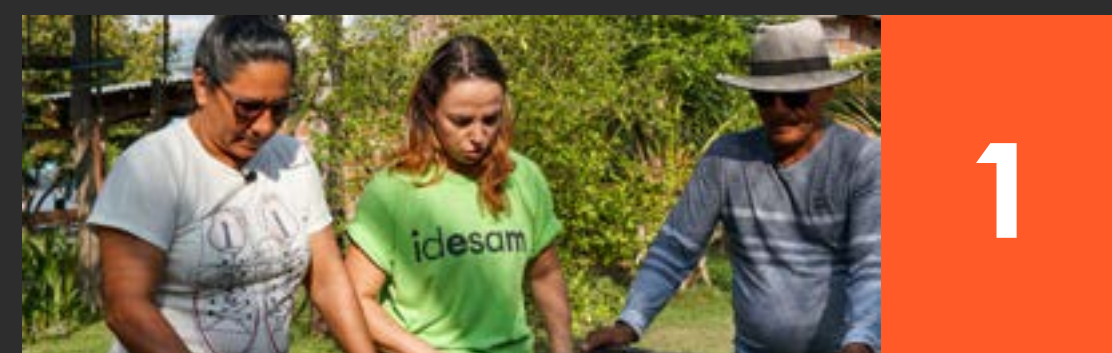


Idesam Impact Report

2022

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1 Our impact journey





Our impact journey

Connecting communities, businesses, and public and private organizations, we created a sustainable and dignified future for the Amazon and its people.

“**For the Amazon and its populations**”. This was our work motto in 2022.

After all, the Amazon has been increasingly in the spotlight – due to the pressures and risks that threaten it, and the initiatives that have a positive impact on protecting the region.

In 2022, year I of the implementation of our **Theory of Change**, this flag needed to be raised, especially to tackle the climate emergency.

We work to keep the forest standing and at the same time ensure a dignified life for its populations, true guardians of the Amazon.

Our strategic initiatives, aimed at protecting families, socioeconomic development, and biodiversity conservation, are the tools that generate this impact.

These initiatives were guided by the Theory of Change, our main operating model. The Theory identified the socioenvironmental and economic challenges to be overcome, defined the projects we developed, and the outputs we delivered in 2022.



In the photo, partner and nursery keeper Orimar and Maria on the balcony of their residence in the Uatumã Sustainable Development Reserve

credit: Felipe Martins/Idesam



How to read this Report

In the following pages, we will show you all the positive impact we made during the year

In
Change: from Theory to practice,
we present the Theory of Change, our Purpose and our partnerships in 2022.

In the following chapters
Our care for the forest, Our support for Amazonian families, Our business acceleration and Our socioeconomic impacts
show indicators of the impact we bring and the Strategic Initiatives focused on each theme.

In these chapters we also include
testimonials
from some of the participants in the Initiatives and links to the
highlights that the projects received in the media
in 2022.

In the following chapters,
The People of Idesam e Transparency,
we respectively highlight people management and our financial reporting for 2022.

Here you will also find a gateway to websites, publications, videos, and other files that will take you along with us in this work across the Amazon:
our hyperlinks.



Our impact in 2022 and goals for 2026

To understand how our work benefits the people of the Amazon and their socio-biodiversity, we measure, year by year, the social, environmental, and economic progress of our initiatives.

Our Theory of Change foresees goals to be met by 2026. These goals translate the impact of our strategy into numbers.

Check out the main results of the initiatives in 2022 and the transformative goals we will achieve in the figures below:

Social aspect

Impacts in 2022

- 940 families** working with Idesam;
- 402 families** generating **income** through **sustainable production chains**.

Target for 2026

8,352 families supported

Environmental aspect

Impacts in 2022

- 7.1 million hectares** of tropical forests with support for conservation;
- 152 hectares** restored by agroforestry systems.

Target for 2026

- 10.8 million hectares** of tropical forests with support for conservation;
- 985 hectares** restored by agroforestry systems.

Economic aspect

Impacts in 2022

- 112 sustainable value chains** connected;
- 77 businesses, social organizations and solutions** supported;
- 139 market agents**;
- R\$ 2,908.00** average income per extractivist per product delivered for **376 connected extractivists**;
- R\$ 6.6 million** in sales.

Target for 2026

- R\$ 19.2 million** in business acceleration;
- 126** businesses, social organizations and solutions supported;
- R\$ 68 million** in sales.

Source: idesam.org/indicadores



credits: Felipe Martins/Idesam

2

Our messages

Statements from those who work alongside Amazon communities to transform the reality of the region





Message from the Board of Directors

In 2022, Idesam – recognized as a Civil Society Organization of Public Interest (Oscip, the acronym in Portuguese) – was highlighted as one of the best NGOs in Brazil. We maintained our strategic initiatives and expanded and diversified our projects and partnerships.

This highlight is not trivial. It results from the work, dedication, commitment, and high level of professionalism of our employees. And the focus on the mission of promoting a new inclusive and sustainable economy in the Amazon.

In addition to enhancing sustainable production chains, we have invested in consolidating an ecosystem of interactions with funders, supporters, and partner institutions. This has allowed us to protect and restore a vast area of tropical forest. This work has been done through the implementation of agroforestry systems, as part of the forest conservation strategy using REDD+ incentives.

We have raised the quality of life of the people affected, making it compatible with human dignity; and we have contributed to the conservation of the region’s natural resources.

Hundreds of families were able to produce and increase their income with the actions of the Bioeconomy Priority Program (PPBio). In 2022 alone, PPBio stimulated the connection of more than one hundred sustainable value chains. And it helped form new market agents and social organizations.

The AMAZ Impact Accelerator proved, once again, to be one of our most successful efforts. The initiative brought vigor to the process of acceleration and evolution of innovative startups that operate in the Amazon bioeconomy.

It is also worth remembering the second edition of the Amazon Impact Investment and Sustainable Business Festival (Fiinsa 2022). The event was coordinated by Idesam,

in partnership with Impact Hub Manaus. An absolute success, which mobilized a significant group of entrepreneurs, investors, and academic representatives.

Fiinsa 2022 stood out as an innovative and creative space for discussion about strengthening the sustainable business ecosystem in the Amazon. The participation of national and international organizations increased Idesam’s visibility – positioning the Institute as a reference in biobusiness and social dynamics.

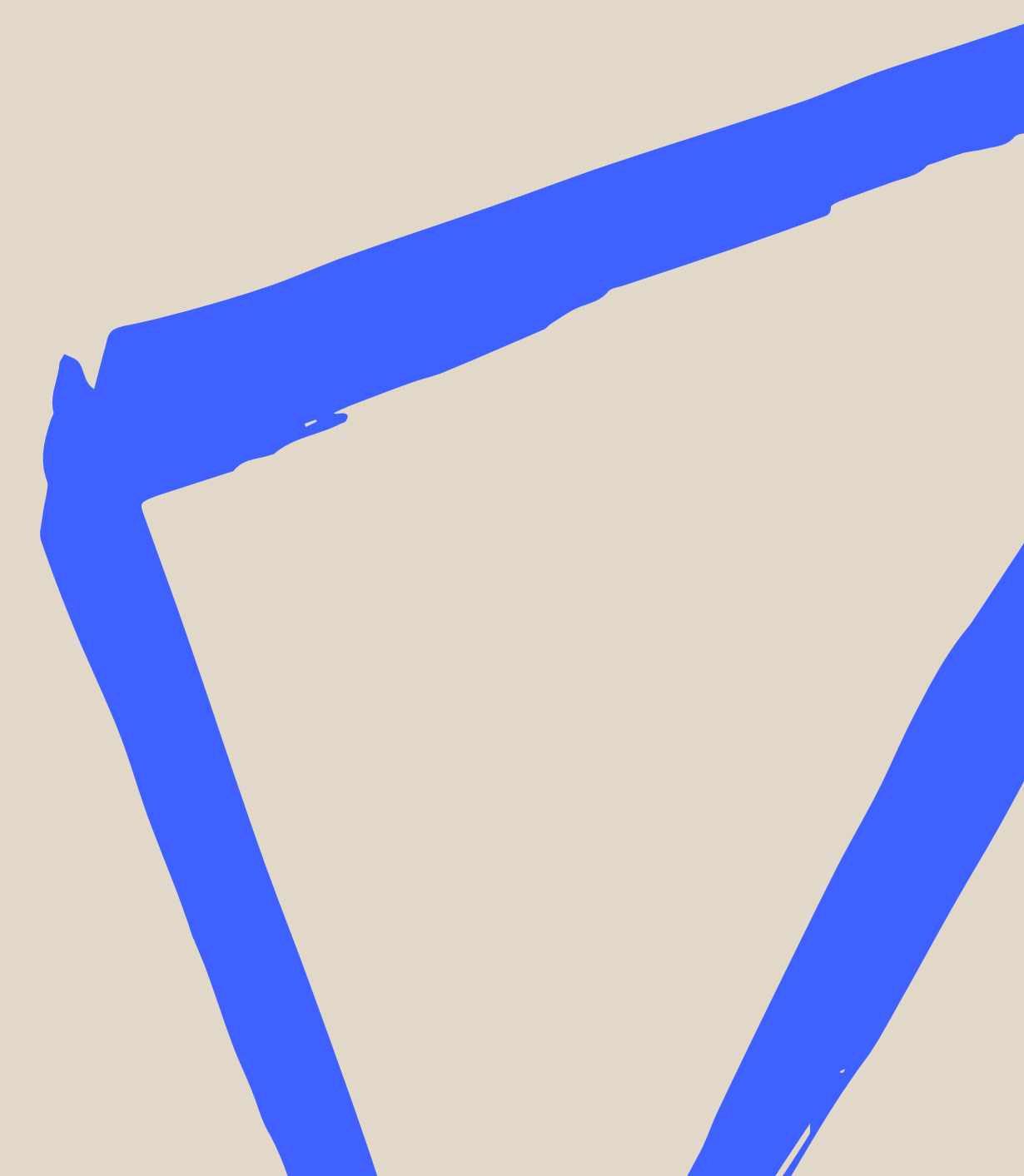
Thus, we ended the year with the certainty of having managed **to honor our commitments to all partners and supported families.** The positive impact of our work on the territories where we operate is proof of this.

We express our thanks, on behalf of the Board of Directors, Advisory Board, and Audit Committee, to the partner institutions. And to our financiers, supporters, and collaborators, who believe it

is possible to develop the Amazon with social equity and, at the same time, conserving the forest.

Neliton Marques da Silva

President of the Idesam Board of Directors



Message from the Management

In 2022, Idesam experienced a year of decisive transformation. We migrated to an action focused on the new cycle of the Theory of Change. This evolution gave a more strategic direction to our efforts and brought more synergy between the technical areas. **The adoption of Strategic Initiatives had a huge positive impact on our work: it solidified the team and boosted our Purpose.**

We further consolidated our organizational culture. Employees have become the core of our efforts and decisions, at all organizational levels. This reaffirms our essence: building spaces guided by co-creation and engagement. **Collaborative, plural, and diverse spaces.**

The reflection of this movement can be seen in the results of internal climate and diversity surveys, carried out throughout the year. **We remain strong, promoting the quality of relationships with our teams, as a way of guaranteeing integrity to life.** We maintained

our commitment to transmitting reliable, ethical, efficient, and transparent information about our management.

Therefore, we underwent our 18th external audit process. All of our financial statements were audited by BDO, the fifth largest company in the segment in Brazil.

Another reflection of an action based on ethical and transparent principles: we were certified by Phomenta with the “Good Practices in Transparency and Management” seal. It is the only Brazilian certifier to be part of the International Committee on Fundraising Organizations (ICFO).

Due to our loyalty to our principles and the impact of our actions in the Amazon and its communities, we were included among the 100 best NGOs in Brazil – within a universe of more than 800,000 civil society organizations. The recognition was awarded by Instituto Doar, in

partnership with O Mundo que Queremos and support from Ambev.

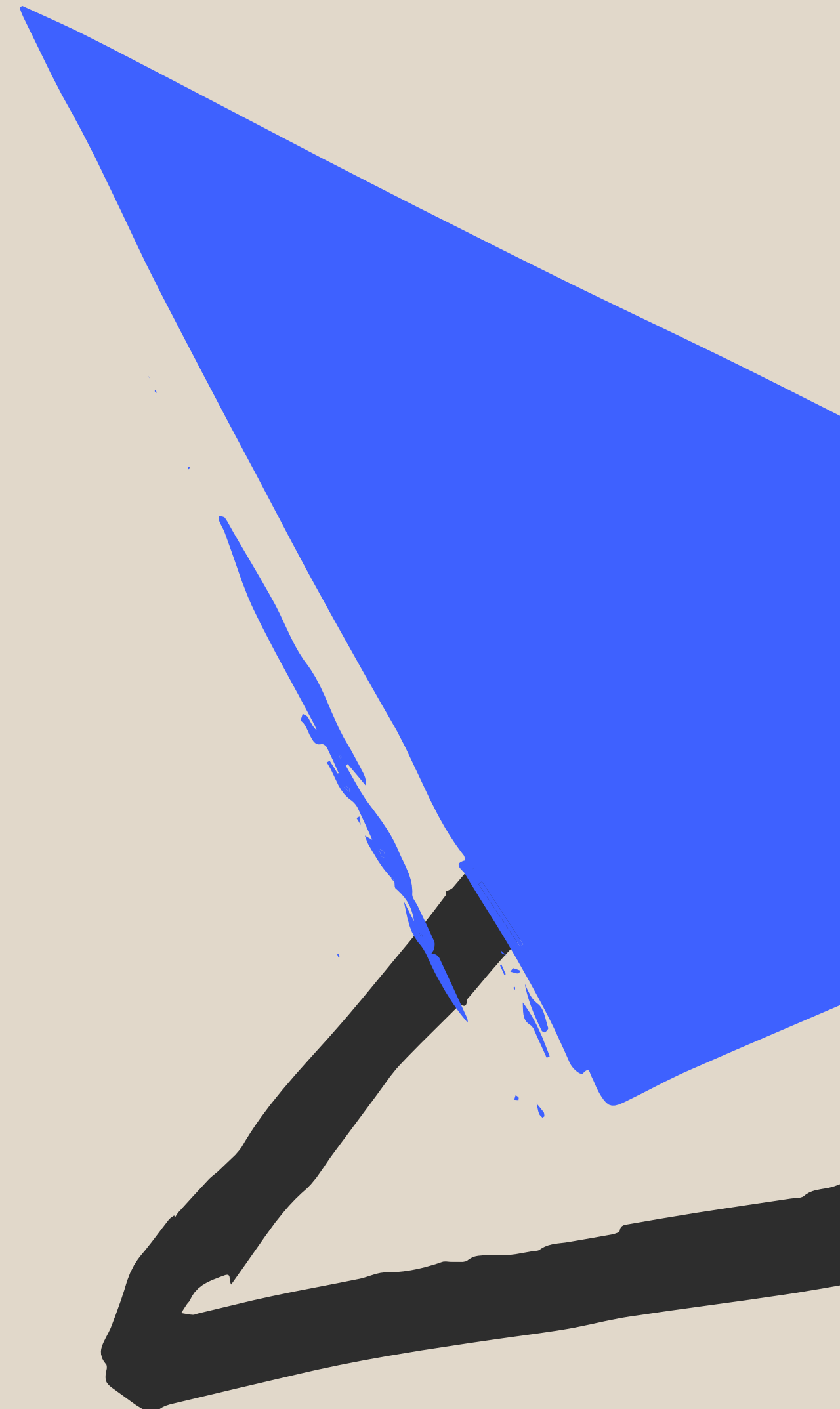
All these achievements and the dedication of the Idesam staff demonstrate that we are on the right path. Always considering the social and environmental impacts associated with our operations in the Amazon, for the forest and its native peoples. Thus, we will also create value for our partners, financiers, donors, collaborators. And for society as a whole.

I reinforce that these pillars of transparency, socioenvironmental impact, diversity, and operational efficiency will continue to guide our operations. **And I hope that the coming years bring more peace to our forest and its peoples!**

Affectionately,

Paola Bleicker

Idesam Executive Director





Message from a riverside woman

I am Elizângela, resident of the São Francisco de Chagas do Caribe community, Uatumã Sustainable Development Reserve (RDS). And my connection with the Amazon is very strong. **I feel obliged, as a human being, to take care of the environment, to take care of our Amazon.** This connection is strong, beautiful, to care for what we have.

I preserve my life. And I also preserve your life, I preserve the lives of many people, many animals, many beings.

Participating in Idesam projects is wonderful, enriching, and empowering. We joined without fear, believing in the Institute. Today, we are here, walking together with guidance, with training, with support.

I often say that Idesam is not an acronym – it is people. And these people have formed such a strong bond that it just makes you want to participate more and more and more.

I define this last year of work with a feeling of gratitude. Gratitude for being where I am, for occupying a new space. Today, I'm in the right place. In the right moment. **Our work in the field is aimed at caring for what is ours.**

The forest, the river, the soil: this Earth is ours. So, we must take care of all of this, because today it's us. Tomorrow, it will be future generations. And they will all need what we use today. This is our inspiration to leave a legacy. Our children, grandchildren and great-grandchildren will know everything we know today.

Inatú Amazônia, an initiative that supports our production chain, emerged as a challenge. Before, I thought it would just be a brand used on our products. Over time, I learned that nature is, indeed, a brand: a collective brand of riverside communities. **Focusing on development, income generation, preservation, and care.**

And Inatú brings this to us. It came to help us believe in our potential, in the great potential that the Amazon has. It is a vehicle for change. This practice changed and strengthened our knowledge. It didn't sideline our culture, it preserved it.

Elizângela Cavalcante

Community leader of the RDS of Uatumã and manager of the family furniture company ILC



credit: Renato Stockler/Idesam



3

**We are
Carbon
Neutral**





We are Carbon Neutral

Check out our emissions inventory in 2022

Since 2010, we have monitored our CO2 emissions and published the results in Greenhouse Gas (GHG) Emission Inventories. We apply the methodology of the Brazilian GHG Protocol Program in the process.

With the data, we are able to plan reduction efforts and seek adequate neutralization of the volume emitted each year.



Actions and impacts arising from the **Inventory in 2022:**

- Planting of **558 trees** in the Uatumã RDS;
- **5,580 m²** of restored Amazon forest;
- **Involvement of families** in local communities;
- Removal of **195 tCO₂** from the atmosphere.



4

**Change:
from Theory
to practice**





Change: from Theory to practice

Our initiatives were enhanced by applying a Theory of Change (ToC): our strategy for positive impact on the Amazon.



credits: Idesam

In 2022, our journey was guided by the Theory of Change (ToC). The new strategic proposal redefined our purpose and the way we positively impact the Amazon region.

Developed in 2021, the ToC is based on recognizing the social, economic, and environmental challenges found in the current Amazon reality.

The loss of forests through illegal deforestation and social inequality together generate a development model for the Amazon that perpetuates an unsustainable foundation and reinforces the cycle of poverty and negative environmental impacts, affecting the economy of the entire the country

Based on this knowledge, we will create a new socioenvironmental and economic model. Always prioritizing the forest and its people.

Our Purpose

Faced with these challenges, our Purpose has also changed

Promote a new inclusive and sustainable economy in the Amazon, creating connections and solutions for actors in their value chains and pointing out new innovative paths for conservation and poverty reduction.

The ToC will show how this change happens. And how the impact of our initiatives shapes the transformation that is already underway.



Our strategies

The ToC is not just talk. It's a call to action. Through it, we establish lines of action and concrete transformation initiatives.

These are the strategic objectives that will guide our work between 2022 and 2026:

Establish a sustainable source of production	Develop technological solutions	Develop and accelerate businesses	Institutional strengthening
In the value chains of the Amazon bioeconomy, we connect partners, provide technical support and help with access to public policies	We collaborate in the creation of technologies that help make products from sustainable value chains commercially viable	We support the production and circulation of sustainable products and services in the Amazon	We improve our governance and management practices, reinforcing the trust of our partners, financiers, and collaborators

And there are four strategies we use to achieve these goals:

- Adding value to Amazon socio-biodiversity products;
- Attracting and managing financial resources to promote sustainable value chains;
- Strengthening the partner network;
- Knowledge management and transfer.



credits: Idesam

The audiences we connect and impact

The strategies within the ToC positively impact four distinct audiences, who work together on our initiatives

- **Communities:** we encourage families and people to produce sustainably and with greater added value to achieve a better quality of life;
- **Business:** companies, associations and cooperatives that work to expand the potential of this sustainable production;
- **Companies and investors:** inject resources into production chains and help local communities reach new market;
- **Networks:** civil society organizations, public authorities and sectoral entities that support our solutions.

Among the best NGOs of 2021

Our work was recognized by the Best NGOs Award in 2022. Annually, the event highlights non-governmental organizations for their excellence in management, governance, financial sustainability, and transparency. In 2022, the Award – an initiative by Instituto Doar – included Idesam among the 100 best NGOs in Brazil.

[Click here to see the full list of nominees.](#)



credit: Rodrigo Duarte



credits: ldesam

5

Our care for the forest





Our care for the forest

Our work helps conserve the Amazon

And prepares the region to adapt to climate change

Among the results of our Strategic Initiatives, the protection of the Amazon Forest is one of the most relevant impacts.

Our projects are aimed at restoration and conservation, keeping the forest standing. And they help tackle climate change, reducing and offsetting carbon emissions.



Impacts in 2022

6.6 million hectares of tropical forest conserved
with the help of our biodiversity and native forest protection initiatives

152 hectares restored by Agroforestry Systems
through environmental services, planted trees and restoration efforts

“

A word from the people of Idesam

I feel gratitude when I see the expansion of agroforestry initiatives among coffee producing families. And carbon projects for small-scale producers. Nobody looked at the little ones, and we did. Seeing family farming being exported is fantastic. We produce food, generate income, and take care of the forest. ”

Vanilse Constante,
of the Idesam management team in Apuí

”

Source: idesam.org/indicadores



Strategic Initiatives

We encourage the development of the **Environmental Services** value chain, with a focus on carbon, as a tool to boost socio-biodiversity chains and generate forest conservation.

This Strategic Initiative enables the arrangement of strategic production chains. We work to create business solutions with a positive impact. And in bridging bioeconomy producers with sources of funding, based on Environmental Services mechanisms.

An example of these sources is REDD+, an instrument developed within the United Nations Framework Convention on Climate Change to financially reward forest recovery and conservation projects in developing countries.

Café Apuí Agroflorestal is one of the main results of the Initiative. With REDD+ incentives, rural producers in Apuí (Amazonas) – in partnership with Amazônia Agroflorestal – receive payments for their services; their sustainable product can reach consumers far beyond the Amazon region.

900 tCO₂ offset

by the Carbon Neutral Program

• 250 families benefited

in RDS Uatuumã

Impacts of Environmental Services and the Carbon Neutral Program in 2022

- **R\$ 1.4 million+ raised:** R\$ 300 thousand for structuring a carbon and PES project (REDD+ Café Apuí Agroflorestal) and more than R\$ 1.1 million for expansion of agroforestry systems and to provide Café Apuí Agroflorestal with access to the market
- **83 producing families** in the Apuí Agroflorestal coffee chain
- **152 hectares restored** by Agroforestry Systems
- **5 thousand trees** planted in the Uatumã Sustainable Development Reserve (RDS) (donations + compensation from Carbon Neutral Program partners)


Source: idesam.org/indicadores




The **Carbon Neutral Program (CNP)** is focused on offsetting carbon emissions and restoring native areas.

Among the actions carried out, we highlight the production of forest inventories, mapping native species in Sustainable Development Reserves (RDSs); and planting trees for compensation projects. In 2022, the Strategic Initiative was responsible for planting 5 thousand trees in the Uatumã RDS, with resources from donations and compensation from partners.

Through events and participation in forums and debates, the CNP also establishes connections between communities and other public and private actors. Throughout the year, representatives of the Initiative attended events such as Connection for the Climate [Conexão pelo Clima] 2022 and the Amazon Impact Investment and Sustainable Business Festival (Fiinsa 2022).

Another important novelty in 2022 was the launch of CNP's new visual identity. Created with the support of the FutureBrand office, the new brand is more modern and neutral, suitable for use in the digital communications of companies participating in the Program. Find out more about the launch [here](#). 

Expanding on the positive impact of the project, the CNP also provides an online calculator that allows anyone to measure the emissions associated with their daily activities. Check it out by clicking [here](#). 




CO₂ neutral idesam



credits: idesam



In the media in 2022

- The **Um Gol pela Amazônia** campaign sought to raise funds for the recovery of seven hectares of forest, using the theme of soccer in the context of the Qatar World Cup. **The initiative was highlighted on the G1 portal, which interviewed our Executive Director, Paola Blecker.** 
- The Estadão [newspaper] portal highlighted the production of Café Apuí Agroflorestal, as an example of agro-sustainable production within the context of Idesam's Environmental Services. **Check out the report here.** 
- Café Apuí Agroflorestal was also one of the cases mentioned **in a report on the UOL portal about sustainable production chains in the Amazon.** The article contains a testimony from Mariano Cenamo, one of the creators of Idesam. 





6

Our support for Amazon families



Our support for Amazon families

We helped improve the quality of life of thousands of people in 2022, generating income in a sustainable way.

The people of the Amazon are at the center of our strategy. By building a more inclusive and supportive economy, we make a concrete social impact – noticeable in the quality of life and income generation for communities.

Our Strategic Initiatives help families, people, and communities to produce sustainably. On this journey, economic development coexists with the forest.

Impacts in 2022

940 families working with Idesam
on sustainable production projects

407 families generating income in sustainable production chains
connected in cooperatives and other forms of organization

Source: idesam.org/indicadores

A word from the people of Idesam

I work with the vegetable oil production plant in Apuí with the Ouro Verde Association. It's challenging and, at the same time, it motivates us to do more. Many believe that the forest is an obstacle. But it is possible to use nature in a sustainable way, value work, and improve the quality of life of the people who depend on it."

Aparecida Sardinha,
project specialist in Apuí



Strategic Initiatives

Through **Inatú Amazônia**, we provide technical assistance to small-scale producers. The management and results of their value chains evolve in with the support of social organizations.

The result is the consolidation of a business model managed by the communities themselves with funding from the Bioeconomy Priority Program (PPBio).

We walk together with riverside producers, providing assistance, technical monitoring, and support for production and for the supply of socio-biodiversity products. Among the value chains already formed, we have the sale of vegetable oils, timber, and handicrafts from riverside communities in RDS Uatumã, Resex Ituxi, Lábrea and Apuí.

We highlight, as a concrete impact, the generation of income for local communities. The increase in the monthly income of participating families was R\$4,144.00 in Lábrea, R\$2,735.00 in Apuí and R\$1,333.00 in RDS Uatumã.

In 2022, with the CLUA Inatú Amazônia project, we were able to support community forest management in RDS Uatumã and Resex Ituxi, and the family furniture industry in the Caribi community in RDS Uatumã. The support was made possible with resources from the Climate and Land Use Alliance (CLUA), a global alliance that contributes to forest protection, boosting sustainable land use, and securing the rights and livelihoods of indigenous and forest communities.

The same RDS Uatumã made progress in the process of certifying its community forest management practices, after a long course of action that involved training, technical assistance, and institutional support. The Agroextractivist Association of the Communities of the RDS of Uatumã (AACRDSU) received a Forest Management and Chain of Custody Certification from the Forest Stewardship Council (FSC®) from the Institute of Forest and Agricultural Management and Certification (Imaflora).



In this video, you can access further details about the achievement.



credit: Idesam



Impacts of Inatú Amazônia in 2022:

437 families supported
by the value chain,
in 4 municipalities (Apuí, Lábrea,
SSU and Itapiranga)

Consolidation of mechanisms
to reduce the financial
vulnerability of PAs
(Madeira-Purus Forest Cities),
financed by Legado Integrado da
Região Amazônica (LIRA)
and the partnership between
the Institute for Ecological
Research (IPÊ), the Amazon Fund/
BNDES and the Gordon & Betty
Moore Foundation.

Source: idesam.org/indicadores



In the **Territorial Governance** Strategic Initiative, we invested in the joint and cooperative strengthening of local actors and networks. And we promoted access for production chains to local and regional public policies.

We worked directly to encourage community associations, small-scale producer cooperatives and other socio-productive organizations. These efforts included courses and training, consultancy to improve management, and helping prepare these groups to access public development and financing programs

In 2022, the relevant impact was the regularization of three community and indigenous associations in Tapauá. We also supported the management of these associations, with training and monitoring.

In the scope of territorial protection, we highlight the work with the BR-319 [highway] Observatory, a collective of organizations that produce information about the region of influence of the federal highway. With our support, we increased engagement and social participation in decision-making processes and spaces for debate and contributed to disseminating the reality of the region.

An example of this work was the Sociobiodiversity Chains panel, with a mapping of socio-productive organizations and chains in the region of influence of the BR-319 highway.

These advances are complemented with the publication of studies and research on sustainable development and biodiversity in the Amazon. In 2022, there were three publications: Funding Guide for Small-Scale and Lower Impact Sustainable Forest Management, Ecological ICMS [tax] in Amazonas – A Proposal for Sustainable Development and Mapping of Logging in Amazonas and Roraima (Simex).



Impacts of Territorial Governance in 2022:

- **12 newsletters and 3 technical papers** in collaboration with the BR-319 Observatory
- Training cycles of **territorial self-monitoring** in Tapauá Indigenous Lands
- **Participatory mapping** and survey of pressures and threats in Tapauá
- Strengthening of **1 community association in Apuí**
- Course on good practices for the **sustainable management of copaíba oil** (FES Tapauá)
- **Assessment of the copaíba and Brazil nut chains** in Tapauá
- **On-site monitoring** of the **AM-366 highway**
- **Support for the preparation and management** of projects for PGPMBio, Social Promotion Fund and PNAE in Apuí

Source: idesam.org/indicadores

In the media in 2022

The CNN TV network covered our sustainable bioeconomy initiatives, highlighting the work done at RDS Uatumã.



[Click here to see excerpts from the report.](#)



credits: Idesam

7

Our acceleration of new ventures





Our acceleration of new ventures

With AMAZ, we drive innovative production models that also generate social and environmental impacts

Accelerating sustainable business in the Amazon is a path to transforming the reality of the region. Thus, we connect producers to investors; we share experiences; and we reinforce businesses with a positive socioenvironmental impact.

Impacts in 2022

77 businesses, social organizations, and solutions supported
in business rounds, training and other events

139 market agents
connected in sustainable value chains

Source: idesam.org/indicadores

Strategic Initiative

AMAZ Impact Accelerator is our vehicle for accelerating business and sustainable chains in the Amazon

We encourage new development models that keep the forest standing and generate income for communities.

Participants gain financing possibilities, improve their revenue, and access new markets and sales channels.

We promote Acceleration Days that encourage the consolidation of startups and innovative businesses. Of the total number of participants, 60% presented a greater understanding of the socioenvironmental impact; 80% show an increase in average monthly revenue and/or access to new markets and partnerships. The 2022 Journey resulted in investments for six businesses after three face-to-face workshops.

In the 2023 Journey, five other businesses were selected to receive investment and acceleration: Cumbaru, Ekilibre, Impacta, Manawara and Mazô Maná.

Also among the events promoted by AMAZ in 2022, we highlight the second **Festival of Impact Investments and Sustainable Businesses in the Amazon (Fiinsa)**, held in November, in Manaus. At Fiinsa, entrepreneurs, investors, NGOs and other actors discussed alternatives for creating a positive impact on the Amazon bioeconomy.





Other relevant events with the participation of AMAZ were Floresta+ Aceleração, promoted by the Floresta+ Amazônia project, a partnership between the Brazilian Ministry of the Environment and the United Nations Development Program (UNDP); and Naturaltech, a trade fair that annually brings together the sector of natural products, whole foods, herbal medicines and complementary treatments.

Impacts of the AMAZ Accelerator in 2022:

Business Selection 2022-23:

97 businesses registered in the AMAZ 2022 Call

Pitch Day with 11 finalist businesses:

part of the 2nd FIINSA agenda

Approval of Floresta+ Aceleração

to act as executing partner, together with Idesam and Sense-Lab

Acknowledgements in 2022

The AMAZ Accelerator received the Jaraqui Graúdo 2022 Award as Accelerator of the Year. The award is organized annually by the Jaraqui Valley startup community; its members elect the most influential agents of entrepreneurship and innovation in the state of Amazonas.

In the media in 2022

- Mariano Cenamo, CEO of AMAZ, talks about Fiinsa 2022 in [this interview with the Capital Reset website.](#)
- In December, [Folha de S.Paulo highlighted the five startups selected](#) for the next AMAZ Accelerator journey.
- Accelerated startups were also discussed in [another Capital Reset report.](#)
- The [website Exame.com highlighted the importance of startups](#) Cumbaru, Mazô Maná and Manawara in sustainable food production in the Amazon.

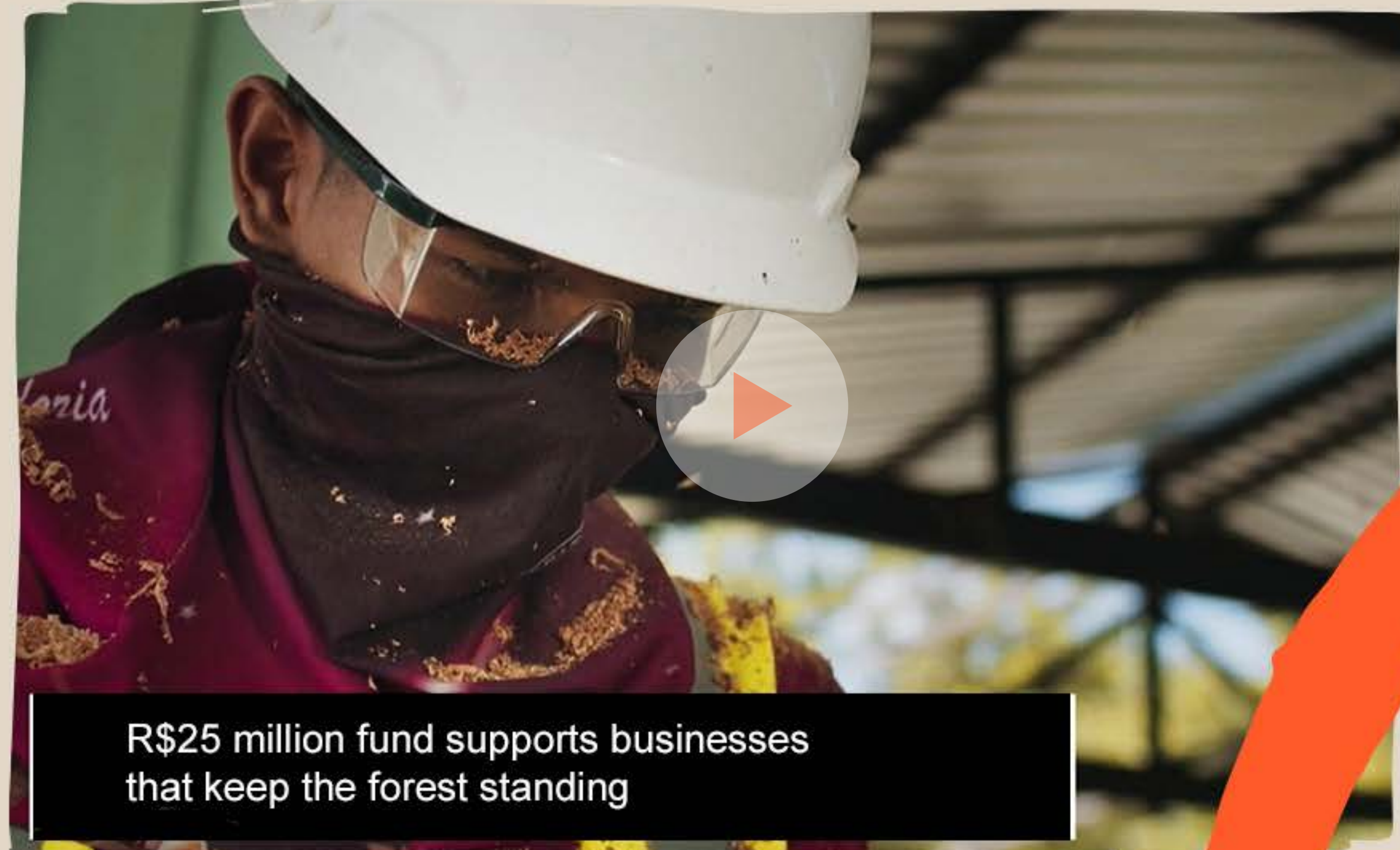


credits: Idesam



In this video, we show some of the work carried out to accelerate sustainable Amazonian businesses. Due to the positive impact caused, Mariano Cenamo, CEO of AMAZ, was the winner in the Innovation in the Environment category in the 2022 edition of the Folha de S.Paulo and Fundação Schwab Social Entrepreneur Award, announced in September.

The video also shows our connection with the community of RDS Uatumã, together with Inatú Amazônia, and with Arthur Coimbra, from Nakau, one of the projects accelerated by AMAZ Impact Accelerator.



R\$25 million fund supports businesses that keep the forest standing



Idesam works every day to transform projects into businesses – social businesses. We try to use the philanthropic capital that comes to develop these new models and catalyze companies that will have financial sustainability, and attract investment from the private sector, which is increasingly interested in helping to build this new economy.”

Mariano Cenamo,

co-founder of Idesam and CEO of AMAZ Accelerator, in video testimony





8

**Our
socioeconomic
impacts**





Our socioeconomic impacts

Connections, investments, commercialization: the new sustainable economy in the Amazon is already bearing fruit for its people

Our activities to support Amazon production chains generate positive socioeconomic impacts for the people of the region.

On the journey towards a sustainable future, we measure the investments made in the Amazon economy and the sales volume of the supported businesses. These values bring economic growth, stimulate entrepreneurship, generate jobs, and strengthen bioeconomy markets.

Impacts in 2022

112 sustainable value chains connected
to producers, sponsors, distributors, public agencies

R\$ 7.2 million in sales
of Amazon bioeconomy products

Fonte: idesam.org/indicadores



credits: Idesam



Strategic Initiative

The Bioeconomy Priority Program (PPBio) is an important socioeconomic impact multiplier. Through PPBio, we work to establish an ecosystem of solutions, services, and products for an inclusive and sustainable economy in the Amazon. In 2022, 15 production chains were connected, in five states in the North region.

Our actions within this Strategic Initiative include identifying bottlenecks, researching solutions, attracting public and private investments, and developing products for the market.

In 2022, we organized the Call Elos da Amazônia, aimed at disseminating training and solutions on a variety of topics: good practices and production technologies, traceability, entrepreneurial management, adding value, standardization of packaging, relationship with the market, drying.

Producers from the açai, vegetable oil, Brazil nut and forest restoration chains participated in the Call. They are prepared to participate in the ecosystem built by PPBIO, which includes startups, universities, science and technology institutes, governments and the Entrance and Academic Selection Centers (Nisa, the acronym in Portuguese).

More details about the impact of PPBIO can be found in the [Program's 2019-2022 Activity Report](#).



277 projects
in the Project and Startup Bank;
33 completed or under development, with support from 34 investing companies

Impact of PPBIO in 2022:

Around R\$68 million contributed to PPBIO in 2022

14 evento held in 2022 (such as Expo Amazônia Bio & Tic and Fiinsa), with the participation of 27 STIs and implementing startups

Total contributions to events:
R\$ 91 million

Source: idesam.org/indicadores



Jaraqui Graúdo Award 2022

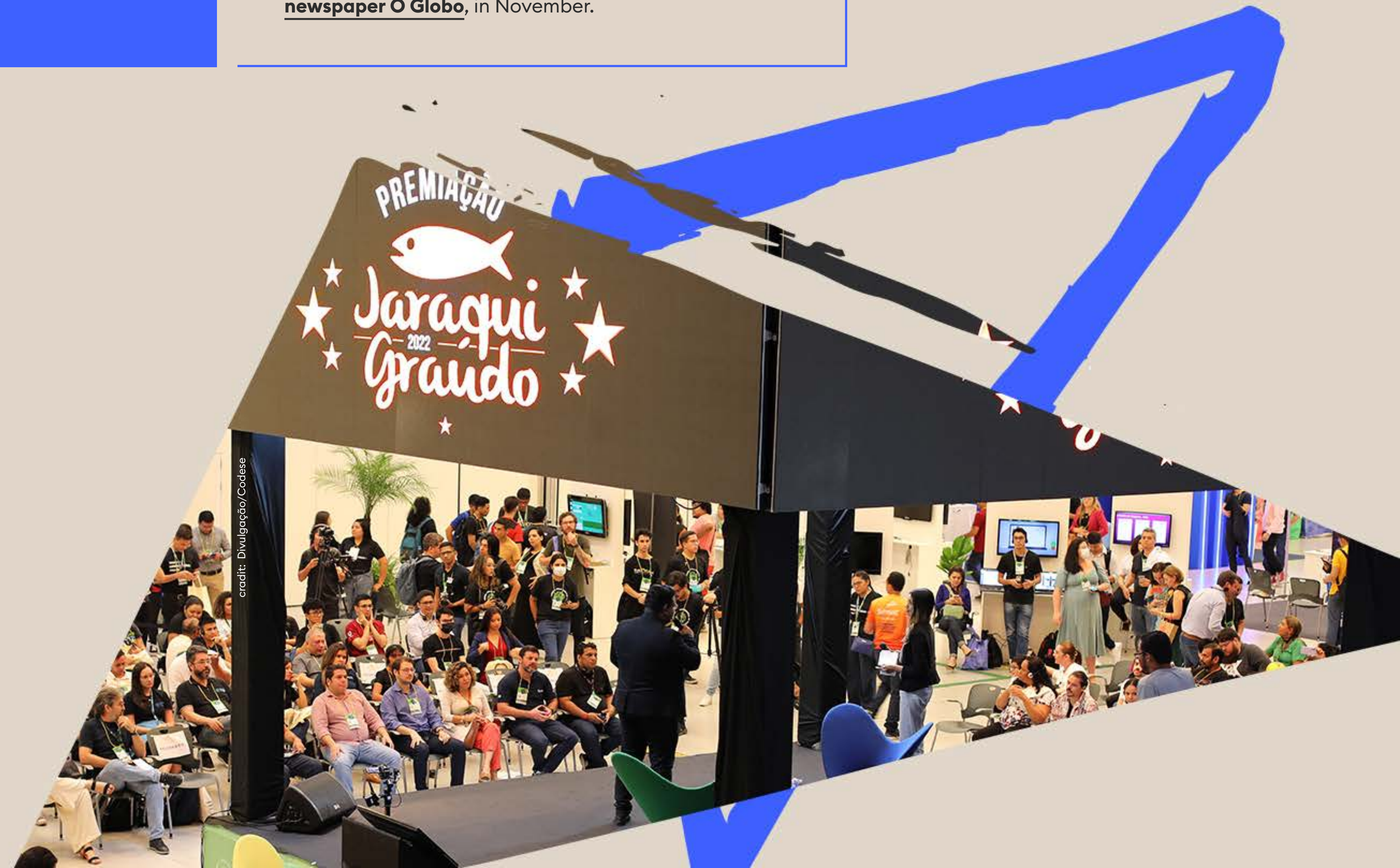
In addition to AMAZ Accelerator, PPBio was also one of the honorees at the 2022 Jaraqui Graúdo Award.

Our Strategic Initiative was the most voted in the “Startup Program” category – a recognition of our work with innovative Amazon companies.

We also won in the “Event of the Year” category, for Expo Amazônia Bio & Tic, held by the Polo Digital de Manaus Association (APDM), Amazon Biotechnology Center (CBA), State Secretariat for Economic Development, Science, Technology and Innovation (Sedecti) and Idesam.

In the media in 2022

PPBio’s support for startups that develop bioeconomy products resulted in a report in the **newspaper O Globo**, in November.





9

The people of Idesam





The people of Idesam

We take good care of our employees so that they can take care of the Amazon and their communities

Our collaborators – the people of Idesam – are the force that drives Idesam on the journey towards a more inclusive and sustainable Amazon.

In 2022, ToC also influenced our human resources management. We started to have a more focused perspective on relationships between people and placed them at the center of the strategy.

Thus, the Purpose of managing our human capital became:

Inspire people to care for people, making processes humanized, with a focus on staff development.

It is our way of creating an environment that is safe, transparent, and where people can express themselves freely, where the internal public feels happy and cared for.



A word from the people of Idesam

Providing a great place to work is what drives me to improve our internal policies and institutional programs. Taking care of those who take care of the Amazon has been our legacy. We noticed the engagement of employees, their dedication and happiness, inside and outside Idesam.”

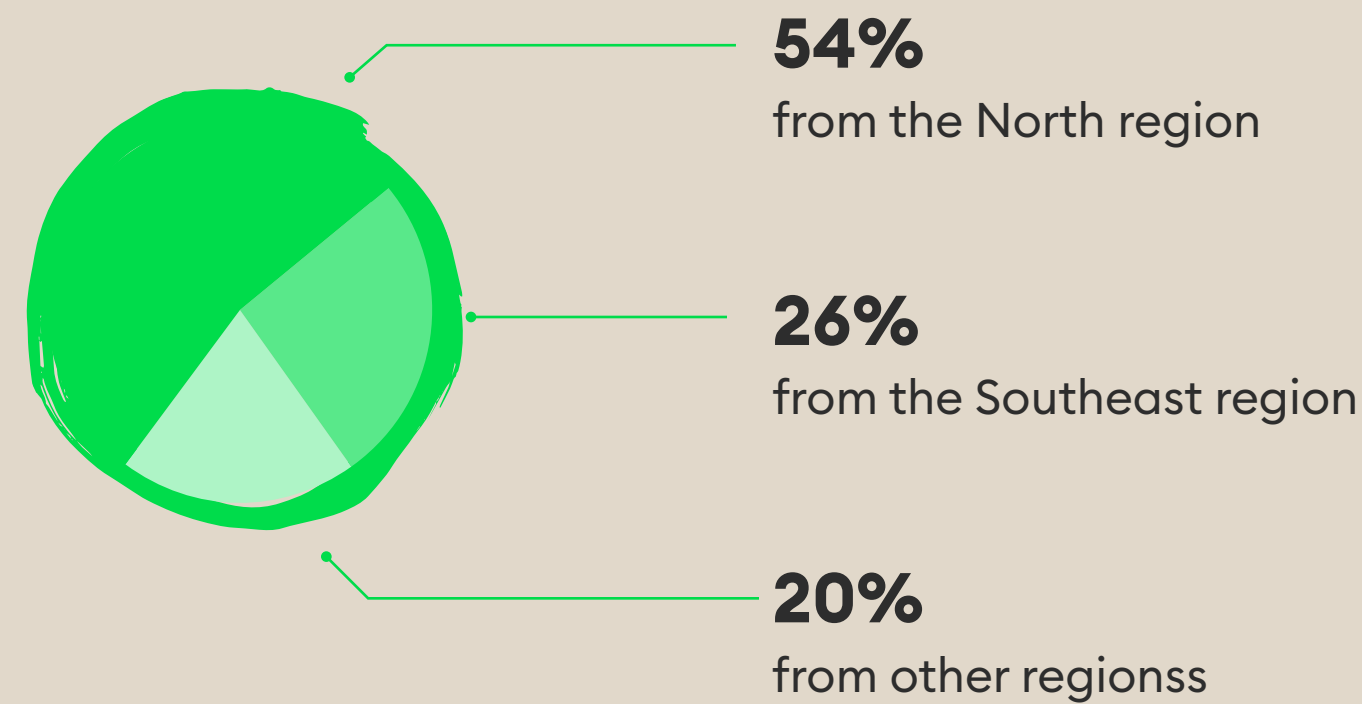
Maria Izabel,
Human Resources specialist



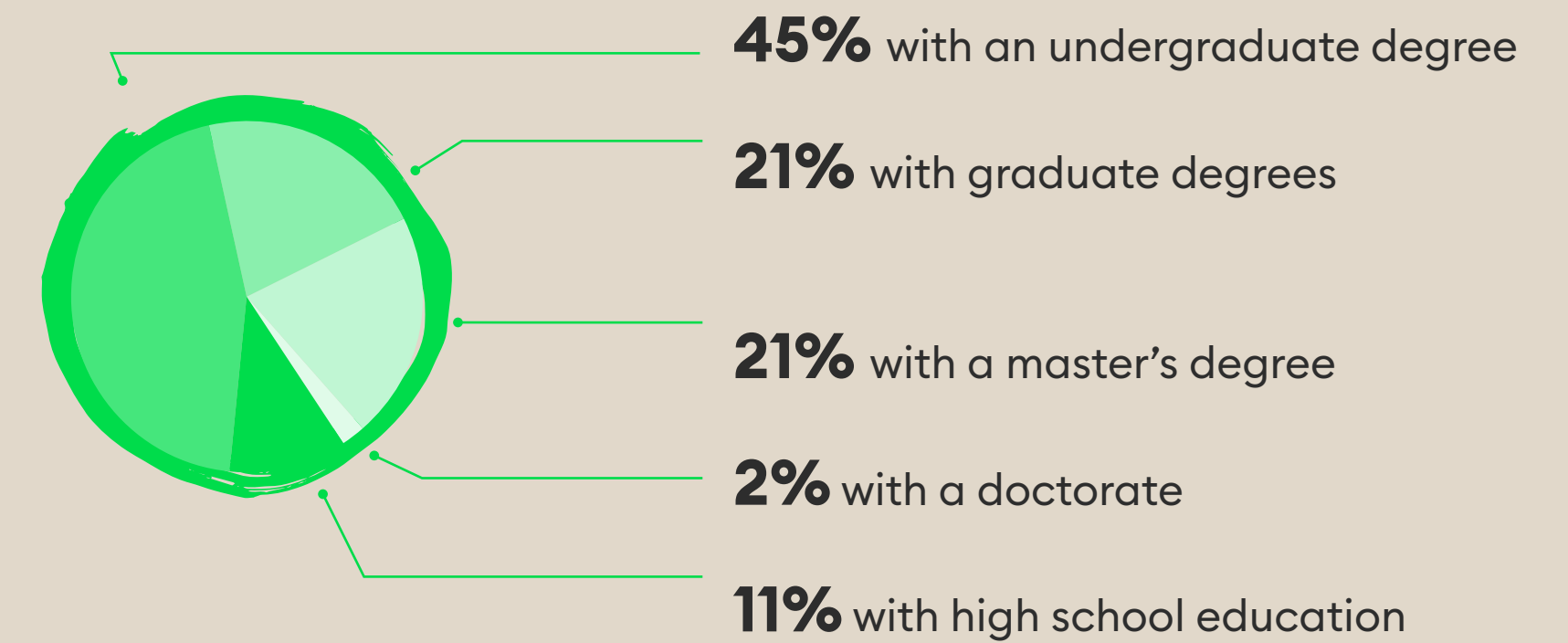
Engagement with our lines of work begins in the onboarding process for new people hired, which we call Embarque Magia (Onboarding Magic).

New arrivals are welcomed in a warm and personalized way. We introduce everyone to the ToC, the Strategic Initiatives, and our management processes.

Native contributors



Education



People management efforts

Guided by our ToC, in 2022 we carried out several team development and integration efforts. More motivated and engaged in causes, our employees will be able to multiply the positive impact they generate.

Some highlights of the year:

- Truth with Love: evaluation of the experience period of new employees, highlighting strengths and opportunities for improvement;

- Hiring flows created and socialized;
- Personal recognition meetings with teams;
- Training with managers for better integration;
- Update and adjustments to the salary matrix;
- Improvement of the medical assistance plan.

Our workforce in 2022

- 61 employees**
- 26 new hires**
in the year
- 5 Embarques Magia,**
with the participation
of 17 new employees
- 14 leaders**



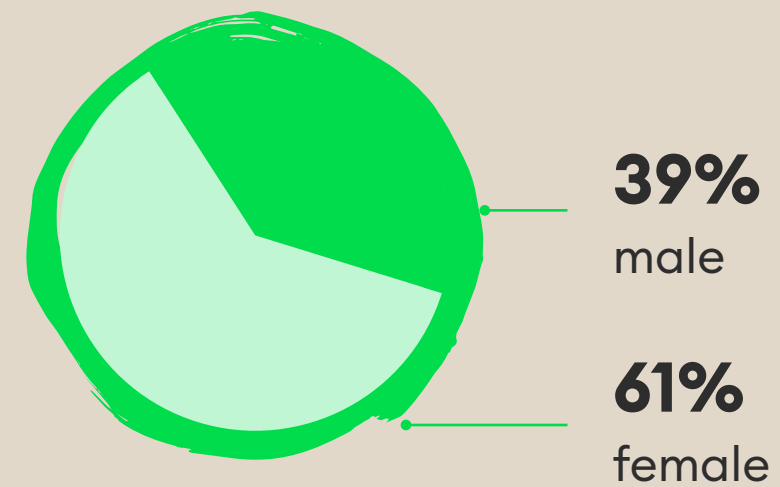
Our diversity

We value diversity and encourage inclusion, with respect and empathy for the differences between people. In 2022, we created an Idesam Diversity Committee to strengthen our policies on the topic and offer equal opportunities to everyone.

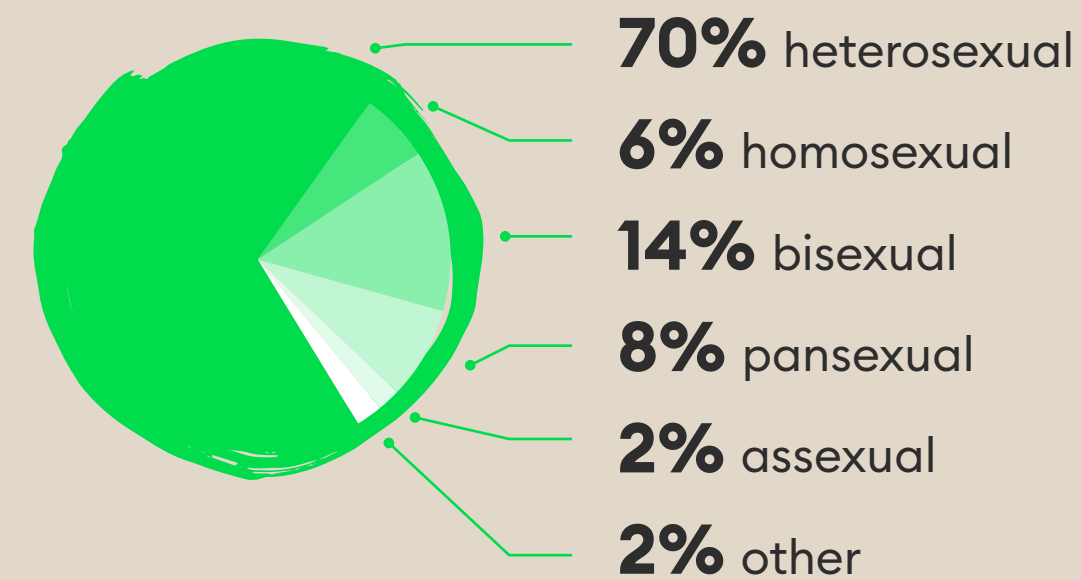
Through a diversity census, carried out in October 2022, we were able to better understand the plurality of our employees and service providers. The survey was answered by more than 95% of the internal public.

We confirmed the diversity of our human capital. We are seen as an inclusive employer brand, which makes our job vacancies attractive to women and the LGBTQIAP+ public.

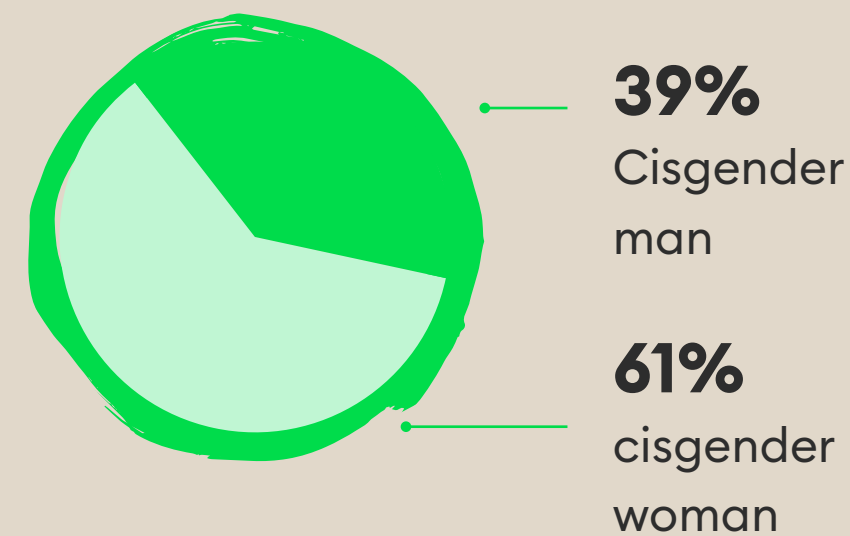
What was your sex assigned at birth?



What is your sexual orientation?



What is your gender identity?

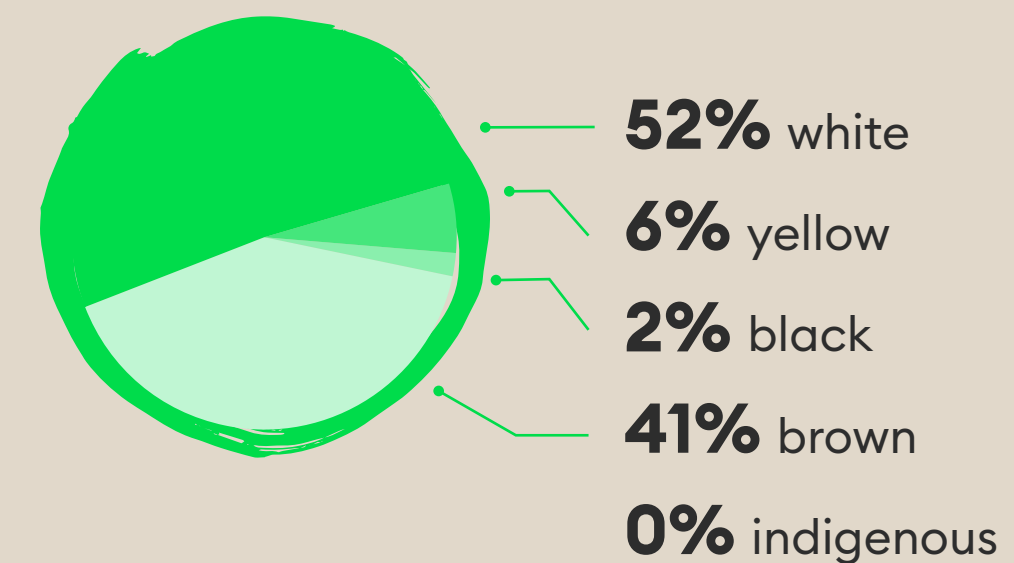


We did not have answers for the following options:

- Transsexual/transgender woman
- Transsexual/transgender man
- Non-binary

As an opportunity for improvement, we identified that we need to accelerate the hiring of black and indigenous people. We will work together with companies that coordinate the careers of professionals from these groups – which will make our office force even more egalitarian.

What is your race or color?





Our team in 2022





The people of Idesam who contributed to the impact of our work in 2022

Directors

Paola Pacheco Bleicker
André Luiz Menezes Vianna
Carlos Gabriel Gonçalves Koury
Mariano Colini Cenamo

Institutional Strengthening

Alisson Oliveira Farias
Ana Paula Araújo da Gama
Bruna Cristina Reis Nobre
Erick da Silva Cabral
Francisca Neta de Sousa
Giully Nataly da Silva e Silva
Jorge Tavares Monteiro Junior
Kaique Correa da Mota
Larissa Mahall Marinho de Sousa
Lidiane Maciel Rodrigues
Lucas Gabirel de Oliveira Coutinho
Luciano Lima Francisco
Maria Izabel Amarante da Silva
Maria Rosangela da Mota Melo
Paola Pacheco Bleicker

Pedro Egydio Marcondes de Oliveira
Renan Gonçalves Assunção
Saskya Rodrigues Dichtl
Vanessa Barbosa Brito
Vanilse Constante de Souza

Sustainable Production Chains

Anderson de Araújo Reis
André Luiz Menezes Vianna
André Pedroso Pena
Aparecida Martins Sardinha
Elen Blanco Perez
Fernanda de Almeida Meirelles
Flavia Paula de Araujo
Isys Nathyally Silva
Izabel Maria Bezerra dos Santos
Jaime Lima da Silva
Jefferson Araújo
Jonas da Rosa Gonçalves
Kate Anne Guimarães de Souza
Louise Nayara Lauschner
Marcus Alexandre Biazatti Souto
Maria Luiza Dias de Almeida

Marina Reia
Marisa Taniguchi
Mauro Lima da Silva
Paula Carolina Paes Guarido
Robert Viana Campos
Tayane Costa Carvalho
Thiago Pimentel Marinho
Victoria Bastos d'Araujo

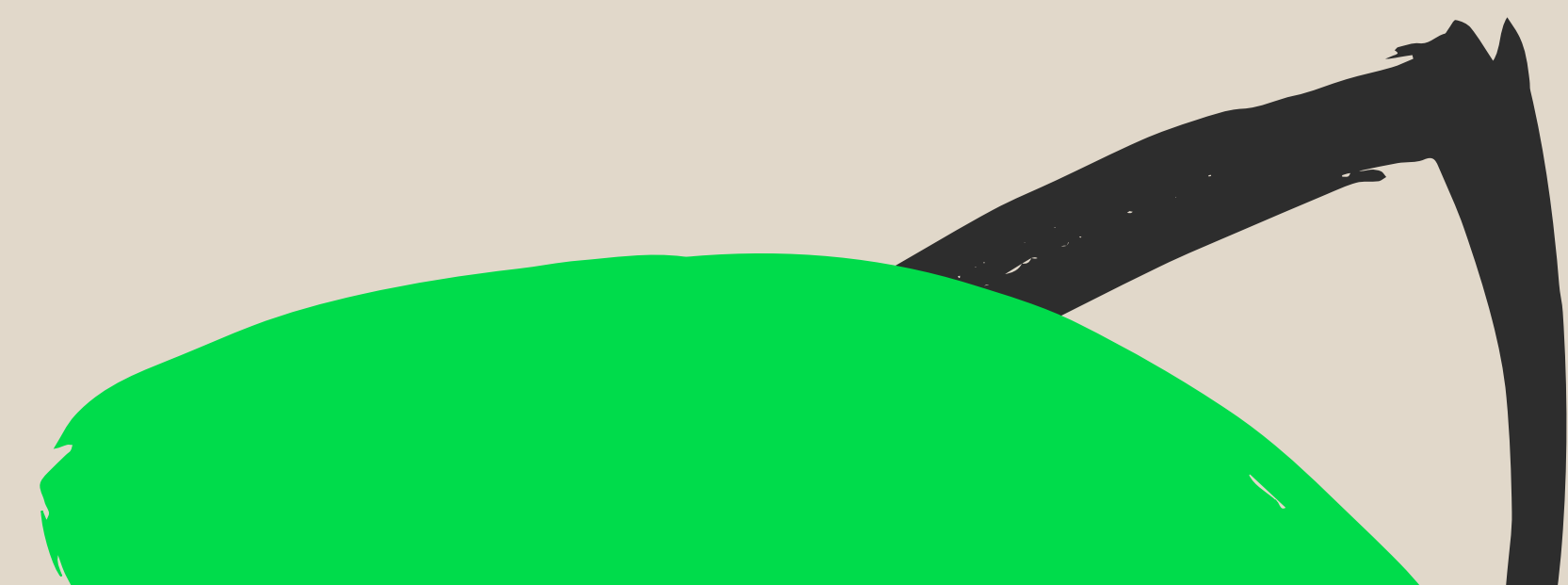
Innovation in Bioeconomy

André Gouveia Belota
Andreza Carolline Braga Goes
Carlos Gabriel Gonçalves Koury
Diego Vitor Gonçalves de Souza
Jackson Macedo Vieira
Jane Maciel Leão
Kamille Vieira Lopes
Karol de Souza Barbosa
Luana da Silva Oliveira
Manoela Lima de Oliveira Borges
Minelly Belem Ramires
Paulo Alexandre do Couto Simonetti

Pedro Vitor de Souza Barbosa
Samia Mouhallem de Camargo
Stephanie Siqueira Pinheiro
Sunique Bentes
Taiane Freitas dos Santos

Acceleration of New Ventures

Aída Caroline Pereira Lins
Ana Carolina Bastida da Silva
Gabriela Sabrina Vanazzi Abdalla
Gabriela Souza Santos
Guilherme Soares Faleiros
João Gabriel Maxwell da Silva Israel
Lais Bombonatte Gomes Pato
Mariano Colini Cenamo
Omar Eduardo Velasquez Rojas
Rafael Gomes Travassos
Rafael Moreira Ribeiro



10

Transparency





Transparency

We disclose here the financial information and the main communication results in 2022

The financial management of a non-profit organization is fundamental to ensure its operation and sustainability. Transparency about the main economic indicators is one of the hallmarks of our administration.

Marking the 18th year of operations in the Amazon, our accounts underwent an independent audit; we obtained full approval of the 2022 financial statement.

The result achieved can be attributed to the transparency in the use of resources in the various projects that promote the sustainable development of the Amazonian people.

We aim to optimize resources, maximizing our social impact in an effective and responsible way – in the consolidation of sustainable production chains and the bioeconomy, in carbon offsets, in access to productive public policies and in the acceleration of businesses with a sustainable impact.

Phomenta Certification

We received, from the NGO Phomenta, the Certificate of Transparency and Good Social Practices 2022. The recognition was due to the application of the principles of transparency in our management, including financial management practices, accountability, and communication of results. Phomenta represents the International Committee of Fundraising Organizations (ICFO) in Brazil, which monitors NGOs around the world.



A word from the people of Idesam

Our financial management allows for transparency, clarity and reliability in reporting and preparing financial statements. This strengthens Idesam's relationship with donors and civil society. And, as part of this continuous and consistent work, we always seek to obtain recognized external certifications, such as the Phomenta Certification."

Bruna Cristina Reis,
financial coordinator at Idesam

Access the most recent external audit report at <https://idesam.org/sobre/>.



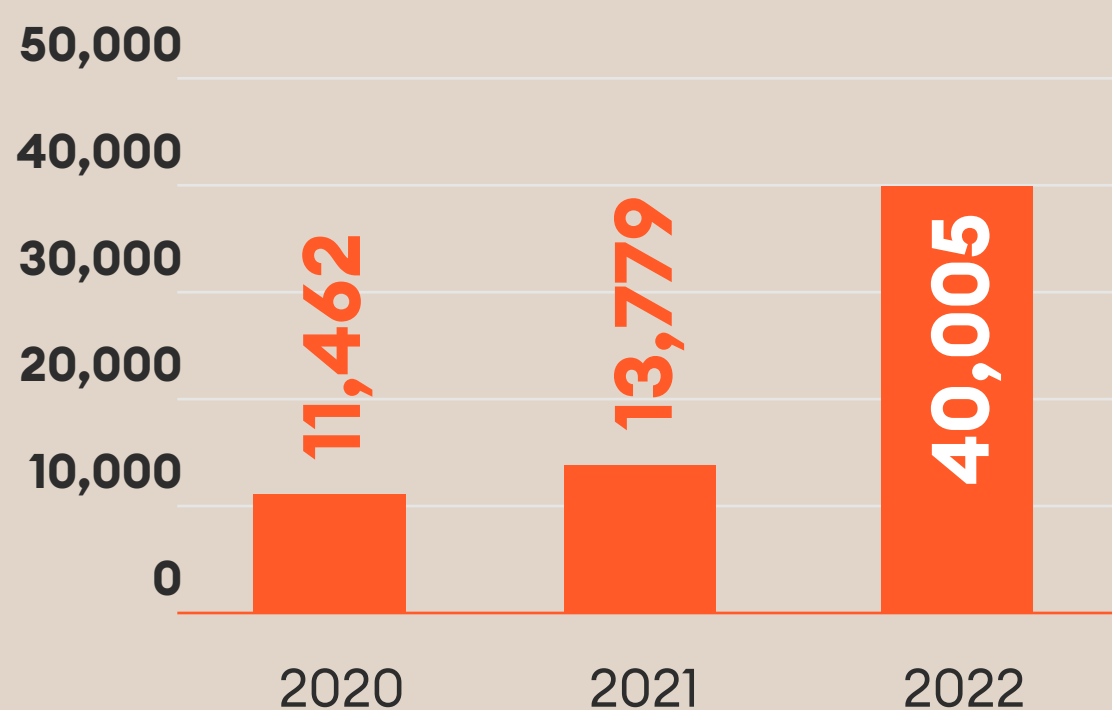


Financial indicators – 2022

The numbers included underwent an independent audit by BDO, the result of which was “approved without reservations”. The financial statements adequately presented, in all material aspects, Idesam’s equity and financial position as of December 31, 2022, the performance of its operations and its cash flows for the year ended on that date, in compliance with accounting practices adopted in Brazil, applicable to non-profit entities [ITG 2002 (R1) and NBC TG 1000 / CPC PME(R1)].

[Full report available on our website](#)

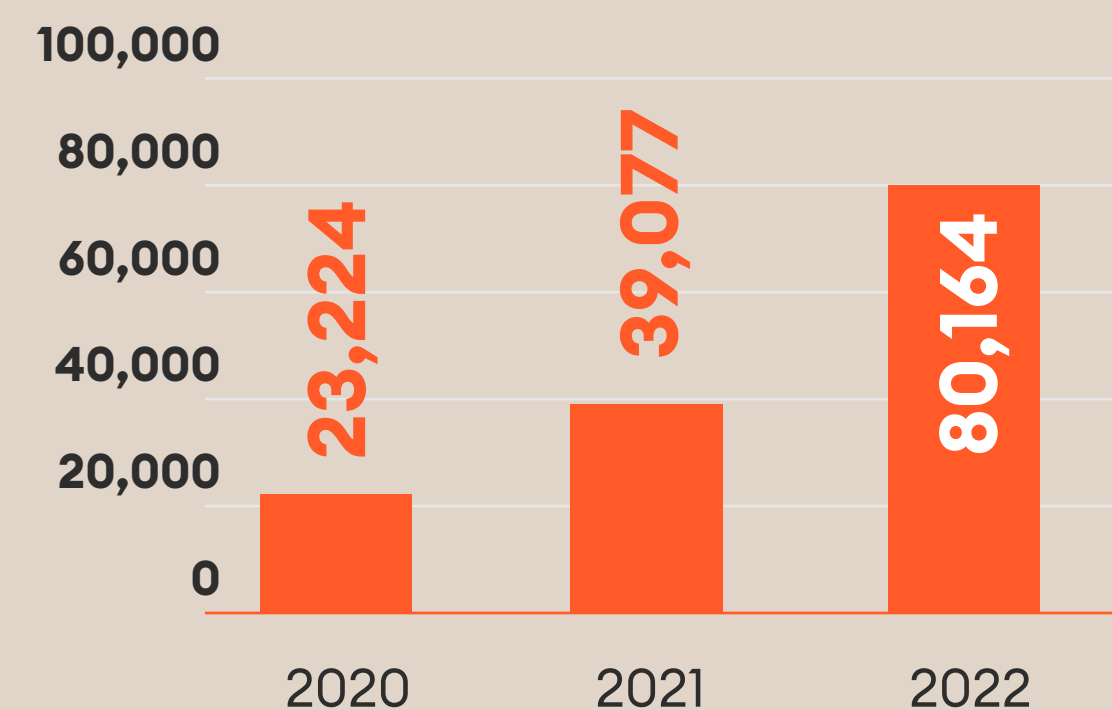
Total revenue (R\$ thousand)



Total revenues refer to the executed values of the projects, proceeds from administrative fees and donations not linked to projects.

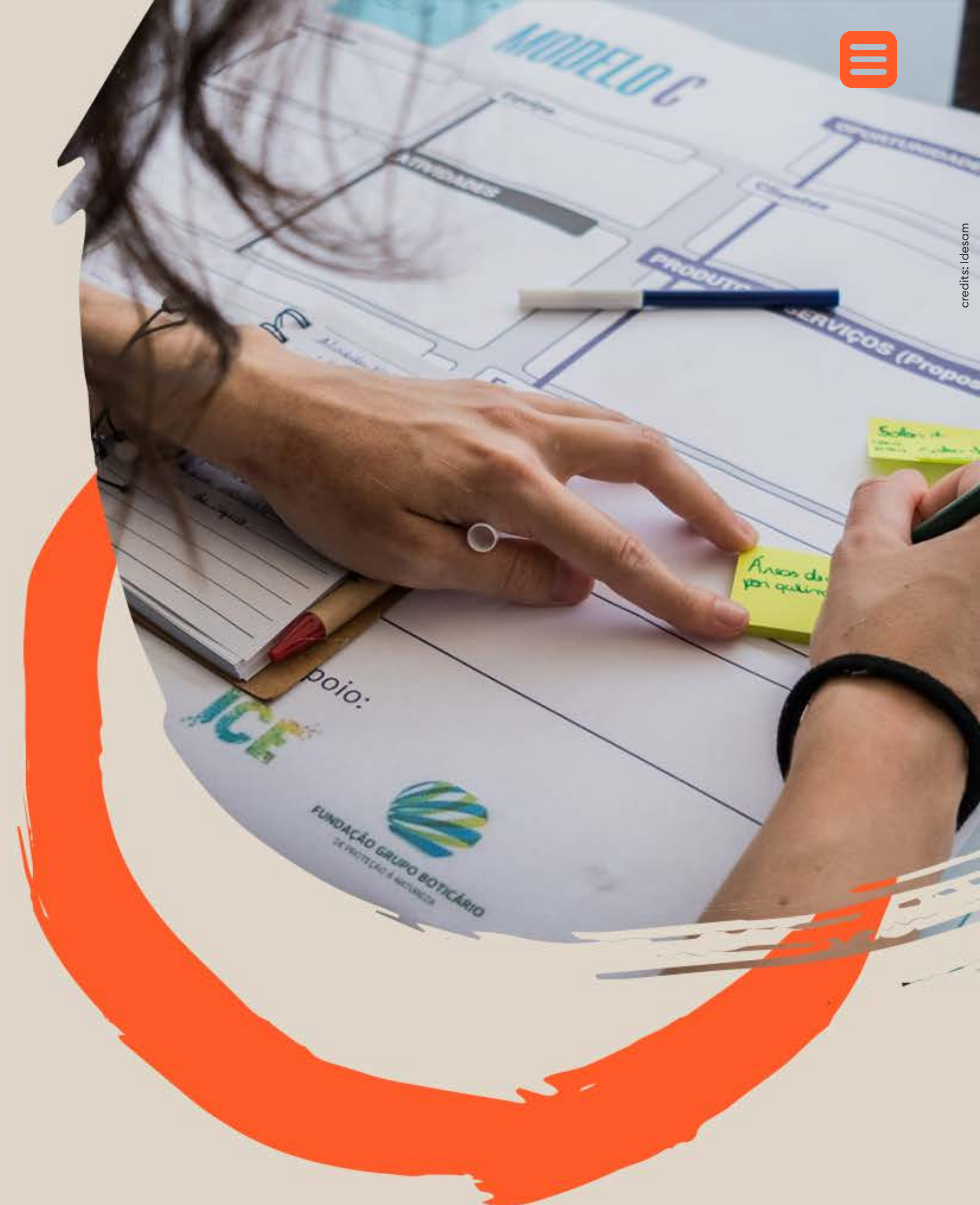
Revenue from project execution – R\$32,898
 Administrative Fees and Donations not linked to projects – R\$ 3,320
 Accounting balance of completed projects – R\$3,787.

Obligations with resources (R\$ thousand)¹



¹: Significant variation in obligations to receive resources in recent years due to the activities of the Bioeconomy Priority Program (PPBio), established by the Superintendency of the Manaus Free Trade Zone (Suframa) in 2019, CAPDA Resolution No. 9, of October 29, 2019, and by the technical cooperation agreement signed between IDESAM and the municipality (No. 4/2018), with resources from mandatory investments in R&D (Informatics Law), with an execution time of up to fifteen months, counting from the deposit in the checking account of the institution, according to resolution item XVII, Art. 11 of CAPDA Resolution No. 2, of March 31, 2020.

Source: Idesam financial statements



credits: Idesam



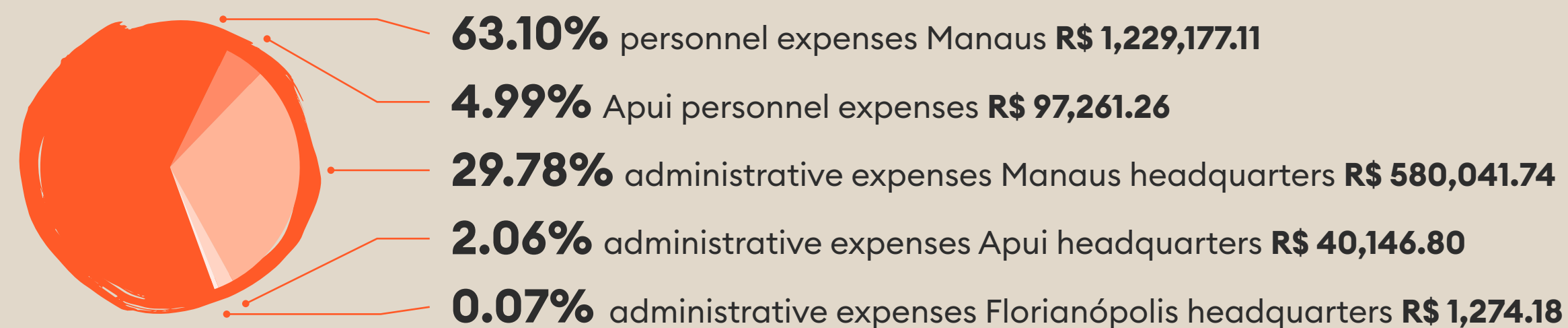
How we apply our resources

Resources applied to projects – Target Area



Expenses for maintenance of administrative offices and institutional staff – Means Area

Institutional strengthening – R\$ 1,947,901.09



Source: DRE and Radar System, 2022.

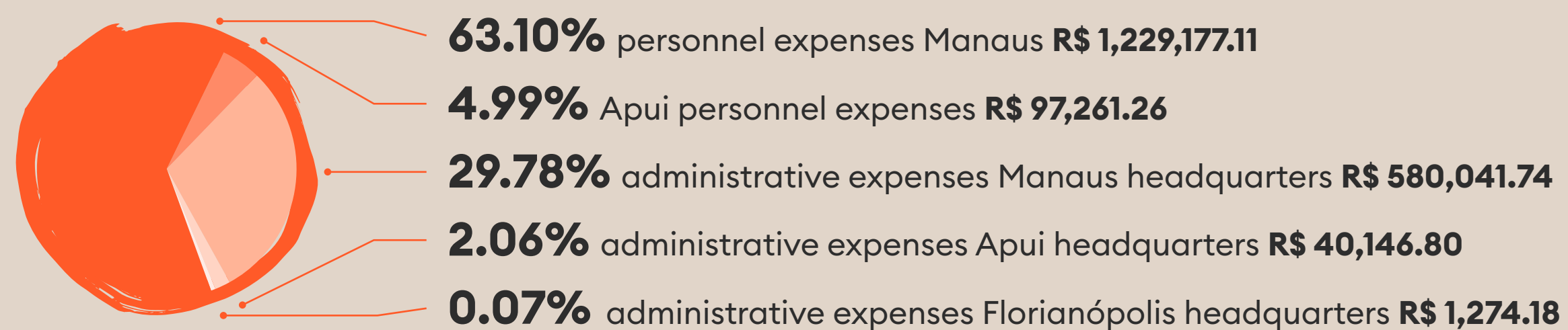
Note: the cost of institutional strengthening represents 4.87% of revenue.

How we apply our resources

Financial result of exclusive expenses and revenues for maintenance of the means areas

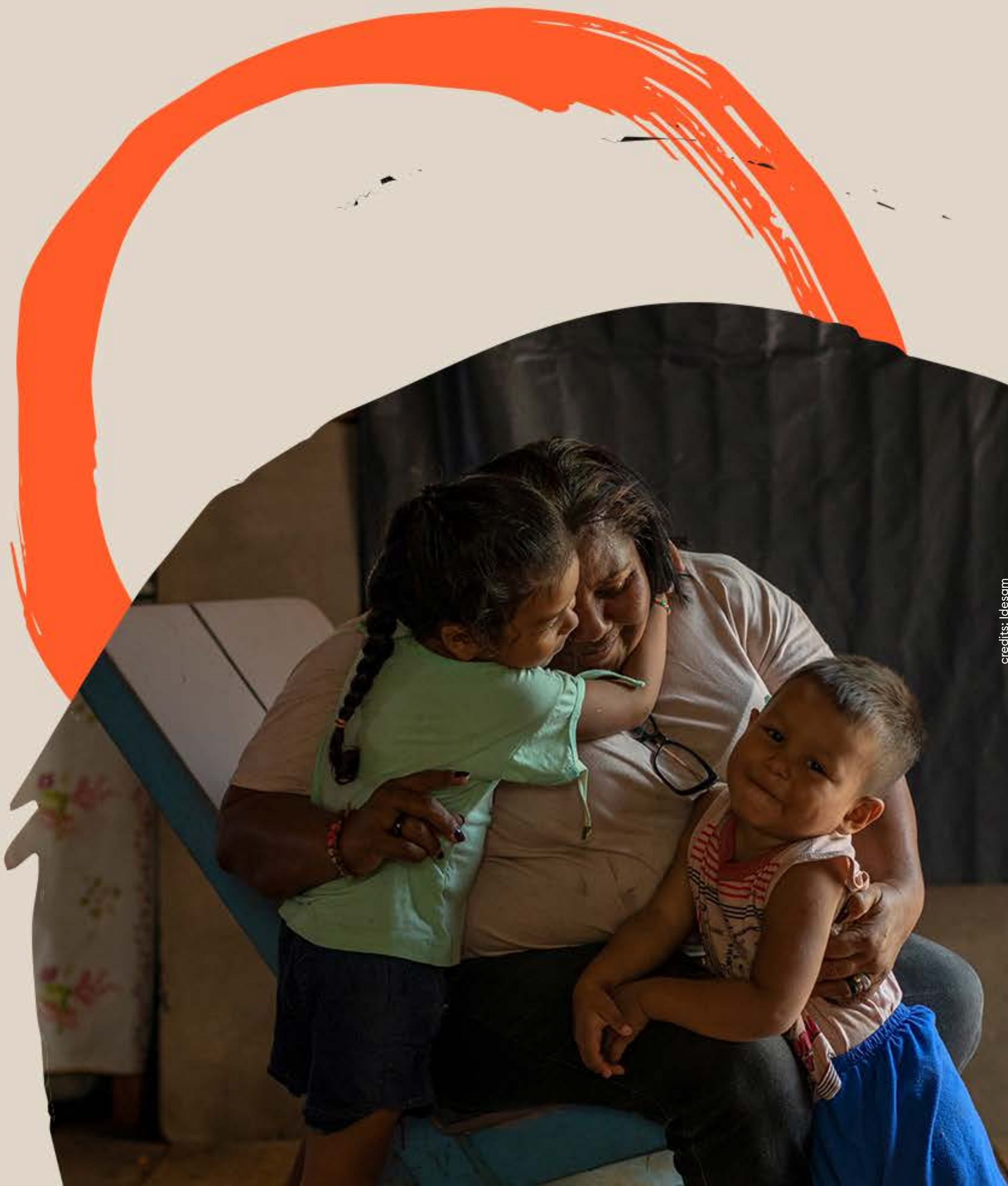
Internal administrative fees/Institutional Donations/Administrative Fees for the Means Area – **R\$ 2,229,878.43**

ADM Expenses – **R\$ 1,947,901.09**



Result – R\$ 281,977.34

Access the DRE and the Audit Report at <https://idesam.org/sobre/>



credits: idesam



Impact communication

The main objective of the communication strategy in 2022 was to highlight our position as a key agent for the Amazon bioeconomy. We aimed to reinforce this position by giving visibility to Strategic Initiatives and their impacts in the media and social media platforms.

- 168 reports about our work in the press (printed/digital/audiovisual): 138 in national media and 30 in international media;
- Total citations in the media: 391, in the regional and national press;
- Featured on international portals: Brazil Foundation, Monga Bay and FSC Latin America;
- 110 publications on the Idesam portal..





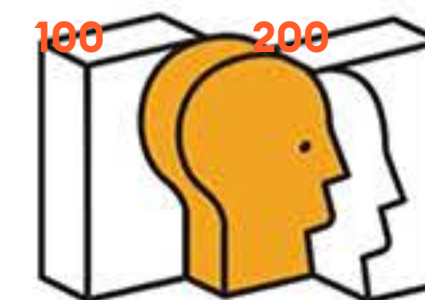
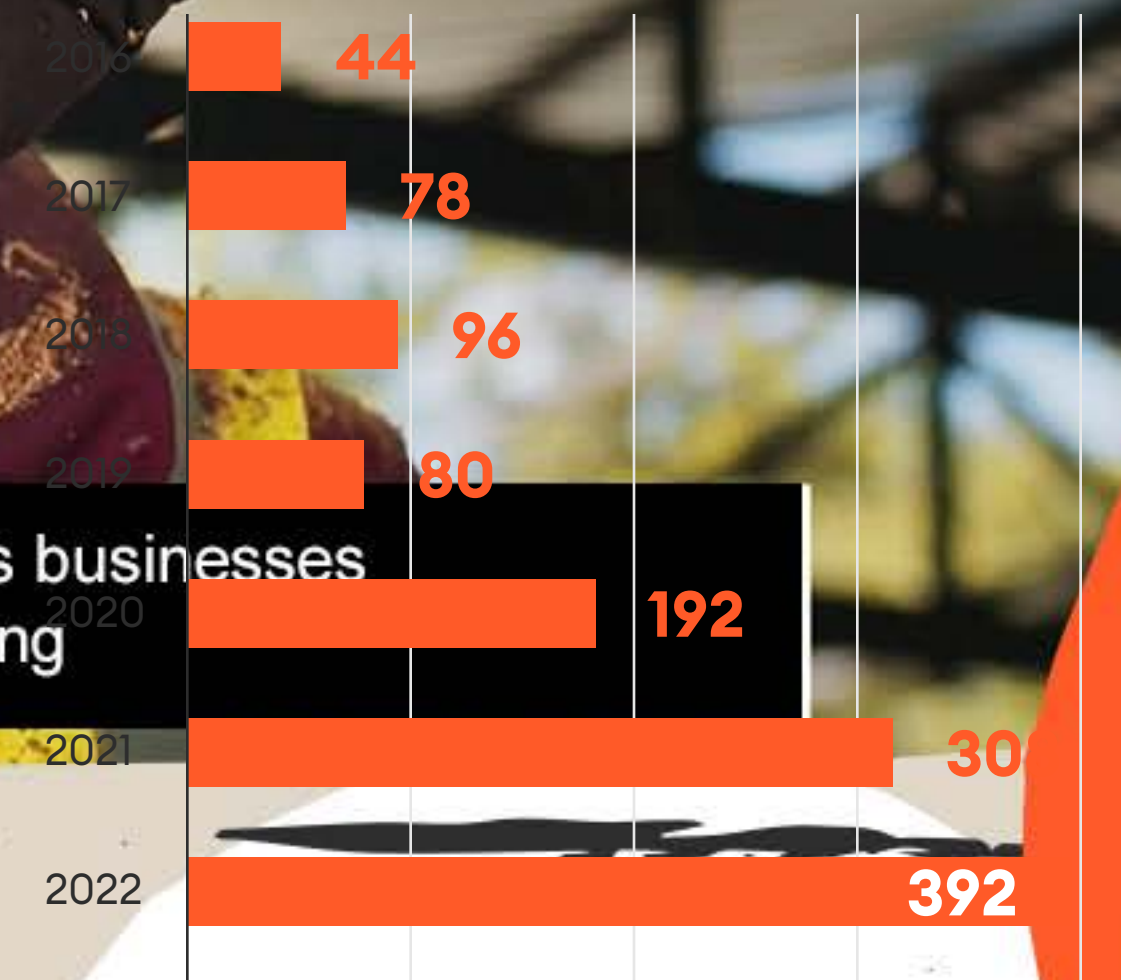
Impact communication

- Production of the **Tamboreando - AGM** minidoc and communication coordination of the first project approved by the Brazilian cultural incentive law;
- Verification of the Instagram account and reaching 10 thousand followers;
- Registration on the fundraising platform **Para quem Doar**;
- Production of the institutional campaigns “18 years of Idesam”; “Um Gol para a Amazônia” and “Together for the Amazon” with Mercado Livre, converting into 89 donations in total of R\$ 7,229.83.

Internet copy



History of citations in the media (2016-2022)



SOCIAL ENTREPRENEUR OF THE YEAR

Innovation in the Environment

★★★
2022




Our partnerships

The scope of our ToC's impact is multiplied by our partnerships. Since 2004, we have had a large list of connections that help us on this journey.

They are funders, technical and institutional partners, startups, private partners and research institutions, among others. The complete list can be read by [clicking here](#).

We have consolidated important relationships, which have allowed us to expand the results of the Strategic Initiatives detailed in the next chapters. Check out some of the latest highlights::

TikTok

At the end of 2021, we began our partnership with the social media platform. [Our TikTok profile](#) allowed dissemination in another language: info-entertainment. 

The Refloresta Amazônia videos, together with singer Gaby Amarantos, surpassed 130 million views on the platform. Accessible on the official page <http://tiktok.com/tag/reflorestaamazonia>, the publications show how we helped plant 20 thousand trees in the Amazon in 2022. 

In June, a live broadcast dedicated to the Only One Earth campaign, promoted by the UN Environment Program, showed details of the production of Café Apuí Agroflorestal

(read more in Our care for the forest). The hashtag #OnlyOneEarth reached 50 million views on the platform.

And in December, we received a tribute for the actions carried out on and off the platform. The TikTok Award was granted both for the content we produced and for the actions we managed to implement.



Climate change has become one of the most pressing issues for society. There are ways to use our platform to raise awareness about current challenges and improve behaviors. We count on the collaboration and partnership of Idesam and are grateful for the support of the entire team. And we congratulate them for their hard work, commitment, and experience.”

Handemba Mutana,

Leader of TikTok for Good in Brazil





ERM Foundation Brazil

The ERM Foundation is one of the leading organizations supporting and funding NGOs around the world. Created in 1995, the institution is the social investment arm of ERM, the largest global sustainability consultancy firm.

Since 2019, ERM Foundation Brazil has helped to enable our Environmental Services strategies. As a participant in the Carbon Neutral Program (CNP), the organization has been investing in the cultivation of Café Apuí Agroflorestal to offset carbon emissions.

Through institutional donations, ERM Foundation Brazil also strengthened our work to protect biodiversity. The institution was one of the financiers of the Um Gol pela Amazônia campaign, which raised funds to stop degradation and recover an area of seven hectares of Amazon Forest (and a total of more than seven thousand native trees).

Fernando Jorge

Born in Brazil and based in London (England), Fernando Jorge is one of the most renowned jewelry designers today. Awarded in Europe and the United States, his creations employ shapes and colors that refer to the exuberance of Brazilian nature.

Fernando Jorge’s contribution to our actions has been taking place since 2020, when the designer directed part of the income obtained from the Flame collection as a donation to Idesam.



Idesam brought the reality of the Amazon closer to our daily lives. The Institute shows how impacted families deliver high-quality products and promote forest conservation. The ERM Foundation has been working with Idesam since 2019, and we can say that we always want more! We have a feeling of gratitude and challenge to continue growing and evolving with the Institute.”

Fernanda Sampaio,
project manager at ERM Foundation Brazil



It is impossible not to care, to love, and to understand how we depend on a preserved Amazon. I see that Idesam also understands this importance. As a growing company, we do not have the energy to act directly on social and environmental causes. The partnership with Idesam serves us well. It’s a way to channel our deep desire to preserve the Amazon, develop communities, educate, empower.”

Renata Jorge,
Global General Manager
at Fernando Jorge LTM



11

Who supported us in 2022

Our acknowledgement and thanks to the companies, organizations and entities that contributed to our impact





Individual donors in 2022

Adriane S G

Catherine G Z

João Gabriel M S I

Marcelo D M

Tiago C

Ana Karoline B S

Daniela F V

Joel M F

Mariza S R

Vera Lucia O C

Avane T

Elton Luis F C

Juliana M

Paulo Jose S O

Bruna S M

Eric C P

Laís A T

Rômulo César C L

Bryan Roberto G

Gabriela M

Larissa M M

Rosana C P P

Caio A S

Gustavo M F

Lucilene S S

Sofia N Z

Carlos Alberto M

Harumi N K

Luiz E N A

Teresa C



Partners

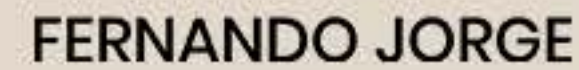


Kodak alaris





Partners





Technical cooperation



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YouTube: idesanico

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Idesam Communication Coordination and Executive Board

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