



NEWSLETTER  
NOVEMBER 2021



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## PRESENTATION

In this edition, learn about the concept of Bioeconomy through the work developed by the Juruá Institute, SITAWI and partner associations. Find out about the training in pirarucu counting for women that took place this month in Mid-Juruá, opening more space for female participation in fishing!

Get to know AAEPRI, a partner association in Itamarati, and the article recently published by researchers from the Juruá Institute about the quality of life inside protected areas. Discover the communication channels between the Juruá Institute team and the residents of the Mid- Juruá and, of course, don't forget to check out our cultural indications!

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## NEWS

### **I Workshop of Arapaima Counting for Women is held in Mid-Juruá**

By Raqueline Nery, Quilvilene Cunha e Ana Carla Rodrigues

*With the training, women will be able to participate in the phase of the counting of the individuals, which precedes the fishing in the lakes, until then, performed by men.*

Associação das Mulheres Agroextrativistas do Médio Juruá (ASMAMJ) in partnership with Instituto Juruá, carried out on November 5th. and 6th. the I Workshop of Arapaima Counting Only for Mid-Juruá Women, in the community of Xibauzinho. 41 women from the communities of Novo Horizonte, Imperatriz, Barreira do Idó, São Raimundo, Morada Nova, Toari, Xibauá, Vila Medeiros e Xibauzinho were present at the event. Four indigenous women from Aldeia Bauana and two from the Community of São Brás, Municipality of Itamarati also participated in the event.



Photo: Hugo Costa

The process of mobilization for the Workshop took place through the invitation made during the ASMAMJ Assembly, with the enrolment of the participants, and via radio to the communities which were not present at the Assembly. The boat departed from the center of the municipality and stopped at the local communities, taking the participants to the Workshop place, in total of 48 hour-trip and covering 450km by boat.



The counting workshop is a demand of the women in Mid-Juruá which was developed along the Strategic Planning of the Association in the General Assembly in 2019. And thanks to the partnership made with Instituto Juruá, the Association received a financial donation to pay for 100% of the Workshop costs, and during the project days we could count on the support of the Institute crew.

The aim was the women empowerment in the chain of the Arapaima management, assuring autonomy, gender equality and income generation for women. This project was a milestone for the Amazon Region, because the Arapaima chain has always been marked by male presence and influence and, due to the workshop, Mid-Juruá women were trained to increase and have autonomy in more than one of the processes of management: the counting of individuals which precedes the fishing.



Photo: Hugo Costa

The workshop was divided into three stages, day one with theoretical methodology about counting, followed by a practical class for the analyses of the environments inhabited by the Arapaima. The project came to an end with the participants' evaluation and certification.. The Workshop has been extremely successful, because through evaluation, most of the women had excellent approval grades. Due to the great success of the workshop, ASMAMJ intends to replicate this project in other communities which are involved with management in all of the Amazon Region, extending the female participation into the Arapaima management.

## **Article developed by Instituto Juruá, in partnership with SITAWI, proposes a rich and sustainable future for the Amazon**

By Bernardo Oliveira e Felipe Jacob Pires

*The article surveys governance models, ecosystem and environmental services, natural capital in the Amazon, and shares successful experiences of an extractive-based bioeconomy in the Middle Juruá, AM.*

The word future carries with it the weight of doubt. The future is, by nature, uncertain. But we can be sure of one thing: there is no viable future for the country and the world without the Amazon standing. What will happen from now on with the forest, is being built now. Built by the ideas of those who dare to project a world where respect for life is a priority.

It was thinking of a future where the Amazon will maintain its greatness and develop economically and socially, involving the peoples of the forest in this process, that the members of the Juruá Institute and SITAWI, associations that operate in the Middle Juruá region, in Amazonas, developed the article "[Amazon in the 21st Century: natural capital, sustainable development and social justice.](#)"





In a current context where the Amazon is placed at the center of global climate and environment, the study brings a discussion on strategies for the development of a more sustainable model for the biome, taking into account not only its environmental assets, but also looking at the social, cultural, and traditional populations for the maintenance of the forest.

A central concept addressed by the article for thinking about a living future for the forest is the bioeconomy. According to Felipe Jacob Pires, coordinator of territorial programs at SITAWI, "there are different narratives and understandings of what bioeconomy is. It is mainly related to the socioeconomic and environmental context of the region."

According to Felipe, bioeconomy is a practice that fits into the perspective of the green economy, an alternative to the current economic model, which in the last century has caused so much damage to our planet, both from an environmental and climatic point of view, as well as a social one. The bioeconomy in the Amazon offers sustainable economic production, based on its rich biodiversity, which uses its biological resources, combining science and new technologies to produce more sustainable products.

From bioeconomy, another concept emerges: socio bioeconomy - an opportunity to link the Amazonian sociocultural context to the paradigms that will be built with the bioeconomy projects in the region. This means that the main actors in this new way of thinking about economic production are in accordance with the peoples who live in the Amazon and still offer today, income possibilities in privileged areas, far from cities.

The ancestral knowledge of these populations, who have lived in an integrated manner with the forest for so long, enjoying their products without destroying the environment that shelters them, when combined with scientific knowledge, allows for the adequate and efficient management of the countless natural resources present in the region.



Photo: Bernardo Oliveira

Included in this economic model are projects such as pirarucu management, sustainable fishing for the largest freshwater scale fish in the world, extraction of vegetable oils such as andiroba and murumuru oil, rubber extraction and many other possibilities for conscientious extractivism that respects the integrity of the environment.



"The Amazon has immense potential for generating new business opportunities using its natural resources. There is already a very strong movement, involving companies, business accelerators, public authorities and several other institutions, promoting and supporting business initiatives with a more sustainable bias or, as many say, businesses with impact. It is already known that a standing forest is more profitable than a knocked one", explains Felipe.

One of the questions raised by the study is how traditional populations, who are usually in the first link of the chain, that is, collecting and pre-processing raw materials, such as açai, vegetable seeds, cocoa, should be involved in the production chain, ensuring their social rights and the fair sharing of the surplus.

Combining science and technology with traditional knowledge has never been as important and urgent as it is today. There is a great opportunity to create a truly sustainable economy model, developing new products, generating jobs and income for these populations and conserving the forest.

For Felipe, "forest people can and should benefit from this model, in investments to strengthen the management of their projects, in access to new production technologies, and in rural technical assistance, and in the protection of their territories."

The Mid-Juruá region is a successful example of a bioeconomy based on socio-biodiversity. There are several ecological, social and institutional factors and principles that lead the region to a remarkable model of sustainable development, combining the conservation of biodiversity with the generation of income and the well-being of local areas

This is due to the presence of various community associations that have organized themselves to make it possible to protect their territories and generate income for their residents, encouraging the participation of participants in different production chains and in environmental conservation.

Another proposal that the article brings is the payment for environmental services. It is known that the integrity of the Amazon is fundamental for regulating the global climate and the rainfall regime in Brazil. The people who live in the forest play a fundamental role in maintaining the benefits it offers. The idea here is that these people can get paid for this service, guarding their territories and conserving the environment.

Often, in projects to promote forest-based production chains, the effort and investment of populations in protecting and conserving natural resource management sites are not taken into account. Examples like this should be considered when thinking about who should be paid for the services that are being provided for the generation of humanity on the planet.

"We have a historic debt to the Amazon and its people. And we will only have sustainable development in this biome when we look inside, in the middle of a dense forest, intersected by winding rivers, and to the people who live there. " concludes Felipe.

## Communication Channels in Mid Juruá: an area with limited internet access

By Clara Machado

Limited internet access is a reality for most rural communities in the Amazon, and in Mid-Juruá is no different. Despite this difficulty, Instituto Juruá held two remote courses throughout 2021 with the residents of Reserva Extrativista of Mid-Juruá and Reserva de Desenvolvimento Sustentável Uacari. The first course, on "Socioenvironmental Educommunication Practices Applied to the Promotion of Sustainable Development in Amazonia", was held in partnership with Embrapa, and the second one, on "Project Elaboration" is available on our YouTube channel.

Internet access was set up via hubs with wifi in different communities, the meetings took place synchronously, and the communication was made via Transmission Channels on Whatsapp. At the end of those courses, these Transmission Channels remained active, functioning as a means of communication between participants to share doubts, opportunities, tools, and tips.



As a result of the course on Educommunication, the channel "Comunicadores of Mid-Juruá" emerged, where opportunities, courses, and tools for communication are shared. Instituto Juruá's team offers tips on social network management and invites everyone to participate in the construction of the newsletter editions with texts, news, poems, and interviews.

In addition to this channel, we also have "Assistance in Projects", a result of actions taken in the "Project Elaboration Course", where open notices and questions about the construction of proposals are shared, and where the monitoring of the demands of notices already approved is carried out. In this way, access to the internet can be a huge challenge, however, as far as possible, it is circumvented with the use of accessible platforms that facilitate communication and allow rural communities to express and present themselves, and to enjoy the possibilities brought by digital media.



## ORGANIZATIONS OF THE MID-JURUÁ

### Get to know AAEPPRI: Environmental Association, Extractivists, Fishermen, and Rural Producers from Itamarati

By Bernardo Oliveira

The fight for public policies that serve the population of Mid-Juruá is an old one. It began before the creation of RDS Uacari and RESEX Mid-Juruá nature reserves, when residents of local communities vocalized and united themselves in organizations that established, in addition to the creation of reserves, the possibility of enabling supply chains that were previously little explored and that are currently a very important source of income for the sustenance of these people.

Today, one of the main protagonists in this battle is Associação Ambiental, Extrativistas, Pescadores e Produtores Rurais de Itamarati (AAEPPRI). The association was born in the Walterburi community with only 12 members, who had the idea of promoting the preservation of biodiversity, the use of natural resources, and the sustainable development in the region. AAEPPRI now has 211 members of several communities in the municipality of Itamarati, in the state of Amazonas.

The organization supports four nesting sites for the conservation of Amazon River's turtles in different communities, and is starting to implement the handling of arapaima in the area, as well as offering environmental education to its members. The fight, alongside government and civil society, is to have rights to income, to a healthy and conserved environment, and to a dignified life for the habitants of Amazon's most inland communities.



The union of the riverside population from the region in organizations like AAEPPRI was, and still is, fundamental for Amazon's sustainable development and preservation. It is essential that our governments listen to these organizations and make decisions based on their demands, so that the Amazon can grow and develop in a healthy way, involving the residents of these rural communities in projects that aim at the sustainable exploitation of the forest's natural resources.

Photo: Nerinho Santos



## SCIENCE COMMUNICATION

### Are Protected Areas Where People Are Happy?

By Clara Machado

Instituto Juruá's researchers visited more than 100 communities along Juruá River's two thousand kilometers so they could answer a question. Where do people live better: inside or outside protected areas? The study, led by João Campos-Silva, analysed the main services that exist in rural communities (such as electricity, sanitation, and access to means of communication), the level of community empowerment, and the habitants' personal desire of leaving the rural area to live in urban centers. The results of the study titled "[Sustainable-use protected areas catalyze enhanced livelihoods in rural Amazonia](#)" were published in the journal "Proceedings of the National Academy of Sciences of the United States of America" (PNAS)..



Photo: Jaqueline Orlando

In Mid-Juruá, where communities located in protected areas, such as Reserva Extrativista do Médio Juruá and Reserva de Desenvolvimento Sustentável Uacari, are organized and participate in well-succeeded communal conservation arrangements, the results are clear as day. Rural communities in protected areas have greater access to services such as digital communication, basic education, electricity, presence of local commerce, and boats for transportation and products commercialization.

While communities located outside of protected areas practice a subsistence economy, communities inside of those areas also develop a supply chain of natural resources, as it is the case of the arapaima handling and the commercialization of vegetable oils, besides having a greater family income

Protected areas appear to be a relevant factor for the permanence of families in rural areas. As 58% of adults who were interviewed outside of protected areas reported having a desire to migrate to urban centers, only 5% of habitants of protected areas demonstrated having the same interest.





Unfortunately, many communities outside of conservation areas still experience coercion from local and powerful elites, the heirs of the Rubber Barons from the 19th Century, who limit the usage of natural resources to the communities since they believe it's them the rightful owners of those lands. Even though sustainable usage in protected areas are not an indispensable condition for the social and ecological well-being of Amazon, and besides having their own contradictions, those areas facilitate the development of conservational activities, as it is the well-succeeded case of the arapaima handling, that creates revenue and better life conditions for communities while also preserving and recovering species that are fundamental to the forest's ecosystem.



Photo: Andressa Scabin

Protected areas are important for biodiversity preservation and for Amazon's socioeconomic development. But protected areas shouldn't be treated as isolated islands, as this inevitably leads to conflicts. The study's authors suggest seeing protected areas as laboratories, where models of sustainable management of natural resources are tested and empowered in order to, later, extrapolate their own frontiers, expanding those models to regions that aren't contemplated with conservation areas.

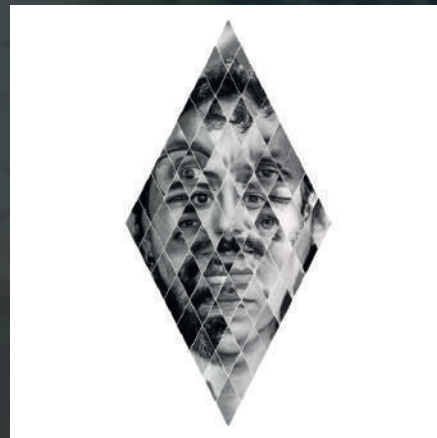


# NEWSLETTER

## NOVEMBER 2021

### IJ RECOMMENDS

**PICO DE JACA** - ALBUM RECENTLY LAUNCHED BY A BAND CALLED CASA DE CABA.



**CANÇÃO PRA AMAZÔNIA** - POETIC-MUSICAL MANIFESTO THAT BRINGS TOGETHER GREAT NAMES IN BRAZILIAN MUSIC IN DEFENSE OF THE AMAZON.

**RIBEIRINHA DA AMAZÔNIA** - FABÍOLA ALVES PEDROSA'S YOUTUBE CHANNEL, WHICH SHARES THE CULTURE AND DAILY LIFE OF THE RIVERSIDE, DIRECTLY FROM LAKE AMANÃ, MUNICIPALITY OF TEFÉ (AM).



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