

Communicating results

To contribute to learning new forms of preservation and use of the Rain Forests in order to ensure their sustainable development of the region is the main objective of the World Bank Rain Forest Unit (RFU). Therefore, one of the established priorities is the dialogue with the Government and various sectors of society. From now on, the newsletter *Sustainable Forests* will assist with this task.

Our objective is to enhance and facilitate communication between all the partners and disseminate the key actions and results. We will address all projects that involve the World Bank's support in the area of rain forests and sustainable development including the Brazil Rain Forests Program (PPG7).

In this first issue, *Sustainable Forests* brings you an interview with Gregor Wolf, coordinator of the Rain Forest Unit. You will also read about a group of women that forms the Association of Alternative Producers (APA) in Ouro Preto do Oeste, Rondônia. This example is an illustration of the changes promoted by the Demonstration Projects (PDA) in the lives of people in the Amazon region.

There will always be a place in this newsletter to show how the projects outcomes have changed people's lives.

Meanwhile, the *Developments* and *In Focus* sections present résumés about our activities and our partners.

Enjoy reading!



A commitment to partnership

In an interview to the newsletter *Sustainable Forests*, Gregor Wolf, coordinator of the World Bank Rain Forest Unit (RFU) speaks about the RFU's working plan for the 2005-2008 cycle and highlights the main results and the challenges ahead.

What are the key objectives of the working plan developed by the RFU?

We are going to act as a facilitator between Brazil and the international community so as to enhance dialogue. We hope to support donors in optimizing their financial and technical assistance in sustainable development to Brazil. Given the growing number of projects the Bank supports, we would like to contribute to the creation, dialogue and analysis of strategic policies on environmental and developmental issues. We hope to promote the dissemination of the lessons learned during the first phase of the Brazil Rain Forests Program (PPG7) and of how this experience may be applied in future development strategies for the Amazon.

What have been the results of the Program?

In concrete terms, there have been many. Indigenous lands have been demarcated equivalent in size to Germany, Switzerland and the Netherlands together. The program has supported more than 200 community projects to develop the sustainable management of resources. It has trained more than

3,000 community leaders in fire prevention and control. Today, the states of Brazil's Legal Amazon are better prepared to implement integrated environmental management initiatives. We have also worked with state-level environmental organizations, helping them train their own staff in relevant areas. But perhaps the most important result of the Brazil Rain Forests Program overall has been its strong influence on the Government's cross-cutting Programs, which have benefited from the experience and methodology in how to address issues, keep up dialogue with communities, strengthen local capacities, etc.

What are the challenges facing the RFU for the coming years?

Promoting the sustainable development of the Amazon region will remain a huge challenge for years to come. We hope to maintain a dialogue with the Government and other actors in order to ensure that the projects we have supported in the environmental area are properly integrated with other sectors involved in the development of the region, such as the infrastructure sector. We are taking strides to think through and coordinate our projects in a cross-cutting and integrated manner, as was the case with the recently-approved loan focusing on the environment. Keeping this up is an important challenge in itself, as is taking the experiences of the Brazil Rain Forests Program to other countries in the Amazon Basin.



In Focus

Twelve years in Brazil

The Brazil Rain Forests Program (PPG7) is considered the largest multilateral program for the Rain Forests preservation on a global scale. The Program has been active for twelve years and works in an integrated manner with the Brazilian Government, civil society, the international community and the World Bank. With the support of G-7 countries (Germany, Canada, the United States, France, Italy, Japan and the United Kingdom), the European Union, the Netherlands and Brazil, the Program opens new paths for the sustainable use of natural resources. For Alfred Schweitzer, program coordinator for the German Development Bank (KfW) – which together with the German Agency for Technical Cooperation (GTZ) is one of the main international partners – there are many positive results, such as the development of public policies for the preservation of the Amazon and Atlantic Rain Forests, the shaping of a public awareness on the importance of preserving these areas, the extension and demarcation of indigenous lands and conservation units in the Amazon, not to mention the development of management actions and land use.

The changes are clearly visible. The Program has lent a voice and more clout to the forest communities, enhanced the capacity of environmental management bodies and strengthened civil society. It has also influenced nationwide plans and programs, such as the Sustainable Amazon Plan (PAS) and the First Programatic Loan for Environmental Sustainability signed by the World Bank and the Brazilian Government in the second half of 2004. “The pace of deforestation in Brazil, however, demonstrates the ongoing need for a focused approach to the problem”, remarks Schweitzer. “The concentration of efforts in actions of an even more structural and lasting nature, such as the extension of conservation units and indigenous lands, and the enlargement of the Brazilian Fund to finance the conservation unit system are among the challenges ahead”, he notes. On top of this, equally important are land regularization and a greater integration of the executive between the Ministry of Environment, Incra (the Land Reform Agency), the Ministry of Agriculture, the Ministry of National Integration and the Amazon states. As far as KfW is concerned, the presence of the World Bank illustrates the depth of the Program’s political significance in a global context.

Developments

Brazil and World Bank Institute Partnerships

The World Bank Institute is the arm of the Bank that provides learning and training programs in areas such as sustainable development, poverty reduction, economic administration and human development. The Institute combines face-to-face and distance classes to reach both policymakers and civil society representatives. In 2002, the World Bank Institute conducted 560 training activities involving 48,000 people in more than 150 countries.

With the Rain Forest Unit and Brazil’s Ministry of Environment, in 2004, the World Bank Institute promoted the Regional Plan for Environmental Capacity (CENA) in the Amazon region in cooperation with the Natural Resources Policy Project (NRPP), a subprogram of the Brazil Rain Forests Program (PPG7). The objective is to raise the institutional capacity of Governments and public ministries to produce interconnected environmental actions. The World Bank Institute and the NRPP are working together on subjects such as conflict management, participative strategic planning, valuation of the forest and sustainable production, rural property licensing, environmental legislation and territorial development. The initiative will strengthen the institutional capacity for sound environmental management in the Amazon region.

2

Objectives of the Rain Forest Unit

- Promote analytical thinking in support of strategic policy improvements and long-term actions for the rain forests;
- Contribute to maximizing the use of what is learned from the Brazil Rain Forests Program (PPG7) in other programs and policies;
- Generate, share and disseminate the knowledge and learning acquired from the funded projects with World Bank technical teams and other interested parties, both from Brazil and other tropical regions, including Governments, civil society, private sector, researchers, etc;
- Lead the implementation of the Brazil’s World Bank Country Assistance Strategy as regards Rain Forests regions, particularly in the Amazon Basin, in partnership with other areas of the Bank, drawing on the accumulated experience, the learning and the best practices in new operations and studies developed by the World Bank;
- Foster communications and mutual understanding between the international donor community and its conservation concerns on the one hand, and the development aspirations of Brazil and other Amazon basin countries on the other hand;
- Assist the international donor community in optimizing its technical and financial assistance to the international Brazilian development efforts in the Amazon and Atlantic Forests.

Women of fiber in the PDA



Part of the APA women's group.
Detail: Marly Feiger, president of the Association

The APA women's group promotes training for the female workforce, changing the life of the community

The year of 2004 was a turning point in the life of Minas Gerais-born Ivanir Lucas dos Santos, a farmer from the municipality of Ouro Preto do Oeste, in Rondônia. Now 46 years old, married with three daughters, Santos is about to conclude her primary education. "I always wanted to go back to school, because studying isn't just for people who want to find a better job. It helps us to grow and gives us a much clearer picture of things", she says. The return to her studies occurred in 2003, after more than 30 years away from books and school.

The desire to get back into the classroom became more intense when Santos joined the group of women from the Association of Alternative Producers (APA). Established in 1992, the APA is meant to consolidate a so-

cial structure organized around the direct participation of associated families that seek to foster sustainable development and improved quality of life so that they remain in the countryside.

The association is supported by the Demonstration Projects (PDA), one of the subprograms comprising the Brazil Rain Forests Program (PPG7). These are projects run by the Ministry of Environment that initially counted on support from the Rain Forest Trust Fund (RFT), administered by the World Bank.

There are currently 250 families directly associated to the APA, while another 300 benefit indirectly from the actions developed by the institution. For this women's group, which has nearly 200 members today, the APA promotes training in handicrafts works and in the use of regional fruits, production of candies, jellies and liqueurs, processing of alternative foodstuffs, such as eggshell powder and rice bran. "This work is very important, since ideas and experiences can be exchanged with other women in the group and the role of women in home economics and even in society can be discussed", explains Santos, who has already acted as a supervisor of one of the women's groups.

This experience prompted Santos to start studying again. When she first got to know the PDA Program, she experienced some difficulties understanding and implementing the

Lessons learned

The final report of the first phase of the PDA reveals the lessons learned from the Subprogram. Some aspects are:

1. Projects evaluations should also be conducted by the beneficiaries themselves. The learning, methodologies, conditions and evidence of success should be continually registered and disclosed;
2. Starting with the planning phase, projects should draw on local knowledge and respect local needs to ensure acceptance and recognition by local people;
3. Technical assistance should be made available right from the planning phase of the projects and not only when they are put into practice; institutional partners and local professionals with similar experience may be good choices to turn to technical assistance;
4. Sustainability is an unrealistic goal for three years, particularly when referring to environmental and economic aspects. Projects

with more gradual approaches and realistic expectations for each phase tend to be more effective, reduce operating risks, ensure local involvement and allow for the possibility of making mid-term adjustments, whenever necessary;

5. Partnerships with local Governments and associations help prevent an impression of outside interference and contribute to sustainability. These need to be confirmed at various occasions, particularly when in remote areas or under weak institutional circumstances;

6. Few small scale projects designed to commercialize non-timber forest products prove successful, as the planning seldom takes into consideration managerial limitations, infrastructure difficulties, the necessary market knowledge, political interference, supply limitations, etc. A business plan would need to be in place that has goals instead of expecting local producers to quickly become entrepreneurs.

► Project. "I realized that I had to study to better understand the ideas and pass them on to other people", she says. Today, Santos is proud to have achieved her objective and to have set an example for the community. "My neighbor has also returned to her studies since I started. Now it is my husband's turn. Afterwards, I want to go back to school to complete my secondary education", she says.

The work of the women's group has also yielded fruits for 31-year-old, Espírito Santo-born, Zeulita de Fátima Quinelato Neto. She left her home state for Rondônia in 1990 and was one of the first women to participate in the APA group. "In the beginning, we cultivated vegetable gardens, but more recently we have been working with alternative foodstuffs", she says. According to her, this work brings in a significant portion of the household budget, representing up to 30% of family income. "I think it's very important for women to have an occupation. Not just for the sake of livelihood, but because work is a way of keeping busy, of playing a greater role in the family and in society", she says.

Paraná-born Marly Assis de Andrade Feiger, 39 years old, is a good example of this. Married with three children, she has always actively participated in the APA women's groups. In February of 2003, she was appointed president of the Association, becoming the first woman at the helm of the APA. "Today

I am the liaison between the APA and the women's group", says Feiger. According to her, the work developed by the APA has helped improve the nutrition and health of rural families. "We have noticed that the quality of life of the members has been improving year by year. The same cannot be said about the traditional producers", she observes.

A healthier diet is just one of benefits resulting from the foodstuffs produced by the women's group and marketed by the APA. Paraná-born Ludivina Ferreira de Souza Luna, 33 years old, says the money she receives from her participation in the women's group is spent on clothing for her family. "At harder times, it is this work that puts food on the table", explains Souza Luna, who is married and has two children.

As far as 46-year-old farmer João dos Reis Ferreira is concerned, the women's group enables women to have an even greater participation in the family. "It's a way for them to earn their own money and depend less on their husbands", he says. Married with three children, Ferreira also works as a technical agent for the APA, helping local farmers develop sustainable agriculture. According to him, the PDA is one of the pillars of the APA's achievements. "Without the support of the Program, it would have been difficult to get where we are today. And the women's group is part of all this", he affirms.

Women attending an APA handicrafts course



"The work of the PDA subprogram of the APA in Rondônia represents up to 30% of family income in the community"

Program supports community initiatives

The Demonstration Projects (PDA) are one of the subprograms comprising the Brazil Rain Forests Program (PPG7). Established in 1995, these projects promote new forms of sustainable use of natural resources, including the processing and marketing of forest products other than timber, such as fruits and seeds. Since its creation, the PDA has funded 194 community projects.

In Ouro Preto do Oeste, Rondônia, for example, the PDA has already implemented 60 hectares of agroforest systems and 45 hectares of pupunha fruit, and has provided horizontal technical assistance for farmers, trained farmers to process fruits, and supported the implementation of 18 apicultural centers, among others. Beginning in October, 2001, and with completion scheduled for March, 2005, the second phase of the PDA, in Ouro Preto do Oeste, has among its goals the implementa-

tion of 95 hectares per year of agroforest consortia comprised of pupunha and cupuaçu fruit and native essences, and the consolidation of the four women's groups within the APA, in Rondônia.

Run by the Ministry of Environment, the PDA has an executive commission formed by the Technical Secretariat, representatives from the Atlantic Rain Forest NGO Network, the Amazon Working Group (GTA), Ibama, the Ministry of Science and Technology, Funai, Banco do Brasil and the Ministry of Environment. Technical cooperation is provided by the German Agency for Technical Cooperation (GTZ) and the financing arm of the German Development Bank (KfW). During its first phase, the PDA counted on the support from the World Bank Rain Forest Unit.

For more information on the PDA, call (55 61) 4009-9256 or send an e-mail to: pda@mma.gov.br.