

SMART AMAZONIA

Driving Sustainable Economies. Recovering the Planet.

HEALTH, EDUCATION & PREVENTION IN THE AMAZON - A MISSION



LIVING WELL WITHIN THE LIMITS OF THE PLANET!

*The SMART
AMAZON
project
represents a
commitment
between
innovation and
technology for
the common
good!*

THE FRAMEWORK OF THE PROGRAM –

The Amazon Forest is a global icon. Home to the largest biodiversity in the world, representing 10% of Earth's biomass, and with an extension and properties that impact rainfall in all South America and an important part of the western world, the region contributes to the balance of the global weather.

Unfortunately, it is common to have sad news disseminated by the mass media about the destruction the Amazon has been suffering for so many years. The increasing rate of deforestation, the fires, the occupation of indigenous lands by miners, and so many other problems. These are old and real troubles which demand concrete measures. Such concerns mobilize environmental activists, intellectuals, political and corporate leaders, artists, and many other opinion leaders from the entire world.

Despite several measures and projects developed throughout the years to deal with these challenges and issues, there is still a lot to be done, and there are real opportunities to create innovative and efficient solutions.

The SMART AMAZON project was designed to bring to the table some of these innovative solutions with the support of advanced technologies. These solutions will be used in Marajó, state of Pará, more specifically in the city of Curralinho, where the HDI (Human Development Index) is one of the lowest in Brazil. Although this area is extremely vulnerable, its main source of income comes from the extraction of Açaí, and the forest's potential of exploration and preservation can still be substantially improved.

The program was developed to add value to this productive chain and generate significant improvements to the quality of life of those living by the rivers. SMART AMAZON will enhance the economic activities developed based on the sustainable use of the forest and its biodiversity through a sustainable economy structuring plan for the region, supported by social, environmental, economic, and cultural pillars.

Built based on state-of-the-art technology for the development of tools and apps specially created for the low-income population – mainly illiterate and in some cases being what is referred to as “invisible”—, the program will boost digital inclusion, but most of all, promote the spread of the benefits that come from this economic structuring and the corresponding progress.

The use of new technologies effectively ensures the implementation of several field operations, and makes the entire program more transparent, mainly by helping with the measurement and quantification of the real impact of such ventures over the communities. The use of advanced technologies also offers greater visibility, more focus, and renewed attention to old problems.

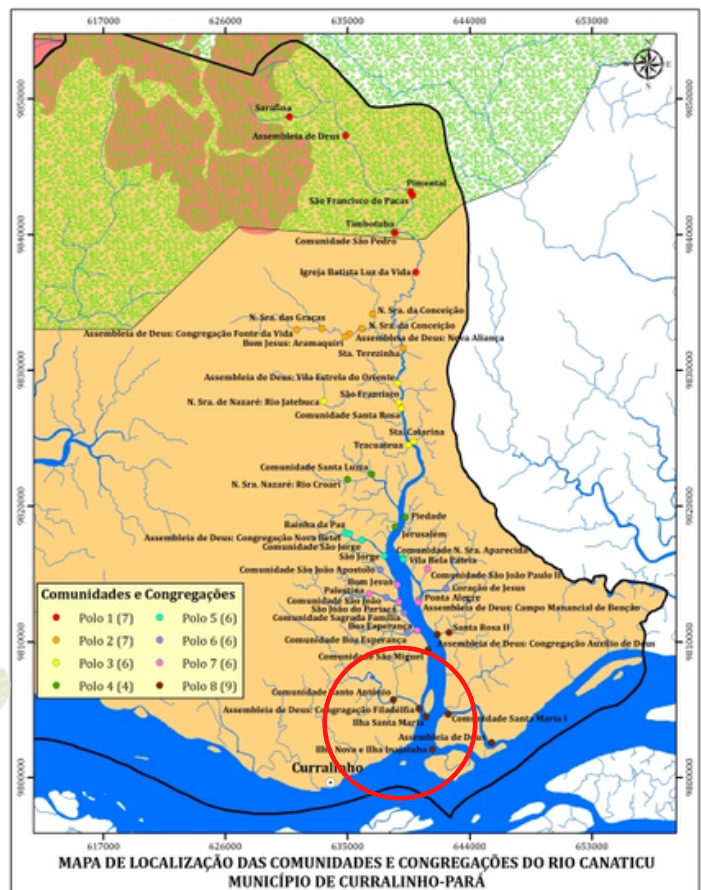


However, the problems we face are never only of a technical nature, which means that the solutions for such problems cannot be only technical either. Solutions must be social, inclusive, plural, and diverse. We support a participative development model through which the community is part of the solution, so it can gradually realize that its voice has an impact.

THE AREA OF INTERVENTION

The city of Curralinho is far from the state's capital, Belém. In a straight line it would be about 150 Km, but considering the transportation by the river, this distance reaches 435 Km.

The program will cover 23 riverside communities located by the Canaticu River, belonging to Curralinho. These communities were selected based on their level of organization reached through partnerships and associations, and their high potential for the development of specific productive activities..



As previously mentioned, the main purpose of the Smart Amazon program is to significantly improve the quality of life of riverside populations; therefore, an action in the area of health has become a priority not only because the pandemic has negatively impacted the production and commercialization of Açaí, worsening the existing vulnerability and social inequalities of the region, but because without health, there is no progress.

1 a MISSION - HEALTH, EDUCATION AND PREVENTION IN THE AMAZON

The actions of this mission aim at improving the health of the communities located by the rivers and raising awareness about the importance of some precautions and habits that can influence their daily wellbeing.

An unprecedented mission called “Health in Marajó”, in partnership with the Department of Health of Curralinho, will be the starting point of a shift in paradigm in the health of those who live by the rivers. In a joint effort with the agency Volunteer Vacations, a group of volunteer researchers and doctors will be sent to Curralinho, in the Island of Marajó, state of Pará, to work with the population, the Department of Health, Ponta Alegre School and Telecentro CQC, to offer medical assistance as well as carry out educational and preventive actions (empowering local leaders and reinforcing the training of the health agents of the region), under the guidance of Dr. Luiz Vilanova, who also acts on behalf of Doctors Without Borders, and has several years of experience and missions held around the world.

The mission will take place in May 2021. It intends to reach 2,000 people living in riverside communities, carrying out at least 500 individual consults, and promoting several lectures

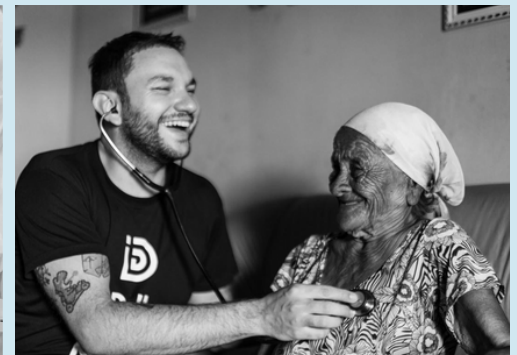
and workshops on self-care to the population, local leaders, and health agents.

This mission, as part of the SMART AMAZON program, will implement and make use of social technology, applying the knowledge on the most innovative digital tools needed to transform communities.

We intend to allow for the necessary conditions for the implementation of innovative technologies capable of solving all sorts of problems faced by the population for many years, whether they are logistic problems or financial issues.

The use of these technologies may facilitate access to information, the analysis and collection of data, as well as the modernization of processes, which imply a significant reduction in procedural costs, since they optimize methodologies and reduce the hiring of excessive manual labor.

Also, as a part of this mission, we will work on research and diagnosis to define an action plan for the use of digital platforms adapted to the Amazon way of life, making, therefore, the field work of health agents more effective.



PARCEIROS



TEAM IN THE FIELD



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CEO PRO NATURA INTERNATIONAL



VLADIMIR RAMALHO
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PRO NATURA SMART INNOVATION &
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JOURNALIST AND DOCUMENTARY
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MARIANA SERRA
CO-FUNDER & CEO VOLUNTEER
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DR. LUÍZ VILANOVA
INTENSIVE CARE SPECIALIST -
RESPONSIBLE FOR FIELD
OPERATIONS



LÚCIA BARBOSA
TEACHER ESCOLA PONTA ALEGRE E
TELECENTRO CQC



JOSÉ CARLOS OLIVEIRA
SAGRADA FAMÍLIA COMMUNITY
HEALTH AGENT



**ARIELSON GOMES
CASTRO**
MUNICIPAL HEALTH DEPARTMENT



**GISELE FERREIRA
SANTOS**
MUNICIPAL HEALTH DEPARTMENT



**ADIVALDO BORGES DA
SILVA**
MUNICIPAL HEALTH DEPARTMENT

**THIS TEAM REPRESENTS MANY MORE COLLABORATORS THAT MAKE
THIS MISSION POSSIBLE.**

Marajó
2021

WHY IS ACTING SO URGENT?

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The impacts of the pandemic caused directly on family farming chains represent not only the loss of an important source of food, but also a loss of the farmers' own livelihood capacity.

The fast spread of the COVID-19 emphasized even more the several discrepancies and weaknesses we have been facing for many years, and vulnerable communities are even more affected considering the scenario of uncertainty we have ahead of us.

The direct impacts of the pandemic on family farming chains represent, on one side, the loss of an important source of food, and on the other, the failure of farmers to provide for themselves. Once these farmers become vulnerable, they are powerless and start looking for alternative economic activities (many times predatory), give in to rural outflow and consequently add to the high number of people living in precarious urban conditions, exposed to food instability and unhealthy food habits.

Therefore, policies developed to support family farming and riverside communities are essential for the management, health, and quality of life in rural and urban areas. It is important to keep in mind that the strongest suspicion about the origin of the COVID-19 pandemic is related to socioenvironmental unbalances.

What guarantees do we have that the next crisis will not come from the unbalances generated by the deforestation of the Amazon?

Fighting the consequences of the pandemic is not enough if we do not act on the causes that could possibly have created this as well as other health-related problems in the last decades. Our predatory relationship with nature, the invisibility and unfeasibility of traditional ways of living are some of the aspects of strong impact which should be the focus of our attention and concern.

In line with the collective commitment made by several institutions to develop and implement emergency measures of short, medium and long-term to stop the spread of the pandemic, the **SMART AMAZON program** focuses mostly on the implementation of initiatives to allow the **survival of family farming as a source of food and guarantee of a decent income.**



Building sustainable economies by implementing innovative solutions that help vulnerable communities thrive.

Pro Natura, was founded in Brazil in 1985 as a non-profit development agency, and began its internationalization process in 1992. Today, it has offices in New York, Washington, Porto, London, Geneva and Port Harcourt, as well as representative units in more than 35 countries. During its 35 years of existence, it has operated through different programs in 63 countries. Names such as **Armínio Fraga** (former President of the Central Bank of Brazil and founding partner of Gávea Investments), **Thomas Lovejoy** (sustainability advisor to all US Presidents since Carter), **Sir Guillian Prance**, (world-class botanist, Director of Kew Gardens and Botanical Gardens of NY) and **Ignacy Sachs** (world-renowned eco-socio-economist), known in Brazil and around the world, have **contributed significantly** to the development of the operational strategy and methodology used by the institution.

Along the way, Pro Natura International's work has been recognized by several notable organizations such as: the United Nations, Mitchell International Award, World Petroleum Award for Excellence in Social Responsibility, CNN Time Magazine, Brazilian Ministry of Environment, among others.



1993 O PRO NATURA wins the Royal Geographical Society (UK) Award, e o UN Earth Day International, Award.

1997 George and Cynthia Mitchell International for Sustainable Development delivered by the US National Academy of Science (Nobel Prize for Sustainability). Also: Sustainable Development: 100 Brazilian Experiences.

2005 Excellence in Social Sustainability by World Petroleum Congress. Also: CWC for Excellence in Sustainable Development. Both prizes for the partnership in Project Akassas for Statoil (Nigeria).



Marcelo de Andrade
Founder and Executive Chairman

In addition to its highly effective and recognized approach model, it is important to mention that Pro Natura has in its DNA the values intrinsic to the vision of its founder Marcelo de Andrade, a medical doctor by training, who ended up having his life's course dedicated to creating the necessary conditions for the socio-economic development of vulnerable communities around the world, while protecting the exploitation of natural resources as much as possible. Environmentalist by nature, his focus has always been on protecting the Planet and its resources.