



Cerrado standing with income generation: the baru production chain as an ally of biodiversity and traditional peoples

Part I: Project Information

GEF ID

10911

Project Type

MSP

Type of Trust Fund

GET

CBIT/NGI

CBIT No

NGI No

Project Title

Cerrado standing with income generation: the baru production chain as an ally of biodiversity and traditional peoples

Countries

Brazil

Agency(ies)

Funbio

Other Executing Partner(s)

Instituto Internacional de Educa??o do Brasil - IEB

Executing Partner Type

CSO

GEF Focal Area

Biodiversity

Taxonomy

Protected Areas and Landscapes, Biodiversity, Focal Areas, Agriculture and agrobiodiversity, Mainstreaming, Tropical Dry Forests, Biomes, Community Based Natural Resource Mngt, Sustainable Livelihoods, Sustainable Land Management, Land Degradation, Community-Based Natural Resource Management, Beneficiaries, Stakeholders, Community Based Organization, Civil Society, Non-Governmental Organization,

Local Communities, Sex-disaggregated indicators, Gender Mainstreaming, Gender Equality, Participation and leadership, Gender results areas

Sector

Rio Markers

Climate Change Mitigation

Climate Change Mitigation 0

Climate Change Adaptation

Climate Change Adaptation 1

Duration

48 In Months

Agency Fee(\$)

164,975.88

Submission Date

12/24/2021

A. Indicative Focal/Non-Focal Area Elements

Programming Directions	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
BD-1-5	GET	1,833,065.34	4,418,314.00
Total Project Cost (\$)		1,833,065.34	4,418,314.00

B. Indicative Project description summary

Project Objective

Conserve the Cerrado biome by sustainably generating income to local communities

Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
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Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
Support the construction of a fair, supportive and sustainable market for Baru nuts	Investment	<p>1. A sustainable supply chain for the baru nut production</p> <p>Indicator (s):</p> <p>#1 (one) protocol of intentions in the Baru chain signed.</p> <p>#1 (one) application (Baruzeira) adapted and available for the Baru chain.</p> <p>#1 (one) refined map of areas with Baru production potential.</p> <p>#1 (one) document with mapped credit opportunities for the Baru chain.</p> <p>#1 (one) document with mapped certification processes for the baru chain.</p>	<p>1.1 A protocol of intentions with private sector actors for the support of the fair and sustainable baru supply chain signed</p> <p>1.2 An application (Baruzeira) for the fair calculation of the price of baru in the Cerrado is available to the public</p> <p>1.3 Support to community business in obtaining licenses and other documentation to access new markets and credit</p>	GET	479,292.62	1,600,000.00

Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
02 - Strengthened community businesses	Investment	2. Strengthened and professionalized community businesses to sustain and develop the baru supply chain in the Cerrado	2.1 Good practices for the Baru management disseminated among communities	GET	579,668.13	1,908,314.00
		Indicators:				
		#1 (one) training program in management of community businesses and good practices in the Baru chain implemented.				
		# community businesses strengthened by the project's actions.				

Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
3 - Governance, monitoring, and communication	Investment	<p>3. Governance, monitoring and communication</p> <p>Indicators:</p> <p>#1 (one) Baru Collective, with working governance, created to monitor actions within the chain.</p> <p>#3 (three) regional meetings with community businesses that produce and commercialize the baru.</p> <p># 322,995 hectares of intervention with management strengthening and good practices focused on the baru chain.</p> <p># of advisory committee's meetings</p> <p># of partnerships established supporting the</p>	<p>3.1 The governance of the baru chain stimulated with the creation of the Baru Collective, which will be composed of key players in the chain, forming an organized and active network to build and structure the Baru Observatory</p> <p>3.2 A detailed strategic communications plan is developed and implemented to attend all project's components</p> <p>3.3 Coordination and monitoring</p>	GET	686,804.59	700,000.00

Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
				Sub Total (\$)	1,745,765.34	4,208,314.00
Project Management Cost (PMC)						
		GET	87,300.00		210,000.00	
Sub Total(\$)			87,300.00		210,000.00	
Total Project Cost(\$)			1,833,065.34		4,418,314.00	

Please provide justification

C. Indicative sources of Co-financing for the Project by name and by type

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Investment Mobilized	Amount(\$)
Recipient Country Government	FAPEG (Fundação de Amparo à Pesquisa do Estado de Goiás)	Public Investment	Investment mobilized	192,308.00
Civil Society Organization	Fundação Grupo Botucário	Grant	Investment mobilized	300,000.00
Recipient Country Government	FURNAS	Grant	Investment mobilized	38,462.00
GEF Agency	Funbio	Grant	Investment mobilized	500,000.00
Other	other	Other	Investment mobilized	500,000.00
Civil Society Organization	Instituto Humanize	Grant	Investment mobilized	175,033.00
Civil Society Organization	Central do Cerrado	Grant	Investment mobilized	80,000.00
Civil Society Organization	Redes de Sementes do Cerrado	Grant	Investment mobilized	2,360,890.00
Civil Society Organization	Fundação Pro Natureza	Grant	Investment mobilized	191,621.00
Civil Society Organization	IEB	Grant	Recurrent expenditures	80,000.00
Total Project Cost(\$)				4,418,314.00

Describe how any "Investment Mobilized" was identified

All investments mobilized were identified with other projects in the same territory and with similar goals to the proposed project. There are ongoing negotiations with other initiatives to identify more co-finance, this will be reflected in the final project document.

D. Indicative Trust Fund Resources Requested by Agency(ies), Country(ies), Focal Area and the Programming of Funds

Agency	Trust Fund	Country	Focal Area	Programming of Funds	Amount(\$)	Fee(\$)	Total(\$)
Funbio	GET	Brazil	Biodiversity	BD STAR Allocation	1,833,065.34	164,975.88	1,998,041.22
Total GEF Resources(\$)					1,833,065.34	164,975.88	1,998,041.22

E. Project Preparation Grant (PPG)

PPG Required **true**

PPG Amount (\$)

50,000

PPG Agency Fee (\$)

4,500

Agency	Trust Fund	Country	Focal Area	Programming of Funds	Amount(\$)	Fee(\$)	Total(\$)
Funbio	GET	Brazil	Biodiversity	BD STAR Allocation	50,000	4,500	54,500.00
Total Project Costs(\$)					50,000.00	4,500.00	54,500.00

Core Indicators

Indicator 4 Area of landscapes under improved practices (hectares; excluding protected areas)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
322995.00	0.00	0.00	0.00

Indicator 4.1 Area of landscapes under improved management to benefit biodiversity (hectares, qualitative assessment, non-certified)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
322,995.00			

Indicator 4.2 Area of landscapes that meets national or international third party certification that incorporates biodiversity considerations (hectares)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

Type/Name of Third Party Certification

Indicator 4.3 Area of landscapes under sustainable land management in production systems

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

Indicator 4.4 Area of High Conservation Value Forest (HCVF) loss avoided

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

Documents (Please upload document(s) that justifies the HCVF)

Title	Submitted

Indicator 11 Number of direct beneficiaries disaggregated by gender as co-benefit of GEF investment

	Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)
Female	500			
Male	500			
Total	1000	0	0	0

Provide additional explanation on targets, other methodologies used, and other focal area specifics (i.e., Aichi targets in BD) including justification where core indicator targets are not provided

KBAs were prioritized based on biological importance, degree of threat to anthropogenic pressure, alignment with national priorities, civil society capacity, original vegetation cover, and ecosystem services. To see more, access: [http://cepfcerrado.iieb.org.br/wp-content/uploads/2017/09/PR_Cerrado-Perfil-do-](http://cepfcerrado.iieb.org.br/wp-content/uploads/2017/09/PR_Cerrado-Perfil-do-Ecossistema_TEXTOAPENDICES_port_revisada-20170804.compressed.pdf)

[Ecossistema_TEXTOAPENDICES_port_revisada-20170804.compressed.pdf](http://cepfcerrado.iieb.org.br/wp-content/uploads/2017/09/PR_Cerrado-Perfil-do-Ecossistema_TEXTOAPENDICES_port_revisada-20170804.compressed.pdf) Page 203.

Natural area data taken from MAPBiomass (2020) and calculated for all priority KBAs in the focus area.

Part II. Project Justification

1a. Project Description

•1. the global environmental and/or adaptation problems, root causes and barriers that need to be addressed;

Savannas are considered to be the fourth biome in occupied areas of the globe, preceded in the tropics only by tropical forests. The savanna formation constitutes a substantial part of the vegetation covering the tropical strips of the terrestrial globe, with an estimated coverage of 23 million km². Representing the total area occupied by this type of formation on continents, we have the following estimates presented by Walter et al. (2008): Africa (65%), Australia (60%), South America (45%), and Southeast Asia and India (10%). On the South American continent, some countries, such as Brazil, Bolivia, Colombia, Guianas, Paraguay, Suriname, and Venezuela have this type of ecosystem, and among these, we can mention the Venezuelan Llanos, the Llanos de Mojos in Bolivia, the Gran Sabana in the Guiana Highlands, and the Amazon savannas. More specifically for Brazil, some researchers consider savanna to be some of the formations such as the Cerrado, the Pantanal and the Caatinga. The Cerrado and Llanos comprise the largest continuous areas of savanna in the Americas.

The environmental factors that determine the conditions and diversity of these savannas are mainly influenced by climate, soil, fire, hydrology, geomorphology, and grazing, and when exclusively considering the tropical savannas, there are significant climatic variations that result in their high physiognomic diversity and floristic composition. The Brazilian Cerrado is considered a tropical savanna and is mainly characterized by a vegetation mosaic that presents savannas, grasslands, and forest formations, extending between the central region of Brazil (Goiás, Distrito Federal, Mato Grosso, and Mato Grosso do Sul), the northern region (Tocantins and small patches in Roraima,

Rondônia, and Pará), the northeastern region (Maranhão, Piauí, and western Bahia), and the southeastern region (Minas Gerais and São Paulo) (Figure 1).

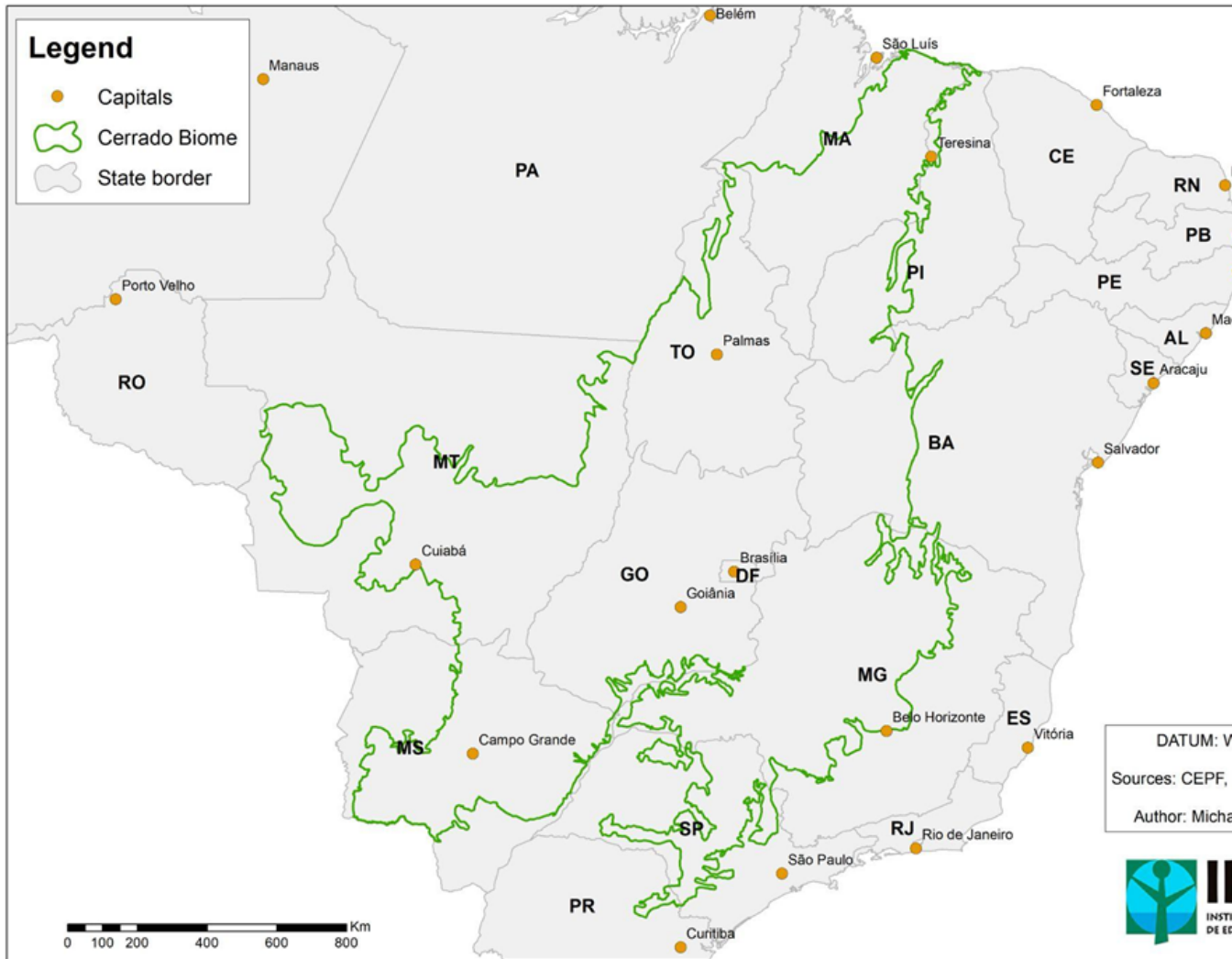


Figure 1. Delimitation of the Cerrado, states' limits and the main capitals.

The Cerrado is one of the largest and biologically rich tropical savanna regions in the world and is home to highly diverse biological communities with many unique and endemic species due to the great diversity of habitats and the alternation of species. Due to its natural features, it is recognized internationally as a biodiversity hotspot, a unique and threatened ecosystem.

The biome is the richest from a floristic point of view, as it contributes to about 5% of the world's fauna and flora diversity and about one-third of the Brazilian biota. The Cerrado is also important for the security of water resources and biodiversity on the continent, as it is home to the headwaters of the three largest river basins in South America (Amazonas/Tocantins, São Francisco, and Prata), three large aquifers - Guarani, Urucuia, and Bambuí, and is also home to 8 of Brazil's 12 major river basins: Amazon; San Francisco; Tocantins-Araguaia; Eastern Northeast Atlantic; the East Atlantic; Paraíba; Paraná; and Paraguay.

The Red List analysis in Brazil shows that at least 903 Cerrado species are threatened with extinction, including 266 species of fauna and 637 species of flora. These numbers are certainly higher, as only 10% of the Cerrado flora species were evaluated. Only 77 of these 266 threatened fauna species have been recognized and incorporated into the International Union for the Conservation of Nature's (IUCN) globally threatened species list by 2015. One-hundred-eighteen Cerrado fauna species are known to be currently listed as globally threatened species in the IUCN Red List. Of the 637 plant species on the national red list, only 41 also suffer some degree of threat on the IUCN list. In total, 976 species in the Cerrado were assessed as threatened either nationally or globally, or both.

Over the past five decades, the Cerrado has been the main area of agricultural expansion and consolidation of Brazilian agribusiness, which has already led to the loss of half of the original vegetation cover of this hotspot. Projections for the coming decades show that the increase in

agricultural production in the country will occur in this region. This model of economic development in the Cerrado is putting pressure on both local communities and natural ecosystems through the conversion of land for agricultural and livestock purposes. This problem is exacerbated by the fact that the biome has only 8% of its land surface protected.

In the Cerrado, there are conflicts between some agribusiness sectors and traditional populations, indigenous peoples, and family farmers. Many traditional territories are enclosed by monocultures that prevent communities from accessing the natural resources they depend on for their subsistence. Some communities have lost access to water or have suffered contamination from the excessive use of agricultural chemicals.

The Cerrado's agrarian structure is also highly concentrated, with 69% of all rural properties owned by small farmers, who occupy only 9% of the total area, about 180,000 km². Unless local communities improve their organizational and production capacities, land concentration will increase, accelerating the rate of land-use change and generating negative impacts on biodiversity, water, and climate, as well as negative social effects.

From a climate perspective, land-use change exacerbates the problem by increasing emissions and decreasing the biome's resilience through soil impoverishment, biodiversity loss, and fragmentation. Most emissions in the Cerrado come from land-use change and forest fires, which occur naturally, but have been more intense and frequent, causing an increase in temperature, modifying vegetation structure and water availability. Climate projections for the Cerrado are very worrying. Temperatures are estimated to be elevated in a range of 2°C to 4.5°C by 2070, in a scenario where emissions remain at current levels .

As it is not a forest biome, the Cerrado is often overlooked in climate negotiations, but 70% of the carbon in the Cerrado is stored by organic matter present in the soil, which represents 185 MgC ha⁻¹. In total, the Cerrado stores, on average, 265 Mg C ha⁻¹, counting up to one meter of soil depth.

Regarding the mitigation of greenhouse gas emissions, the bioeconomy is shown to be a strong ally, since it generates income for communities and also keeps local biodiversity strengthened. According to Jaramillo et al. (2019), the bioeconomy makes it possible to take advantage of the region's biological wealth to enhance productive development, it has the advantage of promoting low-carbon development, it has resilience, makes a profitable use of waste, makes the non-agricultural use of biomass, and generates very sophisticated value chains. The potential for the use and conservation of biodiversity is unmistakable and is recognized by civil society, different spheres of government and the private sector. However, there are challenges to escalate localized experiences and advancing programs for continuous and comprehensive actions. These challenges include, among others, increasing quality, production regularity, access to credit, logistics and strengthening technical assistance services.

A good example of the application of the bioeconomy for the Cerrado is the baru supply chain. The baru (*Dipteryx alata*), also known as cumaru, pau-cumaru, cambaru or cumbaru, is a native fruit of the Cerrado. Although it is not part of the dietary habits for the majority of Brazil's population, it has been drawing attention from agroindustries and consumers because of its high nutritional value, versatility and distinctive taste. The development of a fair baru chain ensures the Cerrado standing and the livelihood for many traditional populations living in the biome.

In recent years, there has been a tremendous increase in interest in this fruit. The baru can reach a price of 100 times higher in the foreign market than its harvest price in the field. In this sense, all agents in the chain must strengthen the cooperatives and ensure that sustainability principles and the conservation of the Cerrado can be put into practice. This includes the implementation of good procurement policies of the companies that are involved in the chain, which can positively influence the conservation of the Cerrado and the maintenance of the way of life of its peoples. That is why it is important to encourage the private sector to preventively engage with the actors of the baru chain to ensure that it is fair to the people of the Cerrado and contributes to the conservation of the biome. This engagement is perfectly aligned with the materiality of the ESG policies, with the goals of fighting

climate change, protecting biodiversity, and the right of traditional peoples to manage their territory.

After all, a fair supply chain of baru in the Cerrado guarantees more income for traditional peoples and more climate resilience to the biome's productive landscapes.

Other challenges in the baru supply chain involve increasing quality, regularity, financing, logistics, and strengthening technical assistance services. Despite the traditional communities, smallholders, and indigenous peoples act as a barrier to a predatory development, they have little technical support for their production, low social organization, and a poorly skilled inclusion in the market, keeping them with low levels of social development and capacity to contain the predatory advances on the biome.

This scenario reveals the need for additional efforts to train technicians to meet these demands, both in formal education and in short-term specialization programs .

Far beyond being a market product, baru is a source of income for traditional communities and of preservation of the natural areas of the Cerrado. It has also shown to be a viable alternative for the recovery of degraded areas in the Cerrado, generating double results: social (income generation) and environmental (biodiversity conservation). In other words, the baru production chain is closely linked to the Cerrado conservation agenda and to the way of life of traditional communities and family farmers.

2. the baseline scenario and any associated baseline projects,

Despite its great potential, the Brazilian market for socio-biodiversity products still struggles to grow sustainably. In recent decades, several initiatives by the federal government, some states and municipalities, NGOs, social movements and organizations, companies, and academic institutions have sought to reverse this situation. Projects that signal the competitiveness potential of socio-biodiversity product chains are multiplying throughout the country, revealing the great possibility that this market represents for sustainable development and biodiversity conservation. Organized in associations or cooperatives, countless communities have sought to consolidate sustainable production and extractivism projects. Supported by international cooperation, government programs or even with its

own resources, there is no lack of examples of projects demonstrating the feasibility of integrating the use and conservation of biodiversity with income-generating activities.

In the Cerrado, between 2016 and 2021, 63 projects were implemented under the shared management of the Critical Ecosystem Partnership Fund (CEPF) and the International Education Institute of Brazil (IEB), and more than 560 entities were mobilized and actively exchanged information about the conservation of the biome (Figure 2).



Figure 2. The graphic representation of the network formed by the 560 entities mobilized with CEPF's investments in the Cerrado hotspot.

One of CEPF's action strategies was specifically related to working with sociobiodiversity to promote and strengthen the supply chains, associated with the sustainable use of natural resources and ecological restoration (Figure 3). The main priority in this strategy was focused on supporting the development of markets and supply chains for sustainable non-timber products, particularly for women and youth.

The CEPF's results surpassed the expectations and goals established in this strategy, as we demonstrate in the chart below (Figure 3). Its general goal was the empowerment of 60 local and indigenous communities for the sustainable use of their territories, and was able to mobilize 175 communities. Despite the initial target being 10 markets and socio-environmental chains in operation, 30 supply chains of various fruits of the Cerrado were supported and developed. Other results related to CEPF's investments in the ecological restoration of the Cerrado are also shown in the graph.

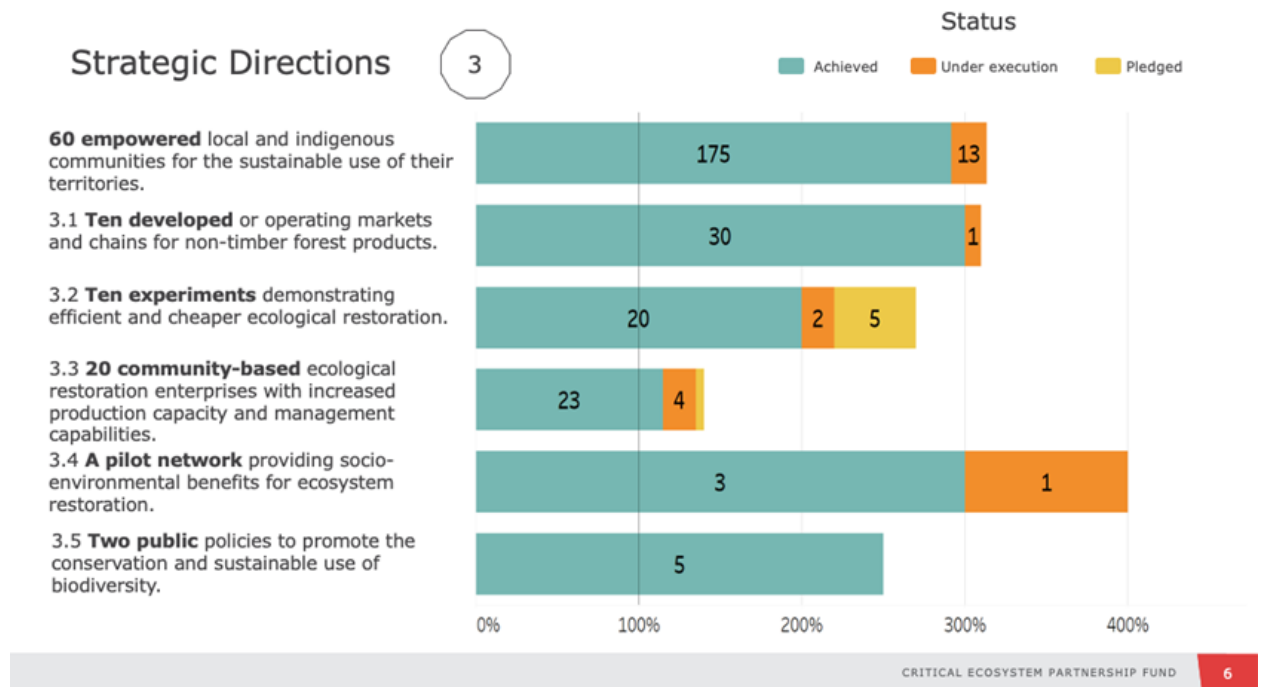


Figure 3. Results achieved by CEPF's investments in promoting and strengthening production chains, associated with the sustainable use of natural resources and ecological restoration.

With the support of the fund, the Cerrado cooperatives and associations had the opportunity to develop projects associated with native species and agroextractivism, promoting the conservation of the biome and its sustainable development. Better insertion in the market of socio-biodiversity products creates economic incentives to keep the Cerrado standing.

The baru (*Dipteryx alata*) is one of the stronger examples of native species widely known and used in the Cerrado. In addition to its undeniable commercial power, which can reach up to 100 times its gross value in international markets, it symbolizes important social and environmental agendas, such as keeping the Cerrado standing and maintaining traditional communities in the countryside, through the strength of sustainable extractivism. The baru nut is considered a superfood and a good example of how the vast potential of Cerrado biodiversity can improve food security, conservation, and provide well-being to thousands of people.

Baru, also known as cumaru, pau-cumaru, cambaru or cumbaru, is a native fruit of the Cerrado. Although it is not part of the dietary habits for the majority of Brazil's population, it has been drawing attention from agroindustries and consumers because of its high nutritional value, versatility and distinctive taste. In recent years, there has been a tremendous increase in interest in this fruit. As others

sociobiodiversity, the Baru supply chain, to reach markets and fulfill its conservation and socioeconomic potential, needs to be better organized and structured. Despite the traditional communities, smallholders, and indigenous peoples act as a barrier to a predatory development, they have little technical support for their production, low social organization, and a poorly skilled market capabilities, keeping them with low levels of social development and ability to use their full capacity as a barrier to unsustainable land use change. Baru can be a substantial source of income for traditional communities and of preservation of the natural areas of the Cerrado, much more than what already is. It has also shown to be a viable alternative for the recovery of degraded areas in the Cerrado, generating double results: social (income generation) and environmental (biodiversity conservation), making the baru production chain closely linked to the Cerrado conservation agenda and to the way of life of traditional communities and family farmers.

Regarding the Baru, CEPF's support provided the opportunity to work in partnership with the Cooperative for Sustainable Family Agriculture Based on Solidarity Economy (COPABASE) in the "1st Workshop for Fair and Solidary Trade in the Baru Chain" (2019), and with the University of Brasilia, in the "Collaborative Networks: strengthening the sustainable baru chain" (2021) project. The focus of these initiatives was to get a more realistic understanding of the potential of the baru (*Dipteryx alata*) to the empowerment of traditional peoples that have the species as a source of work and income. These initiatives made it possible to understand the strengths and the main obstacles related to the supply chain, the current organizational scenario and how it would be possible to work to maximize socio-economic returns for communities promoting Cerrado's biodiversity conservation.

Participants in the "1st Workshop for Fair and Solidary Trade in the Baru Chain" totaled 100 people. The largest number of participants were NGOs (21), followed by representatives of Associations (16), networks/collectives (12), and cooperatives of producers (11). There were 27 participants from associations and cooperatives, which have shown how much they are concerned in discussing market conditions for the baru. The business sector was also present with 11 participants, as well as traditional peoples and communities (8 indigenous and 1 quilombola). Six (6) members of the Federal Government (the National Supply Company - CONAB, the Brazilian Agricultural Research Corporation - EMBRAPA and the Federal Institute of the North of Minas Gerais), one municipal government (the municipality of Arinos - MG), and 8 educational institutions were also present.

Through these projects, a list of actors that make up the baru network was consolidated, with the objective of working together in the conservation and creation of mechanisms that can establish the baru as a product of socio-biodiversity with great commercial power in the Cerrado. With 241 mapped actors, including producers, agroextractivists, civil society organizations, companies, and government, contact and exchange experiences were established and discussions on what would be the direction of the baru supply chain, whether in terms of price definition or management, and also in technologies to efficiently remove the nuts from the fruits. This list can be a tool for mobilizing, communicating, and promoting actions in the territories aimed at the conservation and dissemination of good practices in the baru chain.

The initiatives supported by CEPF are also opportunities that were identified to build a project based on actions that will help overcome the main challenges identified in the baru chain by its different actors. These main challenges are: structuring the chain; defining production costs; good baru management practices; partnership with companies; having a holistic view of the baru chain; access to credit

(requirements placed by banks are an obstacle); infrastructure: transport, storage and processing; technical assistance; training in management and qualified people in cooperatives and associations; sales guarantees, market guarantees, long-term commitments; secure and solid relationships ? fair trade; public policies for differentiated and facilitated credit for cooperatives; other public policies to support the producer; protocol of good practices; and seal of origin (traceability).

Some general challenges that we have identified for family farmers and community enterprises in recent years are the cuts in credit and food purchase programs, such as the Food Purchase Program (Programa de Aquisi??o de Alimentos - PAA) and the National School Feeding Program (Programa Nacional de Alimenta??o Escolar - PNAE). Created in 2003, the PAA aims to contribute to the eradication of hunger and poverty by strengthening family farming. Part of the production of family farmers, settlers, indigenous, quilombola, and traditional communities is bought by the government and destined to public restaurants, public hospitals, food banks, and food baskets. In addition, public bodies are required to purchase at least 30% of their food from family farms through PAA. Each farmer who supplies products to the program has an annual sales limit, which can reach up to USD4,000 (Gonzaga, V. 2018. Programs that strengthen family farming are at risk in Latin America. Brasil de Fato. Available at: <https://www.brasildefatope.com.br/2018/07/09/programas-que-fortalecem-a-agricultura-familiar-estao-em-risco-na-america-latina>). PNAE aims to guarantee at least one meal a day in schools in the country and is internationally recognized by governments and international organizations as the largest food and nutrition program in South America. Over the past few years, these programs helped to generate a specific demand for socio-biodiversity products, but are currently suffering from budget cuts.

These cuts in the PAA and PNAE are resulting in difficulties to access credit policies to buy equipment for the production of sweets, pulps, and other more valued products, or even to sell the production through associations and cooperatives. Government budgets or other financial incentives from the public sector can be important for these supply chains, but dependency on these institutional frameworks is a fragility in the long term. To circumvent this context the producers need to diversify their market increasing the engagement with the private sector. This is a viable option that can increase income generation and serves as a pillar for long-term success of these ventures. Also, the engagement with the private sector in the process of professionalization of the production chain can be a path to increase these community endeavors maturity and solve some of the barriers existing today.

3. the proposed alternative scenario with a brief description of expected outcomes and components of the project;

Encouraging the bioeconomy generates economic benefits, autonomy for traditional populations and contributes to environmental conservation. To disseminate baru as an element of conservation and income in the Cerrado, the project "Cerrado standing with income generation: the baru production chain as an ally of biodiversity and traditional peoples" will support the structuring of the Baru supply chain, ensuring sustainable management and fair trade, with less environmental impact and more income generation.

To address the challenges involved in this goal, the project will focus part of its actions on the municipalities of Niquelândia, Colinas do Sul and Cavalcante, all located in the northeast of the state of Goiás, which is part of a CEPF's priority biodiversity corridor known as Veadeiros - Pouso Alto - Kalunga (<https://www.cepf.net/our-work/biodiversity-hotspots/cerrado>). This territory will serve as a hub for dissemination and fine tuning of practices for the whole biome.

The Veadeiros - Pouso Alto - Kalunga corridor covers the entire northeast of Goiás and southeast of Tocantins in 39 municipalities. The area is covered by 75% native vegetation. The Goiás portion corresponds to the Paran? Valley, the socially poorest region of the state and, at the same time, with the presence of the most threatened type of Cerrado vegetation, the dry forests. It is also a region of high biological importance, being one of the rare habitats of the Brazilian Merganser (*Mergus octosetaceus*), considered a critically endangered species. This part of the corridor is home to the following protected areas: the Chapada dos Veadeiros National Park, about 20 private reserves, the Pouso Alto Environmental Protection Area (APA), the ?guas do Para?so State Park, the Recanto das Araras de Terra Ronca Extractive Reserve and the Terra Ronca State Park. The region has the presence of agricultural settlements and quilombola communities, such as Forte, Muqu?m, and Kalunga. The Kalunga quilombola territory, with 5,000 inhabitants, conserves 262,000 hectares, which are managed in a sustainable way by the local inhabitants with agriculture, cattle raising, and small-scale extractivism. The municipalities of Colinas do Sul, Cavalcante and Niquelândia are also part of the Cerrado Biosphere Reserve. Encouraging the management of natural resources with income generation will be crucial to keep this Cerrado region protected and resilient to climate change.

The project's focus areas are the agricultural settlements and quilombola territories, which have sustainable and diversified production (Table 1, see project maps). These settlements are formed by family farmers who settle and establish their traditional ways of life, some of which manage to be certified by the country's land regulating agencies. The quilombola territory is the Kalunga Historic Site and Cultural Heritage, which has an extensive and conserved area as mentioned above.

Table 1. The project's focus areas located in the northeast of the state of Goiás, number of families and the area occupied in the territory.

Focus areas	Municipality	# Families	Area (hectares)
<i>Acaba Vida</i> Settlement	Niquelândia	59	46,742
<i>Terra M?e</i> Settlement	Colinas do Sul	89	4,267
<i>C?rrego Bonito</i> Settlement	Colinas do Sul	66	3,322
<i>Angico</i> Settlement	Colinas do Sul	20	968
<i>?rf?os</i> Settlement	Cavalcante	81	4,853

Kalunga Historic Site and Cultural Heritage	Cavalcante	2,300	262,000
Total		2,615	322,152

In recent years, PNAE and PAA, important government food purchasing programs (see item 2), have generated a specific demand for sociobiodiversity products. However, these programs suffered budget cuts, imposing great difficulties for family farmers and community enterprises. An alternative scenario would be diversifying and including other buyers (e.g. the private sector) for sociobiodiversity products in the Cerrado.

The project will use this as a strategic point and encourage the engagement with the private sector in various ways during its execution, precisely in order not to leave small organizations or cooperatives extremely dependent on State support. Bridging the gap between traditional peoples and small farmers with the private sector can actively contribute to strengthening the fair trade of baru, which is already part of the supply chain of Unilever, Wickbold, and Mondelez International. Activating and further engaging these and new private sector partners will be one of the project's challenges.

To improve the conservation of the Cerrado's biodiversity, strengthening its traditional peoples and sustainable production chains, the project was structured in three components: **1) fair and sustainable supply chain of baru; 2) strengthened community businesses and 3) Governance, monitoring, and communication which will help us to achieve three major outcomes:** 1) a sustainable supply chain for the baru nut production; 2) strengthened and professionalized community businesses to sustain and develop the baru supply chain in the Cerrado and 3) governance, monitoring and communication.

In order to achieve the first outcome - sustainable supply chain for the baru nut production - the project will be based on the outputs below. In the preparation phase of this outcome, the project will compile and refine environmental and economic indicators of the baru chain with stakeholders. They will be measured and monitored throughout the implementation phase.

•? *A protocol of intentions with private sector actors for the support of the fair and sustainable baru supply chain signed*

The arrival of baru to its final consumer depends on a supply chain that involves a complex set of networks and circuits which, in turn, consist of several categories of actors with different roles, beginning with management and harvest and all the way up to commercialization. The organization of these networks is established by commerce relations, but also collaborative, supportive, trustful and conflicting relations. The chain is characterized by several production and commercialization circuits, either company or cooperative based. It can target both national and international markets, and perform in a relatively independent and competitive way. Throughout this chain, a marked increase in selling prices is observed at different stages. Value adding varies according to the size of the supply circuit ? if it is either short or long ? and the model of production/commercialization networks ? national or international market.

The establishment of a protocol of intentions will be important, because it will present information about the ways in which agroextractivists organize and produce. In this way, these populations can establish the basis for commercial relationships and the use of biodiversity, as well as the interventions of institutions in the region. The protocol is also necessary to guide the formation of commercial partnerships so that they take place respecting their values, way of life and follow the principles of fair trade and sustainability. The private sector will be encouraged to engage with the actors of the baru chain in this protocol, to ensure that it is fair to the people of the Cerrado and contributes to the conservation of the biome. The protocol will guide the industry and serve as a sustainability target to remind the industry of the purpose of keeping the Cerrado standing, and improving the livelihoods of traditional communities and smallholders.

The construction of the protocol will go through the following steps:

- 1) Analysis of studies and available material on the baru chain to identify actions being implemented in the biome that can subsidize the construction of the protocol.
- 2) Meetings with the stakeholders to promote discussions with each sector in order to capture suggestions and impressions that will help in the organization of the protocol construction stage.
- 3) Work to identify with the community businesses the economic potentialities in the territories in the baru supply chain, aiming at proposals for fair and sustainable commercial agreements with the private sector. This work is important for the development of the protocol.
- 4) Three workshops involving the different stakeholders to develop and validate the protocol.
- 5) Protocol finalized to be signed in a final event in 2026.

? *An application (Baruzeira) for the fair calculation of the price of baru in the Cerrado is available to the public*

An app will be developed - Baruzeira - which aims to improve the pricing of baru harvest in the territories. This app will be designed due to the lack of professional tools for the proper management of baru production and the formation of a fair price for marketing. It will be developed based on the ?Castanhadora?(<https://iieb.org.br/aplicativo-da-castanhadora-ganha-premio-de-inovacao-social-das-nacoes-unidas/>) (https://play.google.com/store/apps/details?id=br.coop.eita.castanhadora&hl=pt_BR&gl=US) application, which was developed by the IEB and partners, and which, in 2019, received the Innovation Challenge award from the United Nations Development Program ? UNDP. Aware of the complexity of the chain and the real value of their work, communities will be able to confront potential buyers and demand a fairer value for the baru, associating the extractivist's cost variables within the price calculation, thus being able to establish a fair price and value to the products, make decisions about the sale of products, and disseminate good management practices. Pricing is undoubtedly an important element for the production chain. However, the product must also present minimum quality criteria so that it can be sold. These criteria should be discussed with other members outside the territory such as large buyers, retail representatives, and large international brands that use baru in their products.

The development process of the Baruzeira app is inspired by the Castanhadora, a similar app for the Brazil nuts produced in the Amazon, which involved community associations, public agencies, civil society organizations and the social movement.

The process of creating the app Castanhadora occurred from a group of extractivists from the states of Amazonas and Rondônia, participants of a training process conducted by IEB, between 2017 and 2019. They developed a spreadsheet that could be applied during harvests and that generated the cost of the Brazil nut production according to the local unit of measurement (R\$/ kg or R\$/ can or R\$/ hectoliter). This instrument was tested and improved during the course by the participants and proved to be an important tool for economic empowerment and decision making, regarding the commercialization of the nut by the extractivists. The Castanhadora application emerged from this course, from an exercise using printed spreadsheets, which had the purpose of calculating the value of the nuts collected by the participants. The Castanhadora is the result, therefore, of the adaptation of the spreadsheet to a simple format of an application that managed to systematize the information of inputs, expenses, labor, and stocks, so that the extractivists could calculate the costs of their production and influence the moment of price negotiation in a fast and easy way. Just like the Castanhadora, the Baruzeira app will be available for download in the online application stores, such as Play store, Apple store, etc.

The lessons learned that will be brought to the project from this process of developing the Castanhadora are: i) the participatory workshops are fundamental to specify and detail the functionalities of the application. The collective involvement in the construction of the tool is important for us to understand how the application interacts in the business of the extractivists. For example, debates around expense items, labor remuneration, depreciation of equipment, and loans were addressed and translated technologically through the application. ii) It is necessary to "start simple" to specify the objective of the application in a precise way, not giving room for a generic design of the tool and its functionalities.

? *Support to community business in obtaining licenses and other documentation to access new markets and credit*

Enabling and professionalizing the production in local communities are important elements in the matter of handling threats of economic aspect, such as inequality in distribution of economic benefits among the actors throughout the chain. Actions like these are equally strategic to deal with threats related to sociocultural aspects identified, such as individualism, concentration of power (authoritarianism of certain leaders) and lack of a collaborative or participative culture.

Building productive and commercial relationships based on reciprocal trust stands out as an important element for enhancing supply chain organization and, thus, facing challenges linked to logistic aspects of the fluxes of the baru, such as irregularities in supply. Fostering collaborations for definition of shared rules of processing, storage, packing and transportation of baru, aiming at quality standardization of the product in national and international markets, is strategic for increasing added value, contributing to product appreciation among consumers.

To achieve an accessible market for community businesses, the project will refine the mapping of areas with productive potential and support businesses in obtaining municipal and state inspection seals, which makes it possible to expand commercialization outside the municipalities.

In this output we also propose assessments that will systematize opportunities for access to credit and certification, which will bring effective recommendations for the next steps to be taken in the baru supply chain. For this work, the project plans to formalize a partnership with the Sustainable Connections Institute - Conexsus, a non-profit organization that works to activate the ecosystem of rural and forest community businesses to increase the income of small producers and strengthen the conservation of natural ecosystems.

Closer to the end of the project, support for the participation of community enterprises in fairs, so that their initiatives and products can be projected and known in both national and international markets will be provided.

The second outcome will focus on strengthening the role of traditional peoples and communities in a better management of the Baru giving a significant contribution to the conservation of the Cerrado. Something common in rural areas in Brazil is the evasion of young people from the territories because of the lack of job prospects and a promising future. This lack of perspective also affects women, who generally have no other options than taking care of the home and family, which is essential domestic work for production to take place, but which is not perceived and valued. In addition, the existing small businesses are not well managed and lack product and marketing innovation. Therefore, motivation initiatives are needed to strengthen them to remain and act professionally in their territories and become protagonists of success stories. The strengthening of traditional Cerrado communities, of people and organizations, not only brings advantages for the conservation and preservation of the territory and, consequently, of the biome, but also gives new meaning to the role of youth and women, contributing to reduce rural exodus. A full gender analysis will be conducted during the PPG phase to detail the approach the project will take in this issue.

The project will implement a program to qualify the actors involved in the baru supply chain to understand and recognize themselves in the different links of the chain and to provide them with the techniques, methods, information, and knowledge necessary to make critical decisions regarding their realities, aiming at strengthening the existing relations in the chain.

Local organizations and their leaders are agents of change and promoters of alternative solutions to trends in environmental and social degradation, while contributing to the defense of the integrity of the region's natural heritage, territorial planning, the effectiveness of public policies and for inclusion of historically marginalized sections of the population. The trained actors will be focal points within their territories, which will help consolidate spaces for a sociocultural organization and community enterprises. In the long term, the project will contribute to the reaffirmation of the contribution of these peoples and traditional communities as guardians of sustainable and conserved landscapes of the biome and to the strengthening of sustainable businesses and the bioeconomy of the Cerrado.

In order to achieve the second outcome - strengthened and professionalized community enterprises to sustain and develop the baru supply chain in the Cerrado - the project will be based on the following output:

? *Community businesses strengthened in their management and good practices for the chain disseminated*

Supporting the construction of a fair, solidary, and sustainable market for baru is based on efforts focused on training local actors in the value chain, use of technology, access to markets and communication, generating income for populations and contributing to the conservation of the Cerrado.

Currently, the communities that make a living from the sale of baru still do so in an unstructured way, which causes losses and discourages the continuation of productive activities. So that communities have their capacities strengthened, the project will promote the establishment of criteria for good practices and product quality and structure conditions to access the private sector for commercialization. In addition, the "Program for Training in Sustainable Value Chains: Formar Baru" will be implemented. It is part of a continuing non-formal education program (FORMAR), which is developed by IEB, along the lines of Formar Castanha, which has been successfully implemented in the Amazon(<https://www.gov.br/icmbio/pt-br/assuntos/noticias/ultimas-noticias/formar-castanha-e-concluido-com-seminario>) since 2017. Formar Baru will provide communities with documentation and an assessment of their production processes, best management practices, defining indicators for good practices and production with different members of the chain, promoting consumption campaigns for regional Cerrado products with the dissemination of their own products, management of social media, and participation in national and international fairs.

FORMAR's long-term objective is to democratize and expand as much as possible the scope of knowledge produced and acquired in training courses, by encouraging course participants to disseminate the knowledge acquired, aiming at the inclusion of groups and/or local communities that do not have access to technologies and training processes themselves. The FORMAR program will allow women and men to develop technical and organizational aspects and become protagonists in decision-making processes. The approach is organized in continuous training courses that follow the principles of pedagogical alternation, where training times and spaces are alternated. Formative circles are divided into 3 stages: face-to-face, community time, and networking. At least 50% of the course slots will be allocated to women and youth. This FORMAR is divided into five basic steps (Figure 4). The first step - Conceive - consists of planning the entire formation; in the next step - Modeling - the main thematic blocks, their contents, and facilitators are defined; the Mobilization stage is the third phase and consists of operationalizing the course content, receiving applications from potential participants, and selecting the final participants. The next phase - Implementation - is the execution of the course with its monitoring in synchronous and asynchronous activities, as well as the tutoring of the participants. In this phase, 40 people from the communities involved and from other territories will be trained to understand the complexity of the chain, its challenges, and solutions. Of these, 12 will become focal points, or multipliers, so that the project's legacy extends beyond the implementation period.

Although the project is focused on three municipalities, the courses will have places open to producers from other regions.

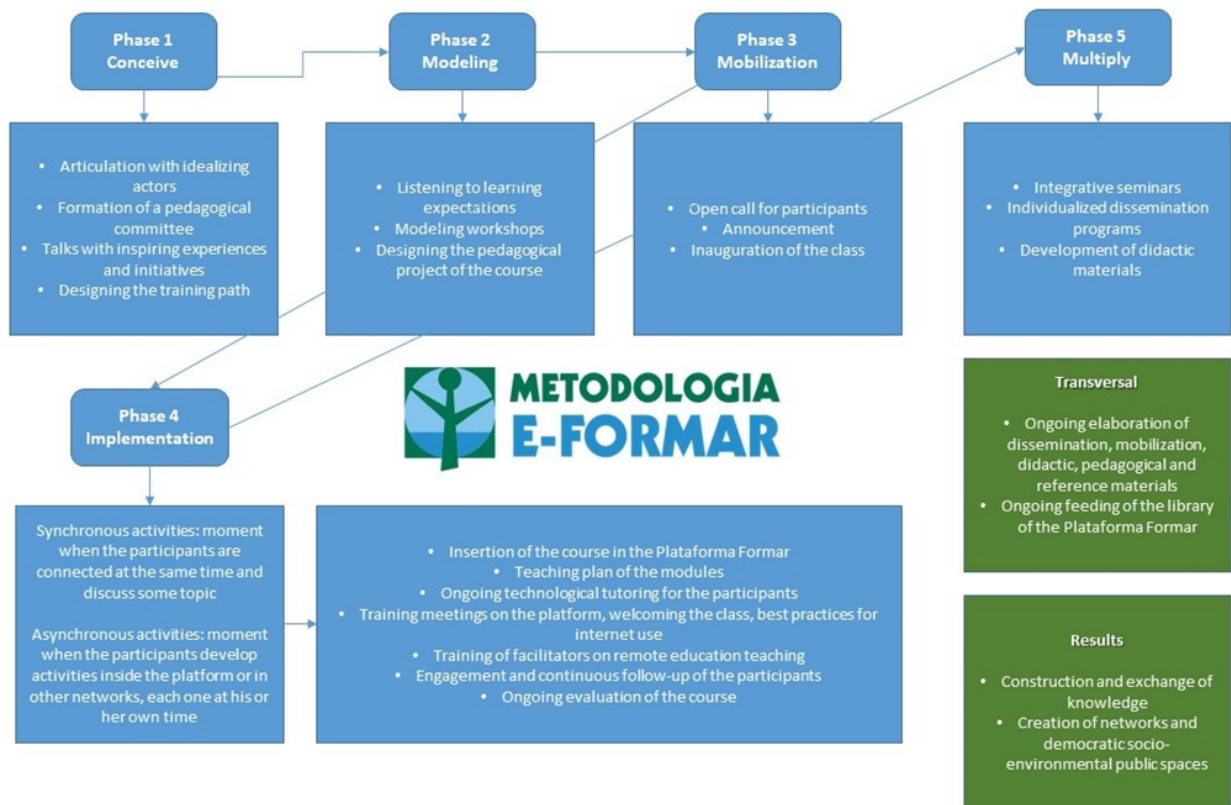


Figure 4. e-Formar Methodology, created by IEB based on its experience in formative processes and its pedagogical principles applied to the environment of remote education.

The third outcome will focus on governance, communication and coordination.

To achieve the third outcome - Governance, monitoring, and communication - the project will be based on the following outputs:

? *The governance of the baru chain stimulated with the creation of the Baru Collective, which will be composed of key players in the chain, forming an organized and active network to build and structure the Baru Observatory in the long term*

The importance of mechanisms to conduct and articulate the different actors involved is crucial for an effective governance of sociobiodiversity supply chains. The spaces for articulation are fundamental to promote synergies, especially if considering that the first link in the chain is the traditional peoples and communities and family farmers, who have their way of life and need to be respected and understood by the other parts of the chain.

The ?Summary Report: organization and structure of the baru supply chain in the Cerrado: challenges and opportunities for sustainability? has identified 10 actors involved in the baru supply chain, which include categories of extractivist farmers, cooperatives, companies, consumers and support actors. The extraction of baru is carried out by family farmers, who can either commercialize directly with the final consumer or with a cooperative, a company, or even an

association of cooperatives. They can also commercialize with a middleman, who can offer baru directly to the consumer or resell to a processing or retail company. The commercialization of baru can be held in either national or international markets, and in both markets one can single out wholesalers or distributors, retailers and consumers, those being individuals or organized in consumer groups.

There are also support actors, which include organizations, agencies, institutions, social movements, or networks that work fostering actions, studies, disseminating and promoting the baru nut.

The organization of the supply chain around collaborative processes and networks stands out as an alternative for managing socio-environmental conflicts exposed throughout the chain's development. The detachment of private actors from the stages of environmental management of baru trees and from fruit harvest, as well as the role of the middleman and the rising competition among the actors in the baru supply chain, could have been putting at risk the chain's sustainability and competitiveness. Beyond that, the integration of the baru supply chain with other sociobiodiversity products chains in the Cerrado provides an opportunity for organizing farmer and producer associations, and assert relations (commercial and of collaboration), both inside the extractive category and between this category and the rest of the actors who establish the baru supply chain.

The project proposes the creation of the Baru Collective (Coletivo do Baru), as a tool to start the governance structure for the chain. This will draw inspiration from IEB's experience with the Brazil nut chain, where the articulation of the nut collective (Coletivo da Castanha) and the nut observatory (Observat?rio Castanha da Amaz?nia - OCA) took place. The Brazil Nut Collective is a network of extractivists and community-based organizations that conduct participatory price monitoring and exchange information about the chain. The Brazil Nut Observatory has objectives of political incidence, production of information and formation of networks between the actors. The Observatory is the long-term result of the Collective's work and is consolidating itself as a space of reference, governance, and articulation between civil society, public and international institutions for dialogue and decision-making related to the development of the Brazil nut supply chain.

The project will start building the Baru Collective so that in the long term, it can consolidate itself as an observatory of governance and political incidence, as happened with the Brazil nut case.

The Baru Collective will connect a broad network of actors composed of government agencies, international cooperation partners, civil society organizations and community groups with a common premise of debating and seeking solutions to consolidate and strengthen the sustainable value chain of the baru.

In general, the governance of the baru chain will be established as a platform for cooperation and dialogue among the actors. To achieve this, the following phases will be implemented:

1. Preparatory phase: refinement of diagnoses already made about the chain and its players;

2. Mobilization phase: mobilize local productive arrangement, associations, cooperatives, communities, councils, etc.;
3. Planning phase: elaboration of plans and projects (regional, state, national);
4. Implementation phase: carrying out workshops and work meetings: with experts, with key groups, etc.

? *A detailed strategic communications plan is developed and implemented to attend all project's components*

A communication plan is an essential tool for defining strategies and goals for the communication of the entire project. The project's plan will guide all communication efforts and will be updated periodically, focusing on the key-messages, the audience, and the frequency of contact appropriate to the project's objectives.

Communication will be transversal in the project and will reinforce transparency and the importance of building a fair chain and the socioenvironmental work involved, supporting the development of materials and dissemination of information about the baru. Campaigns should encourage and engage the public, such as producers, consumers, retailers, cooperative workers, chefs, and representatives of organizations working for the conservation of the Cerrado. The general message that should reach the public is that, by buying baru, they are generating income for the communities and conserving the Cerrado. In the long term the goal is to have a network of baru producers sharing experiences in the Cerrado and the baru recognized as an important food that keeps the Cerrado standing, with the support of traditional peoples and communities.

? *Coordination and monitoring*

Project coordination will be a key factor of the project to engage very different stakeholders and deal with any adjustments needed during the execution period. It will be important to link the different aspects of the project together in a comprehensive way. To support these activities a project advisory committee will be created to follow all project aspects, including the mid-term review and final evaluation, gender strategy and safeguards measures.

Coordination will also be important for monitoring project progress, reporting and implement the communication strategy and the organization of the project steering committee.

The monitoring of the project and the development of the Baru chain will occur in two phases.

The first phase is linked to the preparation in the PPG phase of information that will allow the activities to be carried out, such as the diagnosis of the actors and the structure of the chain; mobilization of regional partners, creation and compilation of indicators linked to the performance of the project and also to the functioning of the baru chain. The two strands are:

1. Compilation of specific indicators of the baru chain when they exist, such as price, production, sale, collection area, profile of the collector, among others. Most of these indicators will refer to quality, productivity, and socioeconomic profile.

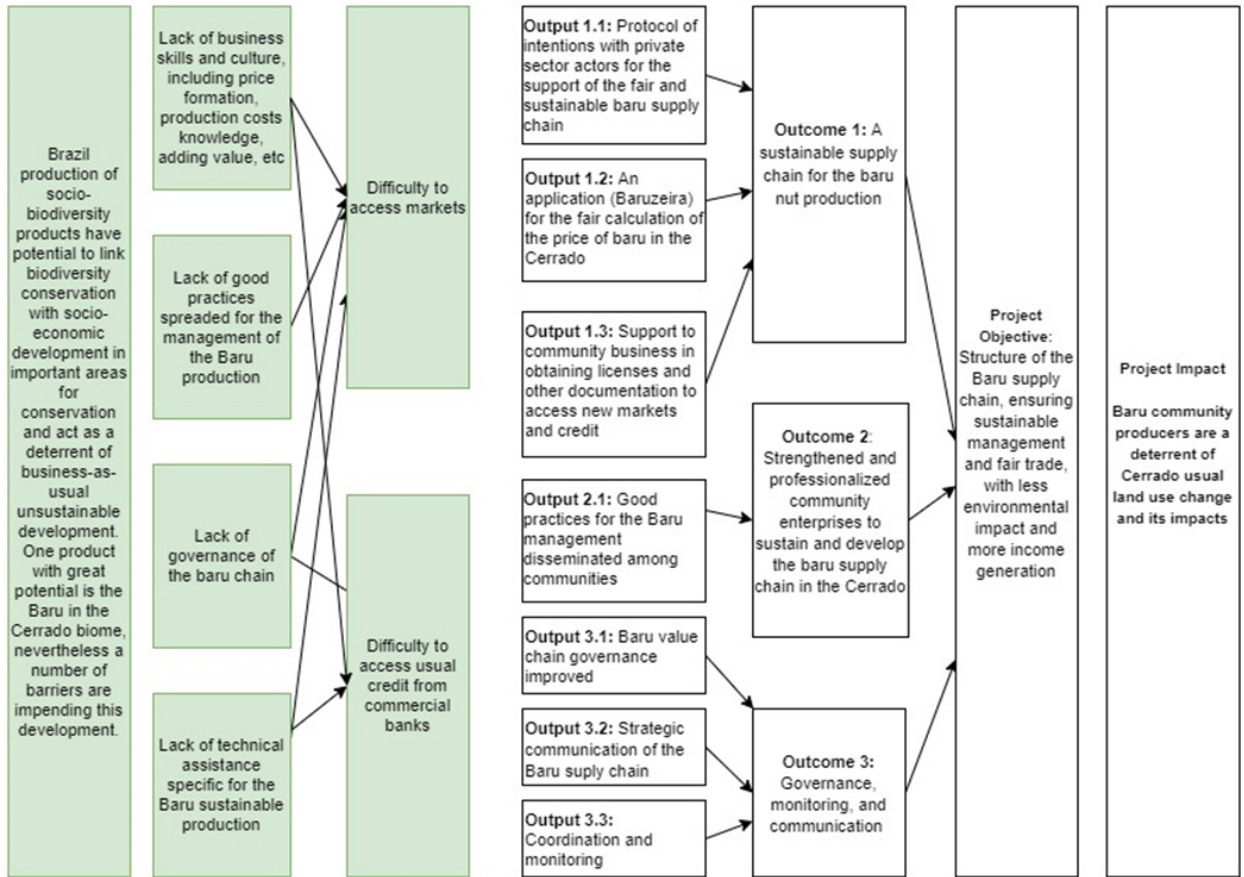
2. Creation of specific indicators to monitor the activities and ensure the compilation of numbers and impacts related to the execution of the project, such as the fulfillment of activities, areas that were managed, beneficiaries, strengthened settlements and traditional territories, hectares managed, among others that may arise and are interesting for monitoring.

With these two aspects established, it is expected, by applying the roll of indicators, to obtain the numbers for the baseline that will allow, during the execution and also at the end of the project, to demonstrate the proposed transformations and objectives.

The second phase is linked to the evaluation of the results obtained by the indicators, and it is here where the impacts expected by the results chain proposed by the project are demonstrated. Thus, it is expected to evaluate:

1. The efficiency and productivity of the baru chain in the target territory of this project, with the indication of solutions and reflections that will allow the entities in the chain to improve the technical management capacity of community businesses and also the management of their collection territories, as well as to guide selling and buying prices when closing deals with private companies.
2. The achievement of the goals and activities proposed by this project, with the compilation of results about the beneficiaries and their profile, increase in income, hectares targeted for community management in the collection and conservation of baru, access to credit, participation in producers fairs, among other various impacts that may arise and that will allow us to demonstrate the results at the end of the project.

Theory of Change



Timeline of the project



4. alignment with GEF focal area and/or Impact Program strategies;

The project is aligned with the 'Mainstream biodiversity across sectors as well as landscapes and seascapes through biodiversity mainstreaming in priority sectors' of the GEF's Biodiversity focal area. Especially Indicator 4.3 Area of landscapes under sustainable land management in production systems.

The project's support to key biodiversity areas in this extremely rich biome will be through traditional communities and small-scale producers. The project will promote local participation in conservation, generating income and enhancing food security. The project will also increase their capacity to implement sustainable livelihoods. In order to disseminate the lessons learned, a substantial network of grassroots organizations, local farmers and NGOs will share traditional knowledge and jointly build best practices for natural resource management and market access to ensure fair pricing, providing a much-needed social character and post-pandemic green recovery for these communities and smallholders.

The project will improve the management of at least 322,995 hectares, including sustainable production landscapes, settlements and Key Biodiversity Areas (KBAs) by implementing best practices, mapping of productive potential areas and the mobilization of stakeholders to strengthen the baru supply chain, in which it is expected to have a direct impact of at least 1,000 beneficiaries.

The income generation process promoted by the baru is already a reality in the state of Mato Grosso do Sul, even if its mostly extractivism, without adding value to the production. Projects that are being implemented by the NGO ECOA help maintain native vegetation, encourage ecological restoration and the non-use of fire in soil management, in addition to contributing to the reappearance of wildlife and protection of pollinators.

The improvement of the livelihoods of small farmers and traditional peoples and communities of the Cerrado joins the Bonn Challenge, in stimulating sustainable production, improving water and food security and biodiversity conservation, and to the National Landscape Connectivity Program (CONECTA), by fostering environmental conservation, territorial management and sustainable production, through sustainable production chains and low-carbon agriculture.

The promotion of sustainable production chains complements the strategic initiatives foreseen in the Native Vegetation Recovery Plan (PLANAVEG) and the Nationally Determined Contribution (NDC). The PLANAVEG will expand and strengthen public policies, financial incentives, markets, good agricultural practices and other measures necessary for the recovery of native vegetation of at least 12 million hectares in Brazil by 2030, aiming to reduce greenhouse gas emissions by 43%. All these initiatives contribute to generate global environmental benefits.

5. incremental/additional cost reasoning and expected contributions from the baseline, the

GEFTF, LDCF, SCCF, and co-financing;

GEF's mid-sized projects are essential in providing support for inclusive conservation and using lessons learned from previous projects to build a focused project to use a socio-biodiversity product to change the behavior of smallholders and traditional communities by including them in the market through its sustainable production, enhanced with best practices and the molding of leaders and networks. Given the baseline described above suggesting more land concentration and more unsustainable practices will go forward, the project aims to create an alternative path of development with mainstreamed biodiversity into its practices and targeting local communities.

This project seeks to mobilize USD 1.8 million of GEF resources and USD 4,3 million in co-financing. It is incremental in that it will seek to make the current production of Baru more modern, income-generating, sustainable, and with better governance. The project aims to overcome barriers for the rural sustainable development of one of the Brazil hotspots generating positive environmental impacts and making the case of how to support areas with environmental importance with community work and organization. Although the project will focus on a specific area, rich in biodiversity, project outputs

will be able to be used by other communities, especially the Baruzeira App and the knowledge shared by the training with the FORMAR methodology.

GEF funding will improve engagement with local actors and introduce issues such as environmental and social safeguards that make processes safer but are still not widespread in Brazil. The gender issues, the role of women and young people in the production of baru and in the formation of leaders and, consequently, in decision-making about the management of natural resources, also have an important impact on reducing inequalities. These resources are needed to catalyze lasting change in the territory.

6. global environmental benefits (GEFTF)

Without a change on how the communities producing Baru operate, most of the economic resources linked to the Baru production will remain in possession of other participants in the chain than within these communities which are preserving the Cerrado. Economic empowerment is a key factor to keep these communities as a deterrent to further land use change in the biome and its correlated impacts in biodiversity and climate. Also, social organization and the improvement of networks can catalyze the spread of better production practices and protocols.

The project will operate in the municipalities of Niquelândia, Colinas do Sul and Cavalcante, all located in the northeast of the state of Goiás. This region is part of the Veadeiros - Pouso Alto - Kalungas Priority Biodiversity Corridor in the hotspot Cerrado (<https://cepfcerrado.iieb.org.br/cerrado/#hotspot>) (see item 2 - baseline). The hotspots are Earth's most biologically rich yet threatened terrestrial regions. The natural habitats within these hotspots cover only 2.3% of the world's surface, but contain half of all plants and 77% of all terrestrial vertebrates.

The Biodiversity Corridors were designated in the Cerrado Hotspot Biodiversity Ecosystem Profile, based on analyzes of groups of Key Biodiversity Areas (KBAs) with high relative biological importance, i.e., where threatened species are known to survive. In Brazil, 761 KBAs were identified using records of the presence of threatened and vulnerable species. Sites identified as KBAs are sites that "contribute significantly to the persistence of biodiversity worldwide", for example, through support for threatened species and species that have severely restricted global distributions. Corridors are designed to connect KBAs, in particular, to support landscape connectivity and maintain ecosystem functions and services for the long-term persistence of species.

The biological importance, social and cultural characteristics of the project's focus area combined with the development of a sustainable supply chain can help sustain the livelihoods of family farmers, traditional communities, and indigenous peoples. This vast potential for the use of Cerrado's biodiversity is capable of improving food security and the well-being of the Brazilian population and will effectively contribute to maintaining sustainable landscapes. Knowledge about this potential use is growing and many species are already known, used, and marketed by traditional communities and many family farmer cooperatives in the region. Studies, particularly

since the last decade, by the Brazilian Agricultural Research Corporation (EMBRAPA), the University of Bras?lia and the State University of Campinas have shown the richness of fruits and other non-timber forest products (NTFP) from the Cerrado (UnB ? UNIVERSIDADE DE BRAS?LIA. The nutritious flavor of the Cerrado. Brasilia, 2010

MARIN, A. M. F. Nutritional potential of Cerrado fruits: mineral composition and unconventional components. 2006. Dissertation (Masters in Human Nutrition) ? University of Bras?lia, Bras?lia, 2006) (ROESLER, et al. Atividade antioxidante de frutas do cerrado. Ci?ncia e Tecnologia de Alimentos, Campinas, v. 27, n. 1, p. 53-60, jan./mar. 2007).

The development of a sustainable supply chain for the baru will make strides on the local and regional levels to conserve biodiversity and ecosystems, and these efforts will resonate at the global level.

The project?s actions and impacts are valuable contributions to the achievement of international goals related to the environment, poverty, and sustainable development:

? 322,995 hectares with improved sustainable production practices;

? 1,000 direct beneficiaries.

Furthermore, the project?s social and environmental initiatives will generate positive impacts on the conservation of biodiversity in the Cerrado aligned with the 2030 Agenda and the Sustainable Development Goals (SDGs), in particular with SDGs 1 and 2, through income generation and the promotion of sustainable agriculture; SDG 10, reducing inequalities, and with SDGs 13 and 15, in combating climate change and protecting terrestrial life.

Improving the livelihoods of small-scale farmers and traditional peoples and communities (TPCs) in the Cerrado is of fundamental importance to consolidate the National Biodiversity Targets, more specifically targets 2 and 7, which focus on integrating biodiversity values and on sustainable management. They are also part of the Bonn Challenge, in encouraging sustainable production, improving water, climate and food security, and conserving biodiversity.

Past and current regional land use trends must be set to a transition towards less exploratory occupation and better management practices, and the establishment of a sustainable and fair chain for the baru that contributes to make these transitions happen.

Resilience to climate change in the Cerrado and neighboring areas depends on maintaining the original ecosystems and the services they provide at a scale of a million square kilometers. This challenging scenario requires integrated efforts from civil society, governments, farmers and the global community to elaborate strong governance and incisive environmentally oriented policies. Another fundamental goal is to provide means for the rural population to trigger the transition towards a more sustainable landscape array. Social and agroecological technology transfers will certainly play a role in this, because they provide solutions to environmental tensions ? including, but not restricted to, the impacts of a changing climate.

Another important aspect of the current situation is the post-COVID 19 economic recovery. Many of the services that were also related to the extractive sector were paralyzed, with a significant negative impact on the businesses of small companies or community enterprises. Economic recovery is key to a long-term, resilient, and green recovery.

GEF resources are key to address the barriers for this change as the private sector seeks to invest in more mature value chains, many times without any regard for environmental benefits. Nevertheless, this project seeks to elevate the level of organization and capacity of these communities to reach this maturity and be able to access usual Brazilian credit markets. GEF resources will catalyze this change.

7. innovation, sustainability and potential for scaling up.

Innovation:

The project is innovative in bringing a holistic approach to sustainable production in the Cerrado and using a "superfood" as a key element of this transformation. The project will bring innovations, contributing to the resilience of communities, valuing their traditional knowledge with the organization and access to best practices in a horizontal way, i.e., from the communities themselves to the communities themselves through the Baruzeira app. Including best practices will increase their speed of adoption and impact. Furthermore, building a "fair price" for the baru based on the various steps of the work involved to the final product is an effective approach. In addition, it also brings an aspect of changing market perception and price formation for this market, unlike the current practice where there is little understanding and appreciation of the work involved, including the work performed by women, whether in the production itself or by "allowing" the production made by men while they carry out all the housework and care for children and the elderly. This poor perception of market functioning and price formation leaves communities in a fragile negotiating position with baru buyers.

It is important to consider that the work with baru in the Cerrado will always be inserted in a context of small and medium-scale farmers in the region, thus allowing the opportunity to reconcile the producer's income diversification with the cultivation of a species naturally adapted to the climatic conditions of the region. There are already successful experiments with the introduction of baru into agroforestry or as a remnant species in pastures. EMBRAPA even sees baru as a viable alternative for the Crop-Livestock-Forest Integration (CLFI) (Embrapa: "Arvore do baru" alternativa valiosa para integraç?o lavoura-pecu?ria-floresta: <https://www.canalrural.com.br/noticias/embrapa-arvore-do-baru-e-alternativa-valiosa-para-integracao-lavoura-pecuaria-floresta/>. Accessed on Dec 6th, 2021).

This approach was built on lessons learned from previous projects in the same region or with similar themes. Networking will allow a great dissemination of information and results, also strengthening the region's social organization.

In this sense, working with baru in the Cerrado is a possible strategy for regenerative agriculture, which encompasses integrated production processes with positive results for biodiversity and the social groups involved, and which will dialogue with the goals and strategies of public policies, national agendas and global organizations that promote the fight against deforestation, climate change mitigation, biodiversity conservation, water resources and ecosystem services, social inclusion and the development of sustainable landscapes.

Sustainability

One of the challenges related to strengthening of the baru supply chain is linked to the unequal benefits between the actors involved in the different circuits of production and commercialization of baru, with little value adding to the local extractive communities. Added value, however, is much greater for the actors that perform in the final stages of commercialization. In addition to this scenery, the accelerated advance of agribusiness in the Cerrado, as well as the lack of organization and mobilization, and the vulnerability of local extractive communities are big threats facing the future and sustainability of the baru supply chain.

The price offered for the baru is a strong motivation to keep the territory protected and the Cerrado standing. This project will develop innovative tools to make the chains more transparent and bring environmental gains to the territory and economic gains to communities that live off the baru and other fruits of the Cerrado. By increasing income and improving production, the long-term sustainability of impacts will be maintained as it is a logical option for producers. The project invests in changing practices to increase production and in changing behavior towards the baru consumer market, strengthening producer communities in price formation and access to new markets.

Within the great potential for sustainable use of the Cerrado's land and natural resources, the project "Cerrado standing with income generation: the baru production chain as an ally of biodiversity and traditional peoples" has as its main objective to direct the network of knowledge production on baru nuts towards transformation to a structured value chain, increasing the quality of products to reach new markets, promoting the strengthening of small-scale producers and community leaders through technical and business management training, and keeping the Cerrado territories conserved. These smallholders will be trained in such a way that they will become multipliers and will be able to assist other people from their respective regions to act in the development of a sustainable supply chain. Thus, the project's legacy will remain for many years, beyond the execution period.

Scaling up

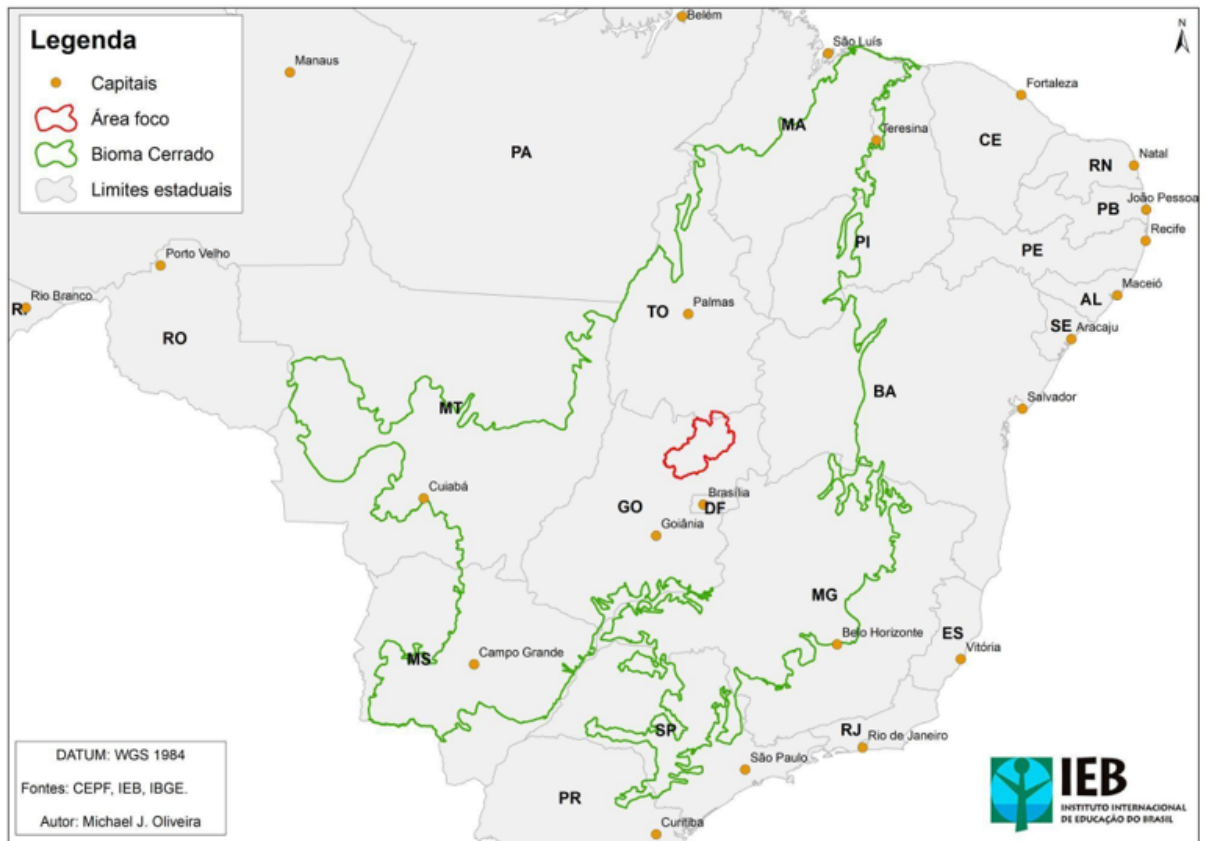
The project will test best practices and the use of technology to improve the production and negotiation skills of communities in 3 municipalities in the Cerrado. There is a high potential to replicate the project in other regions and also replicate the project strategy with other socio-biodiversity products. Communication aimed at opening new markets and understanding socio-biodiversity products benefits from a change in food consumption behavior that has been taking place in the world and in Brazil, with clear preferences for organic and sustainable foods. Baru, especially as a superfood, fits perfectly into this growing demand for healthy food.

One of the project's strategies is to support cooperatives and communities to access the agricultural credit market that exists in the country, but which does not support socio-biodiversity products. This breaking of barriers may in the future help finance scaling up the production of baru and other Cerrado fruits.

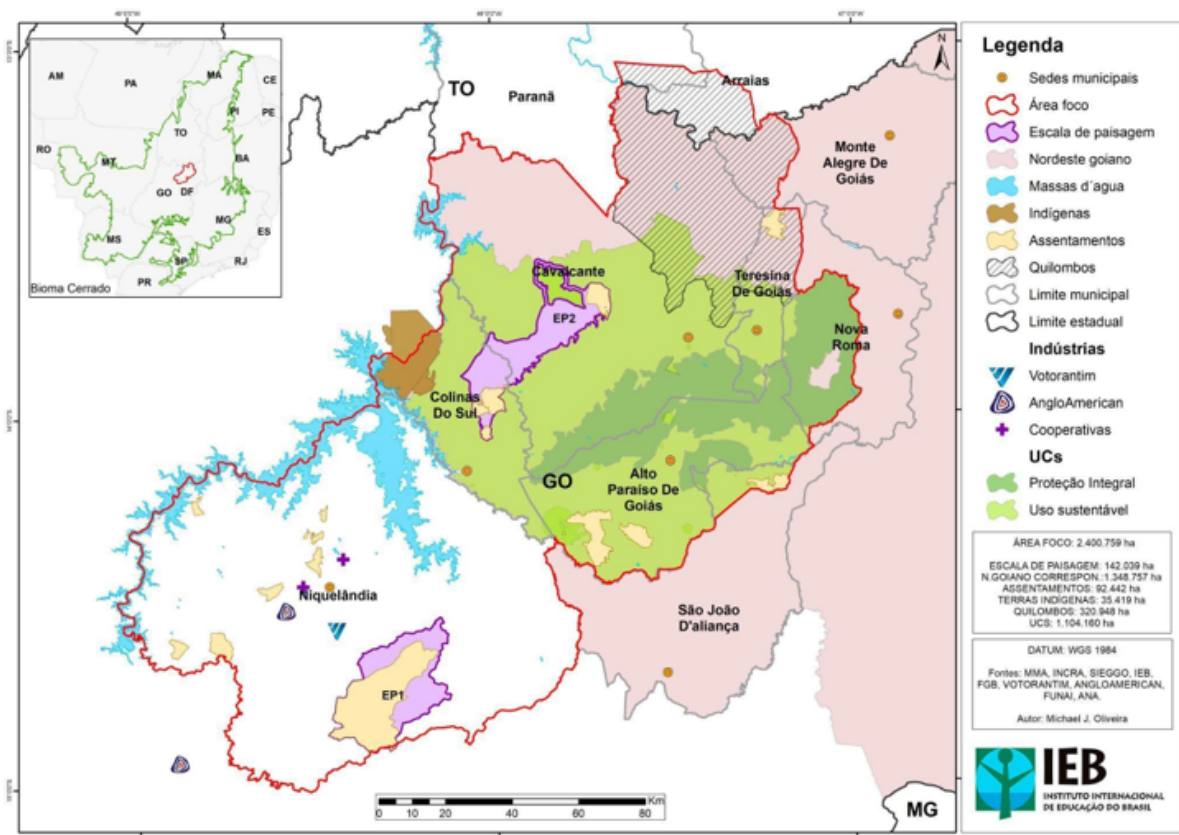
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1b. Project Map and Coordinates

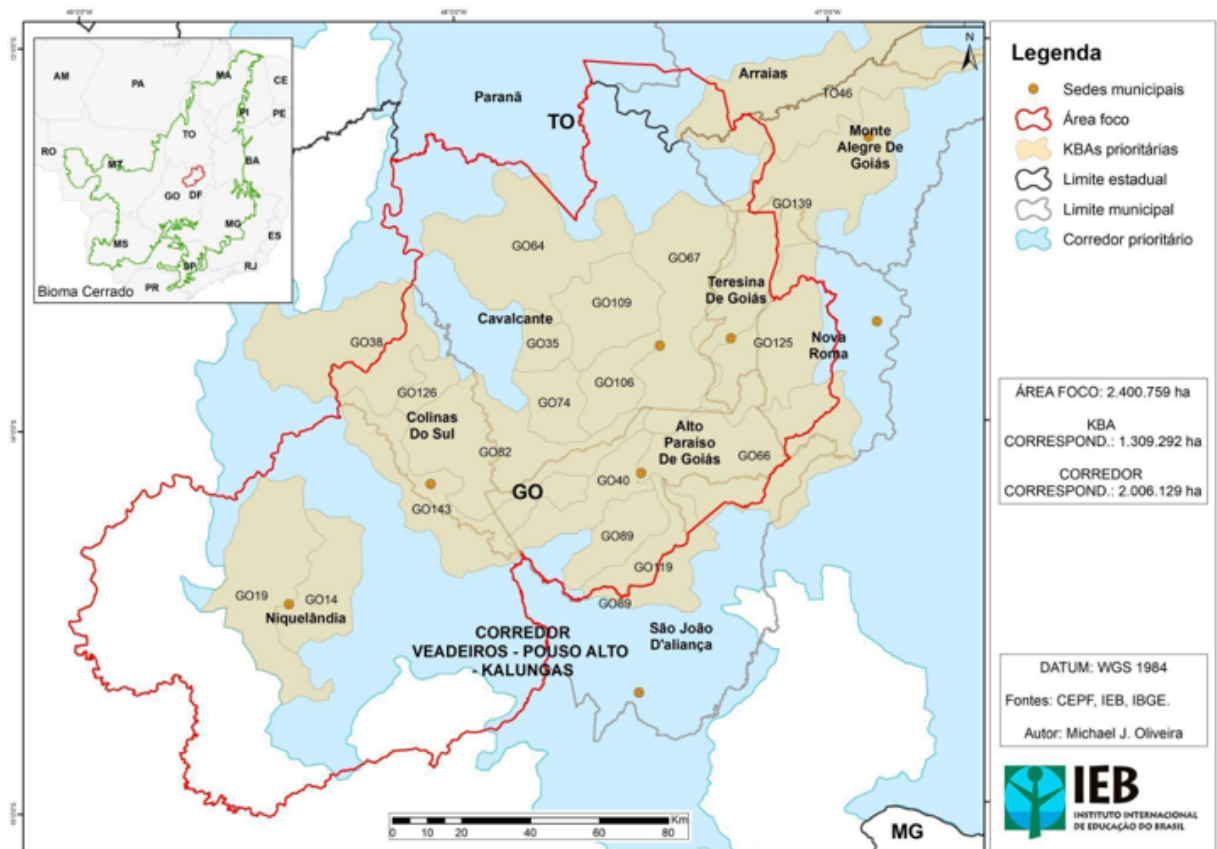
Please provide geo-referenced information and map where the project interventions will take place.



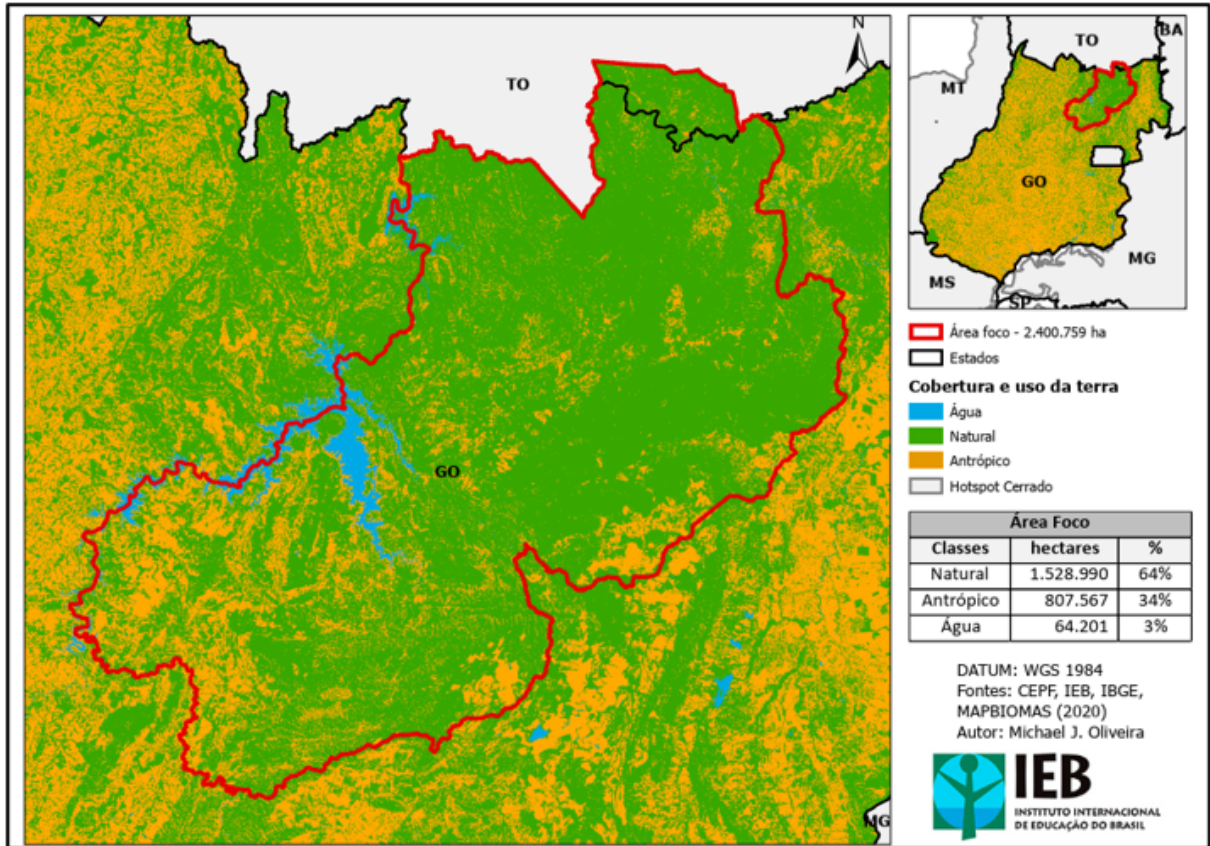
This map represents the size of the Cerrado biome compared to the size of Brazil. With more than 200 million hectares, the biome is home to the sources of the main river basins in the country and a rich biodiversity. Highlighted in red, the project's target area.



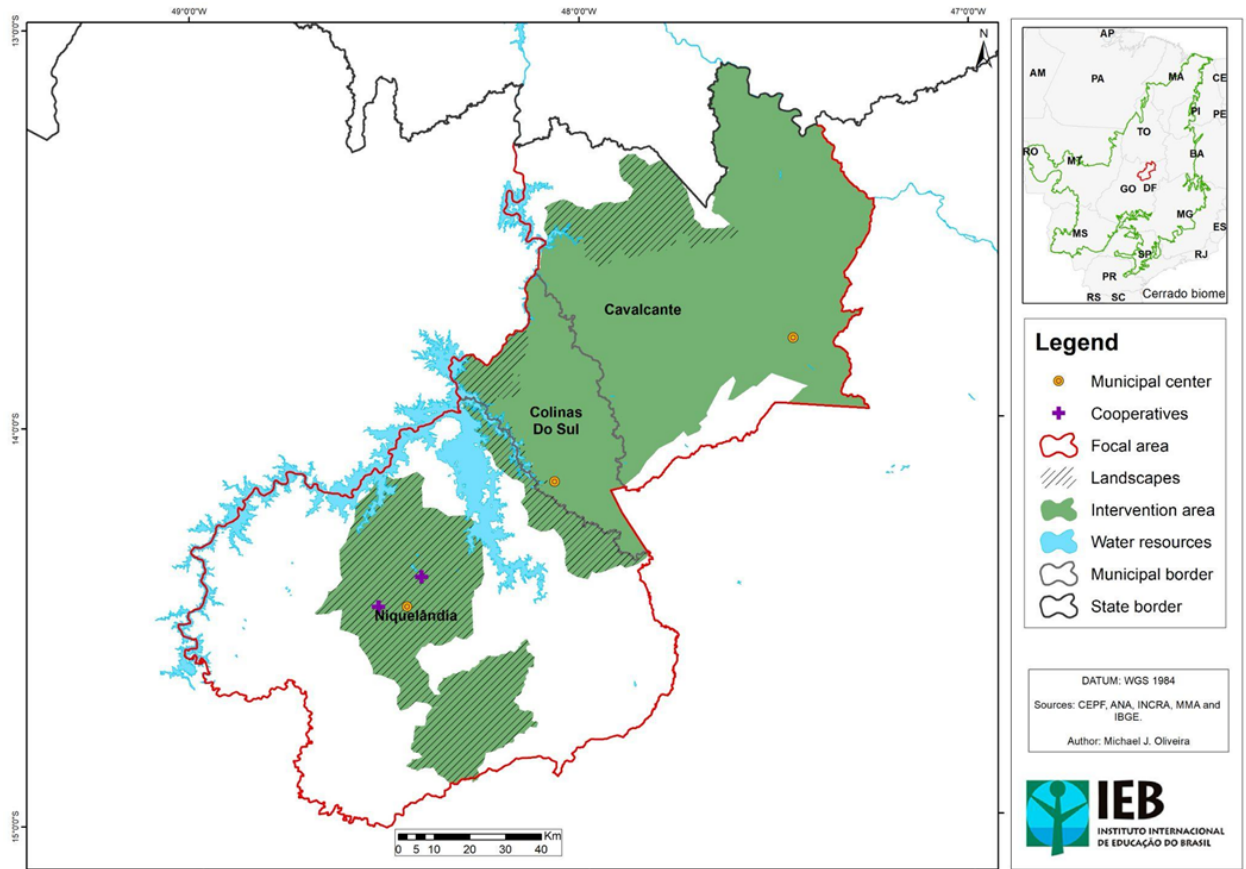
This map shows an administrative division of the target area. In addition to the main municipalities where we will operate - Niquelândia, Colinas do Sul, Cavalcante, Alto Paraiso de Goiás, Teresina de Goiás and part of Nova Roma, we also have the identification of protected areas, agricultural settlements, indigenous lands and Quilombola territories. It is important to point out that the area of administrative interest in the northeast of Goiás, which seeks to bring greater development to the poorest region of the state, overlaps our area of interest. Also noteworthy are the strategic areas that we are calling the Landscape Scale. Located in Niquelândia, EP1 is an area that houses 13 springs and has one of the biggest contributors to Lake Serra da Mesa, the Acaba Vida river, the same name that the circumscribed settlement was given. It is worth mentioning that this area is strategic for the conservation of water resources, both for recharging the lake and for human supply. In turn, EP2 is in an area of connectivity linked by native vegetation, linking settlements and a RPPN focused on the management and conservation of vegetation cover and also the extraction of native Cerrado species promoted by the traditional communities that inhabit there.



This map shows a biogeographic section of the region. We have the Cerrado Veadeiros - Pouso Alto - Kalunga priority biodiversity corridor and the KBAs identified in the Cerrado Ecosystem Profile (Critical Ecosystem Partnership Fund. 2017. Ecosystem profile: Cerrado biodiversity hotspot. Org. Sawyer, D. et al. Brasília, DF: Supernova. 280p.)



On the map above, it is possible to see that the selected region has an extensive area of natural coverage, which highlights a good state of conservation. The work in this region would be a way to prevent future changes in land use that could occur with the continuous expansion of grains, mainly soy. Due to the roughness of the terrain, the territory was not initially the target of soy expansion, which found, for example, areas more favorable for soy cultivation in the west of Bahia. With the increase in commodity prices and expansion difficulties due to the increased risk of drought in the region known as Matopiba, attention is once again turning to unexplored areas, such as this part of the northeast of the state of Goiás.



Shows the areas where there will be intervention with the actions of the project, which involves KBAs, settlements and a small area of landscape production at the south.

2. Stakeholders

Select the stakeholders that have participated in consultations during the project identification phase:

Indigenous Peoples and Local Communities Yes

Civil Society Organizations Yes

Private Sector Entities

If none of the above, please explain why:

The Project is in line with some initiatives in the region with high stakeholder participation, although discussions have not taken place specifically for this project, as the project builds heavily on lessons learned from a previous project (CEPF). For example, IEB has been working in the project area together with *Aliança Nossa Cerrado*. This alliance is formed by non-governmental organizations and a foundation of the private sector. The formation of the Alliance and the role of each of the institutions was described in point six, referring to project coordination.

In September 2021, *Aliança Nossa Cerrado* evaluated the main players in the region. Thus, there is a very up-to-date view on which stakeholders should be involved during project design:

1. HEKS-EPER: Institution focused on financing and promoting sustainability actions, with an important role in the Cerrado.
2. Syntropic Agriculture Research Center (CEPEAS): Non-profit organization with the purpose of disseminating and supporting syntropic agriculture in the north of Goiás.
3. Cerrado Seed Network (RSC): Organization focused on the collection, production and distribution of seeds native to the Cerrado, coming mainly from the Chapada dos Veadeiros National Park region.
4. Society, Population and Nature Institute (ISPN): Non-governmental organization focused on environmental preservation of the Cerrado (operating to a lesser extent in the Amazon and Caatinga) and protecting the cultural and social heritage of peoples and communities.
5. WWF-Brazil: Non-governmental organization with international operations. In the Cerrado, it has focused its actions on promoting socio-biodiversity chains, preserving natural heritage and communication and claim actions.
6. *Oca Brasil*: Alto Paraíso de Goiás Organization, focused on promoting sustainable production methods and environmental education actions.
7. Quilombo Kalunga Association (AQK): Association located in the Kalunga Engenho 2 Community, in the Cavalcante municipality. It articulates and represents the Kalunga people, also acting in the generation of income for the community.
8. Baru Collaborative Networks (CDS/UnB): Project conducted by researchers from CDS/UnB with a focus on the production of knowledge about baru and its value chain.
9. Pouso Alto Agroecology Network: Network without a specific legal entity, formed by more than 80 organizations focused on promoting agroecology in Alto Paraíso de Goiás and surrounding areas.
10. *Fundação Pró-Natureza* (Funatura): Non-governmental organization focused on protecting and preserving the Cerrado, working to consolidate protected areas and encourage agro-extractive activities.
11. Central Cerrado Cooperative: Second-degree cooperative focused on the sale of products from the Cerrado's socio-biodiversity.
12. Goiás Sewage Treatment Company (Saneago): State-owned sanitation and sewage company in the state of Goiás.
13. Federal Institute of Brasília: Institute for technical education for young people, Brasília campus.
14. National Supply Company (Conab): Federal institution responsible for national supply, building stocks and monitoring agricultural and extractive data and prices.
15. Votorantim/CBA: The Votorantim group and the Brazilian Aluminum Company (CBA), which are part of the group, operate in Niquelândia. They have sustainability and restoration actions in the municipality of Niquelândia.
16. Anglo American: The international mining company also carries out social and environmental projects in the municipality of Niquelândia.

During the consultation process carried out by *Aliança Nossa Cerrado*, the aforementioned organizations proposed recommendations for future intervention in the region. These recommendations are well aligned with the proposed project.

Main recommendations considering the project strategies:

1) Strategy: support the construction of a fair, solidary and sustainable market for the baru;

? Promote local engagement and communication initiatives focused on the importance of conservation to ensure the livelihoods of the population (rural and extractive).

? Promote the commercial inclusion of community organizations in the socio-biodiversity value chains, facilitating the creation of commercial partnerships and development actions in the chains.

? Promote the connection with international fair-trade networks as a vector for organizational and economic development of communities and their organizations.

? Facilitate the connection of communities and community organizations with local consumers, in such a way that short marketing circuits are established.

? Develop training for nano and micro entrepreneurs aimed at increasing productivity, sales, business structuring and digital literacy.

? Create, test and validate sales strategies for large buyers.

2) Strategy: strengthen the role of traditional peoples and communities in the conservation of the Cerrado and establish conservation mosaics

? Promote the organizational strengthening of extractive, quilombola, indigenous and family farming cooperatives and associations as mechanisms for income generation and governance of forest and environmental assets.

3) Strategy: establish resilient productive landscapes in the priority biodiversity corridor Veadeiros - Pouso Alto - Kalunga.

? Promote engagement with companies associated with mining and agribusiness for concrete actions of philanthropy and corporate responsibility, in order to diversify and expand the group of local actors actively involved in actions of conservation and environmental preservation.

? Consolidate local initiatives for integrated fire management, with the development of preventive actions such as environmental education for producers and the local rural population, as well as training with the fire brigades.

? Improve fire detection technologies, as well as support the development of social technologies for control and monitoring of fire/heat sources.

- ? Support actions to restore and recover degraded areas with the implementation of agroforestry and silvopastoral systems.
- ? Promote the integration between traditional territories, Permanent Preservation Areas (APPs) and Legal Reserves (ARLs) and mosaics of protected areas, in order to consolidate these areas as socioenvironmental protection areas.

Through the CEPF project, a list of actors that make up the Baru Network was consolidated, with the objective of working together in the conservation and creation of mechanisms that can establish Baru as a product of socio-biodiversity with great commercial power in the Cerrado. With 241 mapped actors, including producers, extractivists, civil society organizations, companies, government, we were able to establish contact and promote events, exchange of experiences and discussions on what would be the direction of the baru, whether in terms of price definition or management of the baru, and also in technologies to efficiently remove the nuts. This list will be a tool for mobilizing, communicating and promoting actions in the territories aimed at the conservation and dissemination of good practices in the extractive chain of Baru.

Another recent action with stakeholders was the 1st Fair and Solidary Trade Workshop in the Baru chain, with around 100 participants. The largest number of participants were NGOs (21), followed by representatives of Associations (16), networks/collectives (12) and cooperatives (11) of producers. Added together, there were 27 participants from associations and cooperatives, which shows how much they are concerned with discussing market conditions for baru. The business sector was also present, with 11 participants. In addition to traditional peoples and communities (8 indigenous and 1 quilombola who defined themselves), 6 representatives from the Federal Government (CONAB, Embrapa and Federal Institute of Northern Minas Gerais - IFNM), the municipal government (the city hall of Arinos/MG) and 8 educational institutions also participated.

Not all identified partners were consulted yet specifically about this project. However, these consultations will take place in early 2022.

In addition, provide indicative information on how stakeholders, including civil society and indigenous peoples, will be engaged in the project preparation, and their respective roles and means of engagement

Local meetings will be held with ample participation to debate project structure, outputs and outcomes during the project preparation phase.

3. Gender Equality and Women's Empowerment

Briefly include below any gender dimensions relevant to the project, and any plans to address gender in project design (e.g. gender analysis).

The last decades have been marked by a process of struggle for the empowerment of women, in parallel with the efforts of various institutions to adopt a gender approach that makes it possible to identify inequalities, recognize their causes, and formulate strategies to overcome them.

The role of women in biodiversity conservation and sustainable production is key to sustaining results over the long term. In the Cerrado, the sustainable extraction of native

fruits promotes income generation and financial independence for thousands of women. Their role in the baru supply chain is mainly the collection, breaking and commercialization stages, and they are also becoming interested in taking on leadership positions in the production chain, inspired by other historical female leaders who have been working with baru for many years. Income generation through extractivism defends and empowers women to resist political, social, and economic impacts. More and more women are organizing themselves socially and politically in search of financial independence, as a means of meeting their everyday needs and generating autonomy.

To promote sustainable productive inclusion and women's economic self-sufficiency, their contribution to strategic value chains will be mapped. Strengthening socio-biodiversity value chains is a fundamental strategy to promote conservation and local income generation. For this, the tool "mapping gender-sensitive value chains" will be used, a methodology proposed in "Tools for the development of gender-sensitive value chains", material from the Green Markets and Sustainable Consumption project, led by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in cooperation with the Department of Family Agriculture of the Ministry of Agriculture. In the end, it will be possible to visualize the difference between men and women in terms of activities, access to and control of resources and identification of opportunities to reduce gender-based inequalities.

Another tool that will be used will be the Institutional Maturity Scale (IMS). It is a methodology presented in the Methodological Guide of the "Mais Gest?o" Program, prepared by the Special Federal Secretariat for Family Agriculture and Agrarian Development, and already applied by IEB in local organizations. It is a qualitative assessment, which generates numerical data to indicate organizational maturity in different areas of institutional development. The challenge is to develop a gender component, which performs an institutional assessment and indicates how it will be incorporated by organizations, leading to a better understanding of the importance of women. Additionally, Funbio has a specific tool to measure institutional development, including the gender dimension, for potential project implementers. However, Funbio's tool is too detailed to be applied in local organizations. The project will use these two tools to develop a gender specific IMS tool.

Finally, the project will implement the "Formar" program, which will allow women and men to develop technical and organizational aspects, to become protagonists in the decision-making processes and improve their working conditions. The "Formar" approach is organized in continuous training courses that follow the principles of pedagogical alternation, where training times and spaces are alternated. The formation circles are divided into 3 stages: face-to-face, community time and networking. At least 50% of course slots will be allocated to women and youth.

Does the project expect to include any gender-responsive measures to address gender gaps or promote gender equality and women empowerment? Yes

closing gender gaps in access to and control over natural resources; Yes

improving women's participation and decision-making; and/or Yes

generating socio-economic benefits or services for women.

Will the project's results framework or logical framework include gender-sensitive indicators?

Yes

4. Private sector engagement

Will there be private sector engagement in the project?

Yes

Please briefly explain the rationale behind your answer.

Encouraging the bioeconomy, with the strengthening of sustainable production chains, generates economic incentives, autonomy for traditional populations and contributes to environmental conservation, placing sociobiodiversity products in the market.

As a superfood, with lower levels of fat and higher levels of protein compared to the other nuts most commercialized in Brazil, the baru is increasingly raising attention from consumers which are interested in healthy nutrition, so the private sector has also awakened its interest and is increasingly engaged in commercialization processes and purchases from the cooperatives and associations producing baru.

The private sector is also increasingly interested in becoming partners with the baru producing cooperatives and associations, but negotiations are still very slow, due to both companies' requirements and the processes of the cooperatives and associations. With the protocol of intentions, the project intends to shorten these negotiation deadlines and promote greater dynamism to the baru supply chain.

In this context, the project proposes to value and spread the baru as an element of conservation and income in the Cerrado, by supporting the construction of a fair and sustainable chain, training for key actors and the transfer of technology in order to ensure sustainable management and fair trade, promoting less environmental impact and greater income generation. In the end, the efforts of this project will contribute to overcoming some of the obstacles that prevent the sustainable use of the baru from becoming the main and most efficient strategy for combining social development and conservation of the Cerrado, establishing a bridge between traditional peoples and smallholders that keeps the Cerrado standing with the private sector. Baru is already part of the supply chain of Unilever and Wickbold Mondelez International, who have also participated in events with interest in the production of baru. Activating and engaging these and new potential private sector partners will be one of the project's challenges.

Encouraging the private sector to preemptively engage with actors in the baru chain to ensure that it is fair to the peoples of the Cerrado and contributes to the conservation of the biome is perfectly aligned with the materiality of the ESG policies, with the objectives of combating climate change, protecting biodiversity, and the right of traditional peoples to manage their territory.

The baru may become an icon of the Cerrado bioeconomy and a symbol of the ESG policy, the acronym that synthesizes the environment, social, and governance tripod in vogue in the private sector. For this, it is necessary to strengthen its production chain, with transparency and dialogue between the links, from community businesses to the private sector, so that the benefits are passed on to the extractivist communities and keep the Cerrado standing.

5. Risks to Achieving Project Objectives

Indicate risks, including climate change, potential social and environmental risks that might prevent the Project objectives from being achieved, and, if possible, propose measures that address these risks to be further developed during the Project design (table format acceptable)

Risk category	Identificat ion	Analysis		Risk reduction measures		
	Risk factors	Probabi lity	Consequ ence	Mitigatio n	Responsi ble party	Residual risk
Risks that may have a negative effect on the achievement of results	Coronaviru s pandemic restrictions inhibit project implementation	Medium	High	Staff members or project consultants required to abide by all health and safety guidelines [masks; social distancing ; etc.]	Executin g Agency	New wave of virus may strike requiring new controls
	Territorial invasions of IPLC lands cause environmental destruction	Moderate	Very High	Establish ongoing territorial monitoring and surveillance mechanisms	Local organizations with technical assistance from the project	Long-term environmental damage [e.g. deforestation, poisoning of rivers; etc.]

	Large-scale agribusiness projects facilitate predatory actions	High	High	Active participation in all consultation processes and safeguard mechanisms	Leaders of local organizations	Emergence of unintended consequences of agribusiness works
Risks that the initiative itself may have unintended negative consequences on its surroundings: Human Rights	Success of initiative may increase visibility and exposure of project leaders to violent backlash by anti-indigenous peoples hate groups	Low	High	Real-time networking of denunciations and dissemination of human rights violations	IEB; Alian?a Nosso Cerrado	Continuing fear for personal and institutional safety

6. Coordination

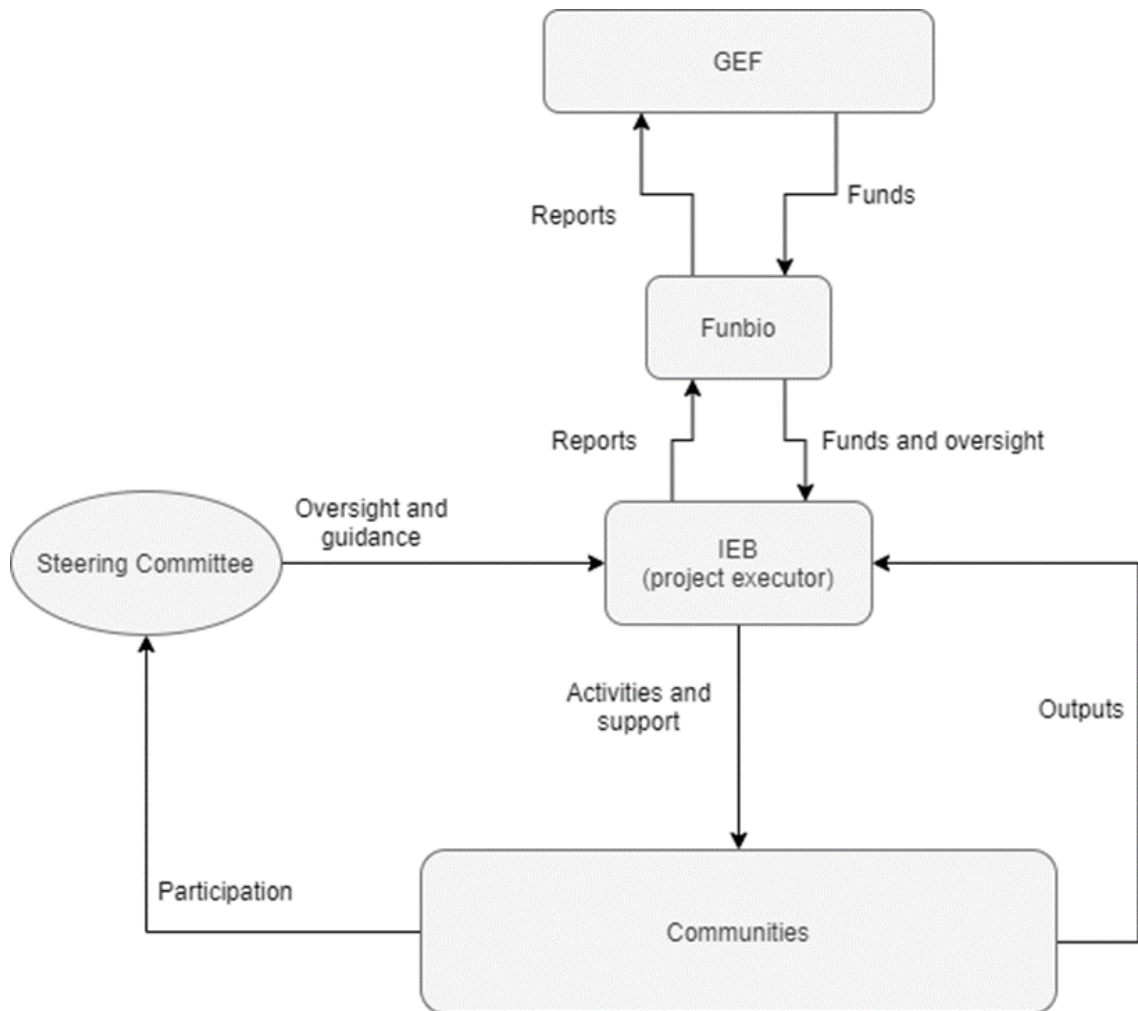
Outline the institutional structure of the project including monitoring and evaluation coordination at the project level. Describe possible coordination with other relevant GEF-financed projects and other initiatives.

The project's advisory committee will be composed of 8 members: 2 representatives from the settlements, 2 representatives from the Kalunga quilombola community, 1 representative from the community enterprises, 1 representative from academia, 1 representative from Alian?a Nosso Cerrado, and 1 representative from the government. Gender balance will be considered for the composition.

In the case of the government representative, the manager of the APA of the Pouso Alto protected area, which is closely related to the project territory, will be invited. For the representatives of the academy, specialists in the Cerrado, and family farming and territorial planning will be considered.

As a lesson learned from the advisory committee formed during the implementation of CEPF in the Cerrado, committee members should not be directly linked to project implementation. The committee will help monitor the project, identify new partnerships, leverage more resources for the three strategic lines, and align project activities with ongoing initiatives.

6.1 Institutional structure



The project will be executed by IEB and its team, with recognized experience in management and establishing partnerships, IEB is a reference in leading consortia and articulating civil society entities, which results in creating open spaces for dialogue and approximation of stakeholder groups such as civil society organizations, community associations, government bodies and the private sector.

Funbio will monitor the operational aspects of the project, verifying processes, social and environmental outcomes, including environmental and social safeguards, and IEB's procurement and fiduciary compliance.

Within the scope of Funbio, there will be monitoring by the GEF Agency team, who will report directly to the Executive Secretary on the progress of the project. Funbio's Deliberative Council is in charge of supervising all the institution's operations.

With recognized experience in management and establishing partnerships, IEB is a reference in leading consortia and articulating civil society entities, which results in creating open spaces for dialogue and approximation of stakeholder groups such as civil society organizations, community associations, government bodies and the private sector.

The IEB has a Board of Directors made up of six members who meet at least once a year and, on average, twice a year or whenever necessary. Its members come from the non-governmental sectors, academia, international organizations, and self-employed professionals, currently having a biologist (President of the Board of Directors), three journalists, a sociologist, and a geographer (four women and two men). The Board of Directors has a deliberative role, responsible for strategic guidelines and evaluating the activities and programs carried out by the IEB. It also has a Fiscal Council composed of three members, responsible for assessing the financial and accounting aspects and issuing an opinion on the IEB's independent audit. Currently, it is composed of a geographer, an anthropologist, and an economist (three men).

The IEB has a set of official manuals that are official documents, usually shared with donors and partners, meeting the Brazilian law (fiscal, labor and civil). Respect for the rules in the manuals aims to ensure the sustainability of the IEB and its partnerships. These manuals undergo revisions whenever necessary, as they are living, dynamic documents that are constantly being improved. The set of management and governance manuals comprises four volumes: (1) Management and Governance Manual; (2) Management and Compliance Policy Manual, which aims to guide the attributions and responsibilities of IEB staff for compliance with standards and implementation of best management practices; (3) Safeguard Policy Manual, which aims to bring together the policies that guide IEB personnel to manage risks and prevent the occurrence of problems of different natures; (4) Financial Project Management Manual for Partners that summarizes the management and compliance policies followed by the IEB.

Much of the knowledge that IEB acquired about the Cerrado comes from the management of the Critical Ecosystem Partnership Fund - CEPF - which was implemented throughout the biome between 2016 and 2021. In April 2016, IEB was selected to act as the Regional Implementation Team (RIT), responsible for the strategic leadership of the Fund in the Cerrado hotspot.

As the RIT, IEB has been acting since 2017 in partnership with local organizations and the public government of the municipality of Niquelândia, such as the Tiradentes Educational Institute, the Cooperative of Agroecological Family Producers of Niquelândia (COOPEAG), the Beija Flor Cerrado company and the Secretary of Environment, so that the rural and traditional populations, women and young people of the municipality are protagonists of a transition to a more sustainable landscape.

These actors are benefiting from the improvement of their livelihoods and quality of life, by increasing income generation through the organization of sustainable supply chains and the restoration of important areas for the maintenance of biodiversity and environmental services. These actions contribute to stop the disorderly exploitation of natural resources and the reduction of deforestation levels in the municipality.

These results have been achieved through the joint work that stimulated the technical training of young people - also prioritizing the participation of women - in agroecology and marketing strategies, through the training program "Entrepreneurs of the Cerrado" run by Beija Flor Cerrado and Tiradentes Educational Institute with CEPF and IEB's support. In addition to the technical training of young people, 100,000m² were restored by agroforestry systems and an online store (<https://coopeag.com.br/>) was implemented during the pandemic period to help commercialize the products of COOPEAG beneficiaries, since many fairs were closed due to sanitary restrictions.

In Cavalcante, CEPF and IEB have been working since 2016 with the Quilombo Kalunga Association on a project that used georeferencing and socioeconomic surveys to map the Kalunga territory. The project implemented the improvement and consolidation of the environmental and territorial management of the Kalunga Historical and Cultural Heritage Site, with Geographical Information System (GIS) as a tool for permanent territorial management, as well as the sustainable use of natural resources, aiming to guarantee the quality of life for all residents and future generations. This project identified the tourist attractions and defined the itineraries to be implemented to increase the families' earnings and ensure the sustainability of the Kalunga territory. With the support of this project the Kalunga territory was the first in Brazil to be registered as ICCA (Indigenous Peoples) and Community Conserved Territories and Areas (a global title granted by the United Nations Environmental Program (UNEP-WCMC) on May 3, 2021, attributed to preserved communities and traditional territories in which the community has a deep connection with the place it inhabits. These

are the so-called "territories of life" where internal management and governance processes seek nature conservation and the wellbeing of its people.

The Kalunga Historical Site and Cultural Heritage is the largest remaining quilombola community in Brazil with about 8,500 people and covers 262,000 hectares in three municipalities in the Goiás State. SHPCK is organized into more than 20 communities and 42 locations spread over the Goiás municipalities of Cavalcante, Monte Alegre de Goiás and Teresina de Goiás. The territory is managed by the Quilombo Kalunga Association (AQK), which represents the interests of its residents in land disputes and invasions.

It is important to mention that the Quilombo Kalunga Association and the Tiradentes Educational Institute worked together to train 16 young people in this quilombola community on beekeeping and agroforestry techniques. They constructed eight beehives and also taught the trainees'50 percent of whom were women'how to teach others about beekeeping, providing the Kalungas with this new income source with more financial stability.

6.2 Monitoring of Results and Final Evaluation

Every six months, Funbio will monitor the implementation of activities and the progress made in meeting the project's goals in a supervision mission. A project monitoring plan will be prepared prior to endorsement by the GEF CEO, including a results framework with indicators, methodology for measuring results, baseline, and targets. Safeguards monitoring will be carried out annually, with the application of the safeguards monitoring form during the second mission of each year.

A grievance resolution mechanism will be prepared prior to endorsement by the GEF CEO and put in place to manage any requests for information or potential concerns from potentially affected stakeholders.

In addition, the project will have a mid-term review at the end of its second year and a final evaluation.

6.3 Coordination with other initiatives

In this same territory, the Aliança Nossa Cerrado was formed in 2021. This alliance is formed by Instituto Humanize (IH), Fundação Grupo Botucário (FGB), Instituto Nova Era (INE), and IEB.

Instituto Humanize's mission is to work on a strategy that enhances the sustainable use of Brazilian biodiversity in line with the development of local capacities and that results in the improvement of income generation and quality of life through the promotion of sustainable productive activities. The FGB receives 1% of Grupo Botucário's annual net revenue to promote and carry out nature conservation actions, since 1990. INE's mission is to preserve and restore the environment, provide more opportunities for education and cultural rescue, promote sustainability and care for the memory and values of traditional indigenous populations and typical populations. The mission of IEB is to train, encourage training, generate and disseminate knowledge, and strengthen the network of social actors to build a sustainable society.

Within Aliança Nossos Cerrados, partners identified challenges to promote sustainable development, keeping the Cerrado standing and valuing local communities. The organizations focus on activities related to (i) mapping and research; (ii) training and technical assistance; and (iii) communication, respecting differences, seeking to influence public policies, supporting integrated territorial development, developing strategies and/or initiatives in partnership, exchanging experiences, jointly evaluating, and learning from this relationship and collective action, involving the following themes:

1. Conservation, protection and restoration;
2. Ecosystem of entrepreneurship and strengthening of production chains (sociobiodiversity and tourism);
3. Development of local actors.

As specific areas of collaboration, the Partners intend to cooperate on the following topics related to sustainable development and income generation and quality of life in strategic territories:

- A. Sociobiodiversity production chains;
- B. Entrepreneurship with social and environmental impact and innovation;
- C. Public management;
- D. Institutional strengthening of organizations aligned with the mission of each one;
- E. Protection of species and habitats in favor of valuing the Cerrado and its local communities.

Other areas, themes, territories, and other collaborative approaches can be included, if agreed between the partners.

Considering that the objectives of the Aliança Nosso Cerrado are extremely aligned with the general objectives of this project, the alliance can be an environment for coordination and additional funding for the suggested project. Thus, we have already extended the invitation to all members of Aliança Nosso Cerrado to participate as consultative organizations for the GEF project.

Alliance organizations would be part of a GEF Project Management Board to adapt or eventually redirect the suggested strategies to better take advantage of opportunities arising from the alignment with other strategies of other organizations.

7. Consistency with National Priorities

Is the Project consistent with the National Strategies and plans or reports and assessments under relevant conventions?

Yes

If yes, which ones and how: NAPAs, NAPs, ASGM NAPs, MIAs, NBSAPs, NCs, TNAs, NCSAs, NIPs, PRSPs, NPFE, BURs, INDCs, etc

The project is in line with several public policies:

As a signatory of the Convention on Biological Diversity, in 2002 the Brazilian Federal Government approved the National Biodiversity Policy, through Decree 4,339 of 08/22/2002. Component 3 of the Policy, entitled "Sustainable Use of Components", sets out to promote the sustainable use of components of biodiversity, considering not only their economic value, but also environmental, social, and cultural values.

The National Policy for the Sustainable Development of Traditional Peoples and Communities, approved by Decree no. 6,040 of 02/07/2007, reaffirms the importance of recognizing, valuing, and respecting the socioenvironmental diversity in the country. The Policy aims to promote the sustainable development of traditional peoples and communities, with an emphasis on recognizing, strengthening, and ensuring their territorial, social, environmental, economic, and cultural rights, with respect and appreciation for their identity, their forms of organization and their institutions. The specific objectives include supporting and guaranteeing productive inclusion with the promotion of sustainable technologies, respecting the system of social organization of traditional peoples and communities, valuing local natural resources and traditional practices, knowledge, and technologies.

The country's socioenvironmental diversity has required the adoption of a territorial development approach. Decree No. 6,047, of February 22, 2007, established the foundation for the National Policy for Regional Development - PNDR with the objective of reducing inequalities in the

standard of living between Brazilian regions and promoting equity in access to development opportunities, guiding federal programs and actions in the National Territory. The Decree of February 25, 2008, instituted the Citizenship Territories Program, which seeks to integrate government actions aimed at improving living conditions, access to public goods and services and the social and economic inclusion of populations that live in the rural parts of the country. The Program aims to promote and accelerate the overcoming of poverty and social inequalities in rural areas, including gender, race, and ethnicity, through sustainable territorial development strategies. It also provides for the inclusion and productive integration of poor populations and the most vulnerable social segments, such as rural workers, quilombolas, indigenous peoples, and traditional populations.

Improving the livelihoods of smallholders and traditional peoples and communities (TPCs) in the Cerrado is of fundamental importance to consolidate the National Biodiversity Targets, more specifically targets 2 and 7, which focus on integrating biodiversity values and sustainable management. They are also part of the Bonn Challenge, in stimulating sustainable production, improving water, climate and food security and biodiversity conservation, and the National Program for Landscape Connectivity (CONECTA), for promoting environmental conservation, restoration, territorial management and sustainable production, through sustainable production chains and low carbon agriculture. Furthermore, strengthening the market and commercialization of non-timber products also complements the strategic initiatives foreseen in the Plan for the Recovery of Native Vegetation (PLANAVEG) and the Nationally Determined Contribution (NDC). Social and environmental initiatives that generate positive impacts on the conservation of biodiversity in the Cerrado are also in line with the 2030 Agenda and the Sustainable Development Goals (SDGs), in particular with SDGs 1 and 2, through income generation and the promotion of sustainable agriculture; SDG 10, reducing inequalities, and with SDGs 13 and 15, in combating climate change and protecting terrestrial life.

Regarding specific policies for biodiversity, Brazil is a signatory to important international agreements and conventions on the conservation of endangered species, such as the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES) and the Convention on Biological Diversity (CBD). Based on these international commitments and on its own National Biodiversity Policy, the Brazilian government, with the support of dozens of experts, expanded and updated the red lists for fauna and flora between 2008 and 2014.

Among the policies that stand out in line with the maintenance of biodiversity in the country are the National Environmental Policy (Law 6,938/1981), which created the National Environment System - SISNAMA, the National System of Protected Areas (SNUC) (Law 9985/2000), the Pilot Program for the Protection of Tropical Forests in Brazil (PPG7), which identified the Cerrado biodiversity corridors in the assessments of priority areas, the National Water Resources Policy (Law 9,433/1997), which established the river basins as study and management units, the Forest Code (Law 12,651/2012), which provides for Legal Reserves to maintain the native vegetation cover in parts of all rural properties and the National Biodiversity Strategy and Action Plans ? NBSAP, which provide the Brazilian contribution to the achievement of Target 17 of Aichi, which established the commitment of each party to develop, act as a policy instrument and begin to implement an effective, participatory and up-to-date National Biodiversity Strategy and Action Plan. In addition to natural resource policies, there are numerous social and environmental initiatives that generate positive impacts on biodiversity conservation in Brazil and the Cerrado, such as the National Plan for the Promotion of Sociobiodiversity Products (PNPSB, 2008).

The project will contribute to the National Biodiversity Strategy and Action Plans ? NBSAP, which represent the Brazilian contribution to reach Aichi Target 17, which established the commitment of each party to develop, adopt as a policy instrument and begin to implement an effective, participatory, and up-to-date national biodiversity strategy and action plan. The project's contribution is related to national goals 4, referring to sustainable production and consumption plans; 7: referring to sustainable management practices; 11, referring to the establishment of protected areas in biomes (17% in the Cerrado); 14, referring to ecosystems that provide essential services that consider the needs of women, traditional peoples and communities, indigenous peoples and local communities; and, finally, goal 18, referring to traditional knowledge, innovations and practices of indigenous peoples, family farmers and traditional communities relevant to the conservation and sustainable use of biodiversity. We know that there is a need to review and adapt these goals, which should take place in the next national and international meetings that will address the updating of biodiversity conservation plans, but they still reliably meet the course of the conservation strategy.

Among the policies that are important for maintaining biodiversity and natural resources we have: the National Environmental Policy (Law 6.938/1981), which created the National Environment System ? SISNAMA, the National System of Protected Areas (SNUC), created by Law No. 9,985, of July 18, 2000. The Pilot Program for the Protection of Brazil's Tropical Forests (PPG7) which identified in the assessments of priority areas for the Cerrado the Ecological Corridors of the biome. The National Water Resources Policy (Law 9.433/1997) which established river basins as study and management units. The Forest Code (Law 12.651/2012) which provides for legal reserves to maintain native vegetation cover in parts of all rural properties

In addition to natural resource policies, there are also numerous social and environmental initiatives that generate positive impacts on biodiversity conservation in Brazil and the Cerrado, such as the National Plan for the Promotion of Socio-biodiversity Products (PNPSB, 2008). In 2008, the Ministry of Environment's Secretariat for Extractivism and Sustainable Rural Development began to promote value chains for non-timber products, including baba?u (*Attalea* spp.), pequi (*Caryocar brasiliense*) and buriti (*Mauritia flexuosa*). In 2009, these actions were included in the PNPSB. Sociobiodiversity products are defined as goods and services generated from biodiversity resources, aimed at the formation of production chains of interest to traditional communities and family farmers. Since 2008, in response to the demands of extractivists, the Price Guarantee Policy for Sociobiodiversity Products (PGPM-Bio) has provided bonuses to extractivists forced to sell their products at prices below the official minimum. CONAB, which manages the PGPM, set up an office to develop and operationalize minimum prices for socio-biodiversity products. For the 2014/2015 harvest, minimum prices were defined for six Cerrado products: babassu, baru, maca?ba, mangaba, pequi and umbu. Brazil also counts with a Food Acquisition Program (PAA, 2003) created to donate to public institutions products purchased from farmers. There are also loans for investments in facilities to add value to the production and for adequate storage. Cerrado products sold by family farmers directly to the federal government via CONAB include baba?u, bacaba (*Oenocarpus bacaba*), bacuri (*Platanis insignis* Mart.), baru, buriti, cagaita (*Eugenia dysenterica*), caj? (*Spondias mombin* L.), coconut, cupua?u (*Theobroma grandiflorum*), guariroba (*Syagrus oleracea*), honey, murici (*Byrsonima crassifolia*), pequi and umbu (*Spondias tuberosa*).

Although the focus is different from the sustainable use of biodiversity, the National Policy on Agroecology and Organic Production (PNAPO, 2011) help to implement and monitor the socio-biodiversity agenda within different spheres of the federal government. The policy aims to

integrate, coordinate, and adapt policies, programs, and actions to induce the agroecological transition and organic and agroecological production, contributing to sustainable development and quality of life, through the sustainable use of natural resources and the supply and consumption of healthy foods. Finally, the National Policy for the Sustainable Development of Traditional Peoples and Communities (PNPCT, 2007) aims to promote the sustainable development of traditional peoples and communities, emphasizing the recognition, strengthening and guarantee of their territorial, social, environmental, economic, and cultural rights, with respect for and valuing their identity, forms of organization and institutions. The traditional peoples and communities of the Cerrado are included in the CNPCT through geraizeiros, indigenous peoples and babassu coconut breakers.

8. Knowledge Management

Outline the knowledge management approach for the Project, including, if any, plans for the Project to learn from other relevant Projects and initiatives, to assess and document in a user-friendly form, and share these experiences and expertise with relevant stakeholders.

The project "Study of collaborative networks: strengthening the sustainable production chain of baru for the social and economic development of local communities and the conservation of the Cerrado" financed by CEPF and IEB, played a very important and central role in mobilizing actors and how they are interconnected with each other. The learning curve generated by this project allows us to assess how the demand and supply flow of the baru works in the most different territories of the biome. With the collection of data and interviews, it was possible to determine the profile of the producer and the links in the chain, which made it possible to estimate the most varied baru prices that were practiced in the territory. This network that was created brings together the most strategic actors in the chain, such as cooperatives that work in the delivery of products to companies, and which is also closely linked with communities, whether in the purchase of products or in awareness-raising actions and sustainable practices to be incorporated into the extractive chain. Much information, studies and publications referring to the baru chain are already systematized with the aim of disseminating information and knowledge to extractive territories.

Considering that this network was already formed during a process prior to the project, it is through it that knowledge will be disseminated, with IEB having the role of organizing this knowledge and strengthening the network, acting as a facilitator and mobilizer within it. Among the attributions of IEB are:

- ? Organize the knowledge generated by the project, such as best practices, pricing, etc.
- ? Develop a plan to align and connect the different parts of the Network - individuals, collectives, communities, projects, and actions - routinely linking parts and people through groups and projects.
- ? Catalyze and coordinate activities across the network in alignment with strategic priorities.
- ? Support all network staff, consultants, and participants to have a basic understanding of network approaches, network values ??and basic network strengthening skills
- ? Facilitate the integration of the perspective and practice of network empowerment in all network activities.

- ? Coordinate the pool of network facilitators - connecting them to collaborative and/or self-organizing projects seeking their support and organizing them into a community of practice.
- ? Design and implement scales of engagement, providing a spectrum of opportunities for network participants to engage in networking activities.
- ? Catalyze and support self-organization among network participants.
- ? Use network maps to identify opportunities for connections between individuals and projects to better connect the network.

The expectation is a widely disseminated knowledge, generated by the project.

9. Environmental and Social Safeguard (ESS) Risks

Provide information on the identified environmental and social risks and potential impacts associated with the project/program based on your organization's ESS systems and procedures

Overall Project/Program Risk Classification *

PIF	CEO Endorsement/Approval	MTR	TE
Medium/Moderate			

Measures to address identified risks and impacts

Provide preliminary information on the types and levels of risk classifications/ratings of any identified environmental and social risks and potential impacts associated with the project (considering the GEF ESS Minimum Standards) and describe measures to address these risks during the project design.

The project has a category 2/B ESS risk.

The project will invest in local and traditional communities in the Cerrado Biome. There will be no major works or interventions to change the natural landscape as the project goal is to keep natural cover, increasing the income of these communities. There is a considerable amount of stakeholder engagement in the project area and the project is aligned with previous works done with the communities. There will be specific project-related engagement during the PPG phase and a more complete ESS assessment, especially with Health and Safety of communities. There is no resettlement envisioned by project activities, cultural heritage sites close to project activities, or direct work with indigenous people. Although there is no indication of triggering most of the safeguards, an specific

grievance channel will be used during project implementation with provisions for wide publicization and ease of use. Funbio ESS tool will be fully used during the PPG phase, as required by its ESS Policy.

Supporting Documents

Upload available ESS supporting documents.

Title	Submitted
FUNBIO ESS Screening tool - ENGLISH - projeto Baru	

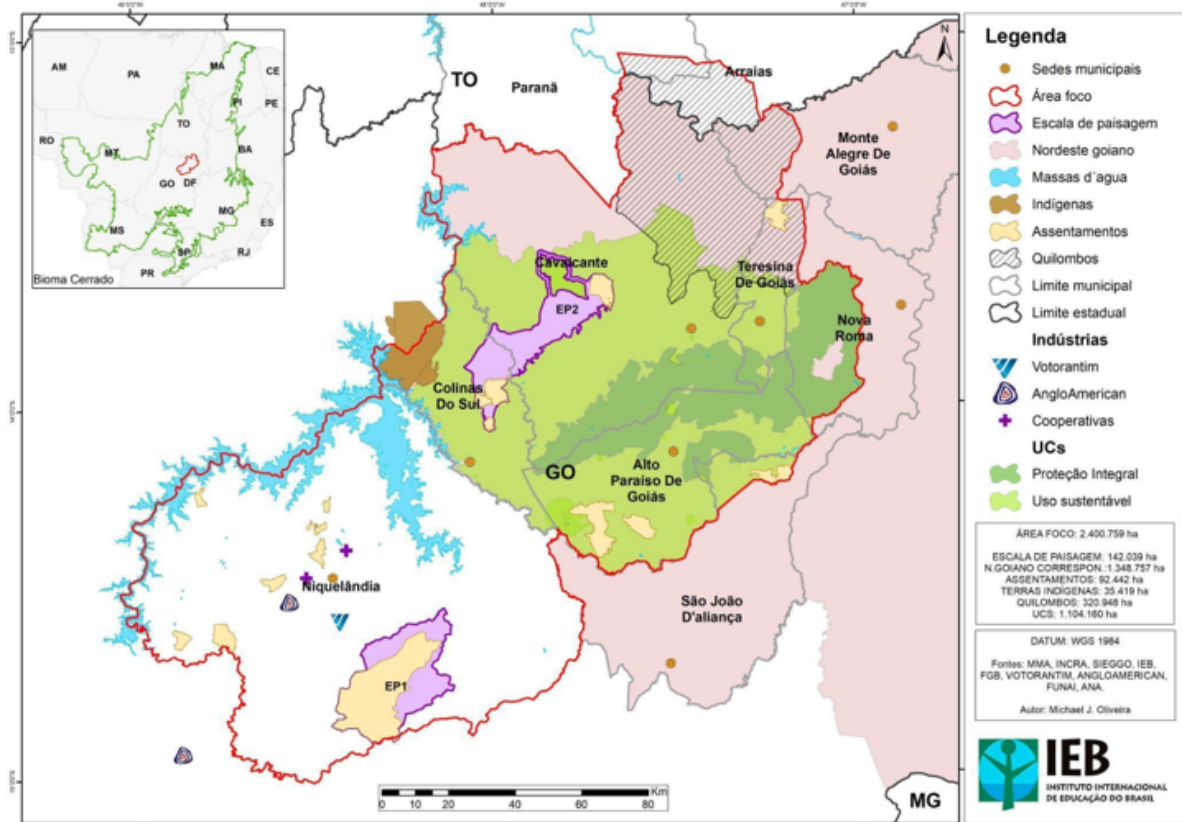
Part III: Approval/Endorsement By GEF Operational Focal Point(S) And GEF Agency(ies)

A. RECORD OF ENDORSEMENT OF GEF OPERATIONAL FOCAL POINT (S) ON BEHALF OF THE GOVERNMENT(S): (Please attach the Operational Focal Point endorsement letter with this template).

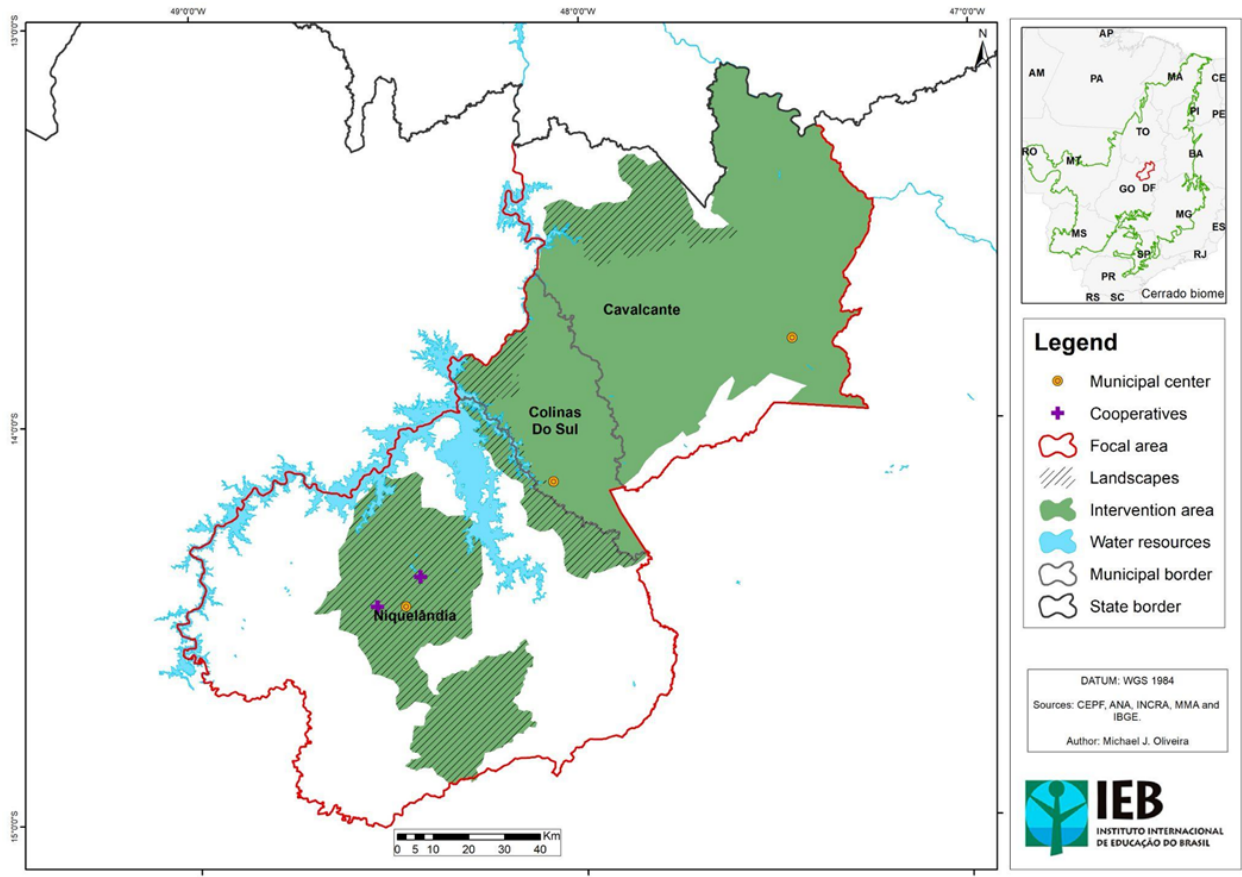
Name	Position	Ministry	Date
MARCOS CESAR RIBEIRO BARRETTO	General Coordinator of External Financing	Ministry of Economy	12/20/2021

ANNEX A: Project Map and Geographic Coordinates

Please provide geo-referenced information and map where the project intervention takes place



This map shows an administrative division of the target area. In addition to the main municipalities where we will operate - Niquelândia, Colinas do Sul, Cavalcante, Alto Paraíso de Goiás, Teresina de Goiás and part of Nova Roma, we also have the identification of protected areas, agricultural settlements, indigenous lands and Quilombola territories. It is important to point out that the area of administrative interest in the northeast of Goiás, which seeks to bring greater development to the poorest region of the state, overlaps our area of interest. Also noteworthy are the strategic areas that we are calling the Landscape Scale. Located in Niquelândia, EP1 is an area that houses 13 springs and has one of the biggest contributors to Lake Serra da Mesa, the Acaba Vida river, the same name that the circumscribed settlement was given. It is worth mentioning that this area is strategic for the conservation of water resources, both for recharging the lake and for human supply. In turn, EP2 is in an area of connectivity linked by native vegetation, linking settlements and a RPPN focused on the management and conservation of vegetation cover and also the extraction of native Cerrado species promoted by the traditional communities that inhabit there.



Shows the areas where there will be intervention with the actions of the project, which involves KBAs, settlements and a small area of landscape production at the south.