Engaging Disadvantaged Youth Through Eco-Training and Entrepreneurship in the São Paulo City Green Belt Biosphere Reserve

GLOBAL GREENBELTS CONFERENCE
Toronto, 22-24 March 2010

Rodrigo Victor
Director-General
São Paulo State Forest Institute
Brazil
Location of the São Paulo City Green Belt Biosphere Reserve
Biosphere Reserve Zonation
### Biosphere Reserve General Figures

<table>
<thead>
<tr>
<th>Category</th>
<th>Figure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Area:</strong></td>
<td>2,111,432 ha</td>
</tr>
<tr>
<td><strong>Terrestrial Area:</strong></td>
<td>1,826,212 ha</td>
</tr>
<tr>
<td><strong>Inner Urban Area:</strong></td>
<td>220,284 ha</td>
</tr>
<tr>
<td><strong>Marine Area:</strong></td>
<td>505,503 ha</td>
</tr>
<tr>
<td><strong>Urban + BR Area:</strong></td>
<td>2,331,716 ha</td>
</tr>
<tr>
<td><strong>Vegetation Area:</strong></td>
<td>614,288 ha</td>
</tr>
<tr>
<td><strong>Population (BR + Inner Urban Area):</strong></td>
<td>Around 23 Million Inhabitants</td>
</tr>
<tr>
<td><strong>Economic Expression (BR + Inner Urban Area):</strong></td>
<td>~ 20% of the National GDP</td>
</tr>
</tbody>
</table>
São Paulo – Map of Social Exclusion

Topografia perversa

O Mapa da Exclusão foi construído a partir de 47 “utopias” agregadas em quatro grandes áreas: autonomia, qualidade de vida, desenvolvimento humano e equidade. Para cada indicador, foram atribuídas notas negativas e positivas, variando de -1 a +1.
Youth Programme

- Training poor youth communities for environmental conservation and their social inclusion
- 15 eco-job training centres in 12 cities
- Over 2,000 students trained since 1996
- Sound perspectives for local public policies
Why Youth?

- Biggest unemployment rates
- Under economical and social risk situation
- They will take decisions over the next decades
- High transformation and multiplication capacity
Programme’s Structure

- 2 year basic duration in semestral modules.

- Target people: adolescents ranging from 15 -21 years old from public schools.

- 180 to 300 training hours per semester.

- Programme conducted in partnership with local stakeholders:
  - Biosphere reserve enables and gives assistance to local partners and manages program network.
  - Local partners carry out the training process.

- Training takes place in eco-job training centres (4 basic training areas).
Eco-Job Modalities

Small-scale agroindustry

Waste recycling and arts

Agroforestry

Sustainable tourism
Program’s Structure
Youth Program Eco-Job Training Centers
Eco-Job Market

BIOSPHERE RESERVE WORKING DEFINITION

Good and service productive sector where environmental conservation and human well-being are the central concern, seeking to promote ethical, safe and just working relationships with social and ecological-friendly technologies and methodologies.
Eco-Job Promotion Strategies

- Eco-job market continuous survey
- Eco-job training having as background Eco-job market potentialities
- Students are stimulated to think about their potentials, undergo practical training and develop individual projects while students
- Interactions with private companies that will to invest in environment and / or social responsibility
- Foster public polices that can generate eco-jobs (awareness campaigns, eco-tourism initiatives, etc)
- Seek to promote eco-jobs from environmental legislation (e.g. – environmental compensatory mechanisms), liabilities, etc
- Stimulate students’ business incubation and business creation
CASE 1 | Sea Ways – Ecotourist Pole

- First road and trails linking the coast to São Paulo across the Coastal Range State Park.
- Reopened exclusively for ecotourism.
- 18 former Youth Programme students hired as ecotourist guides and environmental education monitors.

- 9 students continued their studies in universities or technical courses – a prospect hardly envisaged some years ago.
- Biosphere Reserve was an essential actor for students hiring.
CASE 2 | Paranapiacaba Village

- Cultural and Historical monument in São Paulo State.
- Projects involving Biosphere Reserve, local community, local government and State Government
- Local Sustainable Tourism Guide Associations / businesses created
- Over 18,000 tourists attended
- Local inhabitants under critical economic situation
- Monthly income for people with no job perspectives – around 40 tourist guides working
CASE 3 | Social Forestry in Guarulhos City

- Local city hotel had an environmental liability and need to carry out forest recovery in some areas.

- 7 students from Guarulhos Training Centre were hired to produce seedlings and coordinate rehabilitation process.
CASE 4 | Carbon Neutralization at Embu Guaçu Eco-Job Training Center

Classroom activities

Field class

Reforestation activities

Reforestation activities
• Finalist at the International Sustainable World – Energy, Engineering & Environment (ISWEEEEEP) – Houston, Texas, EUA.
São Paulo City Green Belt Biosphere Reserve | Youth Programme
São Paulo City Green Belt Biosphere Reserve | Youth Programme
Results

- Development of social programme highly suitable for biosphere reserves.
- Response to very critical issues for environmental conservation in a complex situation like São Paulo.
- Response to very critical issues concerning social inclusion and income generation.
- Over 900 Eco-job experiences for Hundreds of Students.
- 15 Eco-job Training Centres launched and demand for others.
- Over 2,000 students involved.
- Mobilization and empowerment of hundreds of local partners.
- Consolidation and diffusion of the Biosphere Reserve concept.
- Consolidation and implementation of the eco-job market concept in areas that only witnessed ecosystem degradation.
THANK YOU!

rvictor@sp.gov.br

www.iflorestal.sp.gov.br