

Special Session

SPECIAL SESSION: “VALUE CREATION IN THE SOCIO-BIOECONOMY IN THE AMAZON REGION: INTEGRATING TRADITION, INNOVATION AND ENVIRONMENTAL SERVICES”

RELEVANCE OF THE TOPIC

This session aims to provide experiences and knowledge exchange on value creation for businesses of traditional peoples and communities (TPCs) (usually cooperatives) through the sustainable exploration of the socio-bioeconomy in the Amazon region. TPCs are keepers of traditional knowledge and practices and should be valued not only as guardians of the forest but also as disseminators of knowledge that can help mitigate climate change and environmental destruction. In this context, we propose to discuss factors that not only add value to their community businesses but also ensure that this value remains within the territory. To achieve this, we will address three key issues: alliances for innovation, payment for environmental services, and sustainable productive chains.

THEORETICAL FRAMEWORK OF THE TOPIC

The Amazon region is made up of a unique biodiversity, which has been shaped for millennia by human action (Maezumi et al.; 2018; Levis et al. 2018), making biological diversity inseparable from social, cultural and economic dimensions (sociobiodiversity). In the Brazilian Amazon economic exploitation of sociobiodiversity has been characterized by the commercialization of native products) through traditional (and sustainable) agro-extractive activities. These activities are based on traditional knowledge passed down through generations (Garnett et al., 2018), and are carried out by traditional peoples and communities (TCP), mainly represented by indigenous peoples, quilombolas, riverside communities and those who reside in the forests (Nhemb et al., 2017).

Although the Amazon's natural resources have been consistently exploited as raw materials for the manufacturing, food, pharmaceutical, and cosmetics industries (De Souza et al., 2022), the perpetuation of poverty among traditional communities remains persistent (Santana, 2022). It caused by factors as the lack of collective organization, informality in the production chain, low level of innovation and inadequate public policies (Bachi & Ribeiro, 2023).

It is therefore necessary to promote productive inclusion of local people that respect their social organization systems and, at the same time, value local natural resources, practices, knowledge and traditional technologies to obtain social gains. At the same time, it is necessary to discuss (or implement) strategies to stimulate markets that value sociobiodiversity products (socio-bioeconomy) through sustainable and inclusive value chains (Costa et al., 2022). With this, PCTs are expected to produce based on low-impact techniques and committed to maintaining or recovering control of the territory they explore, providing an environmental service to the ecosystem (Cunha & Almeida, 2000). Sustainable production practices for income generation are associated with the management of natural resources and agro-extractive production, enabling the commercialization of raw materials derived from the forest (Morsello , 2006). To this end, businesses are created in the community (and by the community) and generally have social and environmental purposes simultaneously, with initiatives that aim to generate income. To achieve these objectives, it is common for them to organize themselves into cooperatives, in which internal relationships (between producers, communities and cooperatives/associations) and external partnerships can promote community businesses. Furthermore, they are inserted in economically competitive environments and establish strategic partnerships with various purposes, including innovating and complementing their organizational capabilities.

Thus, we propose a discussion on the challenges and opportunities of this business model, created and led by TPCs, addressing value creation through socio-bioeconomy: partnerships for innovation and differentiation (Simone Galina); payment for environmental services (Sérgio Gomes); participation in productive chain. These topics will be further explored through the presentation of a real case from the CoFruta Cooperative, located in the Northeast region of Pará (Danylla Silva).

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Dr. Danylla Silva - Member of the Cooperative COFRUTA