



ORGANIZAÇÃO DE  
CONSERVAÇÃO DA TERRA

# ENVIRONMENTAL AND PRODUCTIVE RECOVERY AND CONSERVATION PROGRAM

CONCEPT NOTE



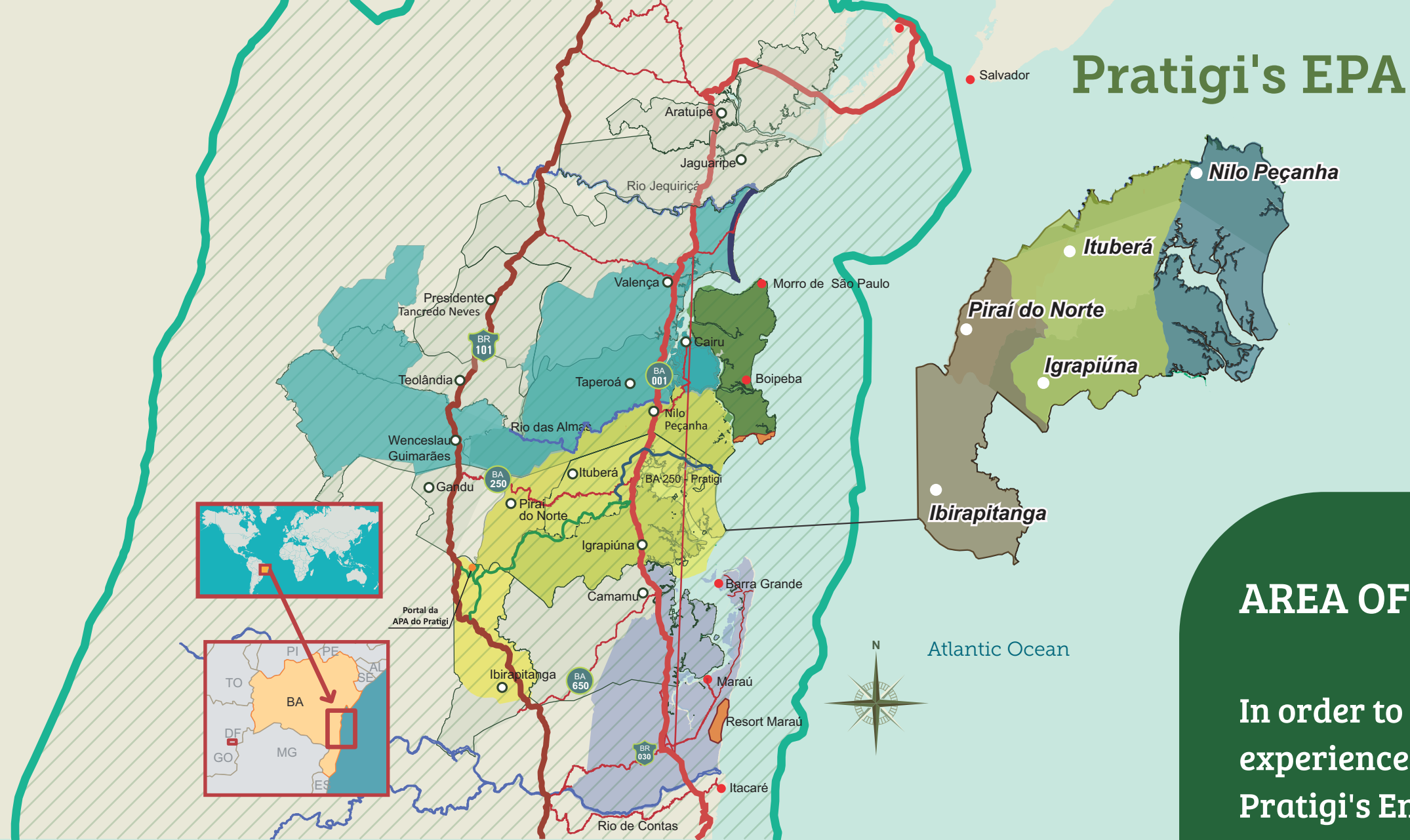


## PRESENTATION

Created in August 2001, with the purpose to act on the planning and intervention of the landscape in Bahia's Southern Lowlands, the Organização de Conservação de Terra (OCT) has been developing strategic actions with the ultimate goal of consolidating development and regional growth integrated with sustainability, building a model to be reapplied in other situations with appropriate adjustments and adaptations. In this regard, it has been guiding the good use of natural resources in a way that allows the balance of life flows: Soil; Water; Flora; Fauna; Human beings and their Business.

The OCT is premised on the Global Sustainable Development Goals, the SDGs, through the conviction of the importance of the convergence of public, private and third sector institutions in achieving the agreed goals.





APA mosaic location map of the Bahia Southern Lowlands region.

## AREA OF OPERATION

In order to systematize knowledge and experience, the OCT chose to focus its actions on Pratigi's Environmental Protection Area (EPA), which includes the municipalities of: Ituberá, Igrapiúna, Nilo Peçanha, Ibirapitanga and Pirai do Norte.

Pratigi's EPA is part of a mosaic of Conservation Units, providing ideal conditions for formatting a model, given its transversality and regional representation, forming a socioeconomic and environmental life unit, including springs, valleys and estuary areas, with important remnants of the Atlantic Forest, constituting a geopolitical territory that can be monitored.

**84.900** inhabitants in 5 cities  
(Censo 2010)

**171.900** ha extension

**62.425** ha forestal cover



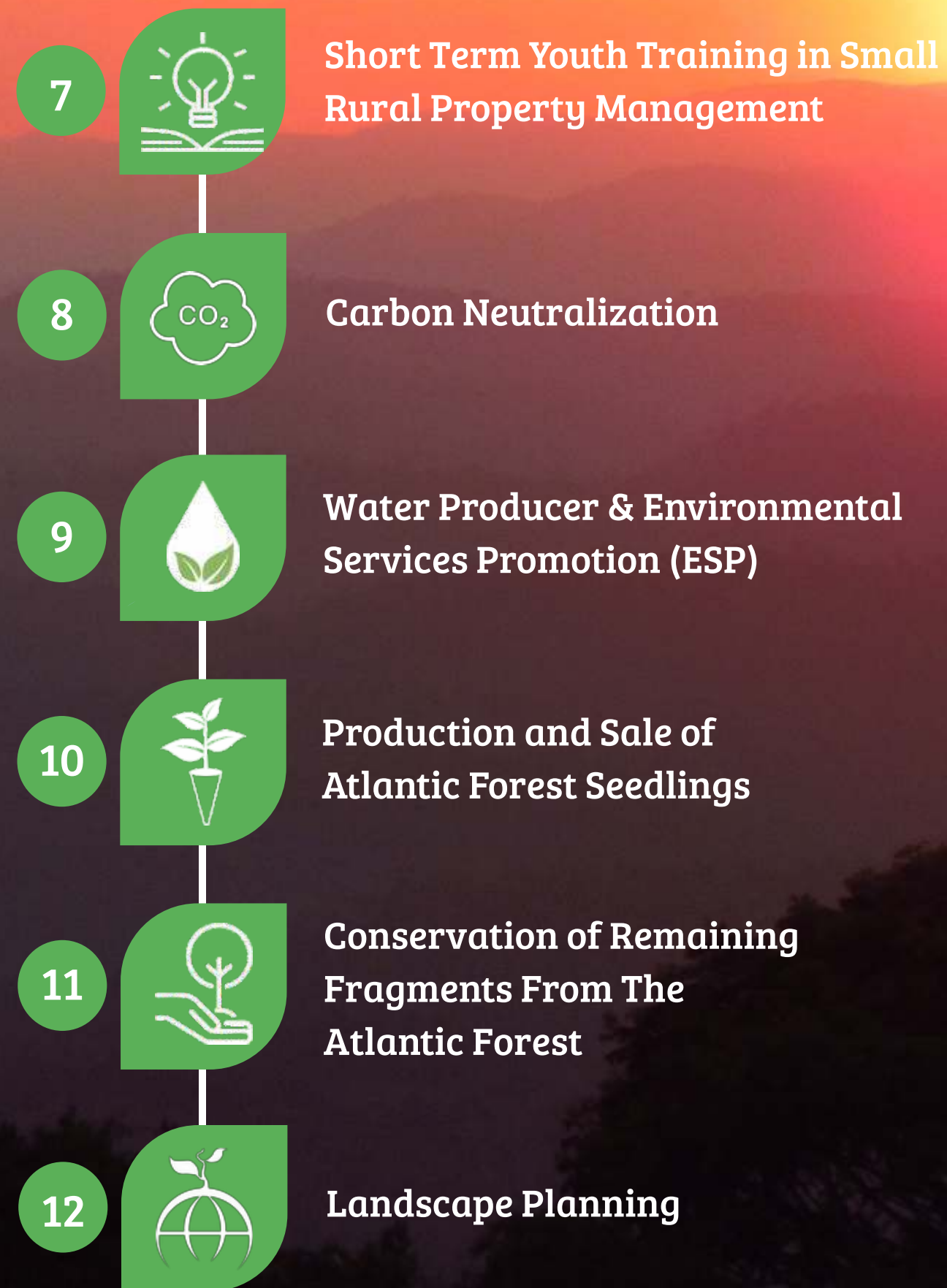


## LINES OF OPERATION

The concrete and objective actions of the OCT led to the evolution and mastery of techniques that allow the conception and implementation of necessary and sufficient actions for regional development and growth, integrated with sustainability.

Thus, it was possible to expand and improve the methodologies tested and feedbacked, which allowed the planning of 12 lines of action, identified below:







# 1 INTEGRATED PROPERTY PLAN (IPP)

The PIP contains the use and occupation map of the land, the property and its adjustments for the current and future production panel, including the compliance with relevant legal requirements. All based on the conscious and deliberate decision of the producer and his family, consolidating the fundamental conditions of operation, aiming at the sustainable use of the property's natural resources based on which a compromise agreement is celebrated between the parties.

160

IPP performed





# 906

## CEFIR performed (until 2019)

### 2 ENVIRONMENTAL REGULARIZATION

It is the environmental legalization of the property, through its inclusion in the State Register of Forests and Rural Real Estate (CEFIR), corresponding in Bahia to the Cadastro Ambiental Rural (CAR) of the Federal Government, a fundamental condition for inclusion of the producer in government public policies.

For this, the following are considered: the total property limit; conserved, altered and degraded Permanent Preservation Areas; legal reserve; productive areas; forest remnants; and uses of water.





600

assisted families  
(accumulated)

### 3 TECHNICAL ASSISTANCE FOCUSING ON ENVIRONMENTAL AND PRODUCTIVE CONSERVATION

Pratigi APA's main economy is the cultivation of cocoa, which is of great importance in the conservation and enhancement of the forest, with the predominance of family farming.

It is fundamental the support in productive education, through Technical Assistance, capable of bringing farmers and their families to participate in the permanent effort to obtain greater and better productivity, making it possible to continuously increase family income, so that the agricultural productive act can be enriched and valued in a prosperous environment, consolidating the socioeconomic and environmental aspects of the real estate extensively to the regional space.

In this process, we highlight the stimulation and technical orientation in the sense of the reconversion of altered areas with the implementation of Biodiversity Agroforestry Systems that favor the financial and socio-environmental results.





293

hectares restored

#### 4 FOREST RESTORATION OF WATER PERMANENT PRESERVATION AREAS (PPA)

Forest restorations require techniques adjusted for the degrading factors and resilience of the area, so OCT uses three specific methodologies: Natural Regeneration; Total Planting; and Nucleation by Planting Native Seedlings and Management of Regenerants.

The improvement of the Nucleation Method by Planting Native Seedlings and Regenerating Management has enabled the reduction of operating costs of one hectare by 75% compared to Total Planting Method, in the Pratigi APA region.



A photograph of a cocoa tree in a field. The tree has many green, oval-shaped pods hanging from its branches. The ground is covered with dry, brown leaves. The background shows more trees and a bright sky.

# 30

## Organic Certified Production Units

### 5 SUITABILITY FOR PARTICIPATORY SOCIO-ENVIRONMENTAL AND ORGANIC CERTIFICATION

Certifications give properties recognition of the application of good production practices related to social, environmental and property management issues. Participatory organic certification is inspired by the principles of agroecology and regulated by the Federal Law 10,831 of December 2003. The Participatory Guarantee System (PGS) is characterized by Social Control and Solidary Responsibility, which enables the generation of adequate credibility to different social, cultural, political, institutional, organizational and economic realities.





# 21

## septic tanks installed

### 6 ADEQUACY OF RURAL SANITATION IN PRODUCTIVE BACKYARDS

A fundamental issue for a healthy and good agricultural business is the environmental health of the property, related to the destination and treatment of solid and liquid waste. It is fundamental forenvironmental damage and especially for the coexistence and state of mind of family and residents, affecting in a way the satisfaction of living in the property.

Assisted families are oriented to the proper destination of solid waste. In relation to liquids, the treatment consists of the installation of economic septic tanks, which transform the problem of debris accumulation on the earth's surface in a healthy and productive environment, called productive yard, through the planting of fruits, and other crops that add economic value to property revenue and result in household food security.





## 7 SHORT TERM YOUTH TRAINING IN SMALL RURAL PROPERTY MANAGEMENT

Informal education, aimed at young people between 18 and 29 years old, with a 100-hour workload between theory and practice, with reinforcements and systematic monitoring, making them more productive and agents of change.

Empowered young people make a big difference both in the productive conditions of the properties and in the expectation of their future and their family, as well as the innovation of the agricultural business. This becomes critical for the intergenerational transition essential to the agricultural sector.

# 305

young people trained





# 2.300

tons of carbon neutralized

# 49.000

tons of validated  
carbon credits (VCS  
and CCBS)

## 8 CARBON NEUTRALIZATION

The main objective of the project is the removal of Greenhouse Gases (GHG) through the recovery of PPA /(APP pt) primarily springs. The owners of the restored areas receive the Payment for the Environmental Service (PES/PSA) provided, thus promoting a virtuous cycle of service generation for the environment and society.

This action can occur in two ways: with funds raised by donations based on the amount of “carbon footprint” GHG emissions from individuals, legal entities and corporate events; or by trading carbon credits in the voluntary market.

Pratigi PPA /APP has Verify Carbon Standard (VCS) and Climate, Community and Biodiversity Standard (CCBS) standards certifications for forest carbon projects. These certifications allow the Carbon Credits generated in the forest restoration and planting activities of Agroforestry Systems to be verified to be available in the voluntary market.



2014



2019





## 9 WATER PRODUCER & ENVIRONMENTAL SERVICES PROMOTION

An important legal support to stimulate producers and communities is the Water Producer Program contested by the Federal Government, which defines the profile of those who can benefit through the Payment for Environmental Services (PES). All supported by a pact between the Agência Nacional das Águas (National Water Agency – ANA) and local municipalities, through the concrete existence of Municipal Law that guarantees the effective participation of the municipality in favor of the Water Producer.

The OCT has been working with the municipality of Ibirapitanga-Bahia based on the normative requirements of the Program. It is a pioneering experience in the State of Bahia, with promising, concrete and promising results that have received recognition and support from institutions interested in the social and environmental issue.

# 160

## Water producers



The background of the slide is a photograph of a seedling nursery. Numerous young plants with green, lanceolate leaves are growing in black plastic pots, arranged in neat rows. The lighting is bright, suggesting an outdoor or well-lit indoor environment.

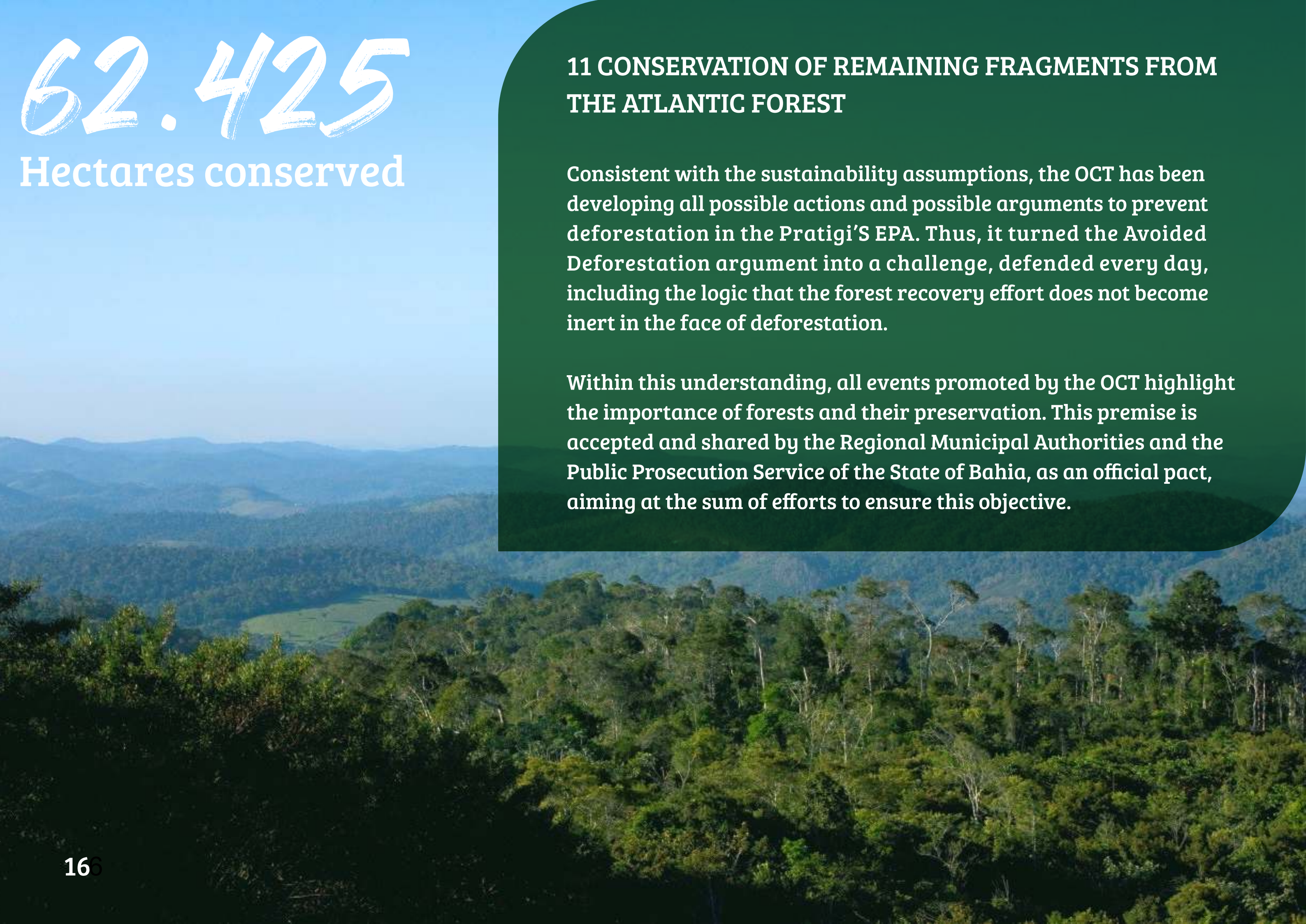
# 400.000

Thousand seedlings  
produced

## 10 PRODUCTION AND SALE OF ATLANTIC FOREST SEEDLINGS

OCT produces seedlings of Atlantic Forest forest essences, a fundamental input for the recovery and productive conservation of the environment, within the technical requirements, to meet the needs of internal projects and commercialization.





# 62.425

## Hectares conserved

### 11 CONSERVATION OF REMAINING FRAGMENTS FROM THE ATLANTIC FOREST

Consistent with the sustainability assumptions, the OCT has been developing all possible actions and possible arguments to prevent deforestation in the Pratigi's EPA. Thus, it turned the Avoided Deforestation argument into a challenge, defended every day, including the logic that the forest recovery effort does not become inert in the face of deforestation.

Within this understanding, all events promoted by the OCT highlight the importance of forests and their preservation. This premise is accepted and shared by the Regional Municipal Authorities and the Public Prosecution Service of the State of Bahia, as an official pact, aiming at the sum of efforts to ensure this objective.





## 12 LANDSCAPE PLANNING

Landscape planning has to be perceived and valued in the actions developed and implemented from the Family Unit inserted in their community and correctly using the resources used for work and income generation and for their life. This involves: the human being; social organization, productive business and harmonious life with the environment.

All these issues are contained in the guiding procedures for the recovery and productive conservation of the environment, respecting the peculiarities of each regional space that, although differentiated, are interdependent.

As an instrument for monitoring the effectiveness of the lines of action, the OCT uses the Sustainability Barometer, a tool developed by the International Union for Conservation of Nature (IUCN) to assess human and ecological wellbeing.





## FINDINGS

Finally, the OCT, its partners and collaborators' perception is that the 12 (twelve) lines of action analyzed here complete a programmatic system capable of meeting the necessary and sufficient requirements for the promotion of integrated and sustainable regional development and growth.

The OCT's knowledge and experience are accredited for the conception of implementing a model that can be reapplied in other regions, with the necessary adaptations and adjustments.

Agriculture requires a permanent effort to ensure the sustainability of small rural real estate businesses, through family involvement, especially young people and women, in order to consolidate the generational transition, a universally recognized assumption.







## VISION OF THE FUTURE

The main objective of this Program is the consolidation of the integrated and sustainable development and growth of the Pratigi PPA/APP, making it a model for reapplication in other regions, with its appropriate adaptations and adjustments. To this end, it has been based on the conceptual and applicative convergence of Institutionality, which involves the engagement of communities, the constituted powers and the business sector.

It is noteworthy that the participation of the municipalities, in the context of the constituted powers and the community, represents a valuable advance in the path of Sustainability. The five municipalities that make up the Pratigi'S EPA already have Municipal Laws for Payment for Environmental Service, consolidating harmonious development involving the social, economic and environmental dimensions, based on the valuation of their natural resources, products and services.

Pratigi PPA's/APP's main economy is cacao production, which currently occupies an area of 23,700 hectares, distributed among 6,092 producers who currently produce 6,420 tons/year.

The average productivity of these cacao can be significantly increased to yield a total production of 28,440 tons. Under these conditions, a qualitative and quantitative advance of the regional economy is envisaged, referenced by the following indicators:



- Productivity increase of the main products of the Region, in ten years, such as:

Cocoa: Increase in total cocoa production of family producers from 6,750 to 27,000 tons, corresponding to the increase from R\$67.5 million to R\$270 million to the value of annual cocoa production.

Improvement of cocoa almond quality, allowing at least 50% of the amount paid to the producer.

Other agricultural products grown at the PPA/APP with annual production value of R\$15 million will have their value added to R\$43 million.

These productive advances would increase from R\$82 million to R\$313 million to the value of production.

- Increase in land value by 300%, based on the current R\$94 million, estimated at the current value of R\$4,000.00/ha.
- Rural Per Capita Income, based on the estimated production value, indicates a growth from R\$1,744.00/year to R\$6,649.00/year within 10 years;
- The increase in the Pratigi PPA/APP HDI is expected, taking into account the increase in production value, with its developments;
- Prospects to increase municipal ICMS collection by 4 times, corresponding to the increase in production value.
- The Sustainability Index, calculated by the Sustainability Barometer, will serve as evidence of compliance with this program's assumptions.

In order to strengthen the proposals above, OCT has been proposing ways to certify products and services, such as Geographical Indication, which is the guarantee of origin.

Under these conditions, the Pratigi PPA/APP will move from being poor and stagnant to being healthy and progressive under sustainable conditions.

The OCT expresses its greater interest in dealing constructively with institutions interested in environmental issues. For more information, contact us at [contato@oct.org.br](mailto:contato@oct.org.br) or by phone at +55 73 9 912 - 0371

The forecasts contained in the forward-looking statements are supported by technical and scientific research on the impacts of OCT action on assisted producers, which saw an increase of R\$20,000.00/year, corresponding to a growth of 2.22 times for unassisted producers. (PDCIS Impact Assessment - JSBrasil, 2017).



## Best Environmental NGO Award in 2019

"The result came because the OCT guided and we did! Now I have production where it was a lost pasture, and without this forest here, what would be of us?"







## Social Partners



## Institutional Partners

