Brazil
Amapá Initiative
News from the Field

In Brazil, the "Forests nurturing the air" project contributes to the preservation of two protected areas (PAs): Amapá National Forest and Amapá State Forest. This report describes activities carried out between the months of July to September 2016.

Support for Local Communications Networks and Management of Protected Areas

PAs have an important role in promoting human well-being. However, people usually think that PAs are untouchable territories with restricted use of natural resources, which limits economic development in the region. Because of this, it is necessary to invest in communications activities as a strategy for the preservation of these two PAs. Communications activities will help PAs to promote and generate social, economic and environmental benefits, which is the real role of these areas. We are engaged in the formulation of communications planning through the activities outlined below.

We held a communications workshop as part of the strategy for creating a communications plan for the PAs in Amapá. As mentioned in the previous report, there were three community workshops held in March and April and one workshop held in September. 25 people attended the September workshop, including representatives from Amapá Forest Institute (IEF) and Amapá secretary of environment (SEMA) responsible for the state PA and representatives from Chico Mendes Institute for Biodiversity Conservation responsible for federal PA. The workshop was also attended by representatives from the Amapá state secretary of communication (SECOM) responsible for Amapá state government communications.

Figure 1: Managers of Amapá PAs at the September communications workshop (Photo: SEMA/Jair Borges)

This workshop utilized a collective visualization methodology known as Metaplan. To create a communications plan, a methodology known as 4P (problems, public, products and plan) was used to evaluate problems, identify the target public, define products and construct an action plan.

Figure 2: 4P methodology matrix

At the workshop, working groups of 5–6 people were formed to engage in discussions focused on each PA. Communication strategies appropriate for each PA were discussed to ensure the effective management of these areas.

Figure 3: Working groups at the communications workshop (Photo: CI/Geni Frota)

The next steps are to contribute to the implementation of the communication plans through booklets and videos, as well as to spread information pertaining to the communication plans at events, legislative assemblies and workshops.

Support for Multipurpose Forest Management and Agroecology Programs

Economic activities are essential to the local socio-economic development process. When following sustainable principles, economic activities become strategic for maintaining the balance of ecosystems and human well-being.

During September 10–14, a best practices training course was conducted on copaíba (Copaifera langsdorffii) oil extraction at Amapá National Forest. The copaíba oil is used by local extractors in cosmetic products, along with other forest products such as Andiroba, Breu and Fava.

Figure 4: Best practices training course on copaíba oil extraction in the Amapá National Forest. (Photo: ICMBio/Sueli Pontes)

This training is part of the sustainable use strategy for Amapá National Forest and Amapá State Forest. It was conducted as a community forestry management program measure included in the management plans of both PAs.

Final Remarks

This project supports the strengthening of pilot initiatives in the State of Amapá. Through this support, we aim to improve the well-being of families living in close relationship with nature. We also aim to encourage the adoption of sustainable agroecological-based practices, improve the management of timber and non-timber forest products, strengthen the social capital of communities and promote wider communication of these issues.