



NEWSLETTER
SEPTEMBER 2021



— INSTITUTO —
JURUÁ

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INSTITUTO JURUÁ

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PRESENTATION

September is a busy month in Mid- Juruá! The piracucu harvest is going on, and all attention is focused on that, which is one of the most important activities of the year! It is in this scenario that the Instituto Juruá team embarks on the mission, with all of the required health care because of the pandemic, to catch up with our partners in Carauari (AM) and continue working on some projects which were put on hold. In this edition, learn about the challenges of logistics in an expedition like this! This month, the Institute is also offering a remote course of project elaboration to grassroots associations.



Photo: Hugo Costa

Instituto Juruá was selected and is participating in PAIS - Programa de Aceleração de Impacto Social (Social Impact Accelerator Program). In this edition, you will also learn about the UNESCO Green Citizens global campaign, the Young Protagonists of Mid-Juruá, and will be delighted with a story written by João Campos-Silva and, of course, be in touch with our cultural tips!

NEWS

Instituto Juruá prepares itself for field activities in the second half of 2021

By Hugo Costa

Working in Amazônia is fantastic! The greatness of forest and rivers, the endless diversity of life and peoples enchant anyone. However, the challenges of leading research projects in the region begin right at the organization. After a 18 month-gap, with a lot of planning and caution, Instituto Juruá returned to its regular field activities in September, 2021.



Photo: Hugo Costa

The municipality of Carauari-AM, our focal area of intervention is nearly a straight line distance of 800 km from Manaus (AM), or a 2-hour flight, or, yet, seven days the Solimões River and then the Juruá River by boat. This distance to the capital city makes the logistics very difficult and expensive, because a large part of the equipment and materials must be bought and sent by ferries.



Photo: Hugo Costa

For 2 weeks, we got all the required supplies for field activities in the second half of 2021. It has been very hard and relevant work because mistakes are not allowed, just one item from a supply list which is forgotten may undermine the work of many people. Someone that is still not used to this Amazon logistics may be frightened and enchanted at the same time. One of the greatest challenges is to get all the supplies on time to board them to their final destination. The variety of supplies is huge, from an ordinary measuring tape to an outboard engine for an aluminum boat.

After getting the supplies, the consumer and the suppliers agree on the delivery of the supplies to the indicated port, then the ferry clerk receives them, and indicates the freight to be paid (no chance of free delivery!). For the withdrawal of the supplies, we provide the tax invoices and the checklist that was done in the supply shipment in the port. In 8 days, we will receive our supplies and the field team will start another research season and support the social organizations in Mid-Juruá!

UNESCO GREEN CITIZENS: A global voice for local actors of change

By Joseph Hawes

UNESCO Green Citizens is a global campaign to enhance local initiatives and highlight local environmental citizen-led projects on a global scale. This campaign was founded on the idea that changes in our relationship with the environment will only be achieved through the bringing together of complementary actions and networking of commitments for environmental action.



We are pleased to announce that, following the impact of our pirarucu project at Instituto Juruá which focuses on the development of sustainable community-based arapaima fisheries, we have been selected to be showcased on the UNESCO Green Citizens platform. This enhanced visibility for our activities provides networking opportunities with other innovative solution-based projects around the world, and the potential for external support from global citizens and organisations.

See the UNESCO Green Citizens website for our project profile and to explore other Green Citizens projects worldwide.

Instituto Juruá participates of the 4th edition of PAIS (Programa de Aceleração de Impacto Social - Social Impact Accelerator Program)

By Andressa Scabin

Instituto Juruá was one of the 12 civil society organizations (CSOs) selected among more than 400 competing organizations to participate in the 4th edition of the Programa de Aceleração de Impacto Social - PAIS (Social Impact Accelerator Program). PAIS is a program promoted by Phomenta in partnership with Instituto Bancobrás, Sicoob Planalto Central, Instituto BRB and Instituto Sabin. Its objective is to support CSOs in the acceleration of management as a way to increase the social impact they provide.

The program, started in June, is composed of five modules and will last six months. After the first module, the organizations received a very detailed maturity diagnosis which pointed out strong and weak points, providing a direction on the weak points which should be strengthened to improve the management of the CSO and, consequently, its impact. The program contains very practical activities which provide connections and exchange of experience with CSOs all over the country. The most meaningful moments of the program happen when dynamics allow the exchange of experience with other organizations which are in different levels of maturity and, therefore, sometimes we teach and sometimes we learn with the achievements of other participants.

Besides the classes and interactive activities with the other CSOs, the program offers practical tools to be applied in daily management and personalized consulting to meet the individual needs of each organization. So far, Instituto Juruá has provided consulting with the Phomenta team about volunteer programs, strategic planning of fundraising and communication.



The program has been an incredible opportunity to think about the organizational structure of the Institute, its financial sustainability on a long term basis and how to improve and turn the management of projects and people in more effective ways, in order to expand our working areas and the number of beneficiaries of our activities.

PAIS' online classroom

Project Elaboration Course Is Being Offered to Grassroots Associations from Mid-Juruá

By Clara Machado

This September, Instituto Juruá is offering “Project Elaboration Course” to grassroots associations from Mid-Juruá. Many associations expressed a need for a course to improve their writing techniques for raising funds. Even though the pandemic presented itself as a challenge, the course started coming back to life in 2020 by the hands of our institute’s team—when there was no possibility of this being conducted in person.

Four short video lessons were created addressing the main themes of the project, such as the presentation of the association, objectives, goals, results, and indicators. The video lessons are being made available via a WhatsApp group, where everyone enrolled keeps up with the lessons and submits their exercises. We are also holding two online mentorships to go over the exercises and to answer any questions.



Photo: AAEPRI (Associação Ambiental, Extrativistas, Pescadores e Produtores Rurais De Itamarati) members participating in the course in Itamarati (AM).

Despite connectivity challenges at Mid-Juruá and the impossibility of currently conducting this course in person, the associations are engaged, and this introduction course will certainly grow in the future with new online mentorships, assistance with projects, and in person courses. Visit our YouTube channel to watch the course’s video lessons!

ORGANIZATIONS OF THE MID-JURUÁ

Meet The Young Protagonists

By Clara Machado

How are new leaderships formed in social movements? At Mid-Juruá, the Young Protagonists project is a grand school for new leadership qualification. Before the project was established in the region, the elderly saw the youth as uninterested and irresponsible. There was a serious concern about passing on the social movement and the foundational association's torch, because the young people did not seem ready.

With the help of the Young Protagonists movement, an initiative originated in Tefé by ICMBio in 2010, the opinion of the youth changed. Many young people empowered themselves and invited even more people to the project, strengthening Mid-Juruá's culture, community, and social movement



Photo: Raimundo Nonato

According to Raimundo Nonato, a youth leader of Comunidade São Raimundo, in the Extractive Reserve, "the Young Protagonists Project was created with a purpose. Firstly, to deliver the message that we are responsible. Secondly, to empower us as young leaders, who participate in movements and associations. And thirdly, we wanted our parents' support, who before didn't trust us that much. We also wanted to awaken the youth to the fact that we're losing the battle against violence, drugs, and urban culture".

Nowadays, these young people are trendsetters, who occupy public spaces as leaders—they are counselors and community leaders present at every grassroots organization. The trust in them was renewed, and the torch will be passed on to a new generation capable of sustaining Mid-Juruá's legacy. Young people who are aware of their ancestors' past are now ready to make Mid-Juruá progress even further.

CHRONICLES OF THE JURUÁ

About Meritocracy

By João Vitor Campos-Silva

Seu Gracias is the greatest arapaima fisherman in the region. His naturalistic vein is as big as the great swamp that floods all land that meets the eye. His dream? He wanted to be a biologist, now see...

It was a rainy day when he vented to me on our boat, "Wow, JB... You're smart, aren't you?! If you go to college, it means you're smart. And you also studied to get that doctorate... How I wish I was born as smart as you, I could also have become a biologist..."

Before answering him, an acute sadness took over me, a product of a memory hidden in a secluded part of my mind. Let me explain it briefly: Ulisses was the smartest kid in my school and one of my best friends. We shared, among many things, a dream of becoming a biologist. Ulisses was bright and one of a kind. I can't remember a single test of his that wasn't an A or a B grade. Me, on the other hand, I was a C student—nothing more, nothing less. All the good grades that I got, came after long hours of sitting and studying. But there was another difference between us, never noticed because it was also completely negligible. Alas, time made this difference latent when our paths changed: Ulisses' mother was our school's cleaning lady; mine was a retailer with better financial condition.

The thing is, Ulisses stayed at the same (precarious) school, while my parents—not without much hard work—sent me to one of the best local schools. At the time, there were no social policies that could have made that kid take off in his studies, so 11-year-old Ulisses became a wall painter, a profession that he holds with much dignity and distinction to this day. His dream of becoming a biologist was left behind.

Ulisses had an intellect much superior to mine, there was no comparison. He didn't have the same luck as I did, born in a family with better financial means. I don't mean at any time to make less of or even disregard the huge efforts I made to get to where I am today. In fact, the calluses my parents display in their hands opened up many more doors for me than my meagre intellect. Remembering Ulisses makes an immeasurable bravery come to life inside me to fight in this world, so that all the Gracias of our country have more opportunities. I hope that they can stop using the leniency of their intellect to cover up the brutal inequity that shattered his dreams.

Staring into Gracias' eyes—that craved the intellect (which I never had) to become a biologist—I ended our conversation, opened a beer can, and toasted, "Nah, Gracias... How I wish I was as smart as you to know exactly where to throw the harpoon and hit the tenderloin of an arapaima, to make sure that my family is fed. You're amazing!"





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IJ RECOMMENDS

A ÚLTIMA FLORESTA - A MOVIE ABOUT THE YANOMAMI PEOPLE AND THEIR FIGHT FOR SURVIVAL AGAINST MULTIPLE THREATS, BASED ON THE BOOK A QUEDA DO CÉU – PALAVRAS DE UM XAMÃ YANOMAMI BY DAVI KOPENAWA.



FOGO AFLORA - CASA DE CABA BAND'S ALBUM.

PAPO DE ÁRVORE - PODCAST ABOUT TREES, WHICH ALSO ADDRESSES SCIENCE, COMMON KNOWLEDGE, CURIOSITIES, AND SONGS RELATED TO THESE INCREDIBLE LIVING BEINGS AND TO THE FORESTS THAT THEY CREATE.



See our website:



[INSTITUTOJURUA.ORG.BR](https://www.institutojuruá.org.br)



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