

A person wearing a white t-shirt, dark pants, and a face mask is walking down a set of stone steps. They are carrying a large white plastic bag over their shoulder and another white plastic bag in their hand. The background features a large body of water (a lake or river) and a forested hill in the distance. The scene is brightly lit, suggesting daytime.

INSTITUTIONAL REPORT

IDESAM2020

idesam



CONTENTS

MESSAGE FROM
THE COUNCIL 05

MESSAGE FROM THE
STEERING COMMITTEE 07

PRESENTATION 09

2020 HIGHLIGHTS 10

PROMOTING SUSTAINABLE
VALUE CHAINS 12

IMPACT INVESTING AND
NEW BUSINESS 18

PUBLIC POLICY
AND ADVOCACY 24

COMMUNICATIONS 30

TRANSPARENCY 33

IDESAM CONNECTION 36

PARTNERS 41



MESSAGE FROM THE COUNCIL

Idesam is an organization that stands out, throughout its history, for its resilience and extraordinary capacity to innovate and bring together people and institutions. These characteristics were, and continue to be, fundamental for facing the Covid-19 pandemic that had a profound impact in 2020.

In spite of the adversities imposed by the sanitary crisis, we advanced and fulfilled most of the objectives and goals established in our strategic planning. It was necessary to adapt to fulfill our mission.

With a focus on adding value to Amazonian sociobiodiversity product chains, strategic partnerships were maintained, such as the Amazon Fund by BNDES, which enabled the construction and operation of mini-plants for processing vegetable oils, in addition to other important partnerships that have been vital in the implementation of programs and projects of great social and economic reach for the Amazon.

Aware of the social vulnerability resulting from the pandemic, we expanded partnerships to enable multiple support for these populations. Regatão do Bem is the best example of this.

The year 2020 was highlighted by the inclusion of new businesses in the scope of the by the Partnership for the Amazon Acceleration Program (currently AMAZ Aceleradora), extrapolating the Amazonian territorial dimension and reaching other states. This is one of the essences of IDESAM's performance, always focused on actions that promote social and environmental development.

Many actions were maintained, such as those to support the production of agroforestry coffee, in the south of the Amazon, and also the Forest Cities project, which enables and supports numerous initiatives in several municipalities, with forest management as its flagship. And, an interesting

microcredit operation initiative, the 'Amazon PEC', which supports producers committed to good practices.

As a result of work, always as a team, based on sustainability criteria, values and sustainability indicators, the year 2020 was also marked by the recognition of IDESAM as the Best Environment/-Sustainability NGO in Brazil and the best NGO in the Northern Region at the Best NGOs Award. This is a source of pride and undisguised satisfaction.

The invitation to join the Environmental Observatory of the Judiciary is another milestone of public recognition of the relevance of our organization.

We want to thank the contribution and dedication of all the members of the Administrative Council, Consulting Board and Fiscal Council, our collaborators, always dedicated and motivated, from public and private partner organizations, who were essential for us to overcome all obstacles and challenges and reaffirm our commitment to a future full of good achievements.

Thank you so much!

Neliton Marques da Silva
President of the Administrative Council



MESSAGE FROM THE STEERING COMMITTEE

It would be irresponsible to say that 2020 was a good year. It wasn't. The COVID-19 pandemic claimed millions of victims worldwide. In Brazil, not only large urban centers were affected: indigenous and traditional communities, family farmers, small rural producers and large portions of the population in the interior of the Amazon were affected by the spread of the virus and suffered the loss of family members, friends and neighbors... and with them, dreams of a better life, traditions and stories of struggle and overcoming of people accustomed to overcoming barriers.

Have we had victories? Sure, we did. But nothing that could reduce our desire to turn this page in our history as soon as possible.

We started the year celebrating, with the inauguration of a plant to produce vegetable oil in the Uatumã reserve; new projects, workshops and field actions were scheduled to take place.

What came next required a complete change from us, not just in positioning and cleaning and distancing practices, but in plans. Field actions were postponed, activities stopped, events were turned into live streaming.

The technical projects had to slow down, but out of respect for our partners and beneficiaries, stopping completely was not an option. The watchword was reinvention.

With all the difficulties, we started the 'Regatão do Bem' campaign, which delivered more than 5,500 basic baskets, 13,000 masks, 5,363 hygiene kits to 14 municipalities, reaching around 62 communities throughout the state of Amazonas.

Partnerships were fundamental in this process, as Idesam was just a catalyst for this entire movement, connecting people who wanted to do good and people who needed this support more than ever.

As an encouragement in this scenario, the year ends

with the news that Idesam was chosen, by the Best NGOs award, as the best NGO in the Environment and Sustainability category, also establishing itself as a winner in the North Region. This award is the result of the daily effort of our team and comes from the zeal with which we carry out our projects and operate the financial resources we receive.

This recognition is especially important at this moment when the performance of civil society organizations and the third sector is – in an unthinking and irresponsible way – increasingly criticized and called into question.

What we hope is to emerge stronger from all this. May we know how to thank more, recognize more, that our attitudes definitely change and not only in extreme situations.

What about us? We will continue here, doing our best, so that the families and communities that rely on our work are better served. We will continue fighting to keep the forest standing!

And, once again, we look forward to your support, your partnership and your encouragement... in whatever way possible.

Paola Bleicker

Executive Director



PRESENTATION

One of the characteristics that permeates Idesam's work is innovation and adaptation to scenarios and even adverse situations. This could not be different when it comes to communicating our results. We are increasingly in a world where the use of technology helps us reach people and places difficult to reach before. For this reason, Idesam's institutional report is in a format that is increasingly adapted to this new time, with interactive tools and easy access to different audiences.

This report was built to, instead of being a heap of long texts and tables, be a hub of Idesam's actions in the Amazon. Here you find an entry way to sites, publications, videos and other files that will take you along with us in this work through the Amazon.

So, keep an eye out for links available throughout the next few pages. But remember to always return to this point, to get to know in a broad and comprehensive way all the work carried out by our team of more than 50 professionals. It's easy to get lost in so many actions and content generated about the Amazon and for Amazon.

We hope that the reading is clear and informative, and that, after reading this report, you have the same vision of Idesam that we, from the inside, have: that Idesam is an Amazonian force, which does not rest until it finds paths and alternatives that collaborate with the development of our region with respect for the environment, local populations and agents that promote a more sustainable Amazon.

That's our job. And we are very happy to be able to share these results with you, even in a year as complicated as 2020. For 2021, we want the strength and courage to face new and old challenges.

Idesam Team



Click on these icons to read more information on the subject.



Click on these icons to see related videos.



Click on these icons to download documents and studies.



Click on these icons to find out how you can help.

2020 HIGHLIGHTS



INAUGURATION OF MINI-PLANTS

Through the Forest Cities project, carried out by Idesam with resources from the Amazon Fund/BNDES, two mini-plants were inaugurated for the processing of vegetable oils in the interior of the Amazon, in the municipalities of Apuí and São Sebastião do Uatumã. Together, the plants have the capacity to process 8 tons of fixed oils and 140 liters of essential oils per month.



RESPONSIBLE CONSUMPTION

Idesam joined Mercado Livre and Climate Ventures to launch, in the month of the Amazon (September), the movement 'Amazônia em Casa, Floresta em Pé'. The campaign was focused on stimulating the consumption of Amazonian sociobiodiversity products, helping impact businesses to maintain sales in the pandemic.



R\$1.6 MILLION REAIS IN OILS

Throughout 2020, Idesam, through the Forest Cities project, supported a series of associations and cooperatives of the interior of the Amazon in the sale of vegetable oils and extracts. This work allowed the sale of more than R\$1.6 million reais in oils.



BEST NGOS 2020



Idesam is chosen as the Best Environmental/-Sustainability NGO in Brazil and the best NGO in the North Region in the Best NGOs Award. The award is an initiative of Instituto Doar in partnership with researchers from Getúlio Vargas Foundation (FGV-SP), who carry out a judicious evaluation process, in aspects such as management, communication and transparency in the use of resources. In 2020, more than 670 NGOs applied for the award.



NATIONAL REFERENCE



After being invited by ministers Luiz Fux and Rosa Weber to participate in two public hearings at the Supreme Court, Idesam was invited to compose the Environmental Observatory of the Judiciary. The Observatory contemplates the promotion of sustainable development and the protection of biodiversity in the Legal Amazon.



SOCIAL SUPPORT IN THE PANDEMIC

With the pandemic advancing in the interior of the state and harming the income of riverside and indigenous communities, Idesam launched in May 2020, the campaign 'Regatão do Bem', which took food, hygiene and protection items, medicines and equipment to the interior. The campaign mobilized more than 40 partners and benefited around 30,000 people in just 8 months of action.

PROMOTING SUSTAINABLE VALUE CHAINS

 52

HECTARES OF
REFORESTED
DEGRADED
LANDS

 5

VIDEOLESSONS
PRODUCED
FOR YOUNG
AND WOMAN

“

“This project was born to replicate the methodology of gender analysis in value chains. We hope that the farming families of Apuí broaden knowledge on gender relations involved in the production.”

– Marina Yasbek Reia,
coordinator of the Idesam
in Apuí

AGROFORESTRY COFFEE

Started in 2012 by Idesam, actions to support agroforestry coffee production in the municipality of Apuí continue with the objective of maintaining and perpetuating certified coffee-production in the region, bringing more and more families together for the sustainable production of the grain.

However, on-site activities were heavily affected in 2020, with the COVID-19 pandemic, as access to communities and collective actions were suspended to prevent the spread of the virus. One of the measures to overcome this situation was the adoption of online training tools: in July 2020, Idesam launched **a series of video lessons on the empowerment of women and youth in the agroforestry coffee value chain in Apuí**, focusing on organic certification.



The activity was carried out in partnership with the Green Markets and Sustainable Consumption project, developed by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in partnership with Brazil's Ministry of Agriculture, Livestock and Food Supply (MAPA), with the support of the Eco Consult/Idesam Consortium.



Also in 2020, Idesam established **two major partnerships with reNature and WeForest**, which will intensify the actions of the project in the coming years. With the WeForest, 175 hectares of agroforestry systems will be implemented agroforestry systems (SAF in Portuguese) up to 2025. With reNature, the project will get stronger in the stages of harvest, improvement and access to the market, in a three-year partnership.

Expectations for 2021

To improve the quality of life of family farmers with forest-based production systems;

To increase the forest covering through forest-based production systems;

To reduce the deforestation in the broader landscape and the emissions of greenhouse gases in a complicated municipality of the Brazilian Amazon.



MANAGED WOOD

By means of the Project Forest Cities, the Idesam supported extractivists and partner social organizations in obtaining and approving forest management plans that will allow the sustainable exploitation of the forest. The first licenses were delivered in January 2020. The Idesam also started a series of trainings that aim to bring new techniques and professionalize the forest management activity in the communities that participate of the project.

With support of CLUA - Climate and Land Use Alliance, the Idesam started a new action focused on creating a line of wooden objects following principles of the circular economy in a furniture store in Uatumã's sustainable development reserve. Developed in partnership with renowned designers, the line will be produced with wood from forest management, supported by Amazon Fund/BNDES, managed by the association of inhabitants of Uatumã's sustainable development reserve. To this end, the designers are transmitting their ideas through recorded video lessons of carpentry and virtual meetings with the community members who will produce the pieces. Also, the project supported the licensing and structuring of the furniture industry.

 **36**

TECHNICAL ASSISTANCE
ACTIVITIES CARRIED OUT
IN SEVEN MUNICIPALITIES

3,600

HECTARES
LICENSED FOR
COMMUNITY
FOREST MANAGEMENT

VEGETABLE OILS



In January 2020, **Idesam delivered the first mini-plant to process oil in Uatumã's sustainable development reserve.** With an investment of R\$400 thousand reais to be built, the structure has the capacity to generate, in full operational, more than R\$850 thousand reais per month to community members, directly benefiting more than 300 families. The industry has a monthly production capacity of 3 tons of fixed oils, in addition to 90 liters of essential oils.



In August, **it was Apuí's turn to receive the project's mini-plant,** which has a monthly capacity to process up to five tons of fixed oils (fats, oils and butters) and up to 50 liters of essential oils.

The Forest Cities project also promoted improvements in three other existing plants in the municipalities of Carauari, Silves and Lábrea. In addition, Idesam also invested in training the community members on topics such as good extraction and processing practices.



It will generate more income for families and add even more value to our product, which is provided by nature. We are very excited and hope that demand will increase so that we can involve more people in the activity."

– Ronaldo Moraes,
president of Ouro Verde
Association.





“

We did an analysis of our areas and we noticed that the soil is already with a different texture, you can see a lot of organic matter, leaves and branches transforming the soil cover.”

– Adelário Ronnau,
agricultural producer
and Idesam beneficiary.

 **5**

AVERAGE STOCKING
OF ANIMALS IN
PROJECT SYSTEMS

SUSTAINABLE LIVESTOCK

Considered one of the main activities responsible for the devastation of large areas in Apuí, in the south of Amazonas, the extensive cattle raising practiced in the Amazon biome represents a strong relation with environmental degradation. With nearly a decade of action to reverse this situation in the municipality, Idesam continues to disseminate the application of sustainable livestock techniques on local farms.



Through an initiative called **Amazon PEC**, the institute runs microcredit lines for producers who commit to changing the way of production, adopting sustainable techniques, in addition to reforestation (or maintaining preserved) legal reserve (RL in Portuguese) and permanent preservation areas (APP in Portuguese) of its rural properties.

For next ten years, Idesam expects that 300 farms will be converted to silvipastoral systems, preventing that about 1.6 million tons of carbon are emitted into the environment.



In the state of Tocantins, through the Sustainable Field project, Idesam supported the State Secretariat of Environment and Water Resources (SEMARH) in implement and monitoring 72.5 hectares of crop-livestock-forest integration systems (ILPF in Portuguese) in three rural properties, and mapped 105 properties in the interior of the state that own integrated management systems.

ENVIRONMENTAL SERVICES AND REDD+

With an extensive background in projects of Reducing Emissions from Deforestation and Forest Degradation (REDD+) and environmental services (PSA, in Portuguese), Idesam continues to make connections between agents to promote the development of the carbon value chain as a means of preserving the Amazon.

Idesam continues to be the technician responsible for monitoring the RECA Carbon project, carried out by the partnership between the company Natura and RECA Cooperative, in the state of Rondônia. The project is the first model of forest inseting in Brazil (a project of payment for carbon offsetting within its production chain, called Circular Carbon).

Also for Natura, Idesam conducted a feasibility study for carbon project and PSA (Environmental Services Program) project linked to the Brazil nut supply chain by COOPAVAM – Vale do Amanhecer Farmers Cooperative, in the state of Mato Grosso.



In the state of Acre, a partnership between the extractive communities of Chico Mendes Resex and the company Vert-Shoes has also allowed an opportunity for 'insetting' linking environmental services to the local production of rubber. In addition to the technical and financial feasibility study and a methodological guide, Idesam's support also generated a monitoring report for the first period of the project and a guidebook for local families.



Having a compensation strategy, combined with Natura's raw material supply chain, brings income to producers and contributes to the conservation of forest areas, in a virtuous cycle with multiple gains."

– Keyvan Macedo,
Sustainability manager at
Natura.

 173


CHICO MENDES RESEX
FAMILIES BENEFITED
BY THE PROJECT



THOUSAND HECTARES TO
BE CONSERVED IN THE
RECA CARBON PROJECT,
BY NATURA

CLICK HERE TO

EXPLORE

 idesam.org/atuacao



IMPACT INVESTING AND NEW BUSINESSES

AMAZÔNIA AGROFLORESTAL INC.

In the search for a model that would allow to offer financial sustainability to actions of fostering the production of agroforestry coffee, even after the end of philanthropy funding, Idesam started, since 2019, the proposal of an impact business that could operate in parallel with the organization.

With this, the company Amazônia Agroflorestal was created, which today represents the brands Café Apuí Agroflorestal and Café Apuí Agroflorestal Orgânico. The year 2020 was fundamental for structuring the business and making the necessary adaptations for the success of this new model. In addition, the team involved immersed itself in understanding and analyzing the organic market in Brazil, and sought new partners to support the storage and distribution of products in strategic regions, expanding the product's reach nationally.



The COVID-19 scenario brought major impacts on sales during the initial months of the pandemic. This forced the team to look for ways to quickly adapt to digital marketing and sales channels, which was also possible thanks to the PPA Acceleration Program and its actions to empower and encourage the sale of Amazonian sociobiodiversity products.

The company is now preparing for a round of external funding with impacts funds, which should take place between 2021 and 2022.



It's an enormous satisfaction to be able to contribute to this story, which marks not the end, but the beginning of a new journey of climbing for Café Apuí and the Amazon bioeconomy."

– Gustavo Pinheiro, ESG coordinator at Institute for Climate and Society (iCS).



THOUSAND REAIS WAS THE INITIAL INVESTMENT RAISED FOR THE OPENING OF THE COMPANY



IDESAM PARTNERS BECAME INVESTOR PARTNERS OF THE NEW MODEL



PPA ACCELERATION PROGRAM

The year 2020 began with 15 more selected businesses (out of the 201 registered) ready for a year of acceleration through the PPA Acceleration Program. This new portfolio also included initiatives located in the states of Amazonas, Pará, Mato Grosso, Rio de Janeiro and Santa Catarina. But after the first face-to-face meeting, held in February 2020, in Amazonas, it was necessary to adapt to the new world scenario.



In addition to webinars and online mentorships, the **Program's Emergency Plan** for entrepreneurs in the midst of the Covid-19 crisis also provided working capital contributions.

To overcome the challenges, the program also sought partnerships: Mercado Livre, AmazôniaHub, Climate Ventures, Auá Institute and Biobá platform were some that mobilized efforts to increase visibility and access to products, facilitating consumption through digital platforms. In September, the month of the Amazon, the campaign **Amazônia em Casa, Floresta Em Pé** was launched, which also featured partnerships with renowned artists, chefs and digital influencers to boost sales.



“

When we see these amazing products available, we can't imagine all that was necessary for them to reach the market. The sociobiodiversity production chain is long and complex.”

– *Florian Breyer, from Climate Ventures, Coordinator of the Amazon Lab.*



BIOECONOMY PRIORITY PROGRAM

The year 2020 ended with the theme Bioeconomy of the Amazon in an increasingly prominent position. With a project bank with more than 70 registered ideas and initiatives, the program managed to close the year with more than R\$9.5 million reais raised among companies in the Industrial Pole of Manaus (PIM, in Portuguese) for investment. Part of these resources is already being applied in four projects under development through the priority program.

In one of these actions, National Institute for Amazonian Research (INPA) researchers are dedicating themselves to add value to Amazonian fish, creating a new impact business. The Bioeconomy project bank's content has the potential to revolutionize several areas of activity and we expect the PIM to be the protagonist in this movement.

In 2020, in partnership with Página22, Idesam promoted a series of dialogues on the **'New Economy of the Amazon'**, seeking to place our bioeconomy in the center of the debate on investment opportunities in business in impact and environmental services. Broadcasted on digital channels in partnership with the Rede Amazônica Foundation, the generated contents continue to be available and disseminating content on the subject.

To register the advances and show investment opportunities to bioeconomy agents in the Amazon, the program created an investment strategy, called **INVISTAMAZÔNIA**, which was presented to stakeholders and is available on the Idesam (idesam.org) and PPBio (bioeconomia.org.br) websites.

“

We have the conditions to unleash a true green revolution, which requires discussing the Amazon from the inside out.”

– Denis Minev, CEO of Grupo Bemol and member of Idesam's Advisory Board

4

PROJECTS UNDER
DEVELOPMENT
VIA PPBio



INATÚ AMAZÔNIA: OILS AND WOOD

The final consumer has the guarantee that he's buying an Amazonian product coming from a fair trade, where the entire chain is being ideally remunerated.”

– Louise Lauschner,
marketing analyst for the
Cidades Florestais
project and Inatú
Amazônia



Inatú Amazônia is a collective brand of social organizations from Amazonas and Idesam. It is a result of the Forest Cities project and works to better communicate and market products, such as vegetable oil and managed wood, from the social organizations it represents.

The **official launch of the brand** took place on August 19, live on Idesam's Youtube channel. The event was a milestone for the project and for Idesam, as it represents a work of more than three years in the municipalities of Forest Cities project, including diagnoses and initial studies, training, technical support, going through market studies, brand and packaging development, until the final product.

The next step in this trajectory is to seek marketing partners for the products created, in addition to maintaining the entire ecosystem necessary for the extraction and processing of these products, in partnership with local associations that make up Inatú Amazônia.

Support for marketing as a raw material also made great progress throughout 2020: **local associations surpassed R\$1.6 million reais in revenue from the sale of oils and extracts** to national and international companies of cosmetic production.

\$1.6

MILLIONS REAIS IN
COMMERCIALIZED
RAW MATERIAL



CARBON NEUTRAL PROGRAM



All the bonds of this action are fundamental, just as it is needed someone who makes seedlings, plants and takes care of the SAFs, it is also needed someone to finance this initiative, so that it reaches even more families.”

– Mariza Nobre, community member of the Uatumã's Sustainable Development Reserve and partner of Idesam's PCN



In 2020, the Idesam's Carbon Neutral Program (PCN) completed 10 years of existence. **Created and coordinated by Idesam since 2010**, the program aims to offset greenhouse gas (GHG) emissions from people, events, products or any activity carried out by institutions that seek to reduce the impact of their footprint on the planet. During this decade of existence, the Program reached the mark of more than 46 thousand trees planted, 15 thousand tons of CO2 offset and more than 35 riverside families involved in the project.

The Program offsets its partners' emissions by planting in Agroforestry Systems in Uatumã's Sustainable Development Reserve and, as of 2020, also in the municipality of Apuí, in the southern state of Amazonas.



All this work was only possible thanks to the program's partners along this trajectory. **In 2019, the PCN was supported by 18 partners** and in the more recent planting, in 2020, 27 supporters believed in this cause – a historic mark for the program – with a planting of 5,500 trees and more than 2.7 thousand tons of CO2 neutralized.

3

COMMUNITY
NURSERIES
MAINTAINED
BY THE PROJECT

\$ 7,000

SEEDLINGS PLANTED
IN 2020 (OUTCOME
FROM 2019 ACTIVITIES)

\$ 27

NEW PARTNERS
ESTABLISHED
IN 2020

Partnerships and Compensations

2019

William Rawlingson
Nativ Brasil
NIC.br
Climate Ventures
PPA
Goodwings
Sobrebarba
Tatiana Cymbalista
Flávia Cerruti
Promon
Márcio Fialho
Ademir Bottura
Shopping Jardins
Rodrigo Cunha
Nicole G. C. Souza
Lívia Prestes
Julia Berlinger
Oneika Leite

2020

FARM
Fundación Avina
ERM

NIC.br
Volcafé
Sauer
Area Urbanização e Lot.
Sobrebarba
BMW Foundation
Future Brand
American Crime
Plant for the Planet
RN Comunicação 360°
SKF Awards
Gringa
OriginFarms
Impact Bank (We Light)
Hacking Rio
Paulo José Oliveira
Tilman Heil
AMAR.CA
Rodrigo Cunha
Bergamia
Márcio Fialho
Israel Menezes
Denise B. Ramirez
Oneika Leite



PUBLIC POLICY AND NETWORK ACTIONS

BR-319 OBSERVATORY



Created in 2018, the BR-319 Observatory (OBR-319) gained new impetus from the project 'Socio-environmental Safeguards in BR-319's Area of Influence', funded by the Moore Foundation and developed in partnership with CNS, Coiab, IEB and WWF-Brazil. In its new phase, it was possible to resume the production and sending of the **Observatory's monthly newsletters**, which are one of the main communication channels of the collective, whose purpose is to disseminate truthful – and verifiable – information about the highway's area of influence.



The OBR-319 also monitors deforestation and burning rates in 69 Indigenous Lands and 42 Conservation Units located in the municipalities: Manaus, Careiro, Careiro da Várzea, Beruri, Borba, Manicoré, Tapauá, Canutama, Humaitá, Porto Velho, Manaquiri, Autazes and Lábrea. With the pandemic, researchers also included data on the spread of the disease in affected municipalities by the road.

Following the proposal to produce content for decision-making, the team involved in the Observatory also started to produce technical notes, to be released throughout 2021.



We believe that through the generation and dissemination of accessible and uncomplicated information, it's possible to promote a qualified and inclusive debate about the territory.”

– *Fernanda Meirelles, coordinator of Public Policy at Idesam and executive secretary of the BR-319 Observatory.*

‘GUARANÁ DE MAUÉS’ ALLIANCE



With each activity offered by the Alliance, we feel motivated and seek more knowledge, either with a training course or even helping a fellow producer.”

– José Cristo de Oliveira,
rural producer and
member of AAFAU.

In 2020, AGM (Aliança Guaraná de Maués, in Portuguese) supported the standardization of producer organizations, which resulted in an average gain of 53% in their income. The action directly benefited more than 337 farming families. In addition, the Alliance encouraged creative economy with the development of the Maués Conservation Center for Culture, Art and Sciences; and the Indigenous Association for Sateré-Mawé Community-Based Tourism: Wepainug.



Through its project fund, the Maués Guaraná Alliance also supported actions in more than 13 fronts, which can be seen in the **AGM 2020 Bulletin**, and involve training in sustainable production systems, midwifery, tourism, handicraft, early child education, turtle conservation, among others.

One of the highlights was the registration of producers for the seal of Geographical Indication of the Maués guaraná. With the resources from the fund, it was possible to assist in the process of recognition and acquisition of the seal. This action involved more than 1,000 guaraná producers of the region and also generated a **video presentation**, to increase the product's visibility to the consumer market.



In the pandemic scenario, in partnership with Maués Dojô, Valois Institute, IFAM, Mawé Experience and ‘Regatão do Bem’/Idesam, AGM distributed informational materials, basic baskets and hand sanitizer to more vulnerable communities and supported local groups in the production of masks and baskets of agrobiodiversity, encouraging the local economy during this period.

 13

ACTIONS SUPPORTED
BY THE PROJECTS FUND

 337

FAMILIES BENEFITED
VIA SUPPORT TO
ASSOCIATIONS





‘REGATÃO DO BEM’ CAMPAIGN

With several projects in more than 10 municipalities in Amazonas, Idesam has close knowledge of the challenging geographic reality of the Amazon, so it launched, in May 2020, the social action Regatão do Bem, to help bring food to families in situations of risk. The campaign collected and brought food to families in remote areas of the Amazon, who live mainly from sustainable extractivism and had their sources of income affected by the pandemic.

Idesam mobilized digital influencers, institutional partners and companies to raise food donations and other essential items for these communities.



With a network of more than 40 partners (who supported us in donations, financial resources, logistics and contacts), **‘Regatão do Bem’ managed to reach more than 18 locations of the state**, delivering more than 115 tons of food, in addition to hygiene items and protection for the projects, communities and people benefited.

 **62**

RIVERSIDE AND
URBAN COMMU-
NITIES SERVED

 **115**

TONS OF FOOD
DISTRIBUTED
AMONG THE
COMMUNITIES



CLICK HERE TO

EXPLORE

idesam.org/regataodobem

CLIMATE CHANGE

Idesam works by developing and implementing projects related to REDD+ and payment for environmental services (PSA), aiming to mitigate climate change and promote the sustainable development of populations living in the forest. Through participation in national work networks and groups, it takes part in the formulation of policies and programs related to climate change and forests, and, in the State of Amazonas, it played a decisive role in the construction of the State Climate Change Policy and the Amazonas Climate Change Forum.

In 2019, Idesam worked on structuring the State REDD+ System in Rondônia, including workshops and technical meetings with local organizations and communities

During 2019 and 2020, it acted in the structuring of the Amazonas State REDD+ System, as part of the regulation and implementation process of the Environmental Services Law of Amazonas, generating two published studies.



“

Environmental services are important assets that can help leverage new economic models in Amazon states and regions, conserving forests and promoting sustainable productive activities.”

– Pedro Soares, former Climate Change Manager at Idesam.





FORUMS AND COLLEGIATE BODIES

Currently, Idesam is present in 45 forums, councils, work groups and/or collegiate bodies representing civil society and contributing to the discussion of important socio-environmental issues in Brazil and worldwide.

As a result of its contribution to public policy discussions in Brazil, Idesam was chosen to be part of the **Judiciary's Environmental Observatory**. The group's general objective is to provide a dialogue that can contribute to increase the tools for combating environmental violations.

The Observatory is formed by 18 members, with 11 CNJ (National Council of Justice) advisers and seven society representatives. In an Ordinance signed at the end of 2020, minister Luiz Fux appointed all public entities and civil and society representatives to compose the observatory.

“

It's increasingly evident that the judiciary seeks to be more active in matters related to the Amazon. We hope to be able to contribute, bringing a little of our perspective and our experience with Amazon communities.”

– Mariano Cenamo,
Business Development
director at Idesam.

CLICK HERE TO

EXPLORE
idesam.org/politicas-publicas

 11.5

THOUSAND PLANTS
DONATED FOR THE
RECOVERY OF AREAS
DEGRADED BY FIRE

APUÍ ALLIANCE

Throughout 2020, Idesam continued actions carried out in partnership with the Municipal Secretariat for the Environment of Apuí in the Apuí Alliance initiative, also with the support of WeForest, WWF-Brasil and the Young Living Foundation.

The group was created with the aim of taking effective actions to prevent the persistence of fires in those proportions, seeking to control wildfires and fire events and bring greater transparency to data on deforestation. The Alliance equipped and trained about 20 people to work in a kind of voluntary Fire Brigade, bought firefighting materials and equipment, increased the infrastructure for the local brigade's work and storage of equipment, and carried out educational work in fire prevention with schools and associations of producers and promoted the donation of 11,500 seedlings to the areas affected by the fire.

The group also sought to base its activities on studies and analyses of the affected areas. Idesam contributes with a study, signed by one of its senior researchers Gabriel Carrero, which analyzes wildfires and fire events by estimating the damage at the agricultural expansion frontier in Apuí.

“

The Apuí Alliance has a tendency to become a climate observatory of Apuí, to present the problems, but also the successful actions resulting from many partnerships.”

– Domingos Bonfim,
Municipal Secretary for
the Environment of Apuí.

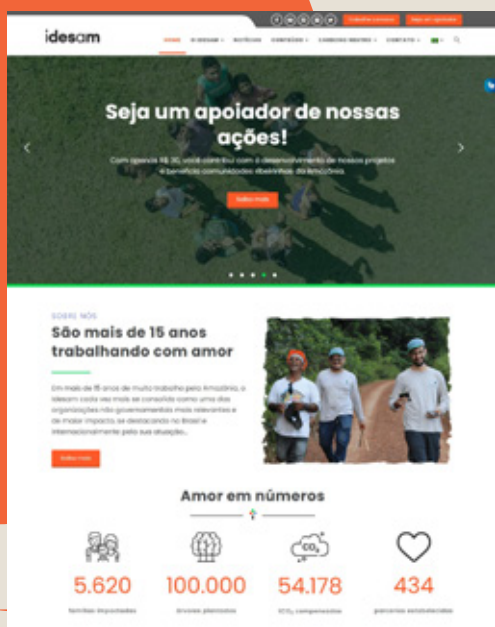


COMMUNICATIONS

NEW WEBSITE

Following the changes and evolutions resulting from Idesam's rebranding, the institute's Communication launched Idesam's new institutional website. With a more modern look and suited to our new identity, the website was launched in September 2020, Idesam's anniversary month.

Go to: **idesam.org**



16

lives streams produced throughout 2020 on the themes:

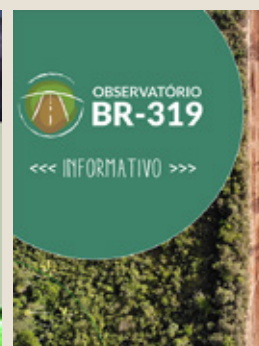
BioeconomyY

Impact Investing

Sustainable Practices

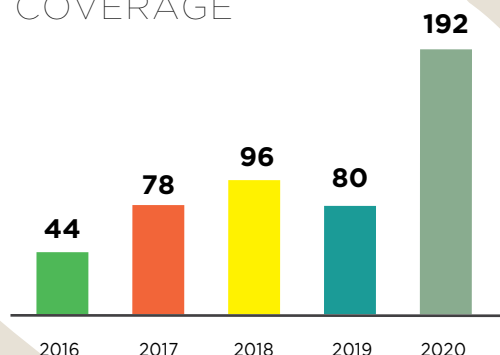
Design and Amazon

Apuí's Agroforestry Coffee



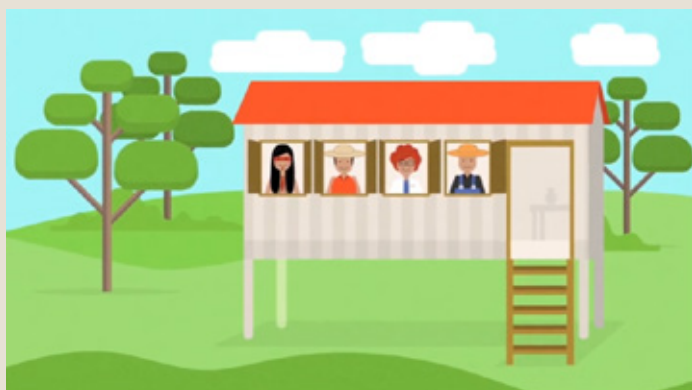
PUBLICATIONS

MEDIA COVERAGE



The sector also supported technical programs in the production of periodicals, studies and publications throughout 2020. The publications are available in Idesam's virtual library, at idesam.org/biblioteca.

SUPPORT IDESAM CAMPAIGN



With the proposal to strengthen the 'Support Idesam' campaign, in order to encourage individuals to donate, the Communication sector worked on the production of materials and approaches to disseminate the campaign's message and stimulate the culture of giving. In addition to videos, Idesam participated in Giving Tuesday, a global movement to promote an increase in donations to the third sector. The videos are available on Idesam's digital channels, you can also watch them by clicking on the icons beside.

INFLUENCERS

INSTITUTIONAL INITIATIVE

In 2020, Idesam started an action on the web in order to take our mission to more (and new) audiences and environments. To that end, we summoned a group of people active in the social media and we presented our work. Voluntarily, these people came aboard with Idesam on the mission to promote a sustainable Amazon and helped to spread our messages on their own channels. Whether through live streaming or sharing our content, these people embraced the idea of a more sustainable and just world.

In the last year, even though we were physically separated, we were closer than ever. We take this space to express our gratitude to all who contributed, and also, contribute to this initiative, in particular:

Jaque Santtos
Flávia Rezende
Anne Jezini
Liliane Araújo
Laura Teixeira
Karine Aguiar
Neto Benaion

Clayton Pascarelli
Vivian Alencar
Alessandra Luglio
Eunice Baía
Aurora Boreal
Letícia Colin
Bela Gil

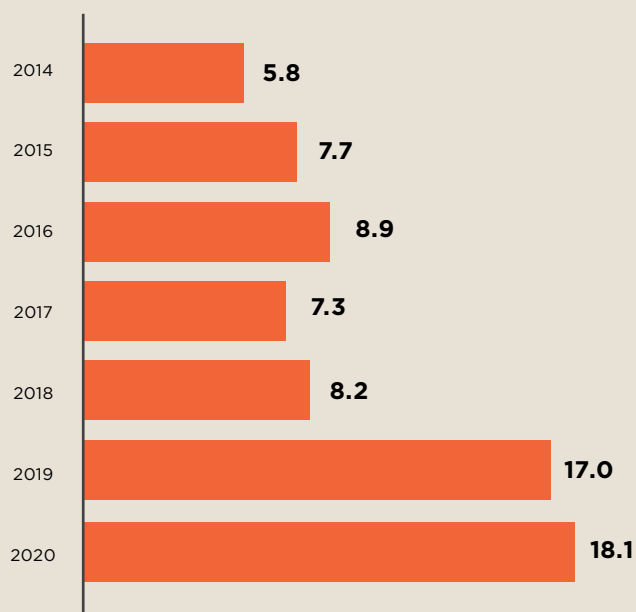


TRANSPARENCY*

TOTAL REVENUES

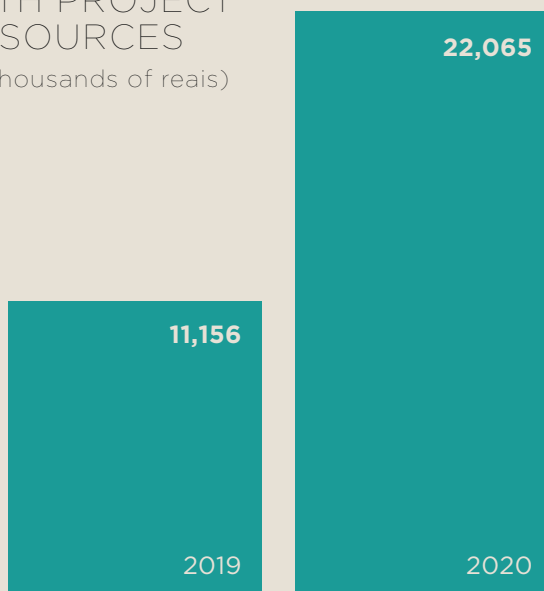
YEAR BY YEAR

(in millions of reais)

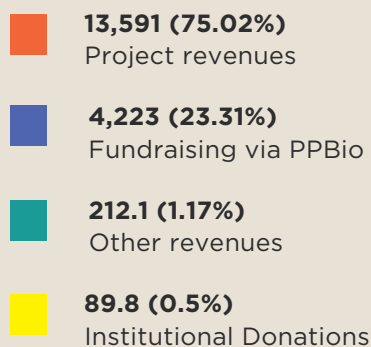


OBLIGATIONS WITH PROJECT RESOURCES

(in thousands of reais)

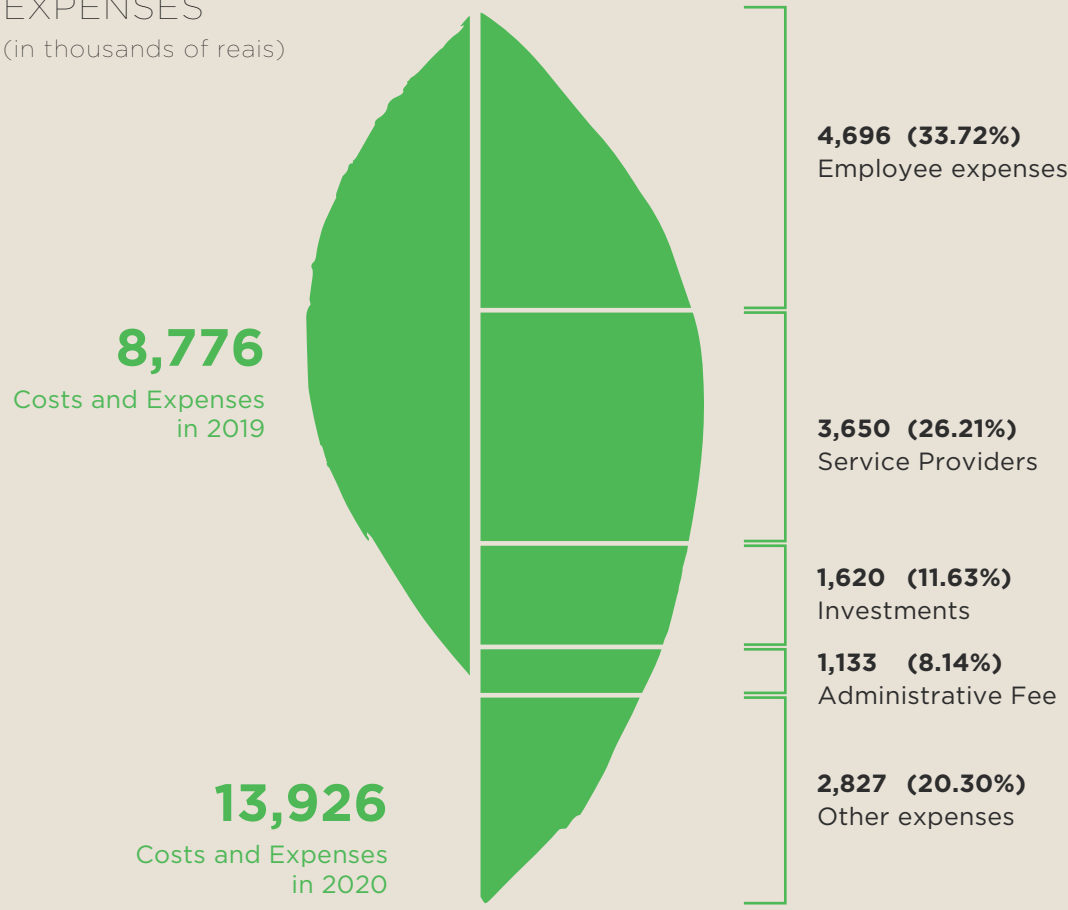


(in thousands of reais)



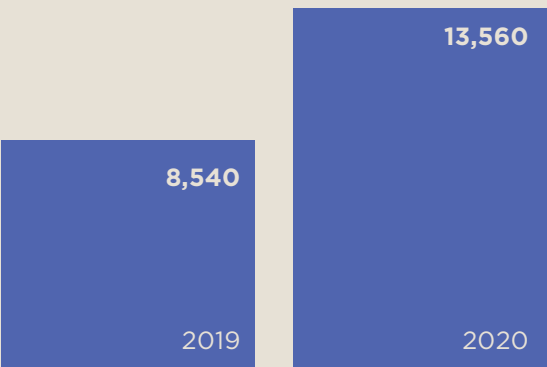
COSTS AND OPERATING EXPENSES

(in thousands of reais)



COMPARATIVE NET REVENUE

(in thousands of reais)



The numbers presented in this section are still being audited and may still be subject to changes. The final data are public and available on the Idesam's website, in the section '**About us > Financial Statements**'.

CLICK HERE TO EXPLORE
Financial Statements
idesam.org/quem-somos

A close-up photograph of a person's hands holding a young tree sapling. The sapling has several green leaves, some of which show small brown spots. The base of the plant is wrapped in a blue, crinkled plastic bag. The background is slightly blurred, showing a white shirt with green text.

SUPPORT IDESAM

CAMPAIGN

Reinforcing the campaign for institutional donations, Idesam received, throughout the year, several donations from people and companies that, through our mission and proposal of impact, are helping to conserve and develop the Amazon. The initiative and the partnerships allowed to raise R\$89,819.00 reais exceeding the proposed goal by more than 300% for the first year of the campaign.

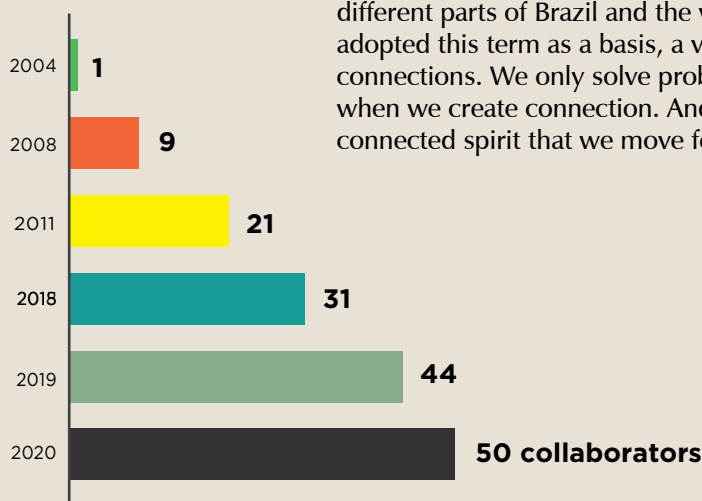
2019 AUDIT

APPROVED

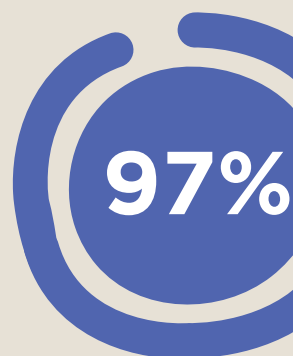
Marking its 16th year of operation in the Amazon, Idesam went through an independent audit of its accounts and obtained total approval of your balance sheet, without reservation. The result achieved is a reflection of the transparency in the use of resources in the institute's most diverse projects, which seeks promote a sustainable development of people who make their living from the forest.

IDESAM CONNECTION

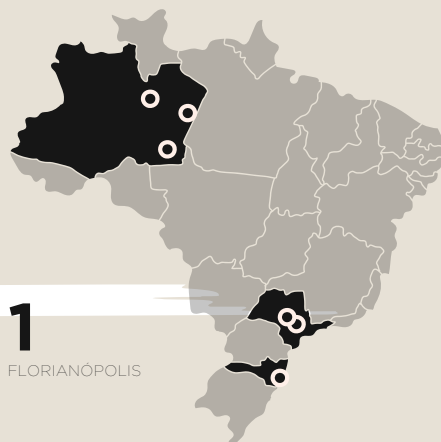
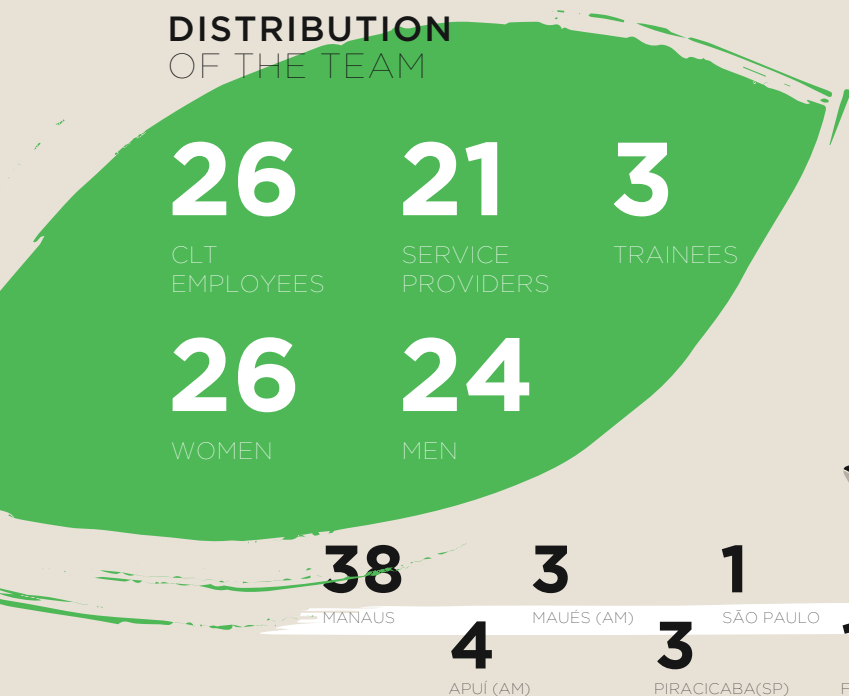
EVOLUTION OF THE TEAM



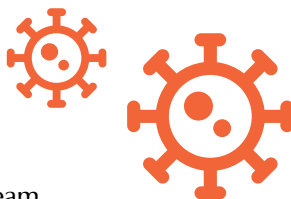
If we were to ask the idesanics which word represents the Idesam, the term 'Connection' would certainly appear a few times. Our work and our results arise from the connection of our team, among themselves and with our partners, donors and beneficiaries. We are connected from different points of Brazil, working for the Amazon, our internal meetings are called "Connection". Our products and services connect people from different parts of Brazil and the world, to the Amazon. We adopted this term as a basis, a value, we only advance with connections. We only solve problems and overcome barriers when we create connection. And it's with this connective and connected spirit that we move forward.



DISTRIBUTION OF THE TEAM



IDESÂNICOS AND COVID-19



With the Covid-19 pandemic, the Idesam team faced a scenario never experienced before. It was necessary to adapt to the new reality, having in mind to preserve the health of our team and of our beneficiaries. To this end, we elaborated a protocol with guidelines for the employees, to prevent the spread of the virus and keep everyone in safety at the execution of various activities. Working from home was the common in offices and the fieldwork was redesigned, respecting the current rules in each location where we were present.

GOALS

From metrics and indicators established for the 2020 Target Plan, the idesanics achieved an overall compliance rate of 97%.

IDESAM PRIVATE



With the work being developed from home, we looked for tools that could contribute to the fluidity of work and the registration and sharing of documents. With this in mind, we launched the internal platform 'Idesam Private' where each employee has a username and a password and, with them, can access documents, reports and updates when necessary.

IDESAM DIVERSITY

In 2020, aware of its social responsibilities, Idesam created the Idesam Diversity initiative, which aims to raise internal public awareness and disseminate content focused on respect for diversity. The inaugural activity took place during the LGBT+ Pride Week and was repeated in the Black Awareness Week, when different educational and cultural contents addressing related issues were selected and shared. For 2021, the proposal is that the campaign encourages more affirmative actions to promote diversity in Idesam's work.





IDESAM COUNCIL

Administrative Council

Adalberto Veríssimo
Eliza Wandelli
Muriel Saragoussi
Neliton Marues da Silva
Rita Guimarães Mesquita

Consulting Board

Dione Torquato
Marcos Coutinho
Phillip Fearnside
Sila Mesquita
Denis Minev

Fiscal Council

Henrique dos Santos
Marcelo Marquesini

TEAM IDESAM

Steering Committee

Carlos Gabriel Koury
Mariano Cenamo
Paola Bleicker

Institutional

Alisson Oliveira
Ana Paula Gama
Francisca Neta
Irlanda Barros
Kaique Mota

Larissa Mahall
Lidiane Rodrigues
Rosângela Melo
Samuel Simões Neto
Yasmin Abreu

Bioeconomy Priority Program

André Gouveia
Carlos Gabriel Koury
César Oishi
Jane Leão
Karol Barbosa
Liene Cunha
Luana Oliveira

Climate Change and Environmental Services

Elen Blanco
Pedro Soares
Talia Bonfante
Victoria Bastos

Apuí Coordination

Adalberto Vicente
Domingos Araújo
Gabriel Carrero
Geovani Machado
Marina Yasbek

Maués Coordination

Anik Kodra
Jefferson Araújo
Silvana Macedo

AMAZ Accelerator

Mariano Cenamo
Ana Carolina Bastida
Daniel Alves
Guilherme Faleiros
João Maxwell
Rafael Gomes

Public Policy

Fernanda Meirelles
Izabel Santos
Paula Guarido
Thiago Marinho

Forest Management and Technologies

Anderson Reis
André Vianna
Aparecida Sardinha
Eduardo Wienskowski
Flávia Araújo
Louise Lauschner
Marcus Biazatti
Maria Luiza Prestes
Raylton Pereira
Robert Viana
Simelvia Alves
Thiago Grivot
Vanilse Constante

* The table of names displayed in this section was updated at the time this report was released (June 2021), so the data may include differences regard the numbers of collaborators.



PARTNERS

SPONSORS

ABInBev

CERVEJARIA
ambev

CIAT

 Climate and
Land Use Alliance


FARM

**FUNDO
AMAZONIA**

 **FUNDO VALE**

GORDON AND BETTY
MOORE
FOUNDATION

 **TOCANTINS**
Secretaria do Meio Ambiente
e Recursos Hídricos

 **humanize**

 **iCS**
INSTITUTO
CLIMA+SOCIEDADE


MITSUI & CO.


natura
bem estar bem


reNature.

 **USAID**
FROM THE AMERICAN PEOPLE


WWF

DONORS

(INSTITUTIONAL + REGATÃO DO BEM)

gruGa.

SAUER

MOTHER
PLANT-BASED

AMAZONIA
pet care

 **BERACA**


FUNDAÇÃO

 **COOPERFORTE**


banco

uniãobr
contra o coronavírus


ELOS


ir
INSTITUTO
LOJAS
RENNER


uniãocam
contra o coronavírus


phi
Philantropo
Inteligente


**mercado
livre**


**mercado
pago**

dōTERRA


dōTERRA
healing hands
FOUNDATION


ib
Instituto Beraca
DE INOVAÇÃO NA SOCIEDADE CONTEMPORÂNEA


**THE
Coca-Cola
FOUNDATION**


**instituto
grupo boticário**

asta

S.B
EST. 2014

INSTITUTIONAL PARTNERS



TECHNICAL PARTNERS





PEOPLE WHO BELIEVE IN OUR MISSION

Nina Rentel Scheliga
Rodrigo V Dias Fanali
Francesca de Mesquita
Cláudia Esteves
Tayna Machado
Diovani Bassani
Flávia Cerruti
Denise Cunha
Victoria Bastos
Patricia Pimentel
Rosana Nogara
Ilo Dias Assis
Camila Haddad
Camila Aureliano
Marco A M D Neto



idesam

