

institutional

idesam
2021

report



A word from the President of the Board of Directors of Idesam

THROUGHOUT 2021, still under the effect of the impacts caused by the COVID-19 pandemic, Idesam managed to fight the adversities imposed by the health crisis with extraordinary wisdom and determination. This was only possible thanks to the experience accumulated in eighteen years of its existence, along with its ability to reinvent, mobilize and gather people and institutions involved in the revitalization of its ecosystem of interactions.

Such virtues have been essential in the management of the strategic programs and projects that left their mark that year.

We managed to honor our commitments with all our partners and beneficiary families via numerous actions carried out in the different territories in Amazonia where we operate.

Within the scope of PPBio, we keep focused on the valuation of chains of sustainable value, such as vegetable oils, oleraceous, fish and organic agroforestry coffee, that more and more gain scale in the agroecological economy, as a result of the diversification and the addition of new strategic partnerships.

In 2021, Idesam confirmed its relevance as one of the main influential organizations in debates, and in national and international forums on mechanisms for forest conservation and REDD+, due to its

accumulated experience in project management and other initiatives in the carbon and forest certification market.

One of the main highlights was the launch of AMAZ, the result of the evolution of the Programa de Aceleração e Investimento de Impacto da PPA (Program of Acceleration and Impact Investment of PPA), that accelerated more than thirty startups focused on the Amazon bioeconomy.

On behalf of our Management, Advisory and Fiscal Boards, we thank our public and private partner organizations for their collaboration, as well as the contribution and dedication of all, especially our collaborators that make Idesam's history a reference institution in the fight for a more inclusive Amazonia.

Neliton Marques da Silva
President



“

Idesam is an Amazon force that does not rest until they find ways and alternatives that can collaborate with the development of our region, concerning the environment, the local populations and the agents that promote a more sustainable Amazonia.”

IDESAM TEAM

“

We will be a balanced organization in terms of processes, with a diverse, inclusive and resilient team. Our highest and immaterial value will be the care with and toward our collaborators, alongside robust compliance.”

PAOLA BLEICKER, IDESAM EXECUTIVE DIRECTOR



“

Idesam breaks chain ties with knowledge and opening to possibilities.”

IDESAM COUNCIL

“

If Idesam didn't exist, there would be fewer possibilities of a sustainable economy.”

IDESAM FINANCIER

THE EXERCISE OF LOOKING to the path travelled in the challenging year of 2021 reinforces Idesam's desire to keep on fighting for the Amazon integrity and create connections that can contribute to a fairer and more sustainable society.

It is rewarding to have come this far certain that the development model, aligned with the territory's singularity, makes it possible to transform utopia into reality. A model that respects rights and takes the traditional people's relevance into consideration.

Idesam aims to follow the mission to mobilize people, companies and governments with this sentiment. The

journey of almost two decades fostering a new economy for Amazonia inspires the organization to innovate and redesign the desired change for the future.

This report reconfirms Idesam's pact of transparency and brings a portrait of the institutional strengthening of the organization via projects developed and brought to action in the vulnerable regions in Amazonia. This construction happens in network and with the community.

The idesanic connection with Amazonia goes beyond the territorial borders as it is founded on respect, inclusion and continuous learning. These are results of the local and national socioenvironmental impact backed up by the conservation of forests, culture and life itself.

The next pages reflect our biggest pride: our own journey.

Idesam Team

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URRU VERDE

Institutional deliveries

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Idesam's connection

Despite all the challenges imposed, 2021 started with a strong stimulus for Idesam – its recognition as an OSCIP (Civilian Society Organization of Public Interest) by the Brazilian Ministry of Justice in the end of 2020.

Such accomplishment opens new operation areas for the institute, what includes microcredit offer and access to partnerships and agreements with all government levels and public agencies.

The institutional strengthening allows for support and advances from now on. On one hand, financial alternatives that contemplate the needs of projects and of Idesam's itself. On the other hand, it allows for the development and implementation of policies that strengthen the internal culture of appreciation of a healthy, valued, fair and balanced environment.

2021 Highlights

Idesam joins thousands of Amazon voices that claim for justice, for opportunities, for better quality of life, for the possibility of producing in a sustainable way, for having a piece of land to grow and harvest what nature offers, all without threatening any form of life. The fruits of such collective effort are also in the results of the impacts achieved.

8.5
million hectares of conserved forests in 34 territories

737
hectares restored by actions and projects



Idesam's main highlights in 2021

Source: Idesam, 2021

12
value chains encouraged

R\$ 5.9
million traded via sustainable value chains

42
businesses and solutions fostered and/or connected

23
social organizations involved

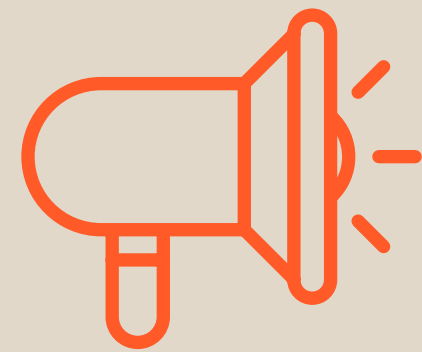
769
beneficiary families

151
young people supported

3,421
women impacted



Strategies



Communication plan

A document that supports communication in a strategic way. The plan aims to structure narratives to offer potency to the organization work, mobilizing different audiences.



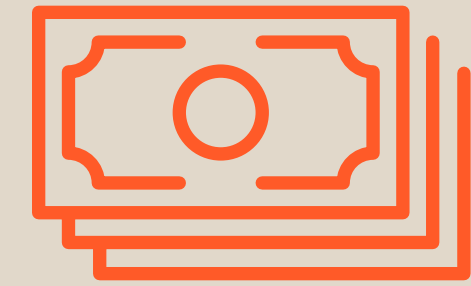
Monitoring

Action to optimize the management of the assessment of impact indicators, focusing on the objectives of sustainable development.



Course on People Management (SimbiOsc)

Deep immersion on how to retain and develop people.



Plan for fundraising

Strategic plan focusing on the next five years, linked to the communication plan. The result aims at the institutional strengthening and at the organization's financial independence.



Auditing

Partnership with BDO, the fifth biggest auditing and consulting company in Brazil with international records and certifications.

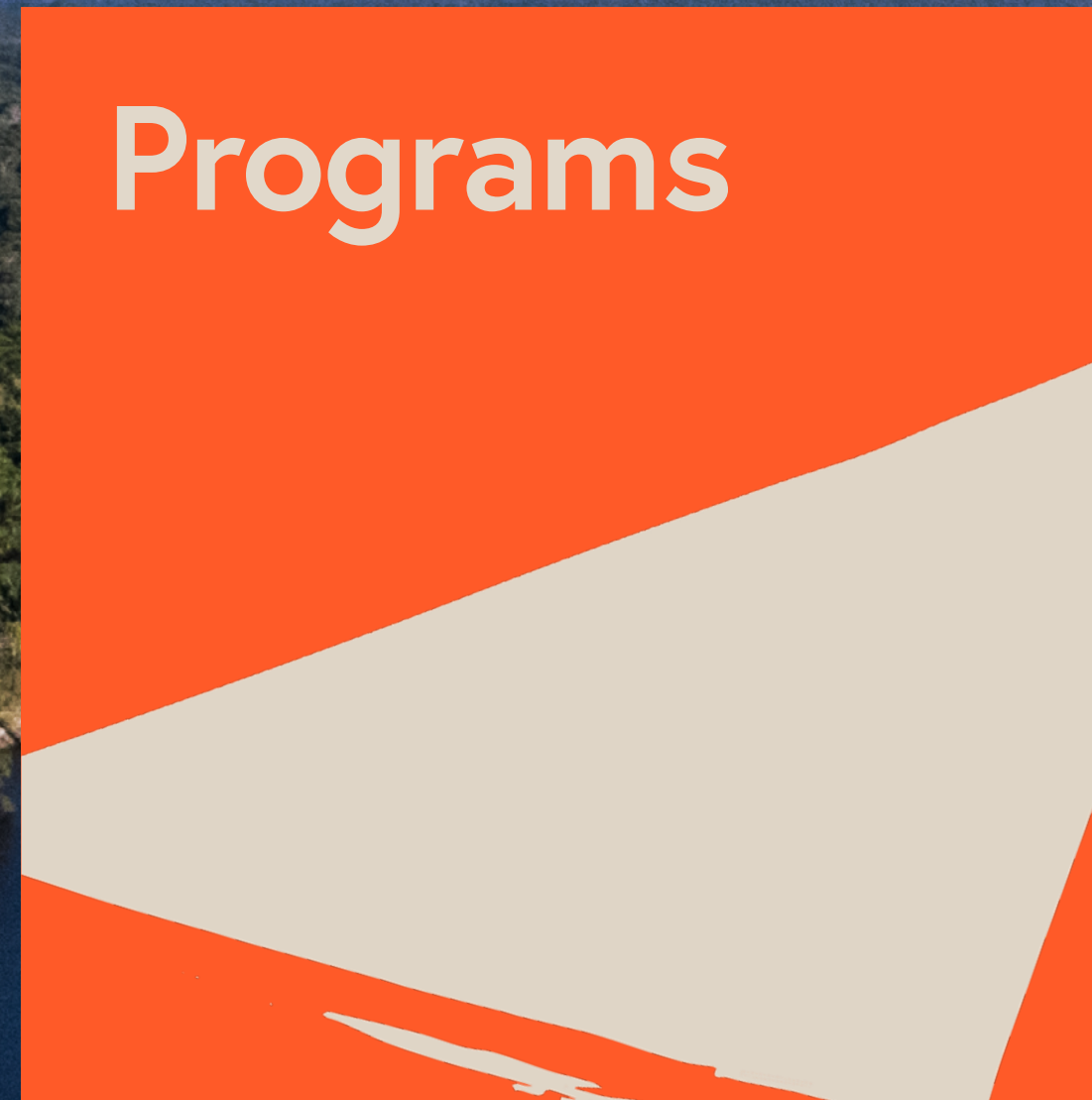
“

We promote a new economy in Amazonia with a sustainable and inclusive basis. We create connections between agents and their value chains, pointing to innovating paths.”





Institutional deliveries



Programs



Communication



Transparency

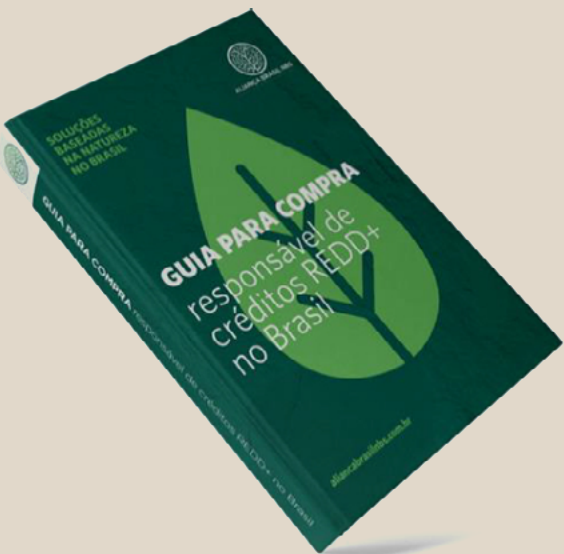


Idesam's connection

Idesam's connection with Amazonia goes beyond the region's territorial borders, as it is founded on values such as respect, inclusion and continuous learning, in which empirical knowledge is the main ground of everything we are today. There is no connection without respect, without engagement, without empowering the communities.

Our action, in projects results, is addressed to specific and strategic areas, always focusing on the search for impact and relevance in the whole region, based on a view of local development and global impact.

Climate Change Program



a

• **Idesam is positioned as an influential institution** in the national debate on mechanisms for forest conservation, REDD+, and decision making in the carbon market in Brazil.



- Guide of good practices for investment in REDD+ projects and Nature Based Solutions (NBS) published in partnership with *Aliança NBS Brasil*.
- Construction and modelling of Sistema Estadual de REDD+ do Amazonas (*SEMA Amazonas/FAS/PNUD*) – Amazon State System for REDD+.



We work with the planting of native trees in Amazonas State, reforesting degraded areas with agroforestry systems, a model that, besides planting new trees, also benefits local families once the chosen species can be used by those who take care of the forest.” **Victoria Bastos, Coordinator of Idesam's Climate Change Program**



b

Development of three projects focusing on conservation and reforestation via the fostering of productive chains linked to payments for environmental services.

- Project REDD+ *Café Apuí*;
- [Project Carbono RECA](#);
- Project *REMATA*.



Project Carbono RECA meeting in Rondônia



Partners visit Apuí for the expansion of the strategic initiative *Café Apuí*

c

Structuring of the strategic initiative *Café Apuí*

+ R\$ 3,9 million raised

for the expansion of agroforestry systems (5 years).

+ R\$ 1 million raised

for quality and access to the *Café Apuí* market (3 years).

[Understanding carbon credit](#)

[Reducing deforestation and carbon emission in Amazonia](#)

Neutral Carbon Program

Throughout its seventeen years' experience in working directly with the Amazon communities, Idesam has always defended maintaining the forest along with the generation of income and quality of life for the people who live there. Such work generated *Programa Carbono Neutro Idesam (PCN)*, Idesam's Neutral Carbon Program, in the region for a decade now, reaching more than 46 thousand trees planted, 15 thousand tons of CO2 compensated, and 35 riverside families directly involved.

a

+ 5 thousand trees

planted in Uatumã RDS in donations and compensations from Neutral Carbon Program partners.



b

1,700 trees

planted in Apuí.

e

26 partnerships

established in 2021.



c

3,000 tons CO²
compensated.

d

+ 7 families

benefiting from agroforestry systems.



f

7 strategic partnerships

in the long run (in the program for longer than one year).



[Program resumes planting](#)

Program for Management and Forestry Technologies

“

2021 was a period of production and trading. After a structuring phase of the value chains managed by social organizations, it was possible to advance contracts, production operations and product delivery. The highlight was the approval of the association of residents of Uatumã RDS by the FSC auditing. It became the only certified forestry activity in Amazonia, for lumbering and non-lumbering forestry management. Such result shows the advances in the management of value chains and, in 2022, the project will attempt to perfect management aspects, as well as establish a structure to allow greater financial sustainability for forest value chains.”



a

R\$ 1,5 million

traded in products originated from sociobiodiversity:

- 8 sustainable productive chains from 8 social organizations .
- Oils from andiroba and copaíba; green coffee; essential oil from pitch; butter from murumuru and tucumã; managed wood and wooden objects.

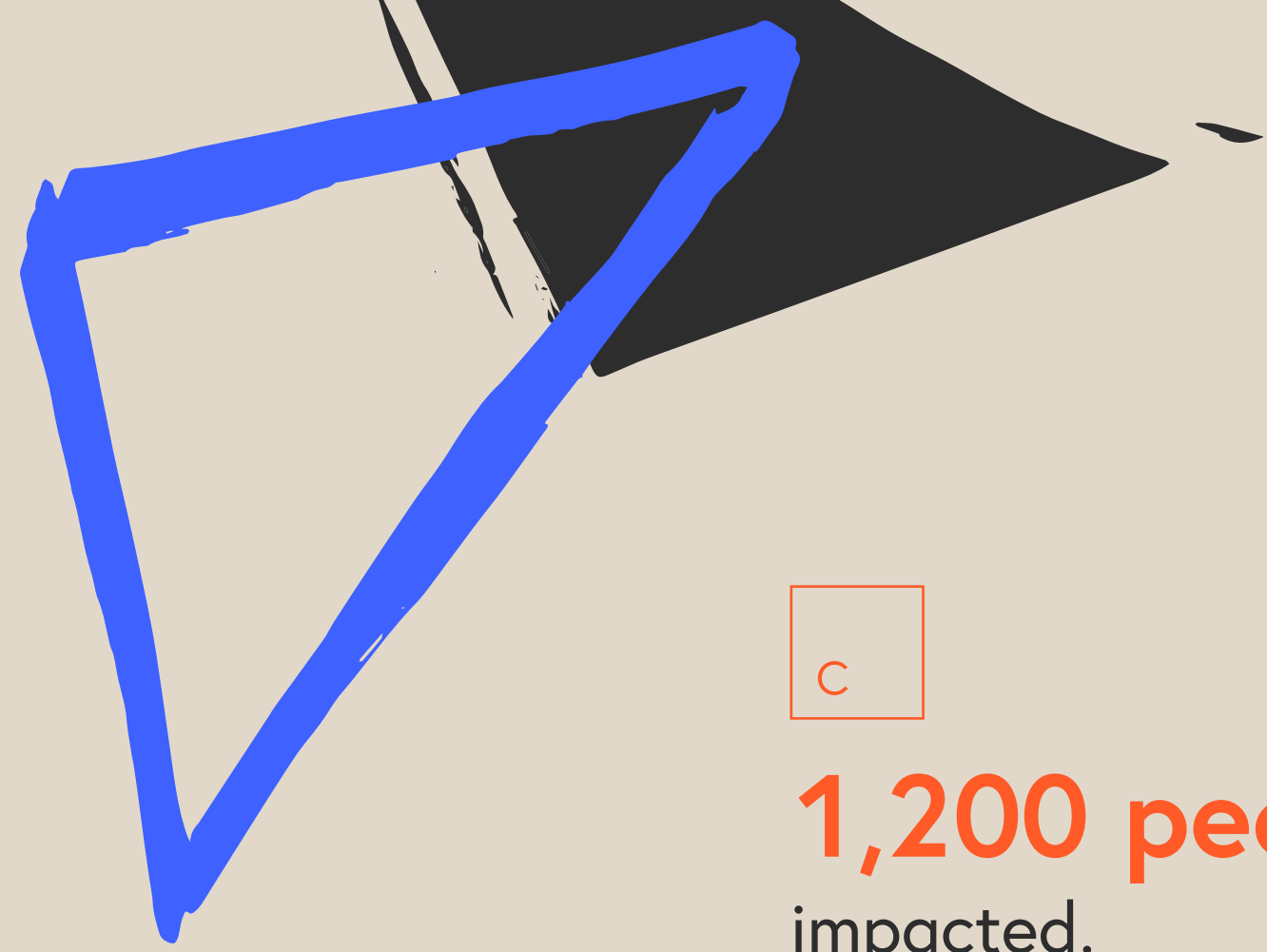
 [Partnership for the supplying of murumuru butter](#)

 [The seminar gathers specialists to discuss forestry productive chains in Amazonia](#)

b

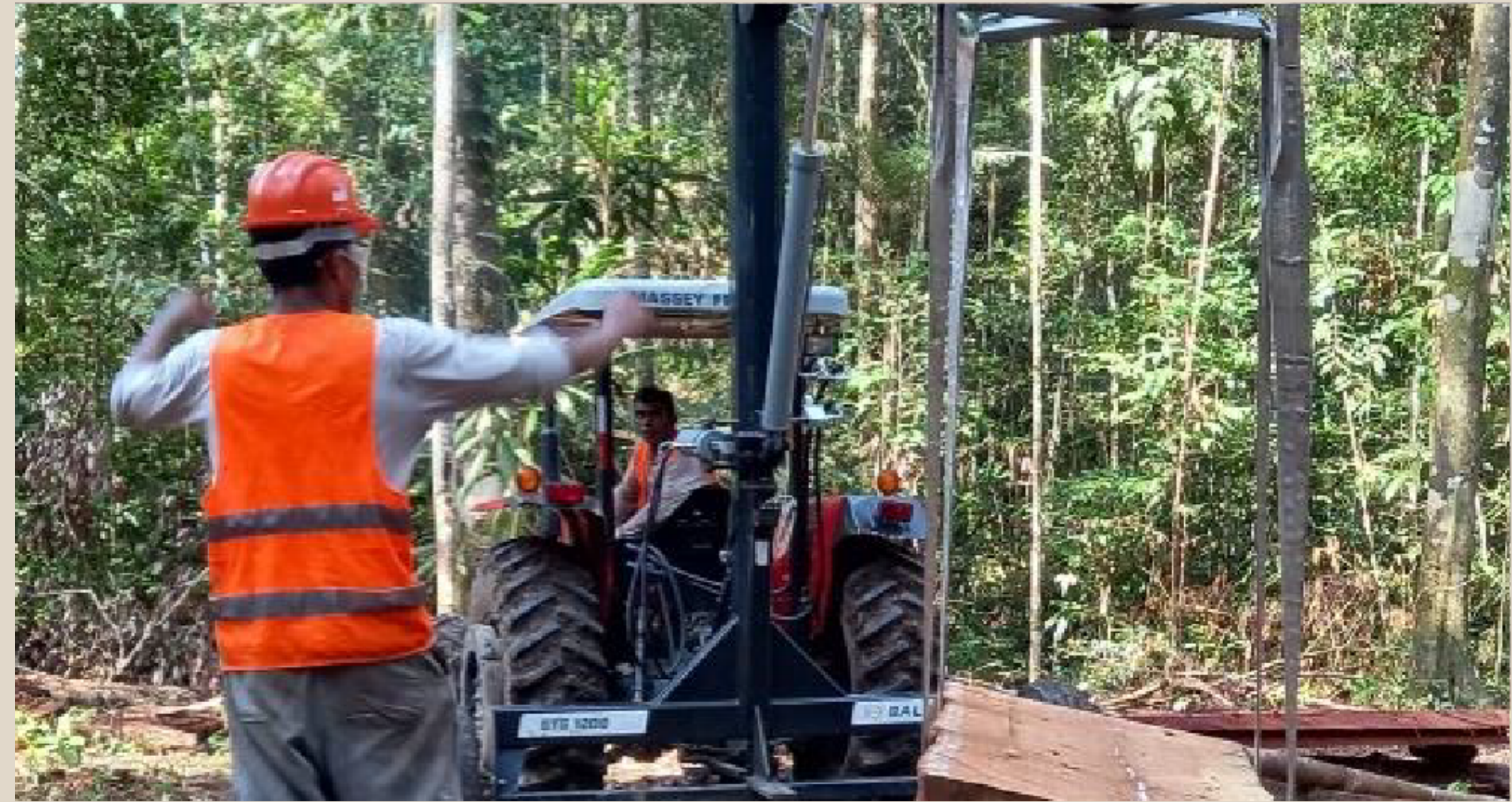
10,800 hectares of community forestry management and furniture structuring and licensing.





c

1,200 people impacted.



d

3,9 million hectares of forest influenced by the projects.



e

FSC Forestry Certification – RDS in Uatumã

Wood forestry management and vegetable oils. Forty-four thousand hectares chain of custody.

- [Uatumã has licensed furniture to foster community forestry management](#)
- [Visit the site Projeto Cidades Florestais](#)

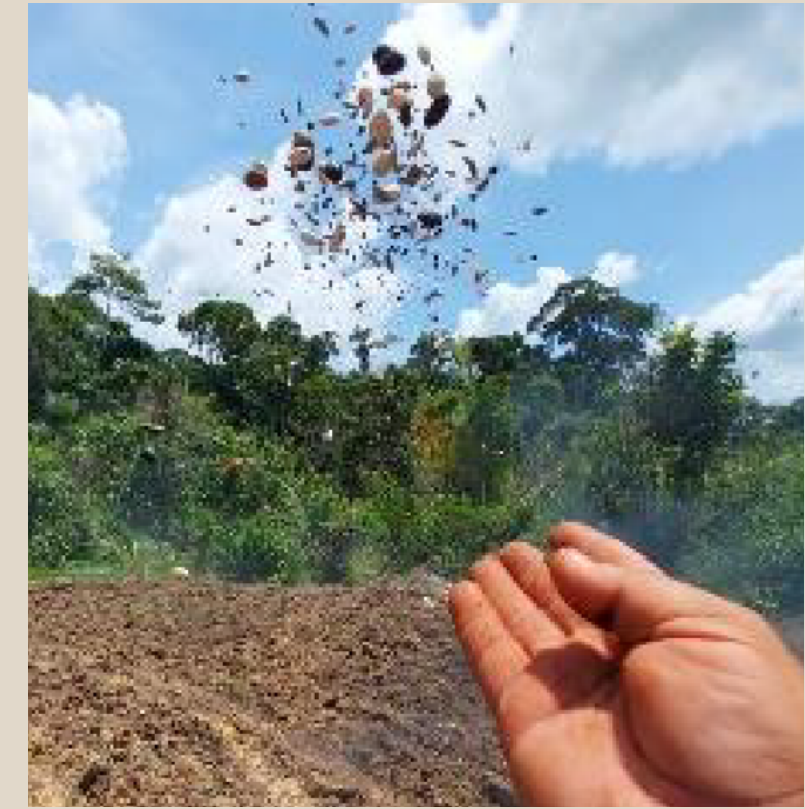
Apuí Coordination



a Expansion of **40 hectares** in agroforestry systems for the production of organic coffee.



e **Qualification** of women and young people in organic horticulture.



f **Forest restoration** of 5 hectares via muvuca of seeds.

b Inclusion of **22 new families** in *Iniciativa Café*.

c Certification of **4 new families** via participative certification.

d Inclusion of **3 new sectors/communities** and **1 new territory** (Matupi) in *Iniciativa Café*.



g **Monitoring** and technical follow-up in silvopastoral system units.

“ Besides regenerating degraded areas and using adequate and accessible technologies for producers, the fostering of the activity has brought social and economic benefits for the families involved in the project throughout the whole coffee productive chain.”



[The new brand *Café Apuí* represents the expansion of the project](#)

“

We foster action in network, in partnerships involving the civil society, companies, private social investment, public power and organizations that already operate in the Amazon ecosystem.”



Maués Coordination

Aliança Guaraná de Maués allows the creation of a learning space of the reality in Maués, from different perspectives and interests, taking to its members information about the context, the environment and historical processes related to the territorial occupation and planning.



c

3,233 individuals

impacted with improvement in socioeconomic benefits.

d

12 organizations and 360 producers

benefiting from direct trade with Ambev and traceability processes.



e

53% improvement

in farmers' income in direct trade with Ambev.

a

1,076.7 hectares

improved in the sustainable value chain.

b

R\$ 1,081.24

mobilized for development and conservation of biodiversity.



[Tamboreando Project strengthens cultural expressions in Maués benefiting 90 young people](#)



[Aliança Guaraná de Maués Newspaper](#)

“

Tamboreando is not only a music and instrument construction project, but also a transforming tool in the young people's lives, mainly the ones at risk of social vulnerability. From the moment we use such huge projects to benefit young people on, there is significant transformation in their lives. This is the biggest impact.”

Luthier Alessandro Cabral

“

Highway BR-319 is 870 kilometers long and is the main road connection between Manaus and the rest of Brazil. The pandemic aggravated the economic scenery, already quite challenging in the region. It is necessary to organize and make available the data on which and how many are the organizations of community basis in the Conservation Units along BR-319. Without such data, it becomes more difficult to think about these organizations strategically and establish public policies in the region.”

Paula Guarido, Idesam Researcher



d

+ 190 citations

in the local and national press, mainly *Jornal Nacional*, *Jornal da Cultura*, *Mongabay*, *O Globo*, *Brasil de Fato*.

e

109 graphics

pieces created for Idesam's and partners' social media.

18

a

Expansion of the Observatório BR-319

network with the addition of two organizations (*Transparência Internacional* and *Casa do Rio*).

b

12 newsletters

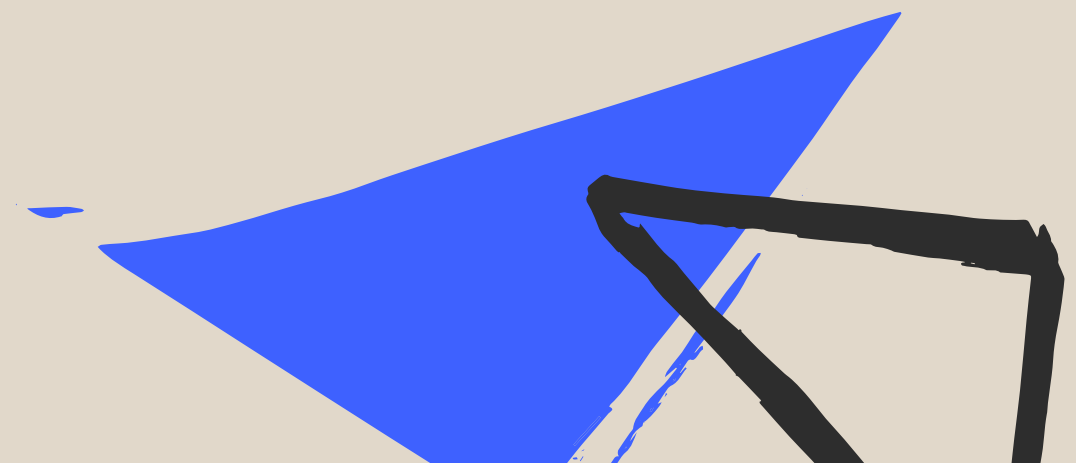
on the region under the influence of BR-319 (hot topics, follow-up of the licensing process, monitoring of deforestation and heat focuses, etc).

c

4 episodes

produced for the podcast *Momento OBR-319*.

[Site Observatório BR-319](http://www.observatoriobr319.org.br)



f

Workshop for the qualification of young popular communicators (RDS Rio Amapá), with

8 indigenous members and 20 residents of UCs.



g

Articulation for the

creation of RDS

Rio Manicoré.

h

Expedition

to Tapauá (FES Tapauá and TI Apurinã Igarapé São João).

i

Analysis of the wood forestry exploration in the states of Amazonas and Roraima

(Rede Simex).



🔗

[Wood exploration in Amazonia equals 640 soccer fields, according to a study](#)

j

[ICMS Ecológico:](#)

Study: an option for the sustainable development in Amazonas.

Bioeconomics Priority Program



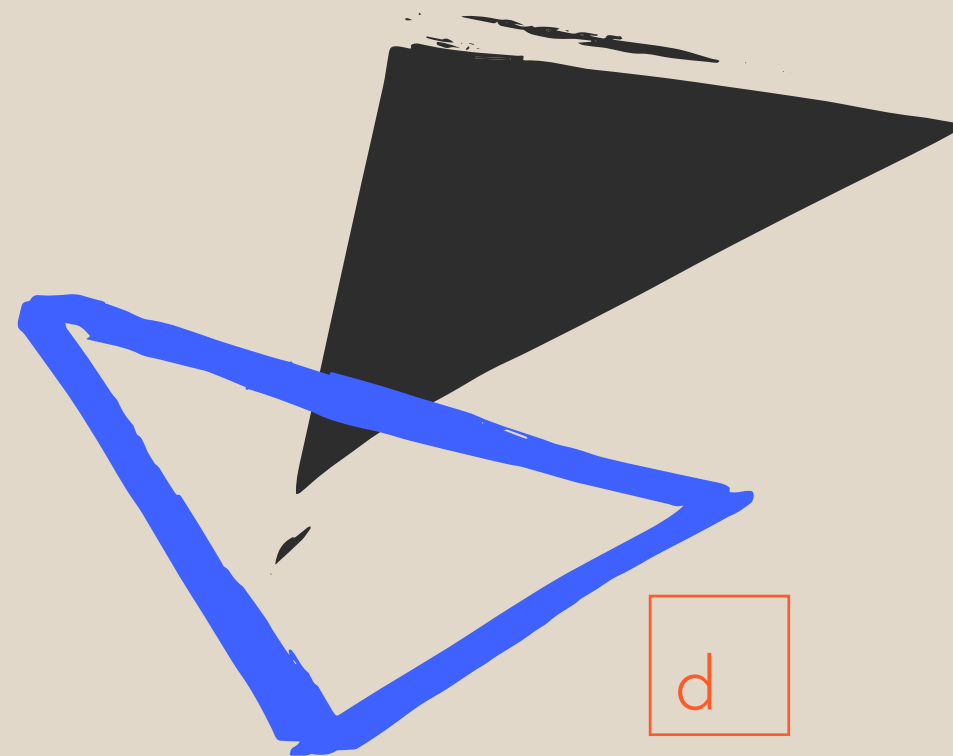
Identifying real solutions, that come from all over Brazil, shows that there is a path to follow. Our main intention is to be able to apply solutions to the bottleneck in the productive chain of açaí. This requires resources.”

Carlos Gabriel Koury, Idesam Technical Director and PPBio Coordinator

a

40 injections

from 20 PIM companies and 01 ICT
R\$ 13,798,229.91.



b

7 projects accomplished

- 1 solution for horticulture chains;
- 4 solutions for fish chains;
- 1 solution for vegetable oils chains;
- 1 solution for data management for the fight against forest fire.

c

Launch of the notice

Elos da Amazônia – Açaí Edition

- 50 proposals received from 12 Brazilian states ;
- 25% proposals for management and market relations; 44.6% proposals for value addition and 30.4% proposals for production technology;
- 4 awarded projects.



[Award announces winner projects](#)

d

3 Webinars

- 1 award *Elos da Amazônia – Açaí Edition*;
- 2 debates *New Businesses in Amazonia*.



[Bioeconomics Portal](#)



[Bioeconomics as the future of the ASG world](#)



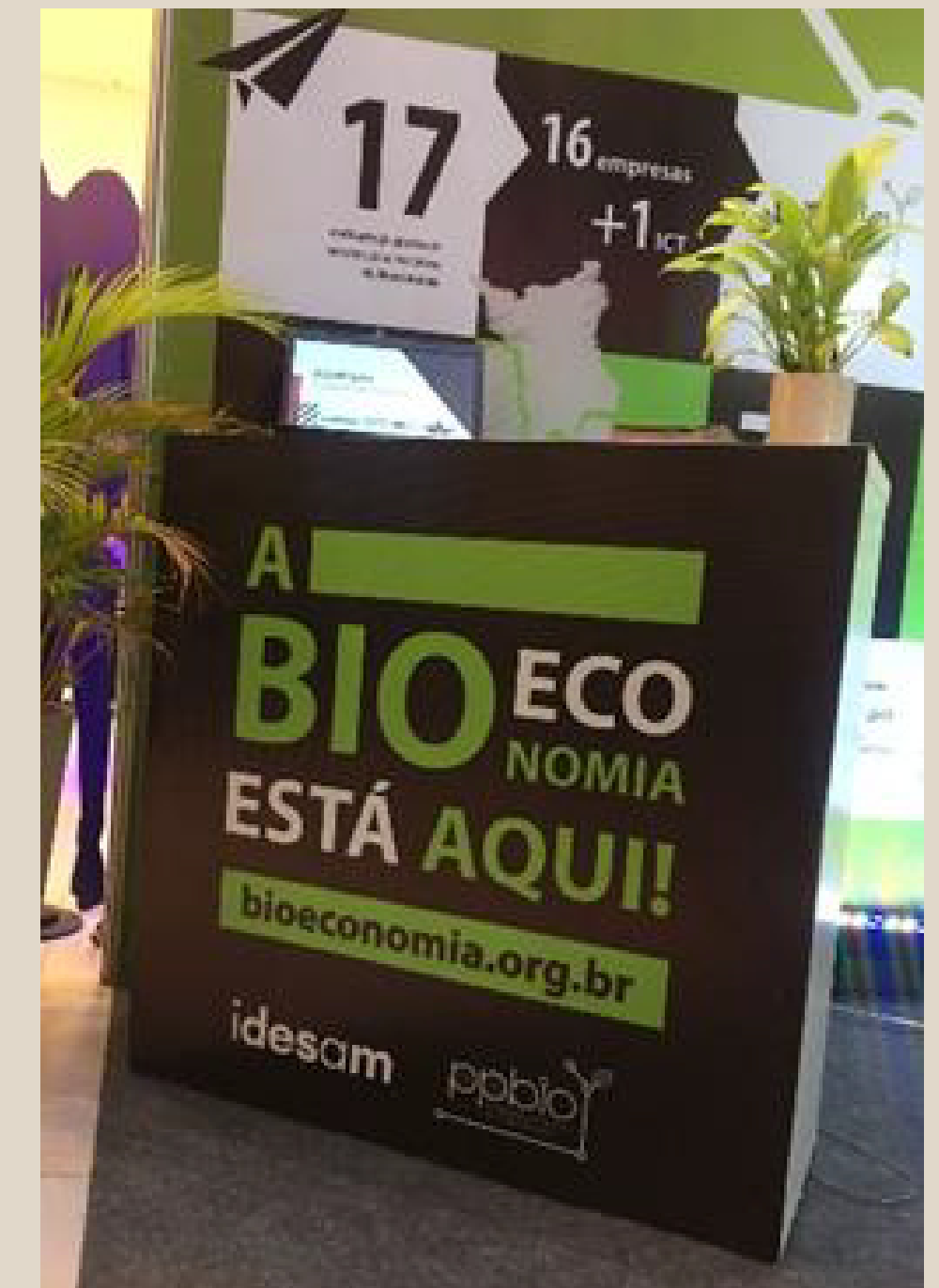
[What to expect from the Amazon bioeconomics](#)

e

2nd Forum

of the Bioeconomics Priority Program – Innovation and Investment for Amazonia.

- Face-to-face and online event;
- 3 panels and presentation of 4 incubators and 2 accelerators.





2021 was a turning point for CNN, with fund raising for ten years, the launch of AMAZ and the selection of the first portfolio of businesses invested directly by the new accelerator. For 2022, we hope to leverage the present portfolio, enhance impact and financial results, as well as select new businesses able to approach the challenges to solve. Besides that, we also aim to build a new economy for Amazonia based on forest conservation and income generation for the local communities.”

AMAZ

a

R\$ 25 million raised

(donation capital and private investment) for the next ten years of AMAZ.

Twelve pre-accelerated impact businesses refine their business and impact model, and are prepared for "Pitch Day" 2021 - a moment of connection and feedback with a panel of partners and investors, and decision making of the ones selected for the AMAZ 2022 portfolio.

 [Amazonia gains an accelerator](#)

 [AMAZ site](#)

b

Launch of AMAZ

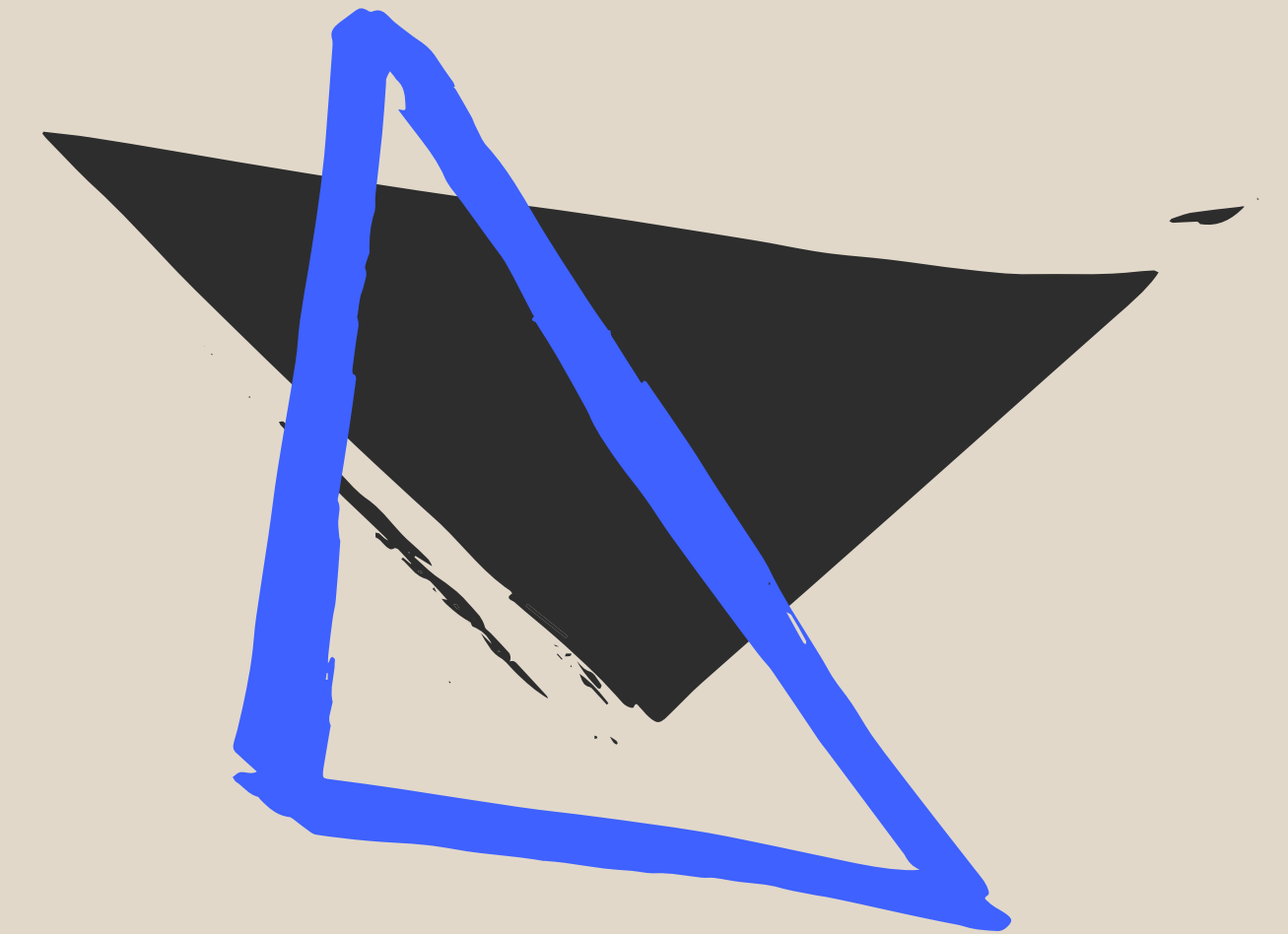
Impact accelerator amaz.org.br.

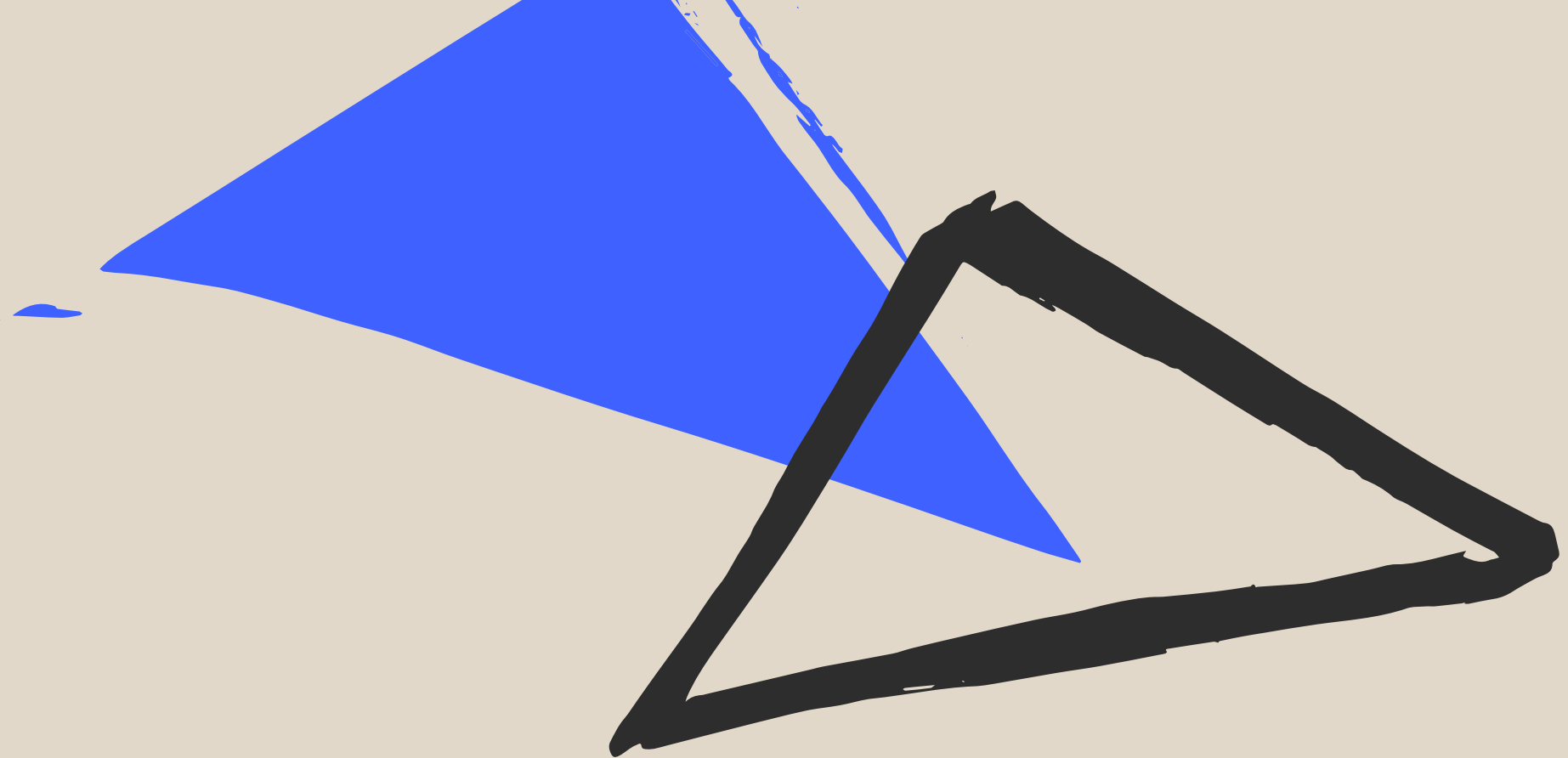
AMAZ 2021 business call

with 3 thousand views and

156 businesses registered

(comprehending almost all Brazilian states).





c

More than 30 articles

about the accelerator and the businesses supported published by economy, business ad impact vehicles

[In search for the new impact unicorn in Amazônia](#)

d

6 businesses selected

for the AMAZ 2022 portfolio with the injection of **R\$ 1,2 million** in direct investment (ticket of R\$ 200 thousand per business).

e

Launch of **Movimento Amazônia em Casa – Fase III**, in partnership with ClimateVentures.

[Mercado Livre launches "Da Amazônia para Você" to promote sustainable enterprises](#)



"AMAZ is born with the ambition to help to build a new economy for Amazonia. I believe this economy will emerge from disruptive businesses that will be focused on solving the most urgent social and environmental problems in the region."

Mariano Cenamo, AMAZ CEO and Idesam New Businesses Director.

Institutional deliveries

Programs

Communication

Transparency

Idesam's connection



Idesam believes that good management has to be diverse, inclusive, transparent and multicultural. This is the "idesanic way" of operating. The organization encourages leaderships to be spokespeople for Idesam, and not only communicate the project they work on. Beyond this strategy, there is investment in internal communication actions and human resources, training, acknowledgement and awards. Non-violent communication also guides relations and interactions.

The communication plan is structured to comprehend the several media and formats. The message must have national reach via projects, products and actions, assuring visibility to the initiatives. Lastly, society is aware of the importance of the socioenvironmental issues in Amazonia.

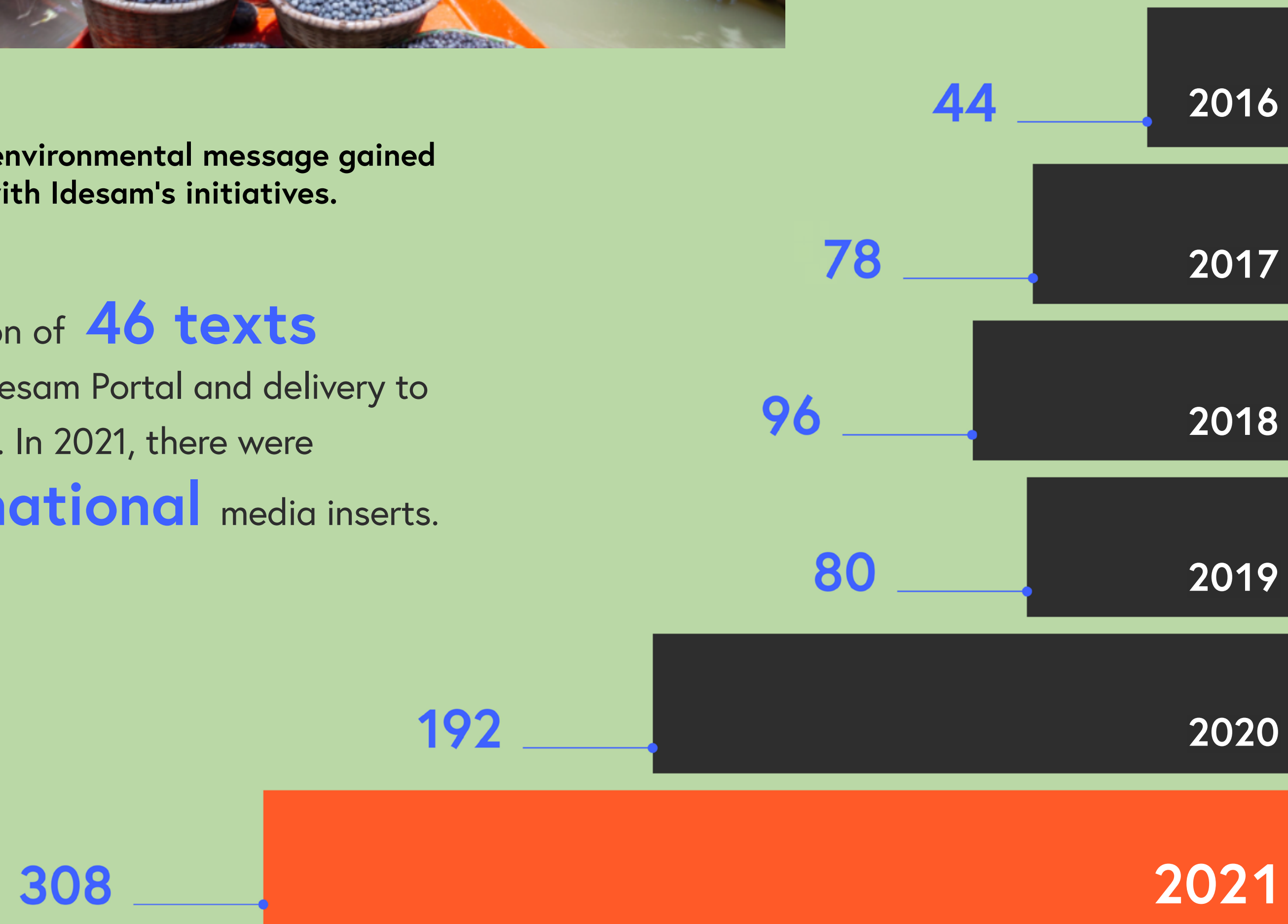
Main Results and Highlights



The socioenvironmental message gained potency with Idesam's initiatives.

Production of **46 texts** for the Idesam Portal and delivery to the press. In 2021, there were **308 national** media inserts.

Evolution Clippings (2016-2021)





Idesam's communication has the educating role of contributing to disseminate information and knowledge about Amazonia, new development models and climate emergency, always in connection with its purpose and actions.”

Larissa Mahall, Communication Consultant

a

Diffusion of OBR-319 products, by sending out

12 newsletters

with 96% opening. More than

20 thousand people

reached and 5 inserts in the press, including *TV Cultura* and Pulitzer Center.



[Series Amazônia entre a vida e a morte](#)

b

Live programs:

Elos da Amazônia Award, Seminar *II Manejar*, Debates (3) PPBlo, reaching

3 thousand people.



[Manejar closes phase 1](#)



[Press conference](#)

c

15 publications

made available by [Idesam's Library](#)

e

Idesam's 17 years

of good projects with relevant results, changing the lives of people and communities in Amazonia.

See our message about such important date for us: a new reality for Amazonia is possible.



[Idesam's video message](#)

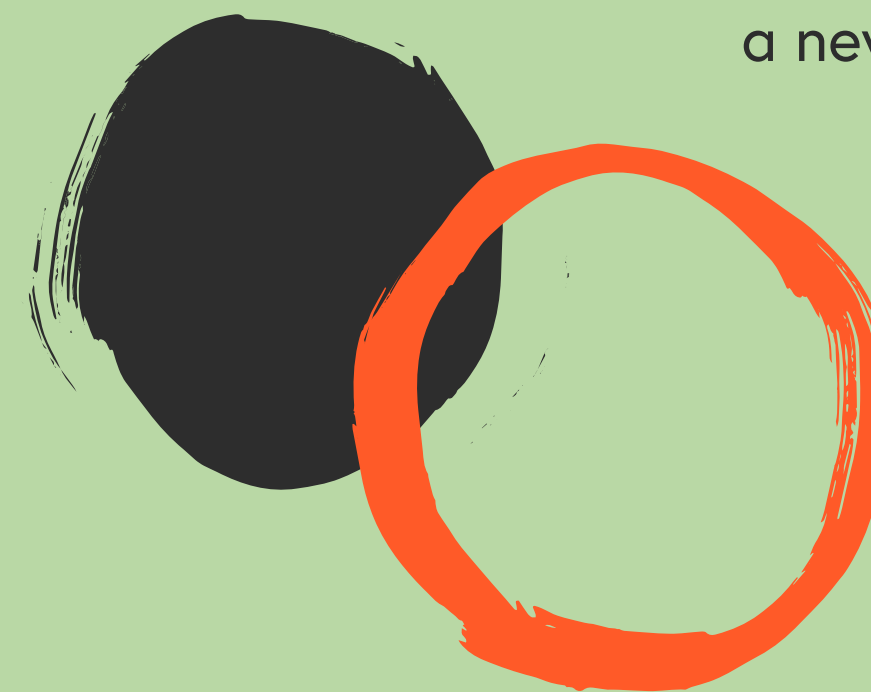
f

Partnership with Editora Mol e Bemol for donations via the purchase of the book

Só tem na Amazônia



[book points out the region's wealth and allocates part of the sale revenue to sustainable projects](#)



d

40 editions

of newsletters about current issues, territorial governance, bioeconomy, neutral carbon and agroforestry coffee sent to different audiences.

g

Launch of the campaign

"ReforestAÇÃO"

with Mercado Pago,
raising more than

R\$ 2,000.00



Reforestation aims to recover
300 hectares of deforested areas

h

Communication of the first project
in culture incentive law

"Projeto Tamboreando"

benefiting **90 young people**
in Maués.



Tamboreando strengthens cultural expressions



j

Promoting the "Rivers and Beaches
Cleaning Day", with NGO Ocean
Conservancy Manaus and Maués:
18 km in extension, 200 volunteers and

9,000 kg

in collected waste.

k

Institutional partnership with TikTok
Brasil and Gaby Amarantes in the campaign

#ReforestaAmazônia,
resulting in the planting of

20 thousand trees in Apuí.



Gaby Amarantes and Tik Tok for Amazonia

i

Participation in the
**Programa 3M
Impact Brasil**

l

Creation of the site for donations

doe.idesam.org

Institutional deliveries

Programs

Communication

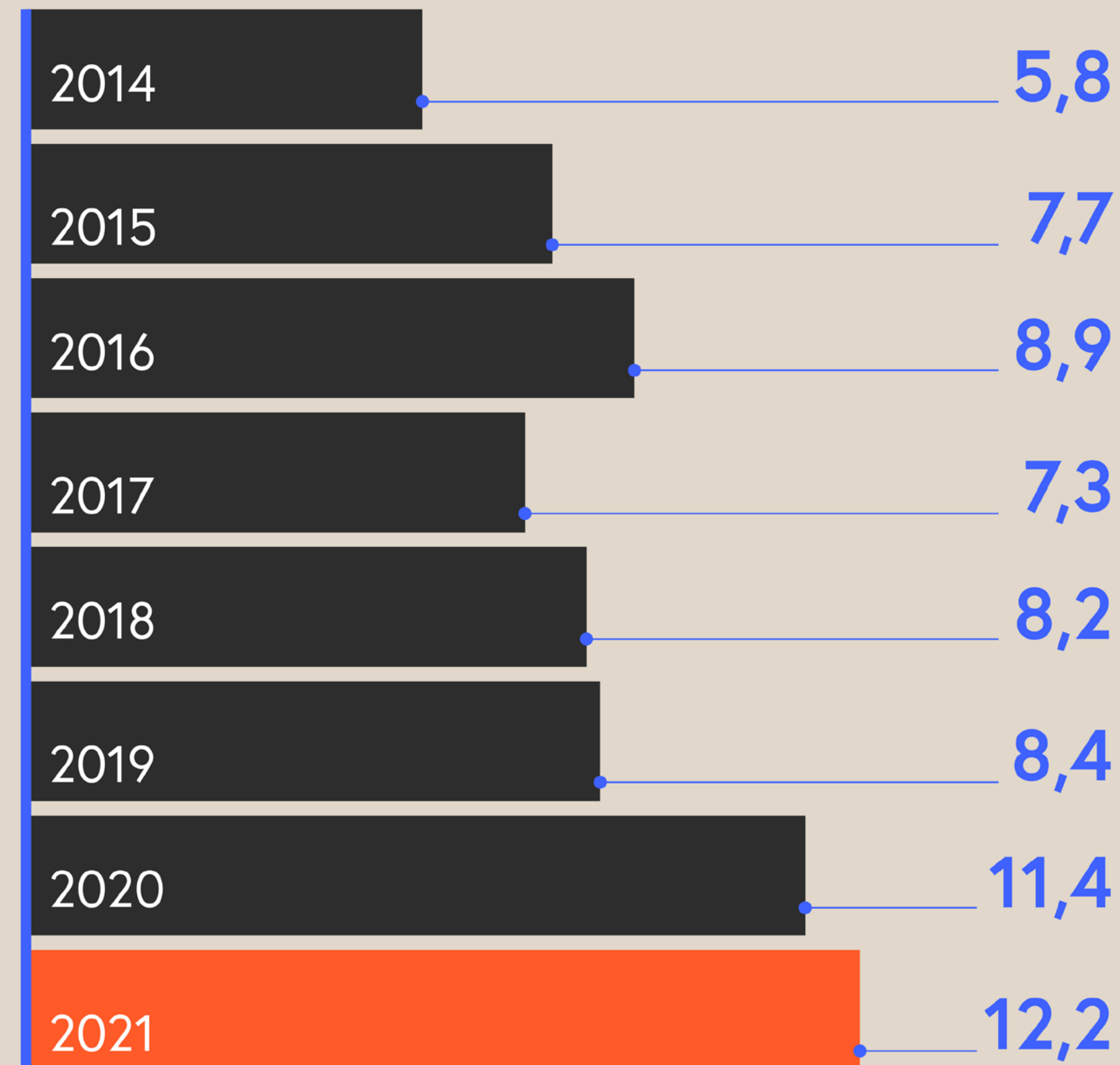
Transparency

Idesam's connection

Every year Idesam elaborates its budget planning aiming to serve projects and institution's needs. In this way, it is possible to visualize the commitments taken in the short, medium and long term, respecting transparency in the investment of the resources received. Besides that, within the good practices policy, the institution has its financial statements audited by an independent company without any remarks.

Idesam strives to reach financial independence within the next five years and is consolidating a department to raise funds, with specific strategic planning focused on different fronts and access to notices and foundations, among others.

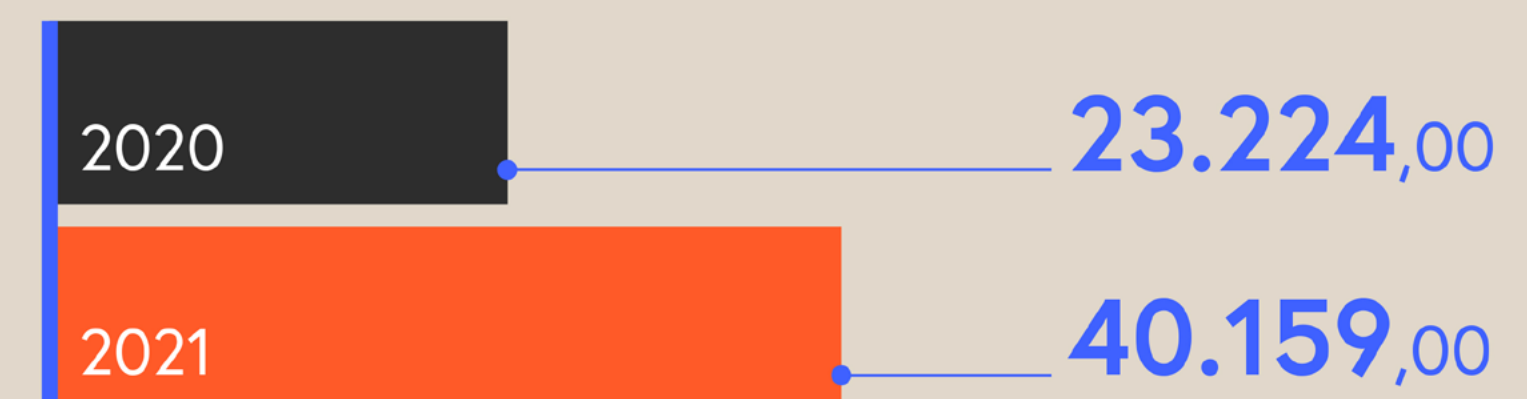
Total Income (in million reais)



2020 Auditing approved

Marking its seventeen-year operation in Amazonia, Idesam went through an independent auditing process of its accounts and had its financial statements fully approved, without remarks. The result reached reflects the transparency in the use of resources in the various projects by the institute, aiming to foster the sustainable development of the people that live from the forest.

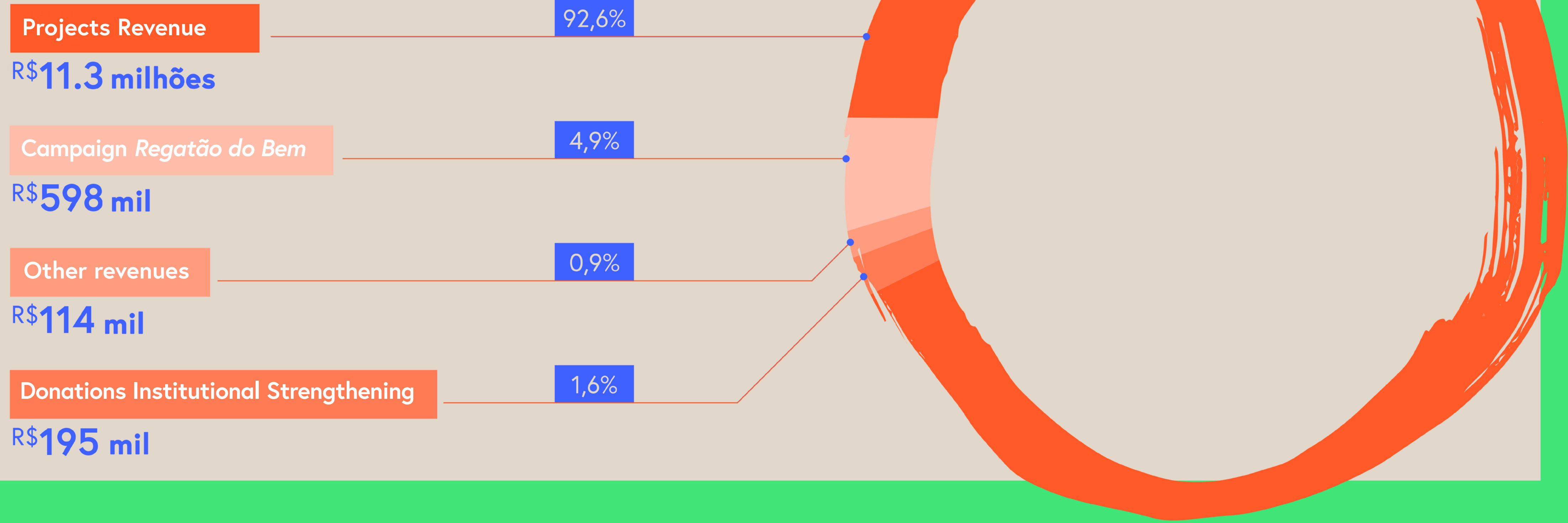
Obligations with Projects Resources (in million reais)



The numbers presented in this section are still being audited and may present alterations. Final data are public and available in Idesam's site, in the area The Idesam > Financial Statements.



Projects Revenue



Institutional
deliveries

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Idesam's connection

How does Idesam intend to contribute to protect the integrity and foster the development in Amazonia in the next five years? This reflection permeated the whole team in 2/2021.

The challenge to analyze the perspectives and the future connections for the region, simultaneously to Idesam's operation, led to the conclusion of the new edition of the Teoria da Mudança (TdM) – Theory of Change.

With this construction, the institute aims to be a reference in the structural and systematic transformation, promoting alternatives in a balanced way and adding value to Amazonia's most precious asset: the forest, the cultural diversity and the biodiversity.

Data on team evolution and distribution

51

collaborators,
20 male and 31 female.

- 24 officially registered;
- 26 external service providers;
- 1 intern.



“

At Idesam we believe in diversity, inclusion, support and that team work is the way for an engaged team and, especially, a team that believes and goes side by side with the organization's purpose. In this way, for us, the most precious and immaterial good are our collaborators that we fondly call Idesanics.”

Lidiane Rodrigues, Human Resources Coordinator

Localidades:

- 40** in Manaus;
- 5** in Apuí;
- 1** in Florianópolis;
- 2** in Piracicaba;
- 3** in Maués.



2026 OBJECTIVES

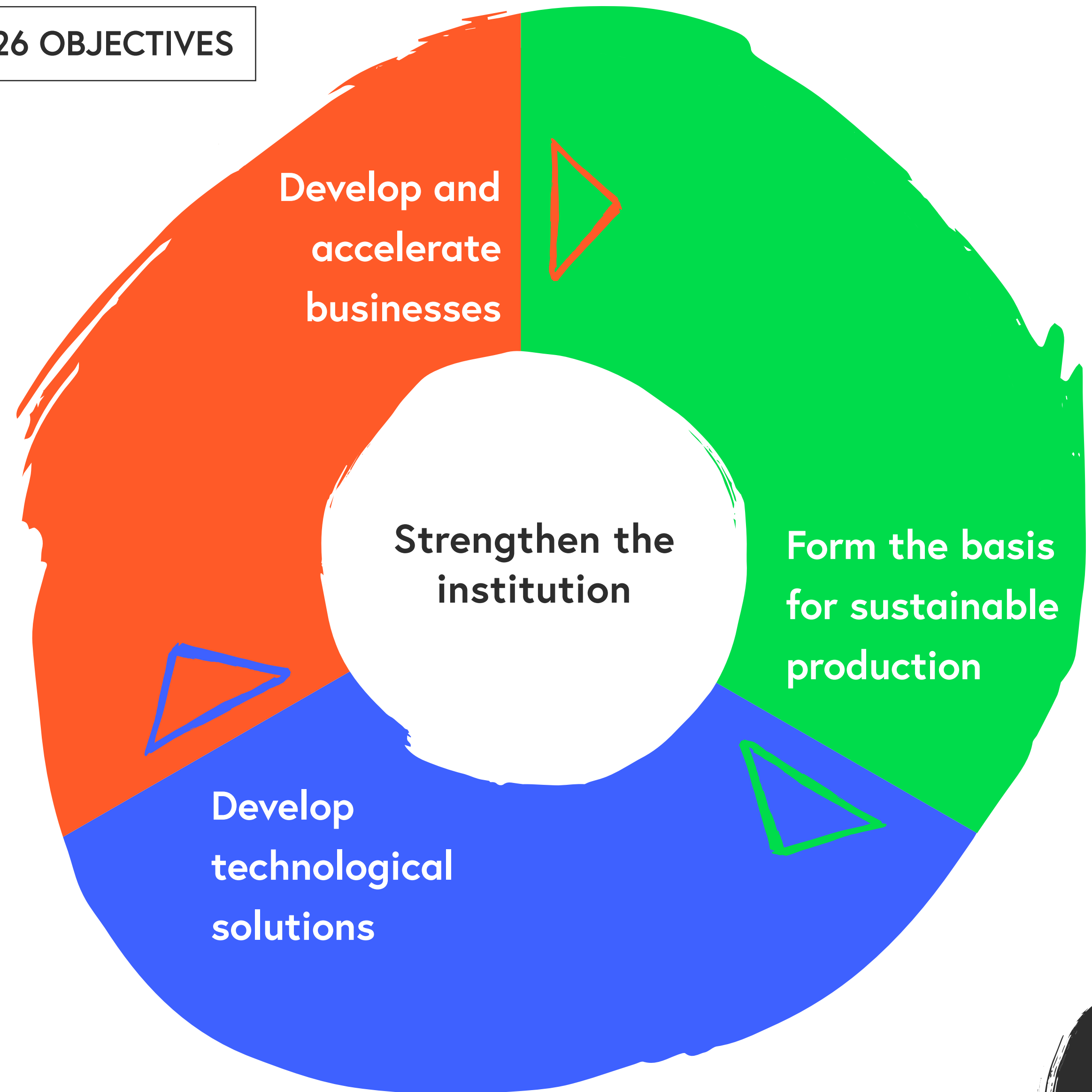


For the next years, our goal will be to invest in consolidating a department for fund raising for institutional strengthening, aiming to secure the institution's financial health and disseminate the idea that donating is a citizenship act that brings collective results.”

Paola Bleicker, Executive Director

Our actions in 2022-2026

The next years will be focused on directing our strategic initiatives to:



This is our motivation

The loss of forests due to both illegal deforestation and social inequality generates a development model of Amazonia that perpetuates an unsustainable basis and reinforces the poverty cycle and negative environmental impacts, affecting the economy of the whole country.

This is our purpose

To promote a new economy of inclusive and sustainable basis in Amazonia, creating connections and solutions for the agents of its value chains, and pointing to innovating paths for environmental conservation and poverty reduction.

“

Our knowledge is the main ground of everything we are today. We are the fruit of the connection built by the respect and the involvement of the communities.”



People that believe in our mission

DONORS*

AFONSO PAULO
ALEC FLINTE
AMERICAN CRIME
ANA C.
ANA RITA
BEN KNELMAN
BENJAMIN KNELMAN
CARLOS ALBERTO MESQUITA
CARLOS ALBERTO PONGELLI NETO
CLAUDIO JOSÉ
ELTON LUIS FERREIRA CABREIRA
FERNANDA DEGRAF MIARA
FERNANDA MIARA
FERNANDO JORGE
FRANCISCO C.
GABRIEL FUNICHELLO
GABRIELA MELO
GEO CAPITAL GE
GERSIANE HOSANG
GRINGA INTERMEDIações
GUILHERME HENRIQUE DINIZ DE SANTANA
GUSTAVO BARALDI
JANAINA PEREIRA AZEVEDO
JHONATAN SO
JOÃO M. M. PRADO
JOÃO PEDRO MAYA

JOEL MOREIRA FERNANDES
JORGE ARIAN
LAZULIGAM STUDIO CRIATIVO
LUANA OLIVEIRA CLEMENTE
LUIZA ANASTACIO BARBOSA DE SOUZA
ANASTACIO
LUIZ E. N. ALCANTARA
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