Fazendo a floresta valer mais em pé do que derrubada.

Juma’s Rainforest Report
A retrospective of 2010 main activities
New Agricultural Techniques: Permaculture
One of the Juma Sustainable Development Reserve’s top 2010 successes was the implementation of permaculture, an eco-friendly agricultural system that allows a community to preserve its functioning ecosystems while producing food for its own people. The process is also making income generation possible for the community through sales of items such as Brazil nuts.

The field activities also benefited this year from the arrival of an agricultural techniques teacher. The new instructor has helped make the classes more practical and directly related to the students’ and communities’ daily realities.

As a result, community residents have become more autonomous and are now able to cultivate and manage their products independently thereby improving their skills and quality of life.

Income Generation Cooperative
The COOPTCOS (Work Cooperative of Native Seeds Extractors) is a new partnership between the Amazonas Sustainable Foundation (FAS) and the Brazilian Service for Small to Medium Business Support (SEBRAE). The cooperative is student-led and designed to generate income through the sale of seeds collected from the Juma Sustainable Development Reserve. Many of the native plant seedlings gathered by the students include precious “essential oils” that are used to treat ailments. Andiroba oil, for example, is one type collected and acts as an analgesic that helps with inflammation.

FAS and Marriott’s Brazil Hotels Work Together
The Amazonas Sustainable Foundation (FAS) and Marriott International’s Brazil hotels are working together to strengthen the relationship between FAS’s field work and the hotels’ activities. Through ongoing presentations and staff meetings FAS is educating Marriott’s Brazil employees about its work to help preserve the Amazon rainforest and empower its communities. The goal is to raise awareness so that Marriott’s employees will help support and promote the Juma project through their own day-to-day hotel activities. Gonzalo Aguilar, Marriott’s Country Manager for Brazil and General Manager for Renaissance São Paulo, is helping lead the process and most recently hosted a meeting for FAS and Marriott’s South America Business Council representatives at the Renaissance São Paulo. Aguilar plans to use the hotel’s support for the project in a case study that demonstrates how efforts such as donating a percentage of sales from a restaurant menu item back to the project, or selling Brazil nuts harvested in Juma in the hotel’s retail outlets, can go a long way toward supporting Juma’s success.

FAS’ methodology based on Juma REDD Project
In an effort “to make forests worth more standing than cut” the Amazonas Sustainable Foundation (FAS) has developed a greenhouse gas accounting methodology that focuses on deforestation. The methodology is based on the Juma Reducing Emissions from Deforestation and Forest Degradation (REDD) Project, which was implemented in 2008 by FAS and Marriott International. This methodology is being validated under the Voluntary Carbon Standard (VCS), a robust, new global standard and program for approval of credible voluntary offsets.

Under the VCS approval system, FAS’s methodology has to be verified by two different official validating organizations. The first phase was accomplished in May 2010 when FAS received the Bureau Veritas Certification. The second validation is in progress and is being conducted by has the Rainforest Alliance. The methodology is expected to be fully approved by February 2011. After this
second validation, the methodology can be used by other REDD projects around the world.

Conference of Parties (COP) 16: Featuring “Amazon Evening”
Forest conservation was the biggest focus and outcome of the 16th Conference of the Parties (COP-16) held in Cancun, Mexico in late 2010. Within this context, the Amazonas Sustainable Foundation, along with the Centre for International Forestry Research (CIFOR) and Marriott organized a side-event on the “Current Status and Prospects for REDD-plus in the Amazon” at the JW Marriott Cancun Resort & Spa.

The special event attracted more than 150 participants including research institutes, governments, NGOs and business representatives. FAS CEO Virgilio Viana and Marriott’s Vice President of Social Responsibility & Community Engagement, Mari Snyder, discussed the Juma REDD Project and how NGO-private sector partnerships can help halt deforestation and alleviate poverty in the Amazon.

One of the biggest outcomes of this side-event, according to the participants, was the acknowledgement that REDD-plus is tightly linked to both local sustainable development and environmental conservation. In addition, they agreed that a mix of both private and public sector funding is most successful. The majority (63%) of the event’s participants also said they believed REDD-plus financing, methodology, legal framework, benefit sharing, and transparency will work well with efforts in the Amazon.

Infrastructure improvements
Many improvements were made to Juma’s J.W. Marriott, Jr. School in Boa Frente this year as part of efforts to better accommodate the students, teachers, professionals and other visitors. They include:

- Drilling a water well so that they can drink clean, filtered water. In the past, residents only had access to unfiltered river water.
- Adjustments to the solar panel system to better serve local energy needs

- Construction of a Forest Study Center in partnership with Tauck-Romano Innovative Philanthropy, a new partner recruited by Marriott. This center was built in the middle of a forest area and serves as base for agriculture and cultural learning activities. It even includes a cinema that features educational films.