meeting.

According to the general director of the “Sport for Development” Programme, Gerald Guskowski, the result was astonishing. “At first I thought one

day wouldn’t be enough but by the end we noticed that it is possible to unite different people to think together about something that helps the development of their local reality. Sport allows us to dream about a more equal world: it shows us cooperation among whites, blacks, men, and women from different cultural and social classes”.

At the end of the day the groups presented models of an Olympic City they would like to be seen built in the future. One question arose for reflection: **“How can sport improve people’s lives?”**

The Federal Ministry for Economic Cooperation and Development (BMZ in its German acronym) nominated the

*Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH* to implement the “Sport for Development” Programme. The action unites many countries – including Brazil – to share experiences and to develop methods using sport as a vector for other cross-cutting themes inherent to human development. ■

### WHAT THEY SAID...

**“WHEN PRACTICING SPORTS, ALL people are citizens in the first place – rich or poor, local or from far away. It is important that this idea perpetuates itself because people need to learn how to look for solutions for the future in their everyday life”;** points out the **GIZ volunteer for issues related to Renewable Energy and Energy Efficiency, Tobias Kühner, who has also coordinated the group for urbanism and habitation.**

■ **Larissa dos Santos is 18 years old and lives in Guadalupe, in the Rio de Janeiro suburbs. She is attending her last year of high school, plays football and has already decided that she wants to be a Physical Education teacher. “Any citizen deprived from any of their rights would suffer no matter their social class. To be among young people from such different backgrounds discussing common issues together and to learn by our differences is the first step to finding a solution. I think sport is capable of doing that”.**

■ **Luiz Henrique Barbosa da Silva Júnior, 16, is a student and wants to pursue a career in the Air Force, like his father. “Sport has everything to do with sustainability. If nature is out of balance we don’t have good air to breathe to practice sports. When I first got here, I only thought about the importance of having a stadium for my team. What I learned here completely changed the way I see life around me. Now, not only do I think about stadiums, but also the trees”.**

■ **Gabriela Fernandes, 16, was born in São Paulo state but she has lived in Rio de Janeiro for three years. Daughter of a diplomat, she has already lived in many countries such as Germany, Angola and the United States. “It is very important to discuss issues related to a more sustainable world. We live in a very connected world even more so by internet. The best thing to do is to share knowledge. I might not have all the ideas to improve the planet but my experience can help others, and together we can produce more knowledge”.**



*Young Germans, linked to sport activities in their places of origin and young Brazilians who take part in the following projects: Fluminense Youth, Bola pra Frente [Rolling the ball], Pró-Mundo Institute e URECE, including students from Corcovado School, a private educational institution of Rio de Janeiro.*

■ **Tim Benjamin Schupp, 17, was born in the United States and lives in Germany, where he attends high school and practices fencing as a hobby but intends on studying computer science. He is taking part in a group from a social network which promotes debate on various issues related to the Olympics. For Tim, the opportunity to get to know the local reality of the country he is visiting and to share his experiences with young Brazilians also carries the responsibility of passing on all the acquired knowledge. “Until now I had never talked about issues related to sustainability but from here on out I will definitely talk about it. The most important**

*thing is to take back the knowledge I have received from the people here”.*

■ **Antonia Becker, 17, from Wiesbaden, Germany. To this young German and volleyball player, sport has the role of bringing people together and promoting values that help to build character such as respect, gender issues, and equal rights. “I learned that the changes we want to see in society are similar to the challenge of forming a team: it might take longer than we’d like but we need to allow us time, in order to observe time, to observe the short and long term results until the changes begin to happen”.**



# Inclusion through sport is the subject matter of a film which was premiered at the OliAle Pavilion

*“Gold – you can do more than you think” thrills and invites people to think*

Inclusion through sport was the topic addressed in the OliAle Pavilion at Leblon Beach on the day of the premiere of “Gold – you can do more than you think”. The production made for theatres tells the story of three athletes on their way to the London Paralympics. According to its producer, Hendrik Flügge, more than merely revealing their stories, the film was an opportunity to live with the athletes that participated in the film: the German swimmer, Kirsten Bruhn; the Australian marathon-runner, Kurt Feranley and the Kenyan athlete, Hery Wanyoike. “We got to know each one of the athletes, we fell in love with them, we won with them and we lost with them. Not everyone can get the gold and the film wants to convey the aspect of losing as a part of the process and that somehow it is also good”, said Flügge.

For the Director of the Department for Economic and Social Issues of GIZ, Carsten Schmitz-Hoffmann, discussing inclusion through sport is fundamental and in this sense the film is another important vector: “The film shows with great emphasis, sport’s great poten-



*Roberta Moura, a Brazilian Paralympics athlete, took part in Gold and considered the film an inspiration: “It is an adrenaline rush to watch each one of their stories because you have the side of the struggle and the side of the conquest. Then, as an athlete it is awesome to see that they made it to the Paralympics. It is worth all the effort”, says Roberta.*

tial to include people with disabilities and that’s why we decided to bring it to Brazil in order to be a collaboration with this mission”, he said.

During the film exhibition the OliAle Pavilion turned into a cinema theatre, framed by the sea. In addition to the exhibition, athletes and visitors had the opportunity to share ideas and experiences through an interesting and relaxed chat. ■





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