

On the Path to Sustainability

Edition 10 | October/November/December 2012



Educating people for life



Development and Integrated Growth Program
with Sustainability

Southern Bahia Lowlands

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Groomed for Development

Small businesses that provide services and products to the Odebrecht Organization in the next three years will undergo a process of qualification and empowerment through the Brazilian Service of Support for Micro and Small Enterprises (SEBRAE). An agreement signed in November focuses on small businesses in the Brazilian states of Maranhão, Pernambuco, Rio de Janeiro, São Paulo and Paraná.

This partnership gave rise to another cooperation agreement, this time between

SEBRAE and the Odebrecht Foundation, aimed at providing free technical courses and consultancy to Civil Society Organizations of Public Interest (OSCIPS) and cooperatives associated with the PDCIS. This program will involve more than 80,000 people and seeks to boost the income generation of rural workers while improving the management and training of the businesses involved on the basis of on cooperation, leadership and entrepreneurship.





International Excellence

The **handiwork** of the Pratigi Environmental Protection Area Rural Producers' Cooperative's (Cooprap) 174 members was on display at the 16th International Conference of Northeastern Businesses (EINNE), for buyers from 26 countries. Organized by the Brazilian Service of Support for Micro and Small Enterprises (SEBRAE), the EINNE took place in Salvador, Bahia.

The Cooprap was one of 238 small businesses from the nine Brazilian northeastern states that

took part in the event. "After this conference, we believe that participants will make progress not only in selling products but in building relationships with international investors," said Edival Passos, the Executive Director of SEBRAE Bahia. The Cooperative's participation in the EINNE was a result of winning the SEBRAE Top 100 of Handicraft Prize, which ranked Cooprap among the top one hundred producers of Brazilian handicrafts.



Bolstering Participatory Governance

The Meeting of **Mayors-Elect** of the Pratigi Environmental Protection Area (EPA) welcomed the recently elected mayors of the towns of Igrapiúna, Ituberá, Ibirapitanga, Nilo Peçanha and Piraí do Norte and introduced them to the institutions associated with the PDCIS. The event was organized by the Pratigi Environmental Protection Area Intermunicipal Consortium (Ciapra), with the theme: Public-Sector Governance and Policies in the Pratigi EPA.

The program included lectures that covered

subjects focused specifically on municipal administration. They included a presentation by the Program for Modernizing Tax Administration and Managing Basic Social Sectors (PMAT), an initiative of the Brazilian Development Bank (BNDES) aimed at modernizing government management and improving public spending.

A similar event also brought together the **49 newly elected aldermen** for all five towns. A debate on the role and importance of joint action by mayors and alderman was also on the program.

Encouraging Peaceful Resolution of Standoffs

The Right and Citizenship Institute (IDC) in December 2012 launched a book titled *Mediação – um novo paradigma para convivência humana* (Mediation: A New Paradigm for Human Interaction) in the town of Presidente Tancredo Neves, Bahia. Its ten chapters contain detailed data on conflict mediation, a service the IDC has provided since its inception in 2004. To date,

the Institute has mediated 1,650 conflicts involving nearly 3,300 people.

During a special ceremony, the book was presented to the supervisors and partners of the 82 Justice Counters in Bahia at the Annual Meeting of Justice and Citizenship Counter Supervisors, held in December by the Court of Justice. Everyone attending the meeting was gifted with a copy of the book.



Helping Educate Rural Youth

Throughout 2012, student-related programs carried out at State College Youth House (CECJ) in Igrapiúna, Bahia, garnered several types of recognition. Whether for encouraging volunteer work or bolstering the local cultural identity, CECJ did outstanding work that year. In November, the CECJ won the **Voluntary School Award**, an initiative of Bandeirantes Radio and the Itaú Social Foundation, for its experience in Laranjeiras, a quilombola or traditional maroon community, also located

in Igrapiúna, where monthly workshops encourage people to read and bolster the cultural identity of children and local residents. The project was the subject of a report broadcast on Bandeirantes Radio. The finalists received training as radio journalists and produced a radio program introducing their social outreach project.

Other programs aimed at bolstering cultural identity in conjunction with the CECJ syllabus received the Education for





Racial Equality Award. The winning project included lectures, the restoration of customs and traditions, and the creation of a samba group, as well as interviews with historic local figures. The award is an initiative of the Center for Studies of Labor Relations and Inequality, in partnership with the Racial Equality Policy Department (SEPPIR), UNESCO, the Santander Bank in Brazil and the Fund for Racial Equality – Baobá.

Encouraging Reading

The award of the More Culture Reading Stations of Bahia Prize has made the **Rural Family House of Presidente Tancredo Neves (CFR-PTN)** an official Reading Station – a venue where activities are carried out to bolster, stimulate and encourage the habit of reading. This program is part of the National Book and Reading Plan, a joint initiative of the Brazilian Ministries of Culture and Education. The CFR-PTN won the award for its Reading Circles project.

Fresh Opportunities Stimulate Aquafarming

The Continental Waters Fish Farmers' Cooperative (Coopecon) signed an agreement with Walmart Brazil, the State University of Santa Cruz and the Water Family House (CFA) of the Southern Bahia Lowlands during the Third International Fishing and Aquafarming Fair (Aquapescabrasil) in Salvador, Bahia. The aim of this partnership is to diversify the aquafarmers' production by carrying out scientific research on the development of two types of tilapia in

Bahia: the salmon-like and omega-3 enriched varieties. At the time, a protocol of intent was also signed involving the State of Bahia's Department of Agriculture, Irrigation, Agrarian Reform, Fishing and Aquaculture through Bahia Pesca, the Pratigi Alimentos feed company and CFA. This partnership will conduct research into the farming of bijupirá fish in tanks and the development of a type of feed best suited for the fish.





Technical and Professional Education

Cisco's IT Essentials – Basic Concepts of Hardware and Software Course has provided an opportunity for Southern Bahia Lowlands youths to take technical and professional education courses in the field of Information Technology (IT). Offered by Cisco Systems of Brazil in partnership with the Odebrecht Foundation, this initiative benefited 21 people who work or have an affinity with IT-related subjects.

The 116-hour course included 17 modules –

one more than the IT Essentials course usually offers. The subject of basic electronics was introduced by facilitators Frede Bonfim and Pedro Moura Junior, technicians working on the Hit the Net digital inclusion program in the Southern Lowlands. Cisco trained both facilitators. IT Essentials is part of the Cisco Networking Academy Program, which seeks to facilitate learning and eliminate the obstacles of time, distance, and socioeconomic status.

Educating Rural Producers

Young rural producers living in Presidente Tancredo Neves, Bahia, and neighboring towns, will benefit from technical education in the areas of cassava and fruit growing. This program is the result of an **agreement signed** by the Rural Family House of Presidente Tancredo Neves (CFR-PTN) and the Department of Agriculture, Irrigation, Agrarian Reform, Fishing and Aquaculture (Seagri). Through this partnership, funds will be

transferred to finance the organization and maintenance of the Demonstration Field for Cassava and Fruit Growing Technologies set up in 2003 by Brazilian Agricultural Research Corporation (Embrapa) on the Novo Horizonte Farm – the headquarters of the Presidente Tancredo Neves Rural Producers' Cooperative (Coopatan) and the CFR-PTN. The aim is to groom farmers from 99 communities in eight Southern Bahia Lowlands municipalities.



Exchanging Experiences

See who shared experiences with the PDCIS in the last three months:



October 2nd: Patrick Larragoiti (third from left), Chairman of the Board of Sul América, with members of the Odebrecht Investments and Holdings and Odebrecht Administrator and Insurance Broker units during a visit to the Southern Bahia Lowlands



October 3th: Mauricio Medeiros, Executive President of the Odebrecht Foundation, gives a talk at the Interdisciplinary Symposium on Science Applied to Military Activity (SICAM), an initiative of the Brazilian Army



October 10th: Representatives of the Bahia North Concessionaire, a subsidiary of Odebrecht Transport, visited the units that comprise the Piassava and Civil Construction Strategic Cooperative Alliances



October 16th: Major General Racine Bezerra Lima Filho (fourth from left), with Colonel Alfredo Castro, General Commander of the Military Police of Bahia, took part in a program focused on the Brazilian Army's activities in the Southern Lowlands



October 17th and 18th: agricultural technicians from Lunda Sul Province in Angola, Africa, visited the area to learn about the PDCIS's initiatives



October 19th: Bahia Pesca's members had access to the work of the Aquaculture Strategic Cooperative Alliance, focused on the contribution and strengthening of fishing activities in the region



October 20th: José Vivaldo Mendonça (third from right) and Lanns Almeida (second from right), members of the Regional Development and Action Society (CAR), accompanied Edward Bresnyan (third from left), from the World Bank, on a visit to the interior of the Southern Lowlands



November 6th and 7th: Natura researchers were in Laje, Bahia, to see how the Starch Strategic Cooperative Alliance is organized. The visitors also shared their experiences about the use of cassava starch, since the Natura company already uses similar methods



November 8th and 9th: twenty-five Odebrecht Organization communicators visited the Southern Lowlands to discuss media indicators and exchange experiences with the PDCIS. Some of the visitors stayed on in the area to learn about programs carried out by other institutions linked to the PDCIS



November 19th and 20th: a group of 12 trainees from the Folha de S. Paulo newspaper interacted with young people, visited the palm processing and fruit pre-processing units and learned about the work of the Pratigi EPA Guardian Association and the Land Conservation Organization



November 20th to 22nd: officers from the Military School of Salvador, Bahia, visited the State College Youth House and Rural Family House of Igrapiúna to get a first-hand look at the educational activities of the conventional formal education system and alternance system, respectively



November 26th and 27th: during a visit to the Southern Lowlands, Patrus Ananias (center), the former Minister of Social Development and Combating Hunger, and his wife, Vera Victor, toured the teaching units supported by the PDCIS



December 3th and 4th: representatives of the Ministry of Agriculture and Supply (MAPA) – Renato Brito (second from left), General Coordinator of Environmental Sustainability, and consultants Moacir Medrado (third from left) and Ricardo Viana (third from right) – got to know the programs of institutions linked to the PDCIS



December 5th: Gloria Josefina Valenzuelana (third from left), Minister of Education of the Dominican Republic, visited Odebrecht's headquarters in Salvador, Bahia, where she toured the Odebrecht Culture Center and saw a presentation on the Program



December 6th: Walmart Brazil's associates visited the Water Family House and the Continental Waters Fish Farmers' Cooperative (COOPECON), part of the Aquaculture Strategic Cooperative Alliance, and toured the facilities of the Fish Processing Unit

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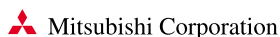
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