

EUROCLIMA+ PROJECT IN BRAZIL

Promoting Sustainable Business for the
development of the Bioeconomy in the Amazon



€ 300.000



APRIL 2021 - JUNE 2023



CONTEXT

Euroclima+ is the European Union's main cooperation program with the Latin American region on environmental sustainability and climate change. The program's objective is to reduce the impact of climate change and its effects in Latin America, fostering climate mitigation, adaptation, resilience and investment.

In Brazil, Euroclima+ carries out actions to support public policies prioritized by the government, such as supporting the structuring of mechanisms for an industrial strategy to contribute to sustainable development in the country, in addition to other projects related to energy transition, urban mobility, bioeconomy, risk management and resilient food production.



ACTION 4
ENERGY



ACTION 5
MOBILITY



ACTION 6
GREEN ECONOMY



ACTION 7
BIOECONOMY



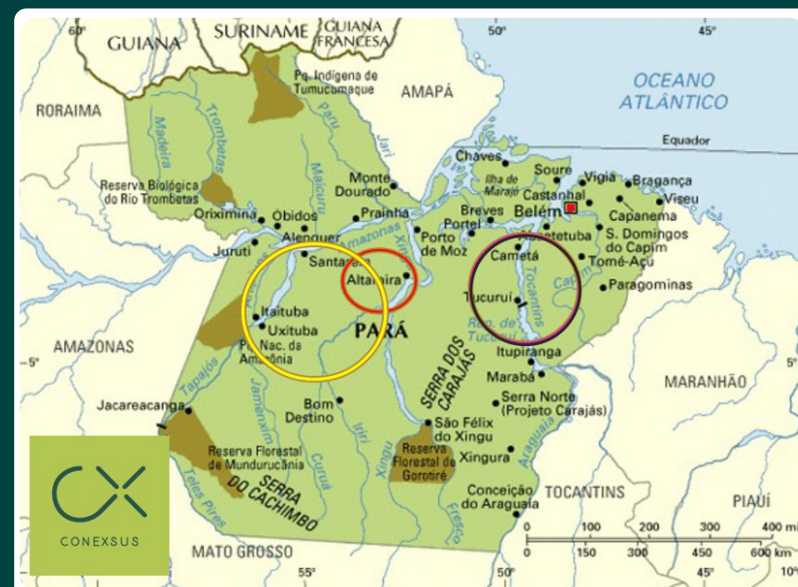
ACTION 8
INSURANCE FOR
FAMILY FARMING

One of the priority actions developed in the country seeks to promote sustainable business models to develop a forest-based Bioeconomy in the Legal Amazon.

It supports the transition to a low-carbon economy in the scope of the "New Green Amazon", a project of the Ministry of Economy in partnership with the Ministry of Environment.

With the support of the implementing organizations CERTI and Conexsus and from the analysis of the innovation ecosystem of the State of Pará, a call for proposals will be launched for the dissemination of the Synapse Program.

It will support the selection of 40 project ideas that will serve community enterprises based on products of the Amazon bioeconomy. After 6 months of incubation, the creation and support of 10 innovative companies is expected, thus creating a mechanism of connection between communities and startups.



Regions:

○ Baixo
Tapajós

○ Altamira

○ Baixo
Tocantins

OBJECTIVE

The action seeks to enhance the business environment in the Amazon through systemic innovation and by increasing the value and competitiveness of the forest bioeconomy. It is understood that the ecosystem of innovative entrepreneurship can effectively contribute to strengthening the forest bioeconomy.

EXPECTED IMPACTS

After the implementation of the working plan, the project has the following expectations:

01



40 INNOVATIVE COMPANIES

40 innovative bioeconomy companies created in the state of Pará aligned with the demands, challenges and opportunities of Amazonian productive communities and the market, aimed at contributing to entrepreneurship that impacts the bioeconomy and promotes forest conservation;

03



BEST PRACTICES WITH SUSTAINABLE BUSINESS MODELS

Experiences and best practices with sustainable business models are capitalized and shared to improve the business environment in the Amazon region.

Access to high impact investment opportunities and green financing instruments in selected value chains is improved;



ACCESS TO IMPACT INVESTMENT OPPORTUNITIES

CONTACT INFORMATION

Editor:

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Sitz der GIZ: Bonn und Eschborn

GIZ Agência Brasília SCN Quadra 01 Bloco C Sala 1501
Ed. Brasília Trade Center 70711-902, Brasília-DF, Brasilien
55 61 2101 2170 | giz-brasilien@giz.de | www.giz.de/brasilien

In charge:

Carla Navarro

Project coordinator in Brazil
carla.navarro@giz.de

Pilar Roman

Regional Coordinator
pilar.romangalan@giz.de

Date:

February 2022

Partner:

Ministry of Economy
Coordination of Green Economy