Green markets and sustainable consumption

The challenge

Ongoing deforestation of the Amazon region is resulting in the release of greenhouse gases, a reduction in biodiversity and the destruction of areas inhabited by traditional peoples and communities. Promoting sustainable production systems is key to protecting the rainforest. These systems are based on products that are collected in natural forests without destroying them, such as nuts and fruits, or on agroecological farming methods that offer smallholder farmers an economically viable alternative while protecting the forest. The main challenge facing many cooperatives is to gain access to the market for their products.

Promoting sustainable land use systems is a key element in Brazil’s strategy to stop illegal deforestation by 2030 – one of the goals to which the Brazilian Government has committed itself under the Paris climate agreement.

Objective

The objective of the project on Green Markets and Sustainable Consumption is to expand market access for socio-biodiversity and agroecological products in the Amazon region produced by cooperatives of smallholder farmers and traditional communities. Açaí berries, Brazil nuts and various plant oils used in the cosmetics industry are an important source of income for the local population. The potential offered by these products is a long way from being fully harnessed yet.

The project aims to reduce the pressure for deforestation of the tropical rainforest and to generate income for the local population. It operates in four states in the Amazon Basin (Acre, Amazonas, Pará and Amapá) and in two priority regions at local level (southern Amapá and southern Amazonas).

Our approach

The project helps to protect the tropical rainforests by promoting sustainable value chains in the Amazon region. Cooperatives of smallholder farmers and traditional peoples and communities are assisted in marketing sustainably farmed products.

The project supports the Brazilian Government in its efforts to promote the transition from conventional agriculture to agroecological production. To do so, Brazil has adopted a National Plan for Agroecology and Organic Production (Planapo), which is a key starting point for the project.

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<th>Project title</th>
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<td>Commissioned by</td>
<td>German Federal Ministry for Economic Cooperation and Development (BMZ)</td>
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<td>Implementation partner</td>
<td>Executive Office of the President/ Special Secretariat for Family Farming and Agrarian Development (SEAD)</td>
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<td>Project volume</td>
<td>EUR 4.6 million</td>
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<td>Term</td>
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Two market segments offer considerable potential for increasing the sales of sustainably farmed products from the Amazon region: public procurement programmes, for example to supply canteens in public institutions and schools, and consumers who value fair, environmentally friendly production conditions and are hence increasingly looking to buy goods bearing the relevant certification seals.

Photo left: Innovative firms are a market of the future for biodiversity products from the Amazon region.

Photo right: A cocoa plant in an agroforestry system.
The project improves government support policies for marketing sustainable products from the Amazon region. In four federal states, it is setting up promotion chambers in which all of the relevant actors collaborate on developing customised solutions to market sustainable value chains. An information system is being created to monitor Planapo.

One important element involves developing management capacity within cooperatives. In this context, the staff of rural technical assistance services are trained to use relevant methods and instruments.

At the same time, the project promotes sustainable consumption. Campaigns are run to motivate people to become conscious consumers and to provide information about production conditions for goods produced in the Amazon region. New marketing channels are opened up for products from the Amazon region.

The private sector is a key partner in setting up sustainable value chains. The project promotes development partnerships with the private sector in order to divert additional private investment into the creation of sustainable production systems. It also cooperates with impact investors who carry out sustainable investments in the Amazon region.

The main political partner involved in implementing the project is the Special Secretariat for Family Farming and Agrarian Development (SEAD), which is attached to the Executive Office of the President. GIZ is supported by the Eco Consult/IPAM consortium in implementing the project.

Results

- The project has increased the visibility of supply and demand for sustainable products from the Amazon region. In order to do this, the products of 341 cooperatives and smallholder associations were recorded, and 121 firms were identified as potential buyers of their products. These data assist market actors in finding potential business partners. SEAD uses the information to improve public services and programmes.

- SEAD and the project enabled nine cooperatives to take part in the world’s largest trade fair for organic products, BIOFACH in Nuremberg, Germany. During the trade fair, the cooperatives entered into 200 contracts worth a total of around two million euros.