

On the Path to Sustainability

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Building a more just and compassionate society



Integrated and Sustainable
Development Program
Southern Bahia Lowlands

On the Path to Sustainability

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Editorial

The desire to work for the benefit of the community where they live is what makes people outstanding. This can be seen in the cooperative members, students and professionals who form part of the institutions connected with the Integrated and Sustainable Development Program of the Mosaic of Environmental Protection Areas in the Southern Bahia Lowlands (PDIS). They include men, women and young people who dedicate their lives to building a more just and compassionate society.

It is these people's accomplishments which illustrate this issue. Stories of young people like Islândia dos Santos, who is being groomed to contribute to the development of her community, or the farmer José Soares, who has fulfilled his dream of buying a truck, which will be extremely useful for selling the hearts-of-palm he produces. Or the cooperative members who have benefited from the Terramiga Program, who are the driving force for the region's prosperity. It is confidence in people and their capacity for development that makes all the difference.

Happy reading!

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Cover Photo
Ednalva Silva, a member of the
Presidente Tancredo Neves Rural
Producers' Cooperative .

A Dream Come True

José Soares received the keys for his truck during the launch of the Farming and Ranching Plan for Bahia for the 2011-2012 Harvest on July 21. This member of the Southern Bahia Lowlands Hearts-of-Palm Producers' Cooperative (Coopalm) saw his dream come true through the More Food, Program Federal Government's Primary Production – a line of credit from the National Family Farming Reinforcement Program. "This was made possible by the support of the Coopalm technicians who prepared my proposal for analysis by the Banco do Brasil", the farmer commented.

He signed a contract with Edson Pascoal, a Banco do Brasil CEO in Bahia, and the Minister for Agrarian Development, Afonso Florence, that guarantees interest-free financing, as the interest is paid by the State of Bahia. The former President of Brazil, Luiz Inácio Lula da Silva, and the Governor of Bahia, Jaques Wagner, were also present at the event. Soares presented the governor with a jar of hearts-of-palm grown by some of Coopalm's 523 members. On receipt of the jar, Wagner asked: "Are these hearts-of-palm really good?" The farmer didn't skip a beat and replied: "They're the best!" **S**



Focus on Regional Growth

Salvador hosted an International Sustainability Seminar – A Commitment to Conscientious Consumption on July 8. The event, which brought together more than 200 people, presented the main results of the Terramiga Program, as well as discussing the importance of conscientious consumption. Originating from a USD 2.35 million agreement signed in 2006, Terramiga is a partnership between the Inter-American Development Bank (IDB), the Multilateral Investment Fund (MIF), the Odebrecht Foundation and the Institute for the Sustainable Development in the Southern Bahia Lowlands (IDES). The Mitsubishi

Corporation also began supporting the initiative in 2009.

The Terramiga Program's main objective was to develop models that reduce rural poverty and increase agricultural productivity simultaneously with good practices, in order to reduce environmental impacts, as well as creating mechanisms for market access for products with greater added value. The highlight of the event was an exhibition by Rich Harwood, founder of The Harwood Institute for Public Innovation.



TRIBUTE

The cooperative members of Southern Bahia Lowlands Hearts- of-Palm Producers' Cooperative (COOPALM), Presidente Tancredo Neves Rural Producers' Cooperative (COOPATAN), Mixed Cooperative of Southern Bahia Lowlands Shellfish Gatherers, Fishers and Aquafarmers (COOPEMAR) and

Pratigi Environmental Protection Area Producers' Cooperative (COOPRAP) showed their appreciation for their social partners' support during the seminar. Large retail chains enable them to sell their produce and benefit family farmers, who are able to grow their incomes. Honor check performed below:



Camila Valverde, of Walmart Brasil, and José Raimundo Santos, of Coopecon



Adriana Bezerra, of Tok&Stok, and Creuza Amorim, of Cooprap



Paulo Pompílio, of Grupo Pão de Açúcar, and Raimundo dos Santos, of Coopalm



Nadja Mattos, of GBarbosa, and Elineide Correia, of Coopatan



Karina Chaves, of Carrefour Brasil, and Cledineia Moreira, of Coopalm



Fernando Garrido, of Perini, and Lourivaldo Grima, of Coopalm



Débora Lima, of Ebal, and Marcos Nunes, of Coopatan



Life Skills

The first Military Instruction School (EsIM) in a rural area and connected to a public institution in Brazil was inaugurated on July 12, in the municipality of Igrapiúna, Bahia, adjoining Youth House State High School (CECJ).

The EsIM is an institute for training reserves for the Brazilian Army, which provides high school students with the opportunity to perform their obligatory military service. The students learn basic concepts of military communication, marching, hygiene, first aid, orientation and surveillance, as well as receiving instruction on weapon handling and physical training. The young people in the region now have the chance to perform their

military service without leaving their communities. "We have placed a little bit of our heart and the Brazilian Army here, in order to contribute to youth training in the Southern Lowlands," guaranteed the General of Division Gonçalves Dias and Commander of the 6th Military Region.

The deployment of the EsIM is a result of a Cooperation Agreement signed by the Army, the Department of Education in Bahia, Youth House and the Odebrecht Foundation in September 2010. "We are giving these young people the opportunity to use their right to learn about civic issues," assured Osvaldo Barreto, the Secretary of Education. **S**

Social Inclusion

Youth House State High School (CECJ) celebrated the achievement of a **Industry of Knowledge (IC)** on July 12. The project is an initiative by Social Services for Industry (SESI) that makes it possible to install multimedia centers in low-income areas. This contribution resulted from a partnership established between SESI, CECJ, the municipal authorities and the Odebrecht Foundation.

"These alliances are fundamental. There is no doubt that the entire community stands to gain," observes Wagner Fernandes, the Planning and Monitoring director at SESI. Through this facility, which is the third deployed in the Southern Bahia Lowlands, the community can access a full collection

of books, periodicals, videos, DVDs and the internet free of charge, as well as participating in numerous leisure and civic activities.

NEW PARTNERSHIP

A Technical Cooperation Agreement was signed on this occasion between the Inter-Municipal Consortium for the Pratigi Environmental Protection Area (CIAPRA), Youth House and the National Industrial Training Service (SENAI), with the mediation of the Odebrecht Foundation. "We can see of a range of possibilities for the food industry and civil construction," observes Leone Andrade, the Regional Director of SENAI. **S**



Closer Contact with the Community

As the streets gained color, the participants started smiling. The sound of the drums, cuicas and giant shells could be heard from afar. From the depths of the crowd, someone said: “The **Zambiapunga group** is coming!” Masked men from three Bahian counties – Nilo Peçanha, Cairu and Taperoá – had joined together for a great celebration: a meeting of the Zambia groups. There were hundreds of them, dressed in colorful clothes and inviting the community to join the party. “That was a unique moment in the Zambiapunga group’s

history. Our dream has come true!” exclaimed Deco, who is responsible for the Taperoá group.

This event is part of the Cultural Parade program, which is held to celebrate Historic Heritage and Folklore Days on August 17 and 22 respectively. The commemoration is an integral part of a calendar of activities that have been carried out throughout the year, which seek to bring the PDIS communities closer together, and are an opportunity to disseminate information on its main results and challenges.





OTHER CELEBRATIONS

Also on the calendar, Cooperativism Day was commemorated with a special edition of the Coopalm radio program, broadcasted through Litoral FM in Ituberá, Bahia. The highlight of the program was statements from its members. "It is possible to overcome daily challenges as part of a cooperative," commented Jânio Silva Santos, from the Vale do Riachão community.

For the Day of the Tree, there were debates and videos on environmental preservation as part of the program. Coordinated by the Land Conservation

Organization (OCT), the event included leaders from community associations and representatives of government agencies. **S**



New Rural Entrepreneurs

"I am dedicating my youth to agriculture. I will build my future through this." These words are from 16 year-old Islândia dos Santos, who already knows what she wants: to become a rural entrepreneur. A resident of the São Paulinho community in Teolândia, Bahia, she believes in the potential of this activity. A student at the Presidente Tancredo Neves Rural Family House (CFR-PTN), Islândia evaluates the lessons that she will use during her lifetime. "I didn't receive my father's support. I was able to influence him because of the results of my project," the young woman explained.

Her father, farmer Luiz Marinaldo dos Santos is extremely proud. "Their education is supplemented

by fieldwork. I want my daughter to keep studying," guarantees Santos, who has also become a member of the Presidente Tancredo Neves Rural Producers' Cooperative (Coopatan) thanks to Islândia's encouragement.

This new rural entrepreneur is only in doubt about one thing when it comes to the future: the route she should take to complement her studies. The degree courses she is considering include agronomy and communication, two areas which have attracted her interest since she was a child, but there is one thing Islândia is sure of: "No matter what I end up studying, I will reinvest what I learn in my community." **S**



Commitment to the Environment

Restoring and conserving the forests and life flows – water, earth, plant and animal life, human beings and their businesses – at the Pratigi Environmental Protection Area (EPA). This is the main activity promoted by the Land Conservation Organization (OCT). Commemorating 10 years of operations, the OCT contributes to reinforcing **environmental capital** in the region through three initiatives. The first of these is preventing deforestation, which is concerned

with making local communities aware of the importance of caring for and maintaining trees. The second seeks to encourage reforestation, where 50 hectares of forest have been restored, permitting the restoration of 25 springs. The third is dedicated to encouraging Agro-forestry Systems – a way of planting that integrates agriculture with the forest – and silviculture, which is planting hardwood for sale. **S**

International Highlight

The PDIS celebrated winning the United Nations Public Service Awards in 2010. It was the only program recognized in Latin America and the Caribbean at the time and was awarded first place in the “Fostering participation in policy making decisions through innovative mechanisms” category. One year later, PDIS is one of the highlights in the book of UN Good Practices and Innovations in Public Governance, which provides an overview of the

award winners between 2003 and 2011.

The program was conceived as an initiative which produces tangible results to eradicate poverty and social exclusion, thereby contributing to civic spirit and economic development based on family farming and aquaculture. **S**



Exchange of Experiences

There was a vast exchange of knowledge between the representatives of various institutions and those which benefited from the PDIS in the last quarter. See below:



On a visit to the Southern Bahia Lowlands, Rich Harwood (sitting wearing pink shirt), founder of The Harwood Institute for Public Innovation, learns about the Novo Horizonte Farm, where the CFR-PTN is based



CFR-PTN students taking part in the Program for Developing Entrepreneurs (PDE), with members of the Engineering and Construction Area at the Odebrecht Organization



Journalists from the Dominican Republic visit Odebrecht's headquarters in Salvador, Bahia





A delegation from Odebrecht Realizações visited the Mata do Sossego settlement for a meeting and informal conversation with Coopalm members



Representatives from the Conest joint venture - formed by Odebrecht Engenharia Industrial and Construtora OAS – learned about the work of the Southern Bahia Lowlands cooperatives, focusing on family farming



Members of the Mitsubishi Corporation exchanged experiences with the PDIS



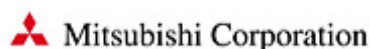
Coopecon partners, members of Frescatto Excellence in Fishing talk with family farmers engaged in aquaculture



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