



AMAZON WELL-LIVING

CONNECTING **WOMEN** OF THE AMAZONIAN REGION

Solidaridad

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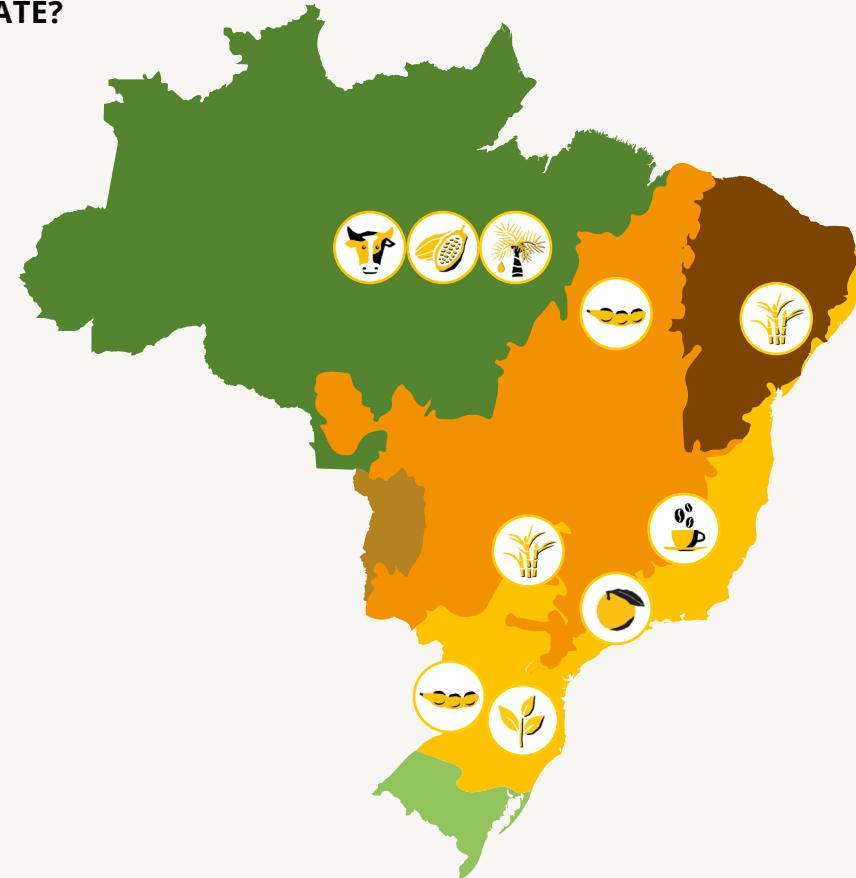
ABOUT SOLIDARIDAD

Solidaridad is an international civil society organization that has been working in Brazil for over 15 years on the development of socially inclusive, environmentally responsible, and economically profitable agricultural supply chains. It seeks to accelerate the transition to inclusive, low-carbon production, contributing to food and climate security in the country and the world. Currently, it develops sustainability initiatives with its partners in the following supply chains: cocoa, coffee, sugarcane, yerba mate, oranges, palm oil, livestock, and soy.

Globally, **Solidaridad** has been operating for over half a century in more than 40 countries. It promotes partnerships and innovative solutions with governments, organizations, cooperatives, and companies to support rural producers in producing better and reducing the climate impact of food production. Its mission is to ensure the transition to an inclusive and sustainable economy that **maximizes benefits for people and the planet**.

WHERE DO WE OPERATE?

-  Cocoa
-  Coffee
-  Sugarcane
-  Yerba mate
-  Orange
-  Oil palm
-  Livestock
-  Soy



● Amazon

● Cerrado

● Caatinga

● Pantanal

● Atlantic Forest

● Pampa



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CHAPTERS
TO BROWSE

INTRODUCTION

For many years, the actions of the Amazon Programme focused on rural development along the Transamazonian region were largely centred on male producers. During technical visits and field activities, it was common to see women stepping away from the discussions, remaining in the background or taking care of domestic tasks, while decisions about production and the future of the farm were made without their participation. This scenario revealed something deeper: **the lack of spaces in which women felt a sense of belonging, were heard, and were recognised as a fundamental part of family farming.**

This discomfort gradually turned into reflection and, later, into action within the Programme. It became clear that it was not enough to include women as supporting actors in rural initiatives. It

was necessary to create real conditions for them to take on a leading role. Gender barriers in rural areas go beyond limited access to resources or information; they are also rooted in the lack of representation, listening and appreciation of women's work, which, although essential, remains invisible in many communities.

It was in response to this reality that **the need emerged to create a dedicated space designed to give visibility to rural women, understand their demands and strengthen their autonomy.** A space where technical knowledge would go hand in hand with dialogue, the exchange of experiences and the recognition of local knowledge. A space where women could finally see themselves as central actors in the transformations that sustain rural life and the Transamazonian region.



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A LEADING ROLE

A group of women from the Amazon Well-Living community are posing together outdoors. They are arranged in two rows: seven women standing in the back and six women sitting in the front. The women are dressed in a variety of casual clothing, including t-shirts, polo shirts, and jeans. The background features a brick wall and some greenery.

CHAPTER

1

Amazon Well-Living



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The **Amazon Well-Living** project was born from the recognition of the lack of spaces where women from the Transamazonian region could feel recognised and acknowledged as part of productive systems, and from the need to create fairer, more inclusive and more sustainable pathways in rural areas.

Implemented in the municipality of Pacajá (Pará), the project set out to **strengthen family farming, promote income generation and ensure that women had an active voice** in shaping a sustainable future for their families and communities.

Its strategy combined two main areas of action, taking into account the different contexts and profiles of the participating women.



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AREAS OF ACTION

1. INDIVIDUALISED TECHNICAL SUPPORT

Technical visits applied methodologies such as the Life Plan and the Agroecological Notebook, strengthening practical learning, autonomy, and the recognition of women's productive and reproductive work.

2. TRAINING AND THEMATIC DISCUSSION MEETINGS

Spaces for dialogue, exchange of experiences and collective problem-solving in a safe and welcoming environment. The topics were selected by the women themselves, reflecting their own priorities and demands.

THE THEMES ADDRESSED INCLUDED:



ASSOCIATIONS
AND COOPERATIVES



INTEGRATED SYSTEMS AND
PURPOSE-DRIVEN PRODUCTION



WOMEN'S HEALTH
AND CIVIL RIGHTS



ARTISANAL PRODUCTION
AND FOOD PROCESSING



FOOD SECURITY, NUTRITION
AND MEDICINAL PLANTS



APPRECIATION OF LOCAL CULTURE
AND KNOWLEDGE EXCHANGE



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CHAPTER

2

Methodologies



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The project adopted a **participatory, human-centred approach that was sensitive to gender issues**. Inspired by the principles of **feminist popular education**, it prioritised active listening, the appreciation of local knowledge and the collective construction of learning.

The main methodologies included:



LIFE PLAN

A participatory and visual methodology that helps families reflect on their future, set goals and define collective strategies to achieve them. Through drawings and symbols, it facilitates the involvement of all family members, including those with low levels of formal education.



AGROECOLOGICAL NOTEBOOK

A recording tool that enables women to visualise and value their contribution to farm production, whether in the fields, home gardens or commercial activities. The notebook was adapted to the local reality, using simple and accessible



DISCUSSION CIRCLES

Welcoming environments for the exchange of experiences and the strengthening of bonds, reinforcing a sense of belonging and collective empowerment.

ONE OF THE MAIN CHALLENGES FACED WAS THE **DISTANCE BETWEEN COMMUNITIES AND THE DIFFICULTY OF TRANSPORTATION**, A COMMON REALITY IN THE TRANSAMAZONIAN REGION.



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Within the Conversation Circles, **cultural and sensory elements** such as music, videos, poems and group dynamics were used, strengthening connections among participants and encouraging the expression of emotions, memories and identities.

To ensure **effective participation**, the project addressed mobility challenges by organising the women into **two groups, reducing travel time and improving access**. In addition, collective meetings were held on a **rotating basis in the women's own homes**, valuing community spaces, strengthening local ties and allowing each participant to feel like a host and an active part of the process.

Another important consideration was that meetings always included a **children's activity space**, with toys, drawing materials and activities, **allowing mothers with young children to participate**. A simple gesture, but a decisive one in expanding women's participation.



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A photograph of a group of women gathered in a community center. The room has a high wooden ceiling with exposed beams and is decorated with colorful paper bunting hanging from the eaves. A large mural on the back wall depicts a rural landscape with a fence and trees. The women are seated in a circle on plastic chairs, engaged in a discussion. One woman stands in the center, gesturing as she speaks. The overall atmosphere is one of a community meeting or workshop.

CHAPTER

3

Results



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Over the course of one year, Amazon Well-Living:



Benefited

53
women



Held

13
collective
meetings
covering



Conducted

79
individual
technical
visits

8
core
themes



THROUGH THIS ENGAGEMENT AND FIELD-BASED WORK, THE PROJECT ACHIEVED SIGNIFICANT RESULTS ACROSS SEVERAL DIMENSIONS: **SOCIAL, PRODUCTIVE, ORGANISATIONAL AND INSTITUTIONAL**.



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SOCIAL STRENGTHENING

The project created support networks among women from previously isolated communities. Many of them knew each other but did not recognise themselves as producers or agents of change. The conversation circles fostered trust, self-esteem and a sense of belonging, key elements for self-organisation and collective empowerment.

PRODUCTIVE TRANSFORMATION

With technical and methodological support, many participants improved their agricultural practices and developed new productive initiatives. A technical training course on bean-to-bar chocolate production was delivered, enabling women to master all stages of artisanal production and cocoa processing, and to create value-added products.

COMMUNITY ORGANISATION

One of the highlights of the project was the organisation of Fest Terra – the Transamazonian Women Producers' Festival, an event conceived and organised by the women themselves. The festival brought together more than 100 people

for talks, workshops, and a family farming product fair. Fest Terra represented the concrete expression of women's self-organisation. It marked the conclusion of the project and symbolised the autonomy achieved. Following the event, **participants began the process of forming a women producers' association to jointly market their products.**

INSTITUTIONAL PARTNERSHIPS

The project actively engaged local institutions and public authorities interested in initiatives that promoted women's leadership in family farming. The coordination of joint actions to strengthen gender policies in the territory was crucial, particularly through partnerships with the Municipal Secretariat of Agriculture of Pacajá and Casa Lilás of Pacajá. These partnerships are essential to ensure the continuity and long-term sustainability of actions in the territory.



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CHAPTER

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Lessons Learned



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Throughout its journey, Amazon Well-Living demonstrated that gender-focused projects require sensitivity, active listening, time, and tailored methodologies. When these elements are respected, the results are deep and lasting.

We learned that:

- Women are already protagonists in their communities but **need recognition, tools and opportunities** to expand their role;
- **Spaces for listening and trust** are as important as technical training;
- **Self-organisation** is one of the greatest legacies: when women strengthen themselves through networks, they multiply impact;
- Gender-focused projects **strengthen not only women, but entire communities**, generating positive impacts on income, food security and family quality of life.



The path taken left a lasting mark and opened new possibilities. The women who participated remain organised, empowered and ready to continue cultivating the fruits of this process with greater confidence, voice and decision-making power.

AMAZON WELL-LIVING PROVES THAT **WHEN WOMEN FLOURISH, THE WHOLE COMMUNITY FLOURISHES TOGETHER.**



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