



favela
INC



SITIÊ ECOLOGICAL PARK

AGROFAVELA PROPOSAL

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PRESENTATION LETTER

Sitiê is an ecological park located in the Vidigal favela in the southern part of Rio de Janeiro, Brazil. Favelas are low-income areas, characterized by poorly constructed housing and a lack of vital infrastructure and government services. They are the living expression of the inequalities and social exclusion experienced by part of the Brazilian population.

Despite—and, in part, because of—the many challenges facing the favelas, they are also spaces of immense potential. Residents tend to organize among themselves and invent ways to minimize the hardships of their daily lives. One example of the strength and resilience of these communities is the creation of the Sitiê Ecological Park in Vidigal. From 2003 to 2015, a group of residents recovered a total of 8,500m² meters of land from an informal garbage dump. Currently, the park is cared for by Paulo, a resident of Vidigal, with help from some friends, and is supported by a small amount of tourism revenue.

The park is one of five social projects assisted by the Vidigal-based NGO Favela Inc., which helps connect the park to the local tourism industry and facilitate plans for the park's future. Favela Inc. has already secured various partnerships to assist in formulating and enacting a project to create a productive agroforestry system within



Sitiê. This has the potential to bring in annual revenue of significantly over BR\$50,000 (€11,000), as well as generating additional income for the community through increased tourism. Along the way, Favela Inc. would use its experience in accelerating favela-based start-ups to build a formal management and organizational structure for the park. Through its partnerships, Favela Inc. will connect the park team and local residents to global expertise in sustainable agriculture practices, eco-tourism, and environmental education. After 5 years, the project would be financially self-sustaining and entirely managed by fully-trained local residents.

Beyond the economic benefits this project would bring, it also aims to regenerate the local fauna and flora of the endangered Brazilian Atlantic Forest biome, strengthen the favela's structural resilience against landslides, bring environmental education to local residents and schoolchildren, and showcase the achievements and potential of favela communities to the outside world. This would be the first productive agroforestry system in Rio's favelas, and success here could allow the model to be brought to other favelas, scaling impact and spreading the initiative's economic, environmental, public health, and educational benefits across the city.

A grant of €325,000 would allow Sitiê to access the necessary resources to build, cultivate, and monetize the agroforestry system—everything from buying seedlings to hiring laborers and bringing in regenerative agroforestry consultants. It would fund the creation, training, and mentorship of the park's management team and workforce, as well as skills-development and environmental education initiatives for the whole community, and the creation of a tourist ecosystem centered around the park.



EXECUTIVE SUMMARY

This proposal seeks funding to establish a revenue-generating Agroforestry system within the Sitiê Ecological Park. This would allow this community-led initiative to grow into a self-sustaining business, while regenerating an endangered biome, boosting local tourism, and ensuring the continued presence of a much-valued community space. Meanwhile, it would bring jobs, skills, resources, connections, and education to the local residents.

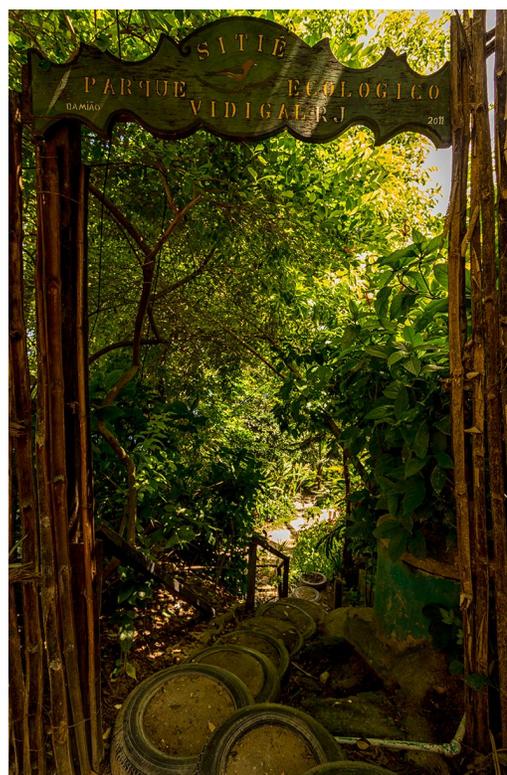
These funds would be managed by Favela Inc., which would also manage the implementation of the project, its partnerships, and the building of a formal organizational structure for the park's own management. Favela Inc. is a Vidigal-based NGO whose team has years of experience in the community. Its mission is incubating and accelerating local start-ups and nonprofits, and Sitiê Ecological Park—specifically, Paulo, who currently cares for it largely by himself—has been working with Favela Inc. for the past year. The planning for this project is being assisted by Enactus UNIRIO, a Rio-based social-entrepreneurship organization.

The planned agroforestry system would implement sustainable farming practices to cultivate a variety of organic produce suited to the biome. Agroforestry is intended to produce a high, diversified yield by using the natural synchronicity of a biome to grow many types of plants simultaneously. This will be achieved through the technology and expertise of the project's partners Regen Farmer and the ReNature Foundation. Regen Farmer builds technological solutions for the implementation and management of regenerative agroforestry across the globe. Through their help, Sitiê's land will be mapped and the agroforestry will be designed in a yield-maximizing layout optimized for the specific site. Further, this process will bring data-management and IT skills to the local workers and volunteers, who will be trained to input the necessary observational data. This could be layered over a coding initiative by the Rio-based NGO Vai Na Web, which focuses upon teaching women and children to code. The ReNature Foundation has global expertise in agroforestry implementation. If contracted, their consultants would provide strategic planning and

continual advice on both agricultural practices and commercialization, and oversight of the building and cultivation process on a weekly basis, as well as providing the necessary infrastructure and materials (soil, seeds, tools, etc.).

The process of building a produce-generating agroforestry is already beginning, thanks to Sitiê's partnership with Juçaí, part of Ciano Indústria de Sustentáveis, a sustainable agriculture company, which has donated 1000 seeds of Palm Juçara, which produces a type of açaí. The ReNature Foundation is currently advising Sitiê on where and how these should be planted. These seeds will be planted in November 2019 by local volunteers, and, if continuously cultivated, will start bringing in revenue within 5 years. After 5-7 years of growth, they are expected to produce up to 35,000 kg of açaí. Once processed with the equipment Ciano Indústria will provide, this would have a market value of over BR\$50,000, or over €11,000.

Additional aspects of the project include bringing in the Youth Climate Leaders, an NGO that runs environment-related educational and project-based exchanges, to provide volunteers to assist with the agroforestry while providing community education on environmental issues. Further, Favela Experience, a socially-responsible tourism company linked to Favela Inc. will bring paying tourists to the park, collaborate on marketing campaigns, including creating a website and social media presence for Sitiê, and help Sitiê cultivate a series of revenue-generating experiences for visitors.



STATEMENT OF NEED



Vidigal, like other favelas, lacks well-developed waste-management and environmental protection systems. Low standards for these systems contribute to poor living and health conditions for local residents, as well as a lack of clean, natural spaces for the community to enjoy. The recovery of the Sitiê park from its former state as an irregular dump has improved this situation, and in doing so, provided a much-needed community space and tourist attraction. Environmentally, it represents only one part of a larger push to reverse the dangerously high levels of deforestation of Brazil's Atlantic Forest. At present, only about 7% of this ecologically rich biome remains (Source: InfoEscola).

A further environmental and public safety issue Vidigal faces is the risk of landslides, a common problem among the dense, irregularly built favelas built on Rio's hills. This has recently been exacerbated by climate change-linked extreme



weather events. Just this April, several houses in Vidigal were destroyed during the fall rains. This heightens the need for reforestation, as the roots will increase the firmness of the soil and hopefully prevent or mitigate future disasters.

As with the other previously mentioned problems, this issue stems in part from a lack of understanding of the consequences of environmental degradation and deforestation. There is therefore a need for community education initiatives and the cultivation of a sense of collective ownership over environmental issues within the favela.

In economic terms, there is a great need within Vidigal for new and sustainable sources of income generation. The economic crisis that is plaguing Brazil, and more intensely Rio de Janeiro, most affects the poorest population, according to a study based on IBGE income and employment data (Source: Barbosa and Medeiros, 2019). In particular, this population is suffering from unemployment and low commercial activity. Recent cuts to social services under the Bolsonaro government have only made the situation worse.

As a low-income area, affected by violence and without access to high-quality education, Vidigal residents are cut off from many opportunities within Brazil's slowly recovering economy. In particular, the vast majority of the 6.6 million tourists Brazil receives annually (Source: Ministry of Tourism, 2018) never visit or spend money in favelas. Similarly, residents of more affluent areas rarely enter the favelas, considering them dangerous, or simply lacking any attractions, thereby weakening the favelas' commercial ecosystems and entrenching their marginalization.

Underpinning all of these issues is the history and current reality of societal and governmental neglect of favela communities. To combat the many interlinked problems favelas face, a fundamental step will be to challenge stereotypes and break down barriers between the favelas, the wider city, and the rest of the world, through projects such as Sitiê which connect outsiders to the favelas in a positive way.

GOALS AND OBJECTIVES

The primary goal of this project is the establishment of a flourishing agroforestry system in Parque Sitiê's 8,500m² grounds. Our objectives were defined based on the needs presented by the park and the wider community: places of recreation, connection with nature, income generation, tourism attractions, and environmental regeneration. While the project is currently being planned by Favela Inc. and Enactus UNIRIO, by the conclusion of the project we plan for the agroforestry to be entirely managed by members of the community and financially self-sustaining.

Through planting species typical of the Atlantic Forest for food production, agroforestry will help restore and preserve the Atlantic Forest biome. One of the major plants will be Palm Juçara, which is currently on the Official List of Endangered Species due to clandestine extraction of its palm. Additionally, reforestation aims to help contain the risk of landslides.

This agroforestry system will, from within 3 years of implementation, generate large quantities of produce which can be commercialized locally. This will generate income for the park as well as for local workers. Additionally, it will address the lack of low-cost organic food available to the community, given the current lack of locally-grown options and Brazil's lax approach to pesticide regulation.

The goal for the Juçaí aspect of the agroforestry system is to produce, once the trees have reached maturity in 5 years' time, an annual harvest of 5,000 kg of açai, a popular food in the region. After turning it into pulp and selling it to local markets and stores, this will generate an income of BRL\$50,000, or €11,000. This will provide income for 7 families, and allow for the project to become self-sustainable.

A further key goal is to boost tourism to Vidigal. Rio is one of Brazil's main tourist hubs, and the Sitiê Park, due to its privileged geographical location in the famous Zona Sul, and its unique landscape and history, has great capacity to attract tourists. The goal is to gradually increase both the number of tourists visiting the site and the variety of offerings the site provides visitors, to generate greater visibility and

income for the park, while also improving the image of the Vidigal favela and favelas more generally. Increasing visitor numbers are expected to contribute to the income of at least 3 Vidigal residents working as guides.

Environmental education is another core goal. The project aims to bring in one of our partners, Young Climate Leaders (YCL), to provide a two-way environmental education experience for them and the community. This education will also be taken to the two existing schools in Vidigal (Almirante Tamandaré Municipal School and Prefeito Djalma Maranhão Municipal School) which have a total of over 700 students (Source: 2018 School Census).

In addition to events and classes, the community will be involved in collective efforts such as recycling, composting, and the production of handicrafts with recycled material. These collective initiatives aim to further cultivate a wider sense of local ownership over the project and provide a continuous avenue for education on sustainability practices.



METHODS AND STRATEGIES

Phase 1 (12–16 months)

Agroforestry:

▶ Planning:

- Regen Farmer will train and work with volunteers to collect observation data on the site. A comprehensive mapping of the park and proposed agroforestry will be carried out using Regen Farmer’s technologies.
 - As part of this process, there is potential for collaboration with an NGO, Vai Na Web, that teaches IT and coding, to bring additional skills–development opportunities to Vidigal.
- ReNature Foundation will conduct market research to determine the commercial potential of various produce options, and relationships will be developed with local buyers.
- Combining the commercialization plan with their and Regen Farmer’s technical findings, ReNature will create a full plan for the agroforestry system and will procure the necessary seeds, tools, and materials.

▶ Implementation:

- Palm Juçara (provided by Juçai) seeds will be planted by volunteers, advised by ReNature Foundation. This will be accompanied by a community roundtable and a panel of the participating organizations.
- Under ReNature’s oversight, work will be begun on the building of the agroforestry’s infrastructure (e.g., box planting systems), and the planting of other types of produce.

Training and Organizational Development:

- ▶ Favela Inc. will train current and potential volunteers and workers, developing their project-management and business skills.
- ▶ ReNature Foundation will provide workshops on agroforestry techniques, open to the whole community.
- ▶ Favela Inc., in collaboration with Sitiê's current caretakers, will identify participants in the training and workshops who would be interested and able to staff the agroforestry. They will also reach out to additional environmentally-engaged individuals within the community to join the project and take on leadership roles.
 - Through this process, further impact strategies will be conceptualized in consultation with the team of residents. For example, in Vidigal there is a large population of older, low-skilled, unemployed or underemployed men, who are increasingly turning to alcohol or drugs. Several are already involved with Sitiê or were in the original team that recovered the park from the dump. Sitiê could focus its labor-management practices on offering a re-entry to the work-force for people in situations of unemployment and addiction. To do so, it would need to develop a support structure for them, including access to psychological help.
- ▶ Favela Inc. and Sitiê will finalize a work team, formalize a division of roles and responsibilities, and write a constitution and bylaws. Compensation, management structure, and staff performance evaluation will also all be finalized.



- ▶ Favela Inc. will create a business model and social impact strategy for Sitiê, including identification of core KPI's, evaluation and metric measurement methodologies, mission, vision, values, etc.
- ▶ Favela Inc. will register Sitiê as an NGO, hiring accountants and lawyers as necessary, and analyze whether Sitiê also requires a for-profit entity to commercialize its products and services.
- ▶ Favela Inc. will create a website, communications plan (community and media relations, integration of digital organization and communication tools and platforms, social media), and a collection of photographs and videos for institutional use.

Tourism:

- ▶ Favela Experience will increase the number of tours it brings to the park. These tourists will pay a small amount for the visit and a guided tour. Favela Experience will collect qualitative feedback on the tourist experience it provides.
- ▶ Sitiê will re-start making handicrafts made from natural or recycled materials, which at one point they sold to tourists. New collaborators from the community will be invited to participate, and space will be set-up for their sale, either in the park itself or the Favela Inc. co-working space next-door.
- ▶ Favela Experience will create a sales plan for experiences and services to be offered by the park, and integrate this into Sitiê's website and social media presence. With help from Favela Inc. and Enactus UNIRIO will also seek partnerships with tourism organizations to increase its visibility, including reaching out to the Ministry of Tourism and Ministry of Environment of Brazil.

Environmental Education:

- ▶ Youth Climate Leaders will bring participants in their semester exchange program to work at the agroforestry, providing a two-way learning experience.
- ▶ These participants will also facilitate and participate in courses in environmental education for the local population. Classes will be held in the park itself, which will serve as an open-air school where children and residents can learn in practice about environmental and agroforestry issues.
- ▶ Environmental education will also be integrated into the workshops and roundtables hosted by ReNature Foundation and the Sitiê team at various stages in the planting process.

Phase 2 (12–16 months)

Agroforestry:

- ▶ The infrastructure for the agroforestry system will have been completed, and the cultivation of produce will begin.
- ▶ With help from ReNature Foundation, Favela Inc. and Enactus UNIRIO, various avenues to market will be solidified in preparation for the first marketable produce, and future commercial relationships with distributors will be pursued.
- ▶ By the end of this phase, the park will be harvesting and commercializing produce with a short to mid-term yields, such as vegetables. The main customers at this stage will be local markets and restaurants that expressed interest in the park's organic products.
- ▶ A composting system will be set up to recycle organic waste into fertilizer. Large containers will be placed for residents to leave their organic waste in. Residents will be instructed on which foods can be used for composting and which are not allowed. In order to encourage local residents to donate organic



waste and engage in the ecological park, we intend to organize a reward system. All residents who make a donation and/or collaborate with the park will be able to take back a certain amount of produce planted in the park itself.

Training and Organizational Development:

- ▶ Favela Inc. will continue to work with the Sitiê team to fill in gaps in their skills, focussing on areas of financial literacy, project planning, digital marketing, English instruction, and other needs identified over the course of the project.
- ▶ Favela Inc. will continue to be responsible for the project evaluation and financial management processes but will integrate relevant Sitiê team members into the processes in order to prepare for the handover.
- ▶ Once the volumes of produce, types of produce, and sales channels are able to be projected with greater accuracy, longer-term financial plans can be developed for Sitiê's continued operation.

Tourism:

- ▶ With help from Favela Inc. and Favela Experience, Sitiê will develop its own series of experiences and offerings to visitors and tourists. For example, it can offer services as an event venue, picnic location, educational site, and use its increasing expertise in agroforestry to diversify its eco-tourism offerings beyond the current standard tour. Favela Experience will develop sales channels for these and integrate them into Sitiê's online presence.
- ▶ Sitiê can start marketing its own products directly to visitors to the park and selling fresh organic meals or snacks to tourists.
- ▶ Sitiê's artisanal goods offerings will be expanded and refined with the participation of more members of the community.



Environmental Education:

- ▶ Sitiê will take greater ownership of its own environmental education role. Programming will be developed for the education of local children and residents through events series, volunteering, and hands-on experiences in the park.

Phase 3 (2-3 years)

Agroforestry:

- ▶ The performance of the agroforestry system will be evaluated, and the system or its management will be adjusted based on the success of the various plantations. Once this is done, ReNature will end its consulting engagement.
- ▶ Towards the end of this phase, the Juçara palms planted in 2019 will be producing Juçai açaí. 7 workers will be needed to harvest and process the açaí. Juçai will provide Sitiê with the equipment necessary to turn the fruit into the more profitable pulp. Juçai will buy back at least part of the produce for their own distribution channels, and the rest can be sold to local restaurants, cafes, and açaí stands.

Training and Organizational Development:

- ▶ Favela Inc. will transition the management of the project over to the Sitiê team while keeping a schedule of regular check-ins.
- ▶ The Sitiê team will manage the revenue it receives from the açaí and other produce, in accordance with the financial plans developed in phases 1 and 2.

Tourism:

- ▶ Sitiê will run its own series of monetized tourist and visitor attractions.



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- ▶ Sitiê can start an açaí stand for visitors and locals, using their own pulp.
- ▶ Favela Experience continues to feature Sitiê on their tours, thereby maintaining their collaborative relationship with the Sitiê team.

Environmental Education:

- ▶ Sitiê will continue to act as a space for community education on environmental issues, as well as providing an instructive example of regenerative agroforestry for any parties interested in learning from their model to implement it elsewhere in Rio, or beyond.

EVALUATION PLAN

Agroforestry

After an assessment of the species that can be planted, the market demand for each product will be verified through market analysis and sales and partnership planning. With this analysis, budgets will be made based on the expected revenue for each plantation.



To measure the success rate of the plantation, the number of seedlings that germinate will be monitored. In conjunction with the ReNature Foundation and Favela Inc., the planted hectares will be evaluated and the species will be divided into short and medium-term growth, thus forming an appropriate plantation growth timeline. In addition, quarterly, after cultivation of the plant, the profitability of the species (germinated seedlings, the time required for the first harvest, quantity in kg produced



of a given species, and market value) will be evaluated and ensure whether to continue or instead choose to plant another species. Consideration will be given to the average loss in yield of an organic crop by measuring the amount of food produced and establishing the revenue generated by that food produced.

Employees and finances

All financial supervision will be carried out by Favela Inc. Once the work team is finalized and responsibilities are assigned, Favela Inc. will also monitor the hours worked at the site by each employee and establish mandatory productivity for each job and activity.

Tourism

Tourism strategy performance: The performance of Favela Experience's publicity campaigns and tours will be evaluated monthly in terms of the growth in the number of tourists, impact on the park's revenue, and through satisfaction surveys of visitors. Marketing tactics will be evaluated monthly according to the appropriate metrics for each avenue, e.g., number of page hits or Instagram followers.

Revenue from tourism: At present, there are around 8 paying tours per month, generating 400 reais per month for the Park. The goal would be to double the number of tours in the first 3 months, and create additional revenue streams from those visits, and, within a year, reach revenue of 2000 reais from 20 tours per month.

Additional revenue-raising activities: Favela Experience will set up a sales plan for additional experiences, such as hosting lunches for tour groups, or participation in planting activities, after conducting market research campaigns to identify the amount of income that can be generated.



Environmental education

YCL: The planned workload for YCL participants is 6 hours per week for 20 weeks. Program facilitators, both YCL and Favela INC, will administer a pre-test and a post-test to participants to measure information learned during the YCL semester program.

Community education: For the community education activities that Siteie, YCL, ReNature, and Regen Farmer will conduct, participants will be asked to give feedback on the learning opportunity. In the case of activities with schoolchildren, their learning may be tested with a quiz where applicable, and their teachers will be asked to fill out a more comprehensive questionnaire.

Community engagement: This will be evaluated based on the number of volunteers, hours worked, and the volume of composting materials brought.

Composting

Composting will be assessed on a monthly basis by tracking how many pounds of organic waste residents are taking to the park's composter per day.

From the first production of slurry (organic fertilizer) taken from the compost, we will be able to analyze how many liters of slurry was produced according to the amount of organic material that was deposited in the compost. The evaluation of the amount of leachate is based on small cycles that will be established according to the amount of waste received.

At this point, it will be possible to evaluate if the amount of slurry produced by the compost is sufficient to meet the needs of the park.



BUDGET

Organization	Year 1	Year 2	Year 3	Year 4	Year 5
<i>ReNature</i>					
Strategic Planning	5,000				
Infrastructure Implementation and Maintenance	25,000	5,000	5,000		
Assistance and Oversight	20,000	10,000	10,000		
<i>Favela Inc.</i>					
Strategic Planning	11,000				
Partnerships and Programming	6,000	6,000	6,000		
Annual Fixed Costs	22,000	27,000	27,000		
<i>Favela Experience</i>					
Strategic Planning	2,000	1,000			
Annual Fixed Costs	5,000	6,000	6,000		
<i>Parque Sitiê</i>					
Infrastructure	13,500	3,500	500	15,500	15,000
Annual Fixed Costs	14,000	29,000	29,000		



ORGANIZATION INFORMATION

Sitiê Ecological Park

Lead Caretaker and Co-creator:

Paulo César de Almeida (Paulinho)

As a valued member of Vidigal favela, Paulinho has dedicated his life to public service by working in community sanitation – he is employed by the local government to collect trash in Vidigal. But more than just a source of livelihood, Paulinho feels it is his responsibility to keep the community clean. Having been in Vidigal for more than three decades, he has seen the community transform, both good and bad, in many different ways.

One incident that impacted him the most was when the municipality removed a row of houses in the Sitiê area and a significant amount of trash was left behind. Neighboring houses soon after started piling up their trash in the same area. This resulted in a disastrous landslide where lives were lost. Paulinho felt accountable for the incident and thought he could have done something to prevent it. Soon after, Paulinho started to do more than just collect trash every and took control of the trash dump area. With the help of other community members, he began to rehabilitate the Sitiê area and removed trash piece by piece. In about three years, Paulinho was able to convert what was once a trash dumpsite into a park with healthy growing trees. Community members recycled the trash in innovative ways such as using car tires to reinforce the hillside area and prevent landslides, and he sold scrap metals to raise money for plant cultivation. This is a testament to how he values the repurposing of resources that the community already possesses.

The conversion was not an easy task – removing trash is one thing but convincing the rest of the community to stop throwing more trash is another. To change the community’s mindset, Paulinho planted fruits and vegetables in the area



and the produce was shared with the community members so that they also realize the value of having a productive land inside the favela. The same place also provided a clean and much needed recreational space. Because of this, Sitiê is now the only public green space inside Vidigal where kids can be seen playing all day. The rehabilitation successfully recycled 768 tires and recuperated 8,500 sqm of Vidigal. This represents over 50% of the available public space in Vidigal.

Aside from his role as lead caretaker of Sitiê, Paulinho retains his job in community sanitation so he can use his income to pay for some of the maintenance expenses in Sitiê. His dream is that Sitiê will become a self-sustaining agroforest in the future that provides a bountiful harvest and meaningful jobs to the community.

Post incubation, Favela Inc. connected Sitiê with local restaurants and juice bars and helped them secure partnerships. These partners agreed to buy locally grown produce from Sitiê for their business requirements. Sitiê is now home to acai, cacao, mango, avocado, among others, bringing natural plants back to Vidigal. To effectively use this land, Favela Inc. has coordinated with various organizations who have agreed to assist Sitiê in adapting new agroforestry technology and training the locals to manage the forest.

Favela INC

FAVELA INC is a non-governmental organization, created and led by Adam Newman. The Favela Inc. team lives in the center of Vidigal and has strong ties to the community. While they are currently focussed exclusively on Vidigal, they ultimately hope to expand to other favelas around Brazil.

Its mission is to be a hub of social innovation and entrepreneurship that helps low-income communities cultivate self-sustainable organizations. To achieve this, it provides customized education, incubation, and mentorship, as well as a coworking space located next to Sitiê park. Its current class of incubees includes Paulo, the caretaker of Sitiê park, and the founders of four other Vidigal-based nonprofits and start-up businesses. These include, for example, Batucavidi and Vidigal Capoeira,



which teach percussion and capoeira to children and adolescents respectively. Together, these projects impact 105 children and adolescents through some 1,700 hours of cultural activity per month.

Website: <https://favelainc.com/>

Favela Inc Staff

Adam Newman, CEO and Founder: Adam is a global entrepreneur, community leader, and avid backpacker with dynamic international experience in hospitality services and tourism. He graduated in 2011 from Arizona State University with a degree in International Business Management and Entrepreneurship. Through his experiences living and studying in Argentina, Peru and Mexico he chose to focus on developing high impact social businesses in Brazil and Latin America that provide long term infrastructure, education and entrepreneurial opportunity to developing economies and communities. Over the last 6 years, Adam has called Rio de Janeiro home where he founded what was ranked the 12th best bed & breakfast in Rio de Janeiro, the Rio Palazzo. In 2014 he launched the Favela Experience hostel in Vidigal favela which later became NovaEra Coliving. By way of Favela Experience, a social impact tourism company, and Favela Inc. an incubator and accelerator of impact entrepreneurship ecosystems Adam is working to weave these diverse interests, experiences and skills together at the intersection of immersive learning and creative community building into a platform for social impact in Rio's favela (slum) communities.

Allan Modaffares, Marketing Director: Allan had 4 years of experience as Coordinator in the Pró-Arte school in Campinas, São Paulo, before joining the Favela Experience team in 2017. Allan holds a degree in web design from São Paulo and has 10 years of professional experience leading marketing projects, making him a specialist in brand and content philosophy creation.

Enactus UNIRIO

Enactus is an international nonprofit organization dedicated to inspiring students to improve the world through entrepreneurial action. Present in 37 countries, Enactus is an institution that provides a platform to make it possible for undergraduates to create social, environmental and economic development projects.

Enactus Unirio is one of the Enactus chapters in the state of Rio de Janeiro. Founded just over a year ago, it already has 3 ongoing projects: VOAR (which promotes professional qualification), RECICLARTE (which promotes recycling) and SITIÊ. In addition, Enactus Unirio was ranked fourth in the beginner league at the National Meeting of Enactus Brasil.

Enactus Unirio will contribute to the construction and oversight of strategic project planning together with Favela INC. In addition, it had also served as a labor force with its own members and with community and university fundraising.

Website: <http://www.enactus.org.br/>

Enactus members

Name:	Function:	Degree Program:
Catarina de Carvalho Carneiro	Project manager	Production engineering
Lucas Rimes Gonçalves	President and Project Director	Production engineering
Daniele Cordoniz Ponce Pasini	Vice president	Political Science
Amanda Dutra Pinheiro	Human Resources	Pedagogy
Lívia de Queiroz Brito	Quality	Political Science
Rafaela Soares Dos Santos	Marketing	Public administration
Renata Lourenço Richter	Financial and Administrative	Law



Favela Experience

Favela Experience is a social impact tourism company that seeks to connect global, ideas, resources, and people with favela residents, organizations and services, through authentic and immersive experiences and spaces. In addition, the institution seeks to break down stereotypes by promoting cultural exchange and social collaboration, so that the favela is the protagonist of responsible tourism.

Website: <https://www.favelaexperience.com/>

Founder and CEO: Adam Newman [Bio included under Favela Inc.]

Partnerships Director: Emily Farthing. Emily is an event organizer and communications specialist dedicated to the cultivation of community, and impactful experiences. For the past 8 years, she's dedicated her lifestyle to exploring how vastly different communities can work together on social justice issues by living in untraditional spaces and creating dynamic events. Before becoming Favela Experience's (Favex) Director of Partnerships she organized large scale community events for the City of Eugene where she earned her degrees in Religious Studies and Public Policy, Planning, and Management. Her current role with Favex is to foster and expand both local and international partnerships. Before getting her degree in Oregon, Emily spent five years in Miami working in and organizing private high-end events. She loves unifying divides in socio-economic status, race, cultures, and communities through spaces and storytelling to curate unifying gatherings and experiences that allow for deep connection and consciousness expansion.

She is now based out of Vidigal favela in Rio de Janeiro where she is part of the Favex team curating international partnerships, creating opportunities for exchanges and experiences within Rio's favelas, led by the community leaders themselves.

ReNature Foundation

The RENATURE FOUNDATION seeks to restore natural ecosystems by regenerating land through agroforestry systems. It provides information, guidance and supports local authorities, cooperatives, and farmers in creating sustainable agriculture.

An important part of the approach is education. Its experts and volunteers from around the world with years of experience explain to the project community what agroforestry systems are. Projects are carefully documented and shared. In addition, it focuses on establishing model farms, providing education and doing research.

In just 2 years the foundation has been able to reach 30K followers across social networks, over 8 global projects, 12 workshops, 30 lectures, and 40 project proposals. They have an average of 1000 website visits per month and have gathered over 350 volunteers.

For the site, ReNature will provide a team of specialized consultants--including technical, scientific, strategic and marketing--in agroforestry planting systems who will participate in the entire process of planting until the harvest of products produced in the ecological park.

Project contact: Felipe Villela, CEO, Co-Founder, and Agroforestry Director.

Felipe Villela is a nature-passionate Brazilian currently living in the Netherlands, where he co-founded reNature, a Foundation with the goal of restoring 1 million ha of degraded landscape worldwide through regenerative agroforestry by 2030. He sees himself as a leader within the agricultural sustainability movement, by connecting people and including them in multiple projects. Together with local farmers, communities, indigenous people, government authorities, companies & organizations, reNature exchanges knowledge to design and implement an economically viable model farm. After Felipe saw much land is being deforested in the Amazon and made a promise to himself to change that terrible scenario. Felipe is now



implementing Agroforestry farming systems with indigenous and local communities of the Amazon.

Sitiê Project Lead: Yuri Diniz, Produce Specialist at ReNature Foundation. Yuri is a founding partner of CARPE - Socio-Environmental Projects and Sustainability, and a teacher at Escola Parque. Inspired by the wisdom of Ernst Gotsch, his mission is to produce food by creating forests. Yuri would be the agroforest coordinator for the Sitiê Project.

Website: <https://renaturefoundation.nl/>

Regen Farmer

REGEN FARMER's mission is to “accelerate the transition to regenerative agroforestry” through collaborating with farmers, governments and organizations to transform 5 million hectares of agricultural land into regenerative agroforestry by 2025. To do so, they provide SaaS technology (RegenFarm) which uses Big Data from agro-industry combined with site-specific information and ecological science to map and design optimal agroforestry systems and develop best practices in the field. RegenFARM enables farmers and farmland investors to determine the most productive and profitable way to use their natural capital assets anywhere in the world, making them resilient to the impacts of climate change, and a participant in the developing circular economy.

Project contact: Kristoffer Rønn-Andersen, Founder and CEO. Kristoffer is an engineer and regenerative systems designer. He previously worked as a playground designer, developed a digital solution for dementia care and started a regenerative lifestyle brand. He holds an MSc. in Design and Innovation from the Technical University of Denmark.

Website: <https://regenfarmer.com/>

Juçaí (Ciano Indústria de Sustentáveis)

JUCAÍ is an original product distributed in 23 points of sale around Rio de Janeiro (including Crepe Locks, Zona Sul, Green World, and Green People) and produced by Ciano Indústria de Sustentáveis. Ciano's mission is to "develop genuinely sustainable, authentic and healthy products, creating value through a model that promotes and inspires sustainable social solutions."

This partnership is developed to repopulate this species of palm tree in the Atlantic Forest, which is currently on the Official List of Endangered Species due to clandestine palm extraction, and to promote the sustainable exploitation of the tree through the collection of fruits, leaving 33% of them in the forest to ensure the feeding of the fauna. 1000 seeds were donated from Juçara to Sitiê, and the equipment necessary for the processing of its fruit into pulp will be offered by the company.

Juçara Palm is considered a key species of the Atlantic Forest, having once constituted 1/4 of its flora and generating food for more than 60 species of animals. Juçaí, a form of the superfood açaí, is produced from its fruit.

Project contact: Andre Mello, Co-Founder, Ciano Indústria de Sustentáveis.

Founded together with two other partners in 2014, Ciano is the company that created Juçaí, an acai planted and harvested in the Atlantic Forest region. Andre has been at the front of the company since its inception, overseeing a retail operation that involves harvesting, production, distribution, marketing and sales.

Website: <https://www.jucaicom.br/>



Youth Climate Leaders

YOUTH CLIMATE LEADERS (YCL) catalyzes climate action by providing youth with training, networks and concrete opportunities to start their careers in the field of climate change. YCL organizes a professional exchange program among young people around the world to improve their knowledge and develop projects in conjunction with other environmental initiatives. To this end, program participants visit different parts of the world, such as Israel, Palestine, Jordan, and India, where they will have access to volunteer opportunities, visits and exclusive lectures.

The project was founded by Cassia Moraes and was one of the winners of the Climate CoLab contest, sponsored by the Massachusetts Institute of Technology (MIT) in Cambridge, United States. As environmental regeneration and sustainable agriculture are core goals of the Sitiê project, the YCL intends to feature Sitiê in its environmental education programming. The agroforestry will benefit from the help of their volunteers, and their educational programming will also benefit the local population and to the schools present at Vidigal (Almirante Tamandaré Municipal School and Prefeito Djalma Maranhão Municipal School).

Project contact: Cassia Moraes, Founder and CEO. Cassia has expertise in sustainable development and international cooperation and holds an MPA in Development Practice from Columbia University. Currently, she works at the Brazilian Forum on Climate Change, a multi-stakeholder organization that advises the country's government. Cassia has also worked at CIVICUS, the Brazilian Mission at the UN, the UNDP, and the UN Sustainable Development Solutions Network (SDSN).

Website: <https://www.youthclimateleaders.org/>