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WHO WE ARE

- > Founded in 2011 , the Change We Wish Institute - IAMUQUE , is a non-profit organization based in Curitiba, State of Parana-Brazil and certified as a Civil Society Organization of Public Interest (OSCIP)
- > IAMUQUE's goal is turning good ideas (own or from partners) in sustainable projects



- > **Mission:** facilitating ideas aimed at improving the living conditions , transforming them into sustainable projects through alliances as well as transparent and reliable practices
- > **Vision:** to be a national reference in sustainable projects design and implementation



IAMUQUE PURPOSES

- I. Protection, preservation and conservation of the environment and promoting sustainable development;
- II. Promotion of volunteering;
- III. Promoting economic and social development and alleviating poverty;
- IV. Non-profit experimentation of new socio productive models and alternative systems of production, trade, employment and credit;
- V. Performing research, developing alternative technologies, production and dissemination of information and technical and scientific knowledge;
- VI. Promotion of educational, cultural, civic and social sports activities aiming to stimulate the practice of sports and socio-educational development of children and youth

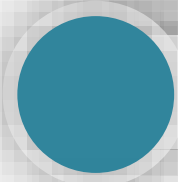
**Bringing SCP to the
tourism ground
level of Historical
Cities of Parana
coast - Brazil**

Marcos Cruz Alves
16-Oct-2015

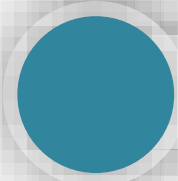




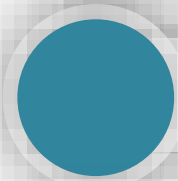
AGENDA



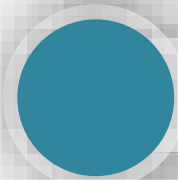
Background



Executive Summary



Project Links



Project Details



Background

1. The final Rio+20 document “The Future We Want”
 - ✓ emphasizes that well designed and managed tourism can make a significant contribution to the three dimensions of sustainable development - economic, social and environmental
 - ✓ recognizes the need to support sustainable tourism activities and relevant capacity building that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity and ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities
 - ✓ encourages the Member States to promote Sustainable Development awareness by promoting programmes for non-formal education
2. Economic development and social progress in Brazil has created an increasing demand on natural resources and greater pressures on the environment
3. Efficiency of Resources and Sustainable Consumption and Production project - Brazilian Ministry of Environment and UNEP
 - ✓ Action Plan for Sustainable Production and Consumption-PPCS
4. National Opinion poll "What Brazilians think of the environment and sustainable consumption" performed in 2012 by the Ministry of Environment
 - ✓ only 22% of the interviewees confirmed that have heard about Rio+20 and the socio-environmental agenda (89% of them mentioned just the environmental dimension of sustainable development)



Executive Summary

➤ **Premise:**

- I. awareness is the first step towards change, and the second is acceptance
- II. there is room for improvement towards Sustainable Consumption and Production-SCP in Tourism industry in the current Brazil scenario

➤ **Proposal:**

- a) engaging the tourist trade and the organized civil society of the four coastal historical cities of the Brazilian state of Parana - Antonina, Guaraqueçaba, Morretes and Paranaguá in a survey about Sustainable Consumption and Production-SCP and Sustainable Tourism
- b) assessing the awareness of the subject, as well as the willingness to learn about best SCP practices and to adhere to them
- c) training those who showed interest in learning more
- d) granting the label of Local Partners of SCP in Tourism for those who adhere to SCP practices

➤ **Project duration:** 17 months

➤ **Scope:** around 400 people from several segments of the involved communities

➤ **Amount requested from the 10YFP Trust Fund:** US\$ 114,561

SCP on the
tourism
ground level

Marcos Cruz Alves

Fonte de dados:

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"You must be the change you wish to see in the world" (Gandhi)



Link to relevant strategies and frameworks

- **“Efficiency of Resources and Sustainable Consumption and Production”** project – established by the Brazilian Ministry of Environment and UNEP
- **"Action Plan for Sustainable Production and Consumption-PPCS"** – from Brazilian Ministry of Environment
- **“National Policy to Stimulate Sustainable Production and Consumption”** - Bill 3899/12 proposed in 2012 by the Congresswoman Jandira Feghali
 - ✓ **“National Label of Sustainable Production and Consumption”**

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Link to the 10YFP and to 10YFP programme(s)

- chosen localities placed in a coastal area of the Atlantic Forest
 - ✓ tourism activities present the risk of degradation of the socio-cultural, economic and mainly environmental assets
- tourism can be used as a powerful infrastructure to systematically encourage the shift towards more sustainable, cleaner and low-carbon development growth
 - ✓ SCP approach in tourism design and operations can encourage consumers to shift towards more sustainable consumption choices
- the project approach of (1) surveying the local awareness grade of Sustainable Tourism and SCP; and (2) bringing knowledge to fill the gaps; and (3) challenging the adoption of SCP best practices ; and (4) granting the label of “Local partners of SCP in Tourism”
 - ✓ in line with the 10YFP vision of promoting sustainable consumption and production patterns
 - ✓ In line with 10YFP objectives
 - ❖ "Collaboration among tourism stakeholders for the improvement of the tourism sector's SCP performance"
 - ❖ "Fostering the application of sustainable tourism guidelines, tools and technical solutions to improve, mitigate and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders"

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Project Expected Results

- local increase in the awareness of the fundamentals of Sustainable Development, specifically those related to Sustainable Tourism and Sustainable Production and Consumption
- adoption to SCP practices by the tourist trade actors
- mapping the awareness grade of Sustainable Tourism and Sustainable Production and Consumption per city
- sharing information with local and regional governments
- linking the label of “local partners of SCP in Tourism” to a broader National SCP

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Project Beneficiaries

- Targeted beneficiaries of the project:
 - a) the local communities, directly or indirectly benefitted from sustainable tourism and best practices of SCP
 - b) the tourist trade, benefitted from the best practices of SCP as well as from the marketing use of the label of local partners of SCP in Tourism
 - c) the local and regional government, benefitted from the surveys results as well as with the possibility to replicate the adopted methodology to other communities



Project Activities

A.1 - touching base with the local tourism stakeholders

- In this phase the local tourism stakeholders of each of the four localities will be interviewed and their awareness grade of Sustainable Production and Consumption and Sustainable Tourism will be assessed. The survey results will be mapped in order to support the best training approach on phase A.2

A.2 - providing adequate awareness training;

- In this phase a training pack of sustainable tourism and SCP awareness raising to be applied to all involved stakeholders who confirmed the willingness of take part in the non-formal education activities.

A.3 - assessing the adoption of SCP best practices and granting the label of "Local Partners of SCP in Tourism" for the ones who adhered to SCP practices

- For those who committed to adhere to SCP practices and applied to the label of "Local Partners of SCP in Tourism", it will be given a grace period of two months for adaptation to the new patterns.

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Project Activities (cont.)

A.4 - using the media to reinforce the importance of the label of "Local Partners of SCP in Tourism" and disseminating the results with local stakeholders and policy makers

- In this phase the local and regional media will be engaged to publicize the list of the SCP practitioners, as well all the stakeholders will be encouraged to recognize the initiative.
- At this point, lessons learned report will be elaborated and shared with the local stakeholders and the Ministry of Environment.

A.5 - Project evaluation and audit

- At this point the project will be submitted to evaluation and audit



Project Survey Scope

City	stakeholder type	Total
Antonina	Local Government	10
	Organized Civil Society	19
	Tourist Trade	36
Guaraqueçaba	Local Government	10
	Organized Civil Society	20
	Tourist Trade	32
Morretes	Local Government	10
	Organized Civil Society	17
	Tourist Trade	48
Paranaguá	Local Government	10
	Organized Civil Society	25
	Tourist Trade	171
Total geral		408

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Fonte de dados:



Project Indicators

- Number of stakeholders interviewed about Sustainable Tourism and SCP awareness
- Person hours of training completed on SCP in tourism
- Number of institutions and number of professionals with improved capacity to promote the shift to SCP patterns

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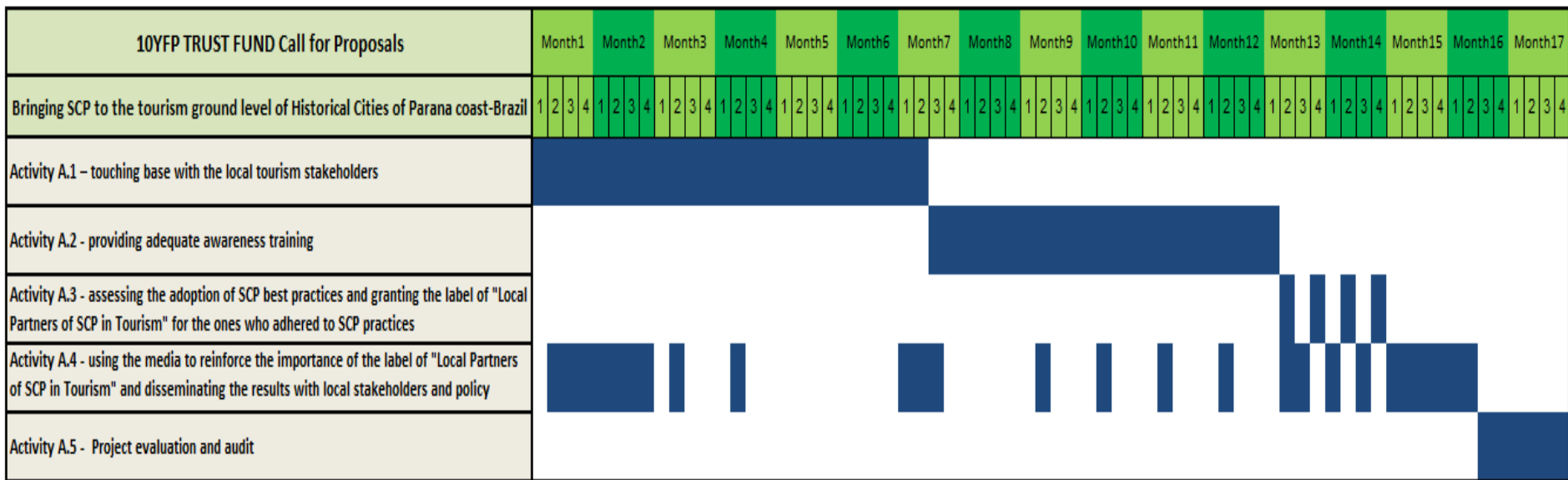
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Project time frame



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Fonte de dados:



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Project Budget

Note: Brazil currency of Oct 15 1 USD = BRL 3,801				
Budget - Project Proposal under the 10YFP Trust Fund call				
Activity	Quantity	Unit	Unit Cost (USD)	Total Cost (USD)
Activity A.1 – touching base with the local tourism stakeholders				
meeting arrangements	408	Hours	34,3	14.005
Fuel use in transportation from/to destination	346,92	Liter	0,8	292
Toll from/to destination	36	Toll fare	4,4	159
Loding	54	Hotel room	26,3	1.421
Meals (2 per day)	144	Meal	15,8	2.273
Fieldwork hours	864	Hours	34,3	29.657
Tabulation & report	204	Hours	34,3	7.002
Sub-total				54.809
Activity A.2 - providing adequate awareness training				
Training Modules preparatiom	120	Hours	34,3	4.119
Printed Training Material	1224	printed handout	3,9	4.830
Training arrangements	200	Hours	34,3	6.865
Fuel use in transportation from/to destination	293,16	Liter	0,8	247
Toll from/to destination	30	Toll fare	4,4	133
Loding	60	Hotel room	26,3	1.579
Meals (2 per day)	150	Meal	15,8	2.368
Datashow rental per day	75	rental	26,3	1.973
Classroom rental per day	75	rental	26,3	1.973
Training Hours (4 hours/day - 5 days)	300	Hours	34,3	10.298
Sub-total				34.384

SCP on the tourism ground level

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Fonte de dados:



Project Budget

Note: Brazil currency of Oct 15 1 USD = BRL 3,801				
Budget - Project Proposal under the 10YFP Trust Fund call				
Activity	Quantity	Unit	Unit Cost (USD)	Total Cost (USD)
Activity A.3 - assessing the adoption of SCP best practices and granting the label of "Local Partners of SCP in Tourism" for the ones who adhered to SCP practices				
Fuel use in transportation from/to destination	177,52	Liter	0,8	149
Toll from/to destination	18	Toll fare	4,4	80
Loding	36	Hotel room	26,3	947
Meals (2 per day)	90	Meal	15,8	1.421
Assessment Hours (8 hours/day - 5 days)	360	Hours	34,3	12.357
Sub-total				14.954
Activity A.4 - using the media to reinforce the importance of the label of "Local Partners of SCP in Tourism" and disseminating the results with local stakeholders and policy makers				
project presentation to media				0
status update				0
media reinforcement				0
Sub-total				0
Activity A.5 - Project evaluation and audit				
Project evaluation	19.793,00	5%	0,3	5.207
Audit	19.793,00	5%	0,3	5.207
Sub-total				10.415
Total Cost				114.561

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Viabilizando projetos sustentáveis

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