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APPROVAL J. Gurung, W+		



W+ PROJECT IDEA NOTE (PIN)

Country:	Brazil
Title of Project:	ERA Brazil's Pollen Program – gender co benefits

1. PROJECT IDENTIFICATION

Title of Project	ERA Brazil's Pollen Program – gender co benefits
Project Start Date	01 of May of 2021
Project End Date	01 of May of 2041
Brief Summary of Women's Empowerment Activity(ies):	ERA Brazil's Pollen Program implements socio-environmental actions to generate positive impact across five pillars: research, courses & training, agroforestry, gender equality and biodiversity. ERA is integrating the gender equality agenda into forest finance to promote the transformative changes needed to successfully fight climate change. Such changes include promoting women and investing in their well-being and consequently the wellbeing of their communities. The project aims to increase resilience through regenerative agriculture, supporting the creation of groups and cooperatives in two areas: offering education, capacity building and implementing agroforestry systems. The project aims to increase 3 domains including: Leadership, Income & Assets, and Knowledge & Education, which will benefit all the participating women.
W+ Domains applied:	Leadership Income & Assets Knowledge & Education
W+ Labeling:	<i>We will not be applying labeling.</i>
Date of submission:	01 of June of 2022

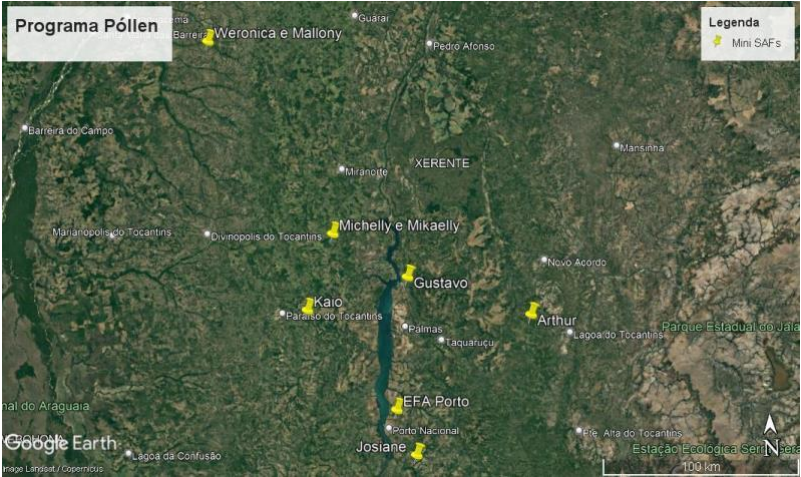
2. APPLICANT DETAILS

Applicant	
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Name	ERA Brazil
Type of organization	Private company
Name of contact person	Hannah Simmons
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E-mail	hannah@erabrazil.com
URL	www.erabrazil.com

W+ Project advisor(s) (if different than applicant)	
Name	
Type of organization	<input type="radio"/> Government agency _____ <input type="radio"/> Municipality _____ <input type="radio"/> Private company <input checked="" type="radio"/> _____ <input type="radio"/> NGO _____ <input type="radio"/> Other: _____
Name of contact person(s)	
Address	
Phone	
E-mail	
URL	

3. LOCATION OF PROJECT

Location of Project	
Country	Brazil
Region/State/Province etc.	Cerrado Biome
City/Town/Community etc.	Municipalities included this far: Palmas, Porto Nacional, Paraiso, Barroilandia, Dois Irmãos
Brief narrative description of the project location	<p>Location The project is being initiated at the Family Agricultural School (EFA in Portuguese Escola Família Agrícola) in the municipality of Porto Nacional in the state of Tocantins. Tocantins lies in the Cerrado biome which is a mixed tropical broadleaf woodlands, shrublands and grasslands. It is the most biodiverse grassland in the world. Below is a map of Tocantins where we have our learning hub at the EFA Porto School and the 6 properties where we planted 8 agroforestry systems, 4 of which are managed by women.</p>  <p>Population The population in the EFA Porto region of Tocantins is around 54,000, mostly occupying rural areas. The majority of the population are of black ethnicity and consider themselves having a basic education. A recent study on young people in the region showed a great desire to continue with their studies and attend</p>

	<p>university, although either for financial drawbacks or the need to work on their farms they aren't able to pursue their studies.</p> <p>Due to inequality in the homes, men make most of the financial decisions as well as planning, while the women stay at home and look after the house and family.</p> <p>Economic activities</p> <p>The main economic activity of the Porto Nacional region is cattle raising and crop growing, primarily soy. These activities are driving deforestation in the Cerrado biome resulting in a loss of 50% of the native vegetation.</p>
<p>GPS coordinates of the project's activity(ies)</p>	<p>EFA Porto School Latitude: 10°40'14.50"S Longitude: 48°22'19.94"O</p> <p>Women managed agroforestry system</p> <p>Josiane Latitude: 10°52'43.35"S Longitude: 48°17'13.65"O</p> <p>Michelly and Mikaelly Latitude: 9°52'1.04"S Longitude: 48°38'28.73"O</p> <p>Weronice and Weronica Latitude: 8°58'42.72"S Longitude: 49°11'15.03"O</p>

4. WOMEN'S EMPOWERMENT ACTIVITIES

General Information	
<p>Provide a brief description of the rationale for applying the W+ Standard and selected domains (reason or opportunity)</p>	<p>Until now, the project has implemented a 1 hectare SAF in EFA Porto School. An additional 2,140m2 of agroforestry systems were planted for 5 women to manage.</p>

	<p>In 2022 we intend to support the management of the agroforestry planted in 2021, and plant an additional 12.000m2 of agroforestry systems in households, impacting over 24 women.</p> <p>The rationale for applying the W+ standard is to generate economic benefits from women empowerment activities, which will help catalyze additional impact in the gender equality agenda (SDG 5). The project aims to increase resilience among the agricultural communities in the project area by offering education, capacity building as well as agroforestry systems. We believe that these activities can enhance the empowerment of women within the selected domains. We plan to distribute the extra funds towards supporting women cooperatives and entrepreneurship such as purchasing equipment and supplies, capacity building and additional agroforestry systems to improve food security and livelihoods.</p> <p>Specifically, the following W+ Domains of the W+ Standard will be relevant:</p> <p>Leadership</p> <p>Women participating in the courses will gain leadership skills from their acquired knowledge on financial management, which in turn will enable them to be more financially independent. The women will be encouraged to create a cooperative</p>
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	<p>among themselves which will also give them the opportunity to be leaders and supporters to each other.</p> <p>Knowledge & Education</p> <p>Women will gain knowledge of how to implement and manage their agroforestry systems, this will promote confidence and allow for the women to have autonomy. Additionally, they will gain knowledge from the courses we will offer about how to sell their products into the market, and how to manage their finances and they will also be encouraged to create their own women's cooperative which will harness a sense of community and support among participating women.</p> <p>Income & Assets</p> <p>The establishment of the agroforestry systems generates income via the industrialization and commercialization of turmeric and other species.</p>
<p>Describe the number of women benefiting from activities associated with the project.</p>	<p>By year 5 (2026), 1711 women are expected to have benefitted from the project, including 66 from the agroforestry systems and 1555 from the training courses.</p>
<p>If the Project intends to generate W+ Units <u>and</u> seek W+ labeling of carbon credits, explain how the applicant will differentiate W+ Units from W+ labeling to ensure there is no double-monetizing of units.</p>	<p>The project intends to generate W+ standalone units.</p>

W+ domains applied and associated activity(ies)	
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For each W+ domain applied, describe associated activities, and expected benefits

Specify start date and end date (if applicable) for each activity

Income & Assets

The industrialization of the food products, such as cassava, banana, baru nuts and turmeric, harvested from participants' agroforestry systems established in 2021 will result in additional income for each family. The agroforestry systems were planned with focus on turmeric, cassava, baru and native fruits of the Cerrado biome.

Knowledge & Education

From 2021 until now the project has organized 7 training 'courses,' for 92 women on planting and managing agroforestry systems. Each course offered over 24 hours of training in both theoretical and practical activities. The courses focused on teaching what needs to be addressed prior to implementation of an agroforestry system, necessary tools for implementation, interaction of species, management of the planted agroforestry system and agro-industrialization of the products.

In the second semester of 2022 we will offer 5 courses, training over 100 women. Additionally, we will be offering a continued learning program for 6 young women, selected for the advanced training in agroforestry systems. This advanced training will run over the course of a year adding up to 200 hours.

The themes of each course will vary from agroforestry systems, agro-industrialization, income generation, management, the creation of

	<p>cooperatives among selected women.</p> <p>Leadership Women participating in the courses will gain leadership skills from their acquired knowledge on financial management, which in turn will enable them to be more financially independent. The women will be encouraged to create a cooperative among themselves which will also give them the opportunity to be leaders and supporters to each other.</p>
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Additional information	
Summarize potential concerns and mitigating measures, and how they have been identified	One concern is getting women to sign up for the educational courses. Women in the surrounding area of the project have a lot of responsibilities at home, and they may not be able to participate in the courses. They may also not feel empowered to ask their spouses for permission to participate in the courses. To mitigate this barrier, our project coordinators contact these women directly to understand their needs and to encourage them to sign up for the course. This could include supporting their transport to the course, daycare for the kids among others.

Linkages to other types of projects	
Is this project registered under any other standard or certification scheme?	This project is not registered under any other standard.
Crediting period under the other Standard or certification scheme	Not applicable.
Name of certification body	

5. PROJECT IMPLEMENTATION & W+ MEASUREMENT TEAM

Project implementation team	
<p>Describe the organizations and persons that carry the responsibilities related to:</p> <ul style="list-style-type: none"> - planning and implementing activities - monitoring and evaluation - gender/women's empowerment <p><i>The essential qualifications and experiences should be briefly presented.</i></p>	<p>Olivia Marques – planning and implementing activities, environmental engineer with experience teaching courses and agroforestry systems.</p> <p>Sophia Simmons – planning, monitoring reporting, evaluation of activities and supporting verification.</p> <p>Michely- agroforestry technician participating in women's social movement and applying the questionnaires.</p> <p>Agueda – intern, responsible for communication with the community and applying the questionnaires.</p> <p>Yara – intern, responsible for communication with the community and applying the questionnaires.</p>
W+ measurement team	

<p>Qualifications related to:</p> <ul style="list-style-type: none"> - Monitoring and evaluation - Gender/women's empowerment <p><i>The essential qualifications and experiences should be briefly presented.</i></p>	<p>WOCAN's W+ Expert Dr. Barun Gurung will conduct the measurement. He has over 20 years of experience in gender and Natural Resource Management, M & E and training in W+ methods.</p> <p>Hannah Simmons – experienced in leading, monitoring, and evaluation of carbon projects.</p> <p>Olivia Marques – experienced in managing, monitoring and evaluating carbon engineering and agroforestry projects.</p> <p>Sophia Simmons – experienced in managing monitoring and evaluating forest restoration projects on first nations territories.</p>
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Schedule	
Current status of women's empowerment project activities (if applicable)	<input type="checkbox"/> planning stage <input checked="" type="checkbox"/> operating less than 2 years <input type="checkbox"/> operating more than 2 years
Status of financing women's empowerment activities	Ongoing
Has permission been obtained from relevant authorities, if needed?	<input type="checkbox"/> yes <input type="checkbox"/> no <input checked="" type="checkbox"/> other (please specify): Not needed

PIN Template Revision History (box to be removed from final document)		
#	Date	Description
1	2015 (version 1.0)	Original
2	May, 2017 (version 1.1)	Edits to nomenclature for consistency. Removal of redundant information requests. Addition of time-frames and specificity regarding multiple domains and prevention of double-counting.
3	May 2019 (version 1.2)	Addition of overall start and end dates of project, number of women per activities, expected benefits instead of indicators (indicators would be required at the PDD level)
4		