People:
The northern Brazilian state of Pará is home to 8 million people.

Planet:
Pará contains 20% of the entire Amazon rainforest and 9% of the world's rainforests.

Prize:
Pará represents around 40% of total deforestation in the Brazilian Amazon.

Problem:
52% of its 11.6 million hectares of Pará's deforested land were lost between 2000-2018 to clear land for livestock farming, resulting in a net loss of 6 million hectares of forest.

Potential
Farmland is the main driver of felled trees

A living tree = Teems with life, diversity and potential ecosystem services

Around 40,000 plant species

1,300 bird species, many of which are only found here

2.5 million different insects

2,500 different trees

5,000 different plant species

Until now, economic goals have not incorporated environmental ones, resulting in the most intensive deforestation in the entire Brazilian Amazon.

The socio-bioeconomy harnesses all these strengths, channelling them into products that can be harvested, processed and sold, maintaining ecosystem services and valuing the standing forest.

Pará
An Economy Rooted in Biodiversity

AÇAÍ  COCOA-ALMOND  BRAZIL NUT  PALM HEART  RUBBER  TUCUMÁ  CUPUACU-ALMOND  CUMARU  MURUMURU  BRAZIL-NUT OIL
Livestock farming is one of the main economic activities in Pará. However, there is a low productivity cattle-ranching model.

The socio-bioeconomy is just as valuable as the state's farming economy.

Employment:
The state's socio-bioeconomy already generates around 224,000 jobs. Since the sector is less extractive than livestock farming, and long-term land suitability more assured, these jobs are more stable.

Economy:
By 2040, and with supportive public policies in place, the total generated by Pará's socio-bioeconomy could reach R$ 170 billion (that's 30 times its current value).

Environment:
The standing forest in the socio-bioeconomy is between 1.8 and 2.8 times better at storing carbon than farmland in Pará.

The result?
Big returns for the socio-bioeconomy, for people and for the planet.
There is a deficit of information on the economy of small rural communities across the world. So, what's required to boost socio-bioeconomies beyond Pará and across the world?

Financial mechanisms, such as Payments for Environmental Services (PES) agreements, as well as land and territorial policy for common-use areas.

Traceability and certification systems for environmental services, and fiscal policies for product-generated income redistribution.