

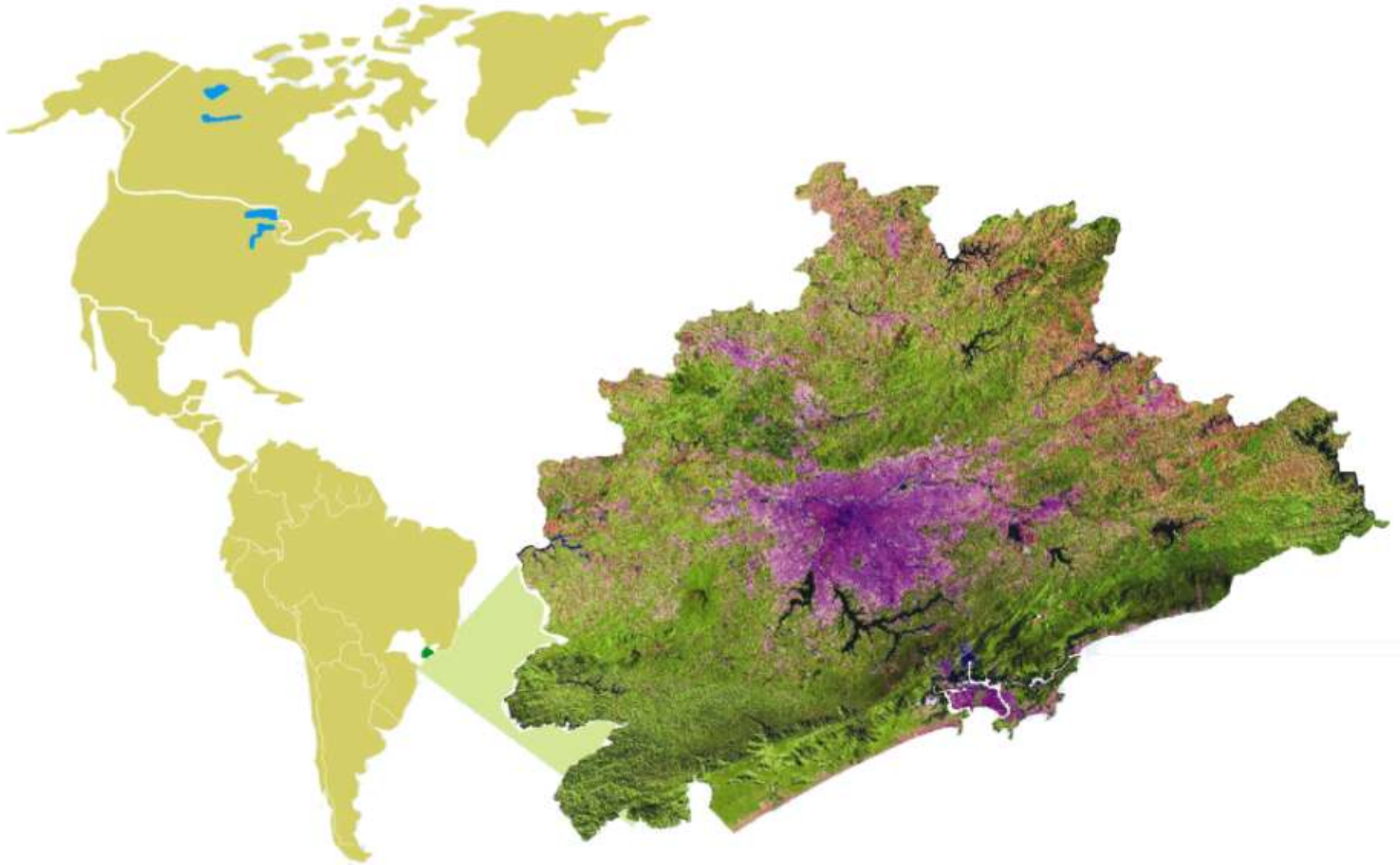


**Engaging Disadvantaged Youth Through
Eco-Training and Entrepreneurship in the
São Paulo City Green Belt Biosphere Reserve**

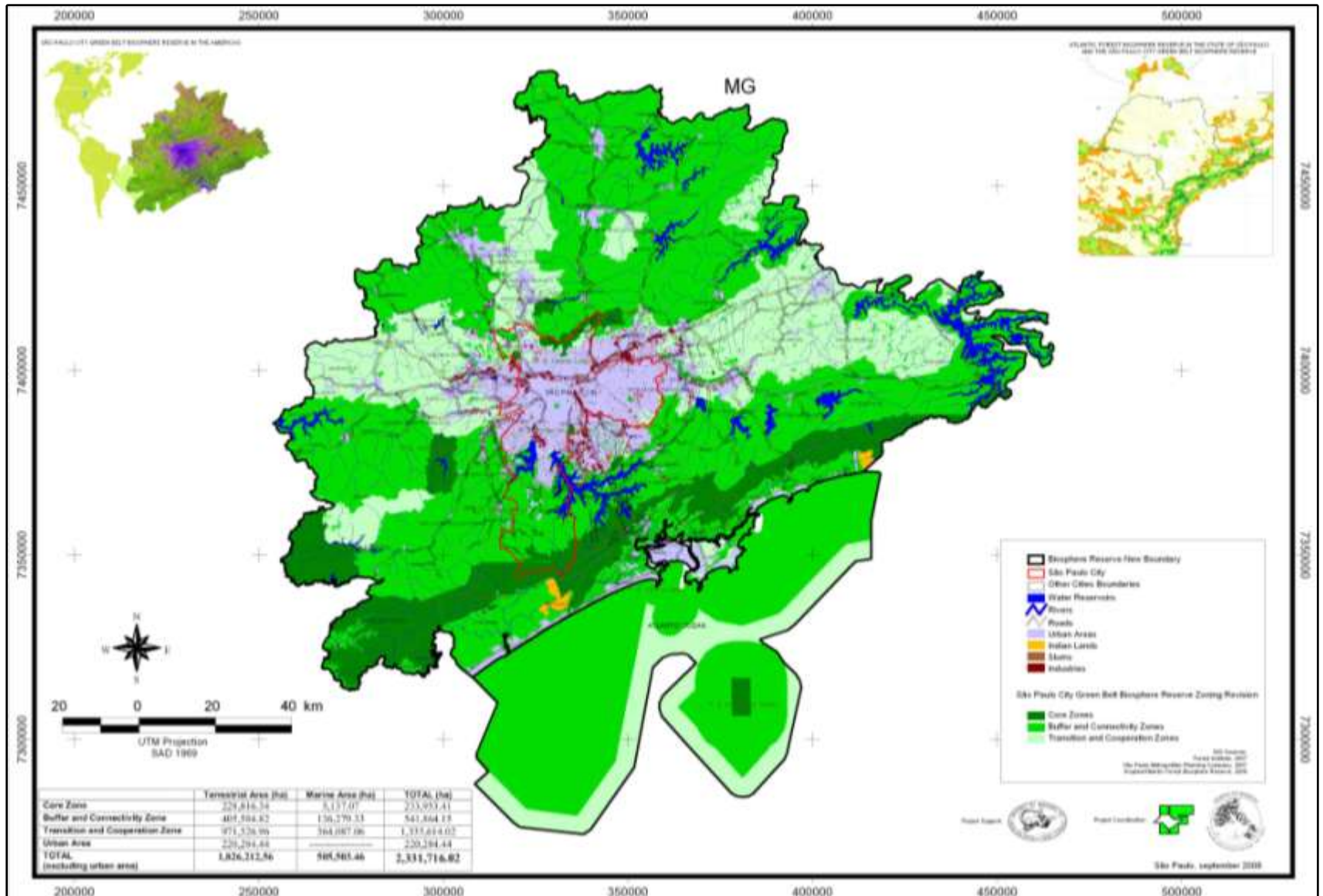
GLOBAL GREENBELTS CONFERENCE
Toronto, 22-24 March 2010

Rodrigo Victor
Director-General
São Paulo State Forest Institute
Brazil

Location of the São Paulo City Green Belt Biosphere Reserve



Biosphere Reserve Zonation

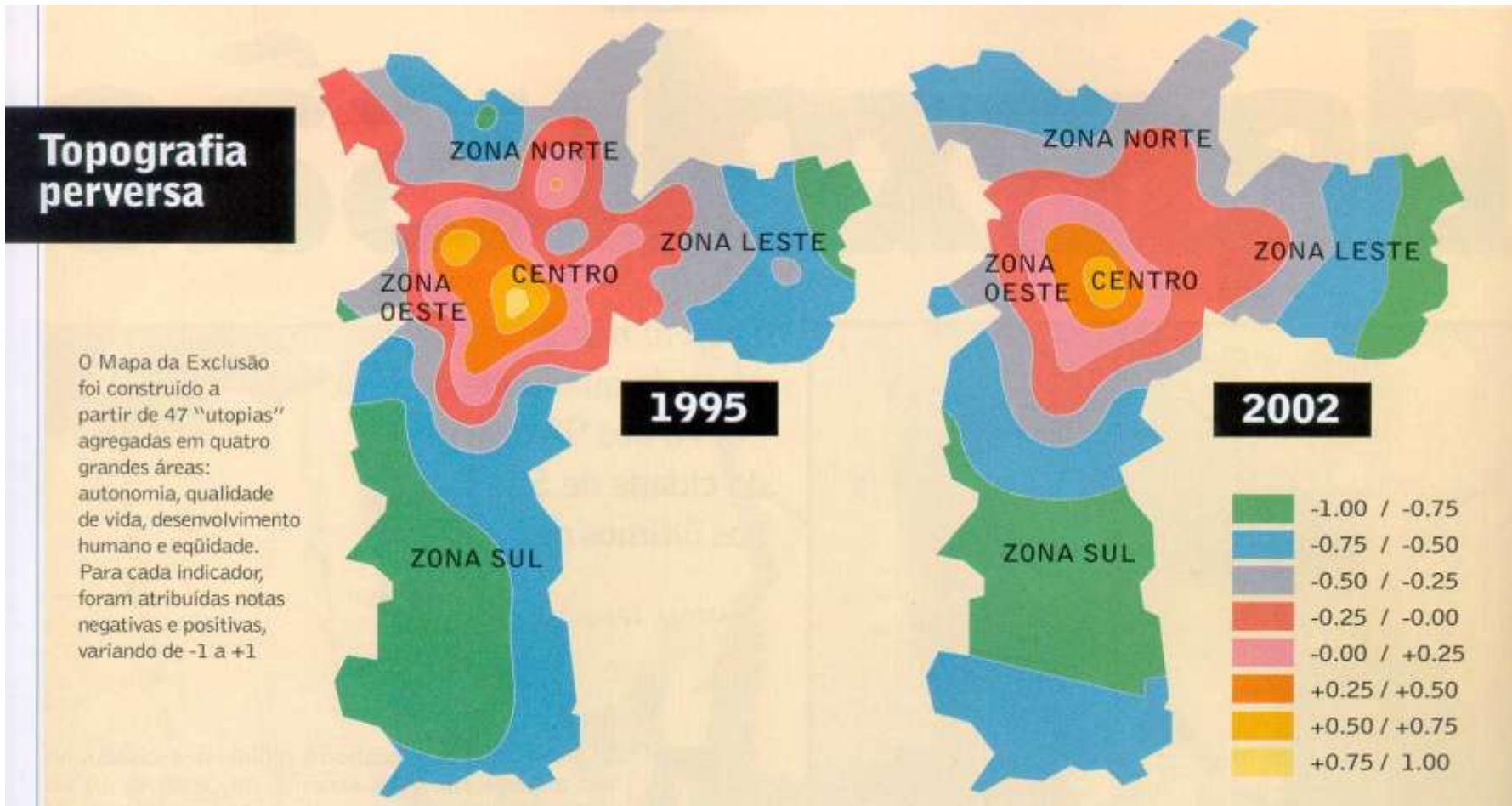


Biosphere Reserve General Figures

| | |
|-----------------------------------------------------|-------------------------------|
| Total Area: | 2,111,432 ha |
| Terrestrial Area: | 1,826,212 ha |
| Inner Urban Area: | 220,284 ha |
| Marine Area: | 505,503 ha |
| Urban + BR Area: | 2,331,716 ha |
| Vegetation Area: | 614,288 ha |
| Population (BR + Inner Urban Area): | Around 23 Million Inhabitants |
| Economic Expression (BR + Inner Urban Area): | ~ 20% of the National GDP |

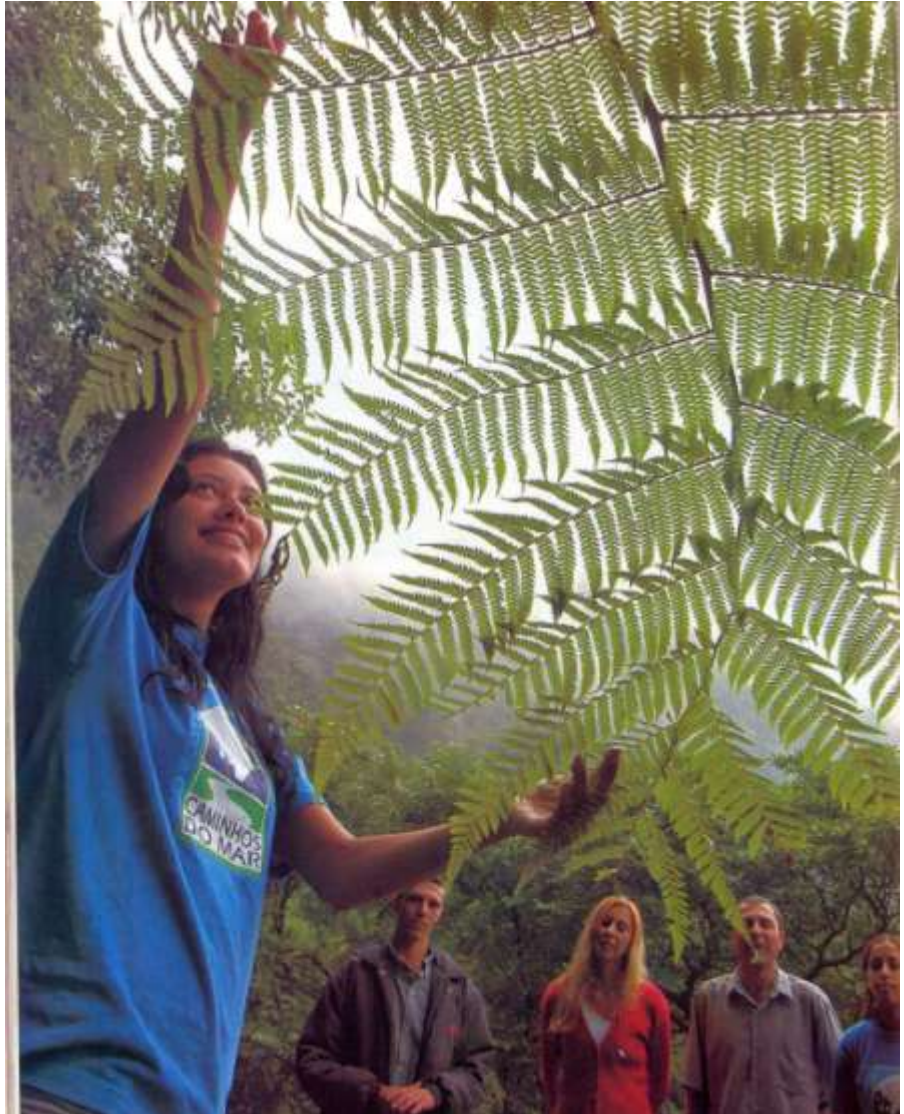


São Paulo – Map of Social Exclusion



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

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 policies 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 (ISWEEEP) – Houston, Texas, EUA.















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

