# On the Path to Sustainability

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# Editorial

Many were the achievements of the Integrated and Sustainable Development Program of the Mosaic of Environmental Protection Areas in the Southern Bahia Lowlands (PDIS), supported by Odebrecht Foundation, over the last three months.

On the road to achieving high-quality education in the countryside, two more Rural Family Houses have been accredited to teach technical courses along with the high school curriculum.

To promote work and income, a new cooperative was mobilized for community initiatives, and others, more mature cooperatives are reaping excellent harvests. The conservation of natural resources is being driven by sustainable and inclusive projects. All these efforts have a single goal: building a more just and caring society.

To find out more about PDIS's challenges and results for the last quarter, keep turning the pages.

Good reading!

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Cover Photo Students from Igrapiúna Rural Family House - Bahia

# Achievements



# Reforestation for Growth

An institution associated with the PDIS, the Land Conservation Organization (OCT) has the mission of preserving the soil, wildlife, plant life and water resources. As a result, the OCT bolsters the environmental capital in the region by organizing sustainable and inclusive projects.

Two new initiatives are beginning to take shape and will be implemented this year. The first, "Rehabilitating the Environment and Forming Ecological Corridors in the River Juliana Basin," has partnered up with the Brazilian Biodiversity Fund (FUNBIO) and will provide the basis restoring degraded areas and connecting forest fragments. Its activities started in June and will be carried out for 15 months.

Another proposed OCT project has just gained an important partner, the Oi Fituro Instutite. Titled "Producing seeds, changing lives," it aims coordinate the creation of a regional network of seed collectors and seedling producers in the counties within the Pratigi Environmental Protection Area (EPA). It will also meet the need for forest restoration in the region and establish a new source of employment and income for local communities.



# One for All and All for One!

The result of the social mobilization of fish farmers and rural families, the Inland Water Aquaculture Cooperative (COOPECON) aims to provide workers with technical assistance and contribute to the development of Aquaculture in the Southern Bahia Lowlands. That way, it seeks to combine social inclusion with the work and income generation.

Associated with the PDIS, COOPECON's membership includes 32 who farm fish, mainly tilapia and pirarucu. Founded in October 2010, it officially opened its headquarters six months later. Thanks to that facility, its members were able to realize their long-held wish to work together, understanding that

joint efforts should be a priority. "Here it's one for all and all for one!" says José Raimundo, a member and Chairman of the Board of COOPECON.

TAKING PART IN AN INTERNATIONAL EVENT
COOPECON was present at a booth at the "WAS
2011" International Aquaculture Conference. With
the theme of "Aquaculture for a changing world,"
the event was held from June 6 to 10. Participating in
this conference enabled the cooperative to prospect
for clients and get new contacts and business.







The PDIS is celebrating another important achievement. The Igrapiúna Rural Family House (CFR-I) and the Agroforestry Family House (CFAF) in Nilo Peçanha, have been authorized to teach the Vocational Course in Agribusiness and the Vocational Course in Forestry, respectively, both of which are integrated into the official high school curriculum. This certification, recognized by the Bahia State Board of Education (CEE), was published in the Official Gazette of Bahia on June 9.

"We are privileged to have access to an institution that encourages us to seek solutions to the problems facing our community," says CFAF student Rafael Souza, 19. Alana de Jesus, 21, is also a CFAF student. She believes that this achievement represents a major advance. "We are confident that we are studying at a certified teaching unit with quality education," she says.

The projects were approved by the Technical Chamber on Vocational Education on May 24. "It is very rewarding to be part of a certified institution that provides an outstanding education," says Rafael Canela, 17, a student at the CFR-I.

## PEDAGOGY OF ALTERNATION

Rural Family Houses seek to provide quality professional education to young people, encouraging them to stay in the countryside and work on their family farms. The method used is the Pedagogy of Alternation, which enables students to spend a week at boarding school, learning in the classroom and the field, and another two weeks in their farms, where they apply their new knowledge.

## A PIONEER

The Presidente Tancredo Neves Rural Family
House was the first in the North/Northeast of
Brazil to obtain this accreditation. All those Family
Houses are educational institutions associated
with the PDIS. They are responsible for developing
human capital in the Southern Bahia Lowlands.



# Alliance for Development

More than 700 people gathered on April 29, at the Novo Horizonte (New Horizon) Farm in Laje, Bahia, to attend the Agribusiness Morning and Farm Afternoon, both held at Bahiamido industrial complex. The first of its kind in the Northeast, Bahiamido is capable of processing 200 metric tons of cassava per day to produce modified starch – a product with higher added value that is used by the food, fine chemicals and oil industries, among others.

Bahiamido is part of the Cooperative Alliance for Starch, which also comprises the Cassava Starch Producers Cooperative of Bahia State (COOPAMIDO) and partners. Through this Alliance, large farm owners are encouraged to loan out land to local producers, who use it to plant cassava and deliver it to COOPAMIDO. Thanks to this cycle, the cooperative has a turnover of up to 95% of production and the farmers receive the rest.

During its first months of operation, Bahiamido will focus on technical adjustments and trials. The plant will begin processing the producers' cassava by October 2011.



# **New Rural Entrepreneurs**

Antonio Nascimento Santos and Antonio
Nascimento Santos Filho have more in common
than their names. Father and son, they also share a
love of working the land. "Farming is my life. It's my
business," says the younger man, who is 19 years
old. Residents of the Margarida Alves settlement, in
Ituberá County, Bahia, these farmers are rewriting
their family's history.

Everything began to change in 2009. That was when the younger Antonio joined the Igrapiúna Rural Family House (CFR-I). Now, he is about to graduate from the three-year course. That same year, his father joined the COOPALM and has been growing peach palms to produce hearts-of-palm ever since.

"We plant, we harvest and the cooperative takes care of the sales. We get the retrun of our work, we feel like we're the boss and we're stronger because we are not alone. Unity makes all the difference," he says. Like the CFR-I, COOPALM is an institution linked to the PDIS.

Father and son have begun working together to plant peach palms. The young rural entrepreneur will join the cooperative at the end of 2011, when he delivers his first harvest. "Now I want to expand my property, always seeking to apply the knowledge I have been getting at the CFR-I," he adds. His father believes this is the road to success: "I am very happy to have my children working on the farm. The land gives us everything we need."



# Multiplying Knowledge

Over the years, activities have been undertaken to bring the PDIS communities together and share information about the program's main outcomes and challenges. In the last quarter, the calendar of events included celebrations of International Book Day, Labor Day and World Environment Day. These activities took place in the Southern Bahia Lowlands with support from local governments, state departments and public schools, as well as the Brazilian Army, the Social Service for Industry (SESI) and institutions linked to the PDIS.

Celebrated on April 23, but marked in the Southern Bahia Lowlands on the 27th, World Book Day was coordinated by the Family Houses and Youth House. Themed "The importance of reading for the construction of knowledge," young people gave presentations about the history of books and their importance to social development. There was also an award ceremony for an essay contest involving municipal school students. In Ituberá, the winner was Karens Alana, 13. "I'm passionate about reading. It is always with us wherever we go," she says.

### NATURAL WEALTH

The Southern Lowlands are home to some of Brazil's most beautiful natural landscapes. The region comprises 11 counties that form a mosaic of Environmental Protection Areas. Considered to have some of the greatest biodiversity in the world, its waterfalls, forests, rivers, mangroves, salt marshes, palm trees and extensive coastline attract tourists every year.





# Exchanging Experiences

See who visited the Southern Bahia Lowlands in April, May and June to find out about the PDIS's challenges and exchange experiences.



Silene Garcia, CEO of Ambial, with Adriana Brito, from the Moatize Coal Project (Mozambique), Anita Gurgel, from Odebrecht International Engineering & Construction, and Elizabeth Carlson, from the Iron Ore Project (Liberia)



Representatives of Veracel Celulose and Stora Enso got a first-hand look at the operations of the Cooperative Alliance for Cassava









Argentine journalist and members of Odebrecht Argentina visit projects that develop Human, Social and Productive Capitals



Representatives of the Rainforest Alliance visit the Serra da Papuă – the headquarters of the Pratigi EPA Guardians Association



Faculty and students from Sweet Briar College, a high school in the state of Virginia, and St. Ambrose University, Iowa, in the USA



Members of the Board of *Performance Lider* Magazine visited Odebrecht's headquarters, along with the publication's editor



Kenyan Ambassador Peter Kirimi Kaberia (yellow tie) and his entourage during the visit to the Odebrecht Foundation



Representatives of the European Commission learned about the activities carried out in the areas of education and youth



Isailton Reis (Iilac shirt), Regional Director of Sebrae, conversing with managers of Youth House State High School

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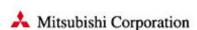






























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