

Bioeconomy and Value Chains

The project supports the sustainable use and economic valorization of biodiversity, creating incentives for forest preservation and strengthening strategic elements of 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 subnational bioeconomy initiatives and strategies that promote the valorization of products and support local community organizations. It complements cooperation at the regional level and strengthens bioeconomy business models, coordinating contributions with MAPA's Bioeconomy Brazil Sociobiodiversity program. 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. It seeks to strengthen 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.

Project title	Bioeconomy and Value Chains
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Implementation partner	Ministry of Agriculture, Livestock, and Food Supply (Ministério da Agricultura, Pecuária e Abastecimento, MAPA)
Country	Brazil
Executing agency	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Political partners	Ministry of Agriculture, Livestock, and Food Supply (Ministério da Agricultura, Pecuária e Abastecimento, MAPA)
Project Volume	EUR 8.5 million
Term	02/2021– 12/2025

Our approach

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-B methodology for promoting biodiversity value 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 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. In addition, it will seek



**BIOECONOMIA E
 CADEIAS DE VALOR**

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

Center: Better market access for family farmers is one of the main expected impacts of the project. Photo Mariana Bitencourt/GIZ

Right: Bioeconomy Project Logo

to replicate and adapt the qualification offers through partner organizations, such as non-governmental organizations, regional universities or companies.

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.

The project will also work in partnership with selected cooperatives, in which improved management processes are introduced, for example by advice on digital tools. At the local level, opportunities should be seized to market large volumes in public acquisition programs, such as the National School Feeding Program (Programa Nacional de Alimentação Escolar, PNAE).

In the development of alliances with private enterprises, targeted advice at both the federal and state levels allows for the creation and change of structures with high impact and little use of resources. Greater engagement of the private sector will also be addressed by strengthening the sectoral dialogues for Brazil nuts and açai, previously established in the Green Markets and Sustainable Consumption project. In addition, a similar coordination process will be promoted in the cocoa value chain.

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. To this end, the organizations will be advised to access both public (e.g. Pronaf) and private financing.

Expected impacts

The project aims to achieve positive impacts through the coordinated implementation of its components, so that locally tested improvements are included into policy and programmatic approaches, and these ensure long-term positive impacts. The possibilities of promoting vulnerable groups by strengthening their marketing options act in a targeted manner against harmful marginalization tendencies. 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).

- **Economic 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 standards or certificates. Scenarios for development after the immediate effects of the pandemic have been overcome remain positive, especially for the area of healthy and sustainable nutrition.
- **Social impacts:** Target groups of the project are the smallholder population and traditional communities organized in the cooperatives and associations. The economic strengthening of these often marginalized and vulnerable groups also promotes the preservation of their social cohesion and their cultural characteristics, which are reflected, among other things, in the traditional use of forest products. 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.
- **Ecological 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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