



## **GLOBAL GIVING GRANT NAVIGATING EDUCATION IN THE AMAZON**

### **Project title:**

**Entrepreneurial education: crisis management plan for post-pandemic community entrepreneurs.**

### **Presentation and History of IPÊ – Institute for Ecological Research**

IPÊ - Ecological Research Institute is a Brazilian, non-profit organization, created in 1992 to promote the conservation of biodiversity in Brazil. The institution develops around 40 social and environmental projects in the Atlantic Forest, Amazon and Pantanal. IPÊ works on projects that integrate research, education, public policies and the development of sociobiodiversity value chains. The Institute's mission is to develop and disseminate innovative models for biodiversity conservation that promote socioeconomic benefits through science, education and sustainable business.

### **Executive Summary**

Tourism was one of the most impacted sectors by the COVID-19 pandemic. In Brazil, there was a reduction in the activity rate of 36.7% in 2020, compared to the same period in 2019, according to the Brazilian Institute of Geography and Statistics.

The state of Amazonas, the epicenter of the pandemic in Brazil, registered a drop of 66% in sector revenues. This drop reflects directly on tourism within the protected areas, in the rural area of the state, compromising this socioeconomic activity and indirectly on other chains associated with tourism.

It is noteworthy that communities in rural areas are not fully covered by socioeconomic and environmental policies. In the current Brazilian scenario, to which is added the impact of dismantling environmental policies, it is necessary to foster mechanisms and strategies aimed at community-based conservation, seeking to overcome extreme events.

Tourism and other community businesses face this new reality with complexity due to the need to suspend visits to protected areas, due to the pandemic scenario. The Sustainable Development Reserve - RDS Puranga Conquista has suffered this impact, even developing this activity for decades, and currently has the challenge of adapting to this new context. The reserve has 15 local communities, comprising 500 indigenous and non-indigenous families.

Surveys by the World Tourism Organization indicate that tourism in natural environments will be the new trend in the post pandemic, as it was recently published in the booking report (2021) that 78% of Brazilian travelers interviewed believe that the pandemic encouraged them to travel in a more sustainable way in the future.

With this in mind, it is proposed the elaboration and implementation of a "Responsible Recovery Training Plan" for the RDS. Aimed at helping communities to mitigate negative impacts to overcome extreme events such as the pandemic, with a focus on actions for the tourism chain and associated businesses. It will be through entrepreneurial education that the training project will support the development of a bio

economy aligned with the sustainable use protected area. The goal is to contribute to the global objectives and goals of a more sustainable and resilient communities.

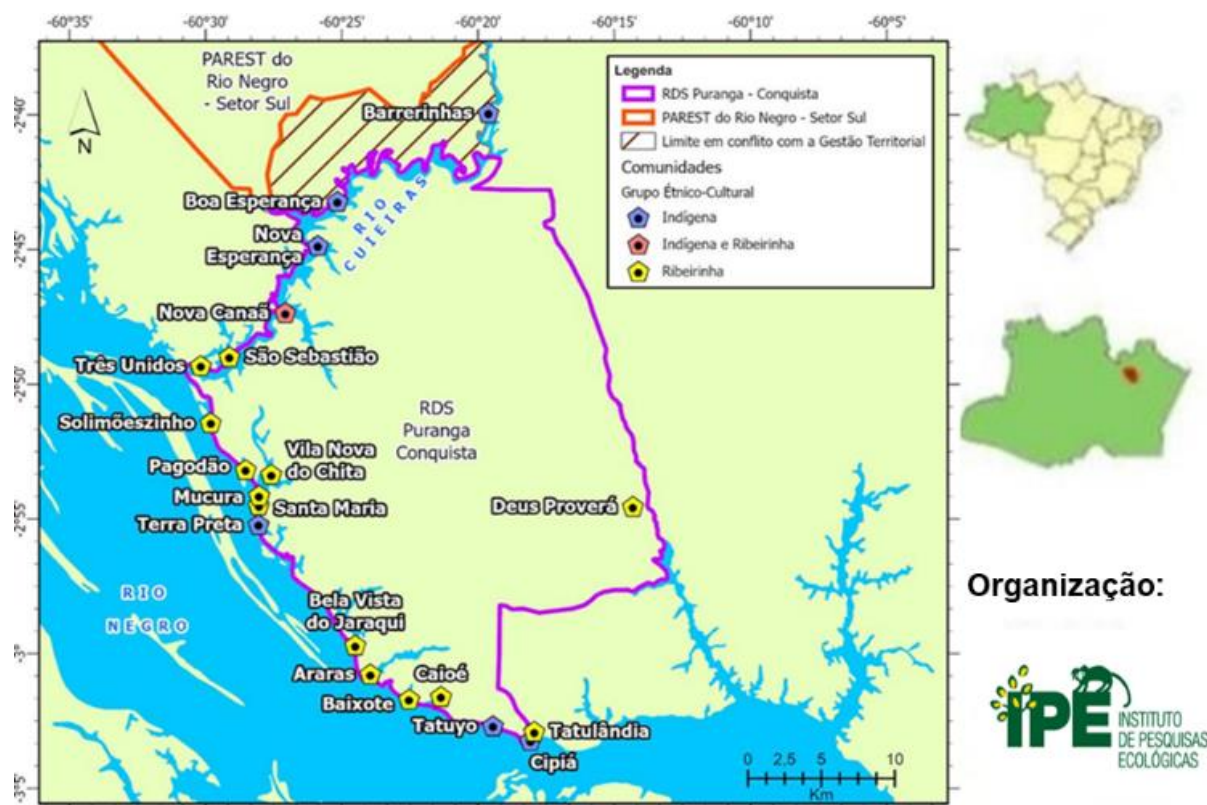
The expected results of the training is to prepare community entrepreneurs to adapt the services and sales of socio-biodiversity products, through the application of good practices in biosafety, business management and the use of media tools to access new markets. It is also an opportunity to support and build new, innovative and more circular arrangements in light of the current situation, as well as to build a management for post-pandemic recovery and resilience.

**Goal:** To train community entrepreneurs and young people from RDS Puranga Conquista in crisis management and good practices development and implementation to build a recovery and resilience in the tourism services and associated business in the post-pandemic period.

### Specific objectives:

1. Implement biosafety protocols for community enterprises
2. Provide basic notions of social and environmental business management
3. Present media tools for accessing new markets
4. Share the training plan as an instrument that can be replicated and adapted to other communities in similar contexts in the Amazon

### Location of the Puranga Conquista Sustainable Development Reserve



## Entrepreneurial education: post pandemic crisis management plan for community entrepreneurs.

### Context

- Tourism was one of the sectors impacted by the COVID-19 pandemic. This activity and other community businesses face this new reality with difficulty due to the need to suspend visits to protected areas. The Sustainable Development Reserve - RDS Puranga Conquista has suffered this impact and is currently facing the challenge of adapting to this new context. The reserve is made up of 15 communities, comprising an average of 500 indigenous and non-indigenous families. This health crisis directly impacted the local economy, compromising the viability of many sustainable community businesses. With the goal to mitigate the negative impacts of the pandemic, entrepreneurial education activities are planned to train community entrepreneurs and young people at RDS Puranga Conquista in crisis management and good practices development and implementation to build a recovery and resilience in the tourism services and associated business in the post-pandemic period..
- The focus of actions will be on Hub 1-Bela Vista Community/Rio Negro and Hub 2 - Nova Esperança Community/Rio Cuieiras.

### Target Audience

- Empreendedores comunitários e jovens residentes na RDS Puranga Conquista.

### Strategies

- Implement biosafety protocols for community enterprises;
- Responsible Recovery Training Plan for the management and preparation of community entrepreneurs for the post-pandemic period, which can be later replicated in other communities;
- Share the training plan as an instrument that can be replicated and adapted to other communities in protected areas in similar contexts in the Amazon.

### Products

- 01 Mapping of local projects;
- 40 entrepreneurs trained in basic notions of social and environmental business management;
- 40 young people trained in media tools to access new markets;
- 01 publication of teaching material and experience report of the pilot course (videos, texts, presentations).

### Results

- Community entrepreneurs prepared to adapt their activities and young people motivated to get involved in local businesses in their communities
- Biosafety protocol implemented in RDS Puranga Conquista community projects;
- Strengthened and stable community businesses, in the following aspects: health, management and communication, post pandemic;
- Learning about alternatives and experiences to face crisis events in general.

### Impact

- Support the development of the bioeconomy in communities within protected areas;
- Be a reference in sustainability and resilience in facing crises;
- Community entrepreneurs with the ability to maintain their businesses and thrive even in adverse situations;
- Implementation of new social technologies;
- Awaken a systemic view of the importance of a healthy environment for general well-being.

## Pictures of the Communities





