

## Bioeconomy and Value Chains

The project supports the sustainable use and economic valorization of biodiversity, for forest maintenance and strengthening the sustainable and inclusive bioeconomy in the Amazon. It contributes to improved climate and biodiversity protection and supports the establishment of the foundations for socially, ecologically and economically sustainable development in Brazil.

The Bioeconomy and Value Chains project continues the Green Markets and Sustainable Consumption project (10/2016-7/2020) and adds to other national and states bioeconomy initiatives and strategies that promote the valorization of products and support local community organizations. It strengthens bioeconomy business models, coordinating contributions with MAPA's Bioeconomy Brazil Sociobiodiversity and Brazil more Cooperative programs. It is implemented by GIZ in coordination with ECO Consult and Conexsus Consortium.

### The Challenge

A large part of the rural population of the region (approximately 30% of the total of 25 million inhabitants in the Amazon) seeks its livelihood using natural resources. This includes ethnic and culturally diverse groups, such as indigenous peoples and traditional groups (marrons, extractivists and riverine peoples). To keep the forest standing, it is essential that they can participate widely in the sustainable and inclusive bioeconomy. However, smallholder producer groups and their local cooperatives and associations, still have substantial challenges in marketing their products in bioeconomy value chains in the Amazon.

### Objectives

The project promotes the commercialization of Amazonian cooperatives and associations in priority bioeconomy value chains, including the Brazil nut, açai, cocoa and sustainably caught pirarucu value chains, besides acting on Community Based Tourism strategies. It seeks to strengthen public policies and their regulatory structures, private sector engagement, the cooperatives and associations themselves, professional education and access to financing. The project operates in four Brazilian states in the Amazon: Acre, Amazonas, Amapá and Pará.

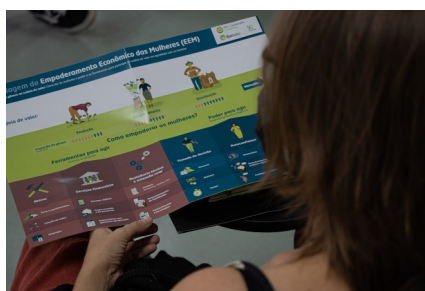
<b>Project title</b>	Bioeconomy and Value Chains
<b>Commissioned by</b>	Ministério Federal da Cooperação Econômica e do Desenvolvimento (BMZ)
<b>Implementation Partner</b>	Ministry of Agrarian Development and Family Agriculture (MDA)
<b>Country</b>	Brazil
<b>Executing agency</b>	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
<b>Project Volume</b>	Up to 8.500.000,00 euros
<b>Term</b>	02/2021– 12/2025

### Our approach and actions

The sustainable and inclusive bioeconomy approach is based on existing concepts on the sustainable use of forest products, focusing on the possibilities of economic valorization of priority value chains and the consolidation of market mechanisms. Our actions are guided by the Value Links methodology for promoting and strengthening biodiversity value chains, focusing on selecting, mapping, analyzing and proposing improvement strategies for these chains. This method has been developed by GIZ over many years and has already been adapted to the conditions of forest products in Brazil and the livelihoods of traditional peoples and communities.

Five existing commercialization chambers (one in each state and two in the state of Pará) serve as instances of governance in state level to coordinate and structure commercialization mechanisms, as well as being a collegiate body for deliberation and presentation of qualified demands to the project.

The project will establish a vocational training offer, for aiding or directly implementing bioeconomy approaches in rural collective and private enterprises. It will be established in public vocational education institutions in at least two states.



Left: Fresh açai berries, arriving from the forest.  
Photo: Louisa Lösing/GIZ

Center: The project works to promote the economic empowerment of women.  
Photo Vanessa Eyng/GIZ

Right: Bioeconomy Project's Logo

The integration of training offers in vocational education institutions ensures the permanent offer of courses beyond the duration of the project, expanding the supply of qualified personnel for the development of bioeconomy value chains. We are already implementing training partnerships with the state and federal universities of Amazonas and the State University of Amapá.

The project will also work in partnership with selected cooperatives, in which improved management processes are introduced, for example by advice on digital tools and participation in commercialization fairs. We have already supported the participation of 15 enterprises in national and international fairs, besides developing virtual training for successful participation in fairs.

At the local level, opportunities should be seized to market large volumes of food in public acquisition programs, such as the National School Feeding Program (Programa Nacional de Alimentação Escolar, PNAE), including the indigenous population in these policies. In the context of the project's implementation 363 indigenous farmers have already sold their products in institutional purchases via PNAE.

In the development of alliances with private enterprises, through calls for proposals in partnership with local institutions, we have already supported the development of innovative solutions for bottlenecks in chains such as the Brazil nut chain. Greater engagement of the private sector will also be addressed by strengthening the sectoral dialogues for Brazil nuts and açai.

Finally, the project aims to improve access to financing for associations and cooperatives and small and medium-sized enterprises of the bioeconomy in the Amazon. We support six rural credit activators, facilitating access to credit for family farming enterprises in the project's priority areas. These credit activators can provide differentiated, targeted technical assistance for the qualification of Pronaf.

## Impacts

Since 2021, the project aims to achieve positive impacts through the coordinated implementation of its components. The possibilities of promoting Traditional and indigenous populations, strengthening their options and commercialization channels, act

in a way to guarantee income. Decreasing the negative externalities of the unsustainable exploitation of the forest and the strong tendencies to marginalize these peoples. Potentials for promoting gender equality are used at all levels of action, from local improvement projects to integration of gender equality approaches in bioeconomy programmes.

Through the expanded commercialization of bioeconomy products, the project mainly contributes to SDGs 1 (No Poverty) and 12 (Responsible Consumption and Production). Other contributions are made in relation to SDG 2 (Zero Hunger), 3 (Good Health and Well-being), 5 (Gender Equality), 8 (Decent Work and Economic Growth).

**Economical impacts:** The commercialization of bioeconomy products by local cooperatives and associations leads to income-increasing effects for their members and families. In recent years, prices and sales volumes for priority products have developed positively, especially if sustainable use could be proven by public policies or certificates.

**Social impacts:** Target groups of the project are the smallholder population and traditional peoples and communities organized in the cooperatives and associations. In the area of participation in public acquisition programs, positive impacts are obtained in terms of access to public services. The measures to include gender aspects in the project's areas of action make a positive contribution to overcoming inequalities in the treatment of women in economic and social life in the Amazon.

**Environmental impacts:** As part of the German development cooperation program for the protection and sustainable use of tropical forests, the project is part of a comprehensive strategy to reduce deforestation in the Amazon. The bioeconomy value chains explicitly refer to the sustainable use of forest products, so that the project has positive impacts on forest preservation and the protection of biodiversity.

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