



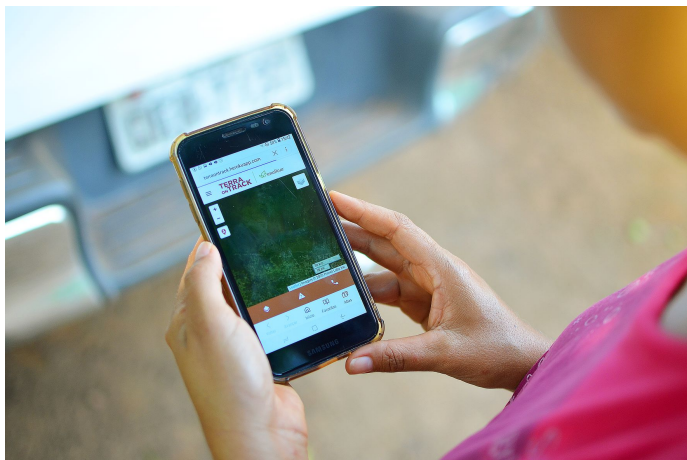
# Terra On Track & Origens Brasil:

collaborative technologies for protection the standing forest



## Terra On Track

To facilitate access and visualization of information related to the degradation of forests, deforestation and fires for socio-environmental territories.



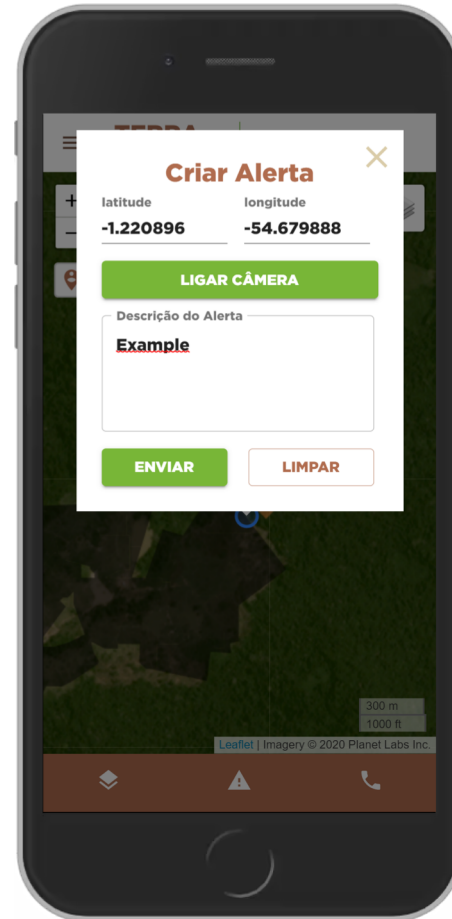
### Database

- PRODES / INPE Consolidated Deforestation until 2020;
- DETER / INPE alerts for the year 2021;
- Areas of Interest, a set of protected areas or other territories, which will be monitored by the tool.
- Satellite images



## Data collection

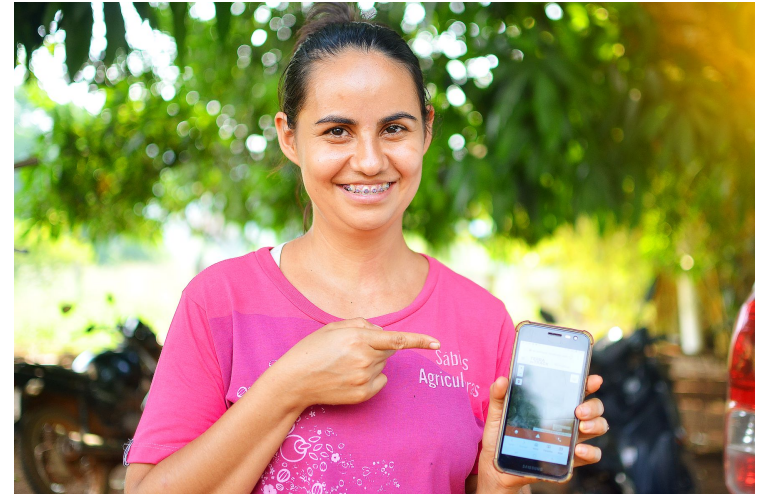
- Alerts
- GPS mobile
- Anonymity





## Context

Assisting communities to monitor the land-use change in their territories



## Potential users

180 organizations identified by Imaflores and partners in the Brazilian Amazon;

- Indigenous women and women of isolated rural communities of the Origenes Brasil® network
- Rural communities of São Felix do Xingu as 'Associação das Mulheres Produtoras de Polpa de Frutas'



## Users view:

“The tool helps in territories defense, it is possible to detail the alerts with data, photos and location for informing the support and control institutions.”

João Gomes - representative of community PDS Paraíso



“We can look from above how our areas are doing, which speed up the problems resolution and management of the territory.”

Emanuel Batista Silva Castro - representative of Casa Familiar Rural in Sao Felix do Xingu

“Communities see themselves as co-responsible in the building information process and people start to see themselves as part of solution.”  
“Communities leaves the pressure of command and control and starts to have autonomy and empowerment in the territory management.”

Celma Gomes de Oliveira – project coordinator of Imafloira in Sao Felix do Xingu





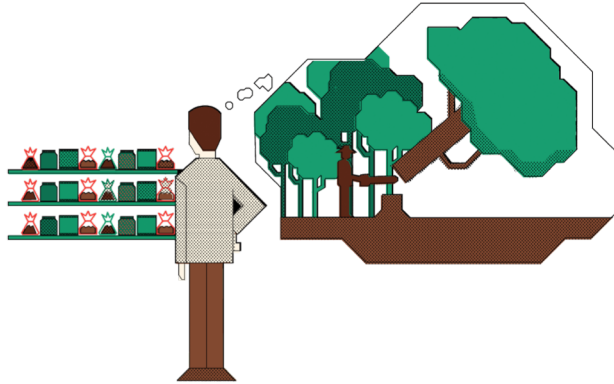
## Progress and challenges

- New consultations with other communities and government institutions
- Add new databases, such as NASA Fire Alerts, GLAD Alerts, and SAR degradation data
- **Allow the application to run offline**
- Usability improvement as monitoring of productive stocks and product collections
- New features based on user consultation

The screenshot shows a virtual meeting interface with a 3x3 grid of participants. The top-left tile features the 'SERVIR@AMAZONIA' logo and a globe. The bottom banner contains the event title 'LANÇAMENTO | TERRA ON TRACK' and the time '21.09' with two time slots: '14h - 15h30 (Brasília-DF local time)' and '12h - 13h30 (Peru-Colombia local time)'. The bottom of the banner lists the organizing institutions: 'Realização: imaflores, Spatial Informatics Group, SERVIR@AMAZONIA, USAID, NASA, and CIAT'. The text 'Aliança' is also present above the USAID and NASA logos.



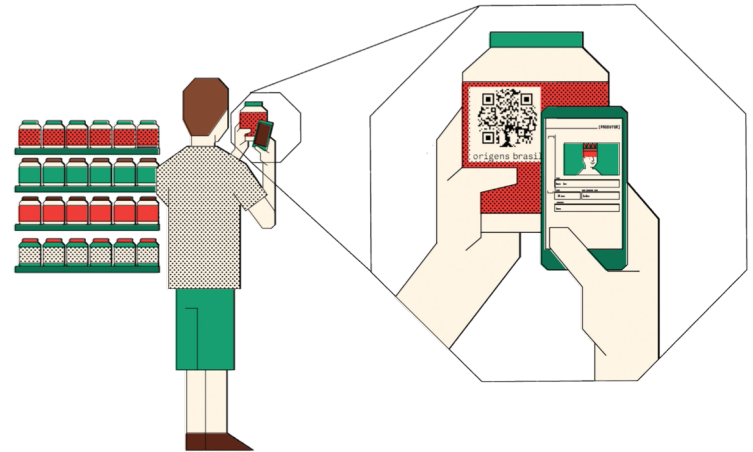
# Origens Brasil®



Guaranteed sustainable business in the Amazon that value people and the standing forest

To give more transparency to the commercial relations between producers and buyers.

- Network launched in 2016
- Seal for:
  - Guaranteed origin
  - Chain traceability
  - Transparency
  - Ethical trade
  - Conservation

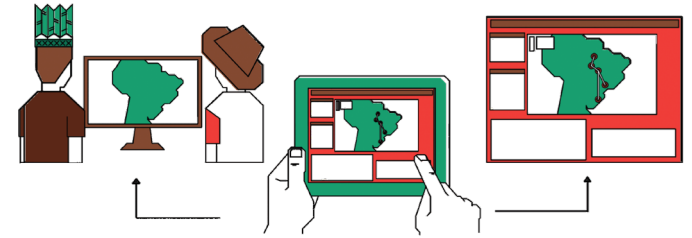




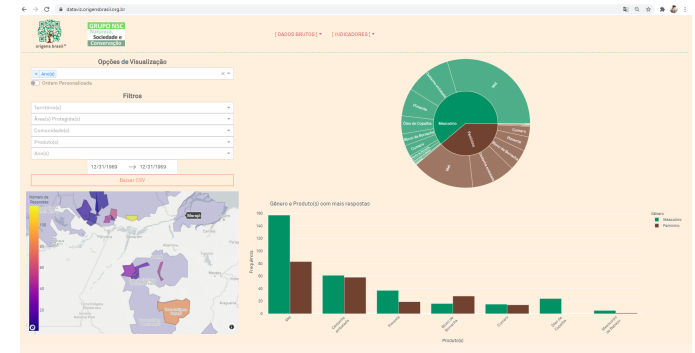
## How does it works?



- Adhesion of traditional communities and Indigenous people for:
  - extractive products
  - agro-extractive products from traditional cultures
  - craft products from local culture
- Adhesion of companies who wants make a ethical trade



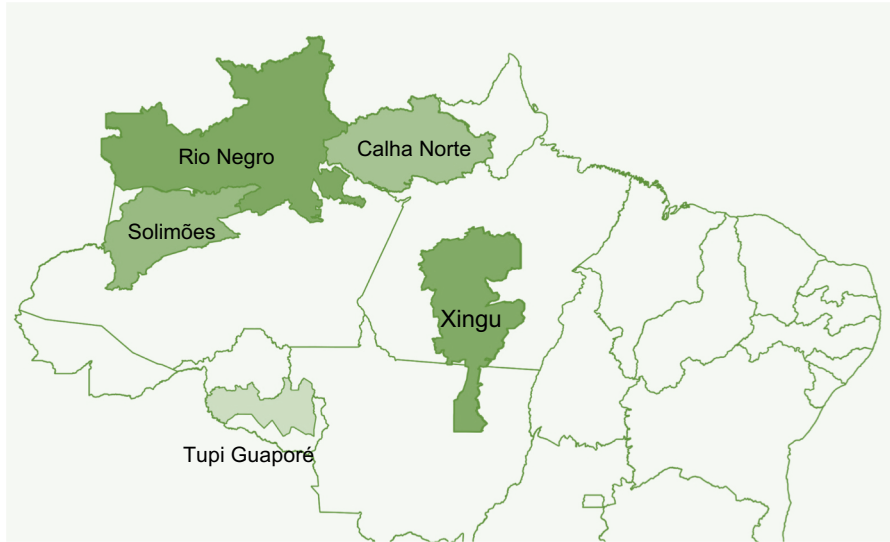
- Commitments
- Collaborative data collection
- Validation and assistance of support institutions
- Platform for data management





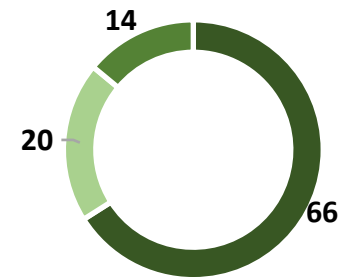
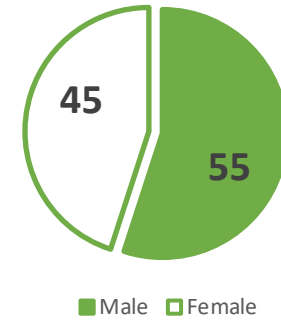


## Results and impacts



**2021**

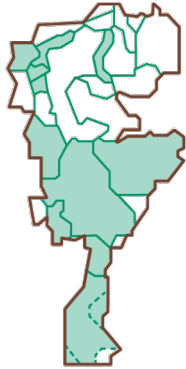
- Presence in 38 protected areas in 5 large territories
- 52 millions ha of standing forest
- 1.940 registered producers
- 61 support institutions and member-organizations



■ Indigenous people ■ Extractivists ■ Quilombola people



## Xingu territory



2020

- 591 registered producers from traditional communities and 11 ethnicities of Indigenous people
- 33 products
- 17 support institutions and member-organizations
- Presence in 13 protected areas representing 61,7% of total area of Xingu territory
- 17,5 millions ha of standing forest

**Brazil nuts, natural rubber, copaiba, cumaru, honey, pequi, pepper, babaçu, Kayapó crafts and paintings, Menire/ Xikrin art, Xipaya crafts**



“It’s still the same chestnut tree as my father and grandfather, we still collect latex from the same rubber tree and they will continue here for my children and grandchildren. I’m repairing and taking care of the forest for me, for my family and for everyone. This is my technology, this is my knowledge. The world needs to recognize the work that we have done here in the Amazon.”

**FRANCISCO ASSIS**  
Leader of Terra do Meio and resident of Rio Iriri Extractive Reserve.



“When we talk about added value, we are not talking only in the monetary sense, but in giving value to the origin of the product and to the relationship with producers. Being part of the Origens Brasil® network is to make these connections between communities and people who are producing in the Amazon and companies, working to strengthen the economy of the standing forest.”

**NALDO LIMA**  
Assessor for Amoreri (Association of Residents of the Rio Iriri Extractive Reserve) and the Terra do Meio Canteens Network.





## Lessons learned

- Network collaboration
- Search for solutions together
- Engaging Communication
- Dialogue between the partners
- Application of technology to traditional populations
- New forms of business relationships

## Challenges

- Making commercial relations official through contracts or agreements
- Low supply compared to demand - Poorly structured sociobio value chains.
- Current model of financial support of Origenes Brasil®

## Progress

- Increasing offers from top 5 chains
- Expanding the network by engaging new members (companies, local organizations and producers)
- Becoming an activator of the network (enhancing exchange, cooperation and learning among members)
- Diversifying sources of income
- Having a financial support model that leads to autonomy.



**THANK YOU**

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