EL GRAN PAITITÍ
A Climate-Resilient Economy for the Amazon
Deforestation rates are at 0%, reforestation is doubling every year.

The rainforest has become a hot-spot for an economy in harmony with nature.

Latin American Cities are investing into a climate-resilient economy in the Amazon.

Agro-ecological projects pop-up across the region providing food security for everyone.

Environmentally damaging practices in the Amazon have become less profitable compared to the new possibilities emerging.

People from all over the world buy high-quality zero-deforestation certified products.

Eco-tourists come to see the miracles of the rainforest with their own eyes, while contributing to local livelihoods.

Innovation centers led by indigenous communities merge ancient technology with high-tech to generate new materials, biotechnology and medicine.

Renewable energies and digital technology bring first-class education to rural communities.

The economy has become resilient to the effects of climate change.

Imagine a world in which the Amazon is known as a place of WEALTH and WONDER.

Imagine an Amazon in which...

THIS IS PAITITI!
IMAGINE AN AMAZON FOR WHICH...

...we fail to acknowledge that we can innovate and change our minds.
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“Amazonia’s abundant natural resources underpin water, energy, food and health security for the people and economies of the region and far beyond. At the heart of this nexus of securities is water. So abundant in the region, but now under increasing threat as industrial and agricultural pollution increases, and extreme droughts reveal a once unthinkable water vulnerability.”

Manuel Pulgar-Vidal,
Former Minister of Environment of Peru
“EL PAITITÍ”
better known as El Dorado, refers to a mystical Inca
treasure lost somewhere in the rainforest of the Amazon.
It represents a place of economic, cultural, and spiritual
wealth, yet to be discovered.
We believe that this is more than a legend.
The El Gran Paititi Project seeks to uncover this treasure
by engaging the public into a positive vision of co-existence
with the forest, based on forest-friendly entrepreneurship.

1. A RESILIENT AND FOREST-FRIENDLY ECONOMY

The world is waking up to a new reality: The Ama-
zon biome, so important for global climate, is it-
self experiencing the effects of climate change
and natural disasters. These do not only have their
repercussions for local people but affect mega-
cities all over Latin America. What is at stake is a
growing evidence that deforestation in the Ama-
zon disrupts regional water cycles, thereby adding
to the risk of droughts and floods. The challenge
in this context is that the loss of forest upholds a
close link to poverty and climate resilience.

El Gran Paititi is an incubator project promoting a
climate-resilient economy for the Amazon. What is at
stake is to replicate existing and validated models of
entrepreneurship that allow to leave Amazonian for-
est standing. Our mission is to set up a framework of
action and partnerships that helps move towards an
economy in balance with nature.

Our intervention design includes parallel and mutu-
ally reinforcing activities in the Amazon and in cities.
Intended impacts are two-fold:

- Resilient Communities: We help to identify and rep-
llicate climate-resilient solutions on the ground, em-
powering communities of small-scale farmers to in-
crease their food security and preserve ecosystem
functions.

- Resilience Partnerships: We promote a paradigm
shift among decision-makers and the general public,
compounding the potentials of a resilient economy in
the Amazon, and exploring how cities can become at-
tractive hubs of a resilient economy.

WHY? – PRESERVING WATER CYCLES AND
FOOD SECURITY ACROSS LATIN AMERICA

Amazonian forests have been recognized for their
importance in balancing global climate. However, evi-
dence on their role for regional water cycles and cli-
mate-resilience is growing by the year. While potential
risks have become apparent through water shortages
and droughts, little attention has been drawn to the
actual number of people and economic capital linked
to the state of the Amazon forest. Potential impacts
may not only affect the 30 million people living in the
Amazon, but also extend to large metropolises and
farming areas across South America. By fostering a
climate-resilient economy in the Amazon, we are thus
able to trigger positive ripple effects with far-reaching
impacts.

El Gran Paititi is designed as a bottom-up mod-
el to be initiated in Bolivia with a coalition of
local and international NGOs, research institu-
tions, government agencies and sustainable in-
vestment funds. Following this experience, we
would like to replicate this method across the
Amazon and internationally.

EL GRAN PAITITÍ PROJECT GOALS IN BOLIVIA

- Increase climate-resilient economy projects
  in the Amazon
- Intensify production in agriculture and reclaim
degraded lands
- Provide food security and income for
Amazonian farmers
- Reduce deforestation & degradation of
water cycles
- Promote awareness about climate-resilience
- Build national pride in potentials of a healthy
Amazon
- Help cities expand their commitment to
climate resilience

El Gran Paititi is part of a growing movement that sees
the Amazon as a global common good, as well as an
inspiration for new paradigms on our relationship
with ecosystems. Results and insights are continually
shared with open-access international networks and
platforms.

At the end of the initial case in Bolivia, a transferable
blueprint for action will be made available for replica-
cation in Pan-Amazonia and Overseas. The entire show
of the El Gran Paititi Multimedia Festival, or parts of
its film scenes, data and illustrations, can further be
exposed internationally.
PROJECT IMPACT IN RELATION TO
THE SUSTAINABLE DEVELOPMENT GOALS

1. NO POVERTY
2. ZERO HUNGER
5. GENDER EQUALITY
10. SUSTAINABLE CITIES AND COMMUNITIES
13. CLIMATE ACTION
15. LIFE ON LAND

PROJECT OUTCOMES IN NUMBERS

450 families, or a total of 2250 people apply climate-resilient farming and gender equality. In 2 years, a minimum of 900 hectares of land is reclaimed and transformed to greater productivity and climate-resilience.

Up to 900 hectares of forest are preserved.

Learnings are multiplied through farmer-to-farmer communication.

Economics of Climate Change Adaptation Modelling allows to compare scenarios in terms of climate risks and the cost of alternative adaptation scenarios.

The Amazonia Multimedia Festival reaches an audience of 100,000 in 10 cities all over Bolivia, 4 of them in Amazonia.

1 million contacts or 10% of Bolivia’s population reached through digital and traditional media. Approximately 200,000 children and students experience the Festival’s educational outreach.

A total of 400 decision-makers from the public and private sectors participate in 10 Urban Resilience Labs.

A blueprint of the El Gran Paititi approach resulting from evaluation and learning is ready for replication.

THE AMAZONIA MULTIMEDIA FESTIVAL

The third step, called the Amazonia Multimedia Festival, happens largely in parallel to the Resilient Community Projects. The intention is to mainstream insights of the Innovations and Best Practices Overview among a large audience. The Festival connects urban populations to Amazonia by means of an emotionally appealing audio-visual show, an educational outreach, and an Amazonian product fair.

URBAN RESILIENCE LABS

The fourth step unfolds through Urban Resilience Labs, that are hosted by municipalities along the Multimedia Festival tour. The Labs invite decision-makers to explore the potentials of a climate-resilient economy for their region and address the city’s link to Amazonia. Focal themes and questions are co-developed with hosting cities. The Labs also integrate insight from the ECA-Modelling process. Results and declarations of intent are published.

2. FOUR PILLARS TO IMPACT

In terms of project implementation, El Gran Paititi unfolds along a sequence of 4 components or key “outputs,” which eventually will shape its impact.

1. THE INNOVATIONS AND BEST PRACTICES OVERVIEW

The first step of the project will be to publish an “Innovation and Best Practices Overview”. Based on a Trans-Amazonian “Call for Innovations for a Climate-Resilient Economy”, a hundred viable solutions will be published. Twenty of these with a focus on land- and forest management in Bolivia are additionally evidenced through scientific field work. The publication covers the following fields: 1. Innovation in Land- and Forest management, 2. Markets and Value Chains, 3. Technology and Communications, 4. Bio-Tech and Medicine.

2. RESILIENT COMMUNITY PROJECTS

The second step, the Resilient Community Projects, follow the “Innovation and Best Practices Overview”. The projects are designed to replicate and upscale the identified best practices. Economics of Climate Change Adaptation (ECA) Modelling will further embed risk considerations and adaptation strategies into the project designs. A minimum of three projects will be established in La Paz, Beni and Pando Departments.

3. A CLIMATE-RESILIENT ECONOMY

We understand economic resilience as a process of socio-ecological innovation and cooperation, including gender equality, that increases human well-being, leads to better adaptation to climate change and enhances the many functions of ecosystems. Resilience is built through a proactive and transformative process that empowers communities - women, men and children - to withstand the good and bad times of natural hazards and socio-economic developments.
Bolivia has undertaken innovative ways of inserting a holistic view of resilience into its constitution. The concept of "vivir bien" states that a reciprocal relationship between humans and nature sets the necessary basis for future development. However, Bolivia has also suffered from a series of natural disasters with severe flooding and droughts also in the Amazonian region. Hundreds of thousands of persons were affected, with billions of dollars in material damages. Therefore, climate-resilience is gaining importance by the year.

As the past years have demonstrated, Bolivia is facing considerable challenges related to water and food sovereignty, energy production, as well as its adaptation strategies to climate change and natural disasters. All of these areas are somehow linked to future development plans in Amazonia.

A growing body of evidence underpins the link between large-scale deforestation and ecosystem degradation and hydrological cycles in the Andean parts of Bolivia. Increasing water shortages challenge life in cities, yet they also force farming families to migrate to the Amazonian regions in hope for a better future. The government actively supports these developments in recognition of people’s need for food security and income.

Government spending is largely financed through energy exports, mainly natural gas. Currently, exploration for oil and gas is very active in Amazonia, which has also become the scenario for major hydro-electrical projects. In both cases, natural parks and protected areas are being affected. At the same time, Bolivia is actively expanding the agricultural frontier into untouched Amazonian forests, with cattle ranching and agro-industrial projects as main drivers.

However, consequences of such large-scale deforestation seemed to be linked the very problems they are trying to solve. That is the availability of water and the degradation of eco-system functions, including the ensuing food insecurity.

Bolivia was chosen as the starting point of the El Gran Paititi Project due to:

1. Its relatively untouched rainforest territory (20% of the nations’ surface), which could promote the development of a forest-friendly economy.
2. its Patriotic Agenda 2025 and the National Development Plan 2016-2020 laying out a directive for environmental sovereignty and integrated development in balance with nature.
3. the national culture of mediation, shown in the consultancies leading to the 2009 constitution.
4. the emergence of violence due to differences in interests concerning ecosystems management.
5. the relevance of making Amazonia known to mostly urban population to increase national cohesion.
6. the absence of an evidence-based assessment of positive potentials related to climate-resilient forest and land management.
7. the demand for climate-resilience adaptation strategies.

For all these reasons, El Gran Paititi’s holistic approach combining forest-friendly economy with resilience and widespread public dialogue can address a vital need in the country. In doing so, we hope to contribute to the shaping of a collective governing vision for Amazonia, agreed between decision-makers and civil society. Not only for the sake of the Amazon forest, but for the population all over the country, and beyond.

**CLIMATE RESILIENCE ACTION IN BOLIVIA**

In Bolivia, established government policies approach resilience action through a disaster response and preparedness angle. The El Gran Paititi project seeks to complement these efforts by offering insights on how resilience could be built into the economy as a constant innovation practice beyond a focus on disaster risk.
In its initial stage, El Gran Paititi launches a trans-Amazonian “Call for Innovation for a Climate Resilient Economy”. All over Amazonia, innovative solutions are available to generate profit and make human communities progress, while also preserving ecosystems functions. Such solutions include indigenous practices that were shaped during thousands of years of co-existence with forests and rivers, but also build on the latest technologies. As we gather, document and publish these innovations we empower a new, positive narrative and pave the way to their replication all over the region.

**APPRAoch & ACTIVITIES**

A Trans-Amazonian “Call for Innovations for a Climate-Resilient Economy” produces a documentation including a minimum of 100 cases. This so-called “Innovations and Best Practices Overview” includes the following areas:

1. Innovation in Land- and Forest management
2. Markets and Value Chains
3. Technology and Communications
4. Bio-Tech and Medicine
5. Focus Bolivia: Evidenced Best Practices

With a focus on Bolivia and trans-frontier areas, 20 cases in land- and forest management are selected from the Trans-Amazonian Call and scientifically assessed through field work. A Bolivian partner university together with a field team gathers field-assessed evidence along a standardizes method, including visual evidence. Cases that have gone through such up-close assessment are considered “Best Practice”.

**IMPACT & BENEFICIARIES**

The publication of the “Innovations and Best Practices Overview” addresses decision-makers and practitioners in the field, providing the first body of evidence on a climate-resilient economy of its kind in Bolivia. Within the El Gran Paititi Project cycle, it builds the evidence-base to design and compare options for the subsequent Resilient Community Projects. They will replicate the identified, viable solutions on a larger scale.

**SCHEDULE**

31.12.2018 All results finalized.

**BUDGET**

Trans-Amazonian Call for Innovations: $ US 30’000
Best Practices Overview in Bolivia: $ US 140’000
Informed decision-making in the design and the integration of Climate-Resilience Components for the Resilient Communities Projects. ECA-Modelling is made available for project stakeholders. Knowledge resulting from ECA-Modelling together national and international experts will be defined through a cooperative process bringing Community Projects. Study areas, scope and methods will not succeed unless it leads to clear and direct benefits for a population’s standard of living.

“Conservation in poor countries will not succeed unless it leads to clear and direct benefits for a population’s standard of living.”

Rafael Correa
Former Constitutional President of Ecuador at COP 21, Paris

Economics of Climate Change Adaptation Modelling (ECA-Modelling):

Selected scenarios of land and forest management from the Innovations and Best Practices Overview are assessed by Economics of Climate Change Adaptation Modelling. This a scientific method that performs a risk assessment with regards to climate change effects, vulnerability and adaptation strategies. Results from this modelling process allow for informed decision-making in the design and the integration of Climate-Resilience Components for the 3 Resilient Community Projects. Study areas, scope and methods will be defined through a cooperative process bringing together national and international experts and project stakeholders. Knowledge resulting from ECA-Modelling is made available for:

- Informed decision-making in the design and the integration of Climate-Resilience Components for the 3 Spin-Off Projects
- The Urban Resilience Labs to discuss national issues regarding climate resilience

5. RESILIENT COMMUNITY PROJECTS

El Gran Paititi launches a minimum of three Resilient Community Projects in Bolivia’s Amazon forests. Smallholders cause between 20% and 100% of deforestation depending on the regional scope. While posing a relevant driver of deforestation, they are also very vulnerable to climate change. The projects cooperate with 450 smallholder farming families to increase their climate-resilience and food security. Equal participation of women is a cornerstone of all activities. Beneficiaries include a total of 2500 persons and we expect to transform 900 hectares of land to higher productivity, while reducing the need for deforestation.

APPROACH & ACTIVITIES

Selected solutions from the Innovations and Best Practices Overview will provide the basis to design the Resilient Communities Projects. ECA-Modelling further allows to assess how selected scenarios of land and forest management respond to climate risks and which climate change adaptation strategies will be most cost-effective. In operational terms, an integrated approach ensures that people’s necessities for food security and climate-resilience are met, while also limiting pressure on forests. For this, it is essential to intensify agricultural production on already deforested land and reclaim degraded areas for agriculture through innovative approaches.

Strategic activity and impact drivers include:
- Capacity building on agro-ecological innovations and non-timber forest products
- Women’s participation and gender equality
- Access to markets, value chains and local processing of raw materials
- Community organization for climate-smart land management

The geographical focus includes areas situated in the tropical areas of the north of La Paz, Pando and Beni Departments. Operations will be led by partners from the Coalition for the Amazon, in collaboration with local communities and municipalities, and regional and national government institutions.

IMPACT & BENEFICIARIES

In cooperation with the project, smallholder communities will increase productivity of their land, gender equality and climate-resilience, leading to more food security. Experiences will be disseminated in the framework of a farmer-to-famer and community-to-community knowledge exchange, adding to the momentum for a resilient, forest-friendly economy. Deforestation will be measurably reduced.

CO-DESIGN & NETWORKING

Project design is based on a bottom-up approach involving local communities with a special focus on their women, as well as municipalities, departmental governments and national government institutions. Design of the projects and their implementation will be led by NGOs from the Coalition for the Amazon.

SUSTAINABILITY & REPLICATION

The Resilient Community Projects are part of the annual operations plan of the respective municipalities, thus counting on financial support from municipal and departmental governments. Activities are coordinated with other similar initiatives in Bolivia for maximum impact. By initiating three Resilient Community Projects in different areas of the Bolivian Amazon we create a valuable experience base for further upscaling.

SCHEDULE

Project design in January 2018. Implementation from late 2019 to December 2021 (phase I).

BUDGET

Three Spin-off Projects over 2 years: $ US 2.5 million
Economics of Climate Change Adaptation Modelling: $ US 90,000
Humans have been present in the Amazon for many thousand years. Indigenous knowledge, cultural and spiritual practices are a vivid expression of this heritage. Now, as the demand for resources and lands of Amazonia increases, we not only need to understand the complex interactions between water, climate, forests, energy, food systems etc. Innovations will also need to include a reciprocal coexistence with nature.

**Examples of Innovations in Forest-friendly Entrepreneurship**

The Madidi National Park are examples that are becoming a motor for sustainable small business ventures with direct benefits to communities. The Chalalán and San Miguel del Bala eco-lodges in the Madidi National Park are examples that are benefiting hundreds of families across a region. Both have been developed as part of the construction of a large hydro-electric project, the Bala Chepete dams and power plants.

**Eco-tourism (Bolivia, La Paz)**

Community-based eco-tourism has demonstrated its potential to become a motor for sustainable small business ventures with direct benefits to communities. The Chalalán and San Miguel del Bala eco-lodges in the Madidi National Park are examples that are benefiting hundreds of families across a region. Both have been developed as part of the construction of a large hydro-electric project, the Bala Chepete dams and power plants.

**Agroecology, Agroforestry (Bolivia)**

Agroecological and agroforestry systems have been implemented in Bolivia by NGOs over many years, with a proven track record for success. While the approaches are labor-intensive, they also permit, among others, a diversified yield, the protection of soils, a minimized use of agrochemicals, and better resilience to climate risks. Agroecology also highlights the potential to reclaim degraded land and enhance carbon sequestration potentials. The economic sustainability impact is highly dependent on markets and supply chains, highlighting the need for adequate support policies, certification models and regulations.

**Wild Cocoa (Bolivia, Beni)**

Wild cocoa grows in rainforests and has lately been received with a price surplus on world markets. Its superb taste provides wild cocoa with an advantage over cocoa from plantations in high-value market segments. Several thousand families in Bolivia are involved in the care for wild cocoa trees and harvesting, generating local and national economic benefits. With better technical support to producers as well as supply chain management such benefits can be enhanced.

**Concejo Indígena del Pueblo Tacana de Bolivia (Bolivia; La Paz and Beni)**

In 2015 the Concejo Indígena del Pueblo Tacana de Bolivia was one of the winners of the UNDP Equator Initiative’s Equator Price. The Concejo Indígena is an example of social and legal innovation prioritizing sustainable livelihoods, biodiversity conservation and forest protection. It has resulted in reducing deforestation by 75%. 24 community-based associations in agroforestry, ecotourism, cacao production and sustainable caiman harvesting have benefited more than 50 percent of Tacana households.

**Brazil nuts (Bolivia; Pando, Beni, La Paz)**

In the Bolivian Amazon, the Brazil nut harvest is one of the economic mainstays. The Brazil nut tree grows in intact rainforests. Annual production volume amounts to around 150 million US $. Some 15,000 families participate in harvesting, 50,000 persons are temporarily employed in preparing the nuts for sale after the harvest. However, in 2017 the harvest in Bolivia was reduced to 30% of mean production, making it necessary to evaluate this well-established sector under the prospect of vulnerability to climate change, resilience, and influences of large-scale deforestation.

**Electricity and Carbon Credits from Brazil Nut Shells and Pods (Bolivia, Pando)**

The leading processor-exporter of brazil nuts in Bolivia has implemented an affordable and reliable technological solution to generate electricity out of the discarded brazil nut shells and pods. Its biomass gasifier plant will generate 4,500 MWh per year, some 15% of Pando’s capital Cobija’s current electricity demand. Moreover, owing to replacement of fossil fuel to produce electricity, the project’s emission reductions should qualify under the Gold Standard of the Clean Development Mechanism (CDM).

**Plastic-eating Fungi (Ecuador)**

Emerging technology: In Ecuador’s Amazon, researchers of Yale University have identified a fungus, Pestalotiopsis Microsperma, which can digest polyurethane plastic, seemingly even in oxygen-poor conditions such as the interior of landfills. An enzyme has been isolated which helps the fungus to its abilities, opening the path to its industrial production. The state of Ecuador and Yale are engaged in a legal dispute concerning the future use of the fungus-based products.

**Indigenous Knowledge: The Book of Healing (Brasil, Acre Region)**

In Brazil, a Huni Kui shaman created a project to preserve knowledge about medical plants transmitted orally for centuries. Today, results are available as specially designed book (Una Isĩ Kayawa, The Book of Cures) that was made from coated paper to survive in the humid climate of the Amazon rainforest. The book includes 109 descriptions of indigenous therapies, where they can be found, and their application.

**Sustainable Fishery (Bolivia, North of La Paz)**

The leading processor-exporter of brazil nuts in Bolivia has implemented an affordable and reliable technological solution to generate electricity out of the discarded brazil nut shells and pods. Its biomass gasifier plant will generate 4,500 MWh per year, some 15% of Pando’s capital Cobija’s current electricity demand. Moreover, owing to replacement of fossil fuel to produce electricity, the project’s emission reductions should qualify under the Gold Standard of the Clean Development Mechanism (CDM).

**Offshore-inland Gas Production (Camisea gas field, Peru; Urucu gas field, Brazil)**

The Camisea and Urucu gas fields make the case for exploring and drilling in the Amazon as if it were offshore. The projects, including a pipeline over the Andes to the Pacific Coast in the case of Peru, were developed without external roads, by using helicopters and by barging heavy infrastructure on rivers during the high-water season. In general, the pipes are buried, and the forest is allowed to grow back. The result is an isolated facility, analogous to an ocean platform, that has largely preserved the forest and forest dwellers from outside forces.

**Emerging technology: A study mandated by the Inter-American Development Bank analyzed the feasibility for the deployment of River Hydrokinetic Energy technology in the Amazon River Basin. This technology does not require large-scale dams but uses the kinetic energy of streaming water. The estimated power that can be generated by a single turbine is greater than 1 MW – with potential for much larger arrays. River Hydrokinetic Energy is considered an important sustainable and potentially low environmental impact alternative for urban and semi-urban areas in the Amazon region. River turbines can be aggregated in modules and integrated with photovoltaics into a hybrid system.**
In Bolivia, where 70% of population live in urban, mostly Andean environments, Amazonia is a distant and little known reality. The El Gran Paititi Project invites urban populations to discover this wondrous place and become part of an informed civil society. Such a journey is proposed by the Amazonia Multimedia Festival, featuring a multimedia show and a product fair, which will tour 10 cities in Bolivia. The Festival and its media and educational outreach will establish an estimated 1.3 million contacts.

APPROACH & ACTIVITIES

The Amazonia Multimedia Festival tours across Bolivia, setting up its dome at city centers. Its core piece is made up of the “El Gran Paititi” Show, complemented by a product fair and an educational outreach program.

The El Gran Paititi Show presents existing solutions and people-centered stories from the Innovations and Best Practices Overview within a world of adventure and magic. Two extra-large screens of approx. 4 x 12 meters' displaying video and computer-generated elements will serve as backgrounds. A coherent narrative offers a mix of dream worlds, enacted scenes and real-world imagery.

The story evolves around the search for the legendary, lost Amazonian city of gold: Paititi (El Dorado). This journey is led by stand-up comedians, who make sure that reference to local humor adds a good laugh to the expedition.

The My Amazonia Product Fair makes products from Amazonia available in an exhibition area before and after the Show, introducing a landscape-based label for forest-friendly, climate-resilient products. The educational and trans-media outreach helps reinforce the Festival’s message on all media channels.

IMPACT & BENEFICIARIES

The Festival allows to literally connect cities with Amazonia and establish a deep sense of appreciation for these little-known parts of the country. Evidence-driven advocacy through the Amazonia Multimedia Festival allows to appreciate the potentials of a sustainably managed Amazonia for the whole of Bolivia. A landscape-based label for forest-friendly, climate-resilient products from the Bolivian Amazon starts to gain acceptance in urban markets. The Festival reaches a mixed audience of an estimated 100,000 entries to the show, 200,000 school children as well as around 1 million contacts through digital and traditional media contacts.

CO-DESIGN & NETWORKING

The development of the Festival and its tour will be carried out through a dedicated management unit and with a multi-disciplinary team of specialists. Storytelling for the show relies on a process of co-design involving a trans-disciplinary creative team. Experiences from international shows and circuses, such as the Cirque de Soleil, will be a welcome inspiration for our endeavor.

SUSTAINABILITY & REPLICATION

In line with the other components, the Amazonia Multimedia Festival will undergo a systematic monitoring process to document experiences and its scope of impact. The resulting blueprint will be available for replication in other contexts and countries.

Some of the materials from the Multimedia-Festival will be made accessible for a permanent educational exhibit in La Paz. In case of available funds and interest by the government, the festival will continue its tour around the country. The El Gran Paititi Multimedia Show as a whole, or parts of its multimedia content can be further be exposed internationally.

SCHEDULE


BUDGET

Amazonia Multimedia Festival including educational and media outreach: 1.6 million $ US
7. URBAN RESILIENCE LABS
LEADERSHIP FOR REGIONAL RESILIENCE HUBS

Urban Resilience Labs will be held inside the Amazonian Multimedia Festival venue during its presence in town. Taking advantage of the momentum and wave of attention created by the festival, they bring together public and private decision-makers. By means of the Labs, they explore how municipalities can become dynamic regional hubs for a resilient economy. If so far disaster preparedness has been a resilience benchmark, it may now be extended to a holistic vision of resilience based on a vibrant economy, new sources of investment and a sustainable relationship with the natural environment. Labs all brought to life in all 10 cities of the festival, bringing together a total of 400 persons.

APPROACH & ACTIVITIES

Urban Resilience Labs will enfold in a one-day interactive workshop format. A small team of moderators will assist the plenary and working groups in developing a process of discussion, negotiation and synthesis. The Labs will explore resilience concepts that go beyond disaster prevention and include all aspects of a resilient city, advancing urban climate change resilience in a context of an inclusive economy, food security and water supply. Their focus is set on simultaneous benefits for the public, for entrepreneurs and for the environment, including value-chains and urban markets reaching out to Amazonia.

The preparation of these labs will be built in steps and in close cooperation with hosting cities. Setting focal priorities and methods, and assembling a list of invited participants requires not only trust-building, but also the negotiation of shared needs and priorities across different groups of interests.

Urban Resilience Labs will be held in all tour locations of the Amazonia Multimedia Festival, currently planned for: La Paz, El Alto, Santa Cruz, Cochabamba, Potosi, Tarija, Cobija, Guayaramerín, Riberalta, Trinidad. Four of these cities are situated in the Bolivian Amazon.

IMPACT & BENEFICIARIES

Urban Resilience Labs enable public and private decision-makers to jointly pursue pathways to urban resilience. City Municipalities along the Amazonian Multimedia Festival Tour show their commitment to a climate resilient economy and make it known to the general public. As differing interests and needs are being discussed, a culture of mediation among different interest groups in resilience decision-making gains relevance.

CO-DESIGN & NETWORKING

Urban Resilience Labs make use of co-design and innovation consulting methods. Municipal governments host the Labs and help determine their goals, the scope and participants. The project’s key partners, the “Coalition for the Amazon”, will play a vital advisory role in designing the Labs. Results will be published in regional media channels, as well as on international platforms. Urban Resilience Labs will benefit from insights from the Economics of Climate Change Adaptation Modelling and the Innovations and Best Practices Overview.

SUSTAINABILITY & REPLICATION

Each version of the Lab will come up with its own recommendations on a resilient municipal economy. Declarations and jointly supported commitments will be published. On the long run, we hope to help open doors for new investment opportunities and for further cooperation and partnerships for a climate resilient economy.

SCHEDULE


BUDGET

10 Urban Resilience Labs with a total of 400 participants: $ US 132,000
Forests will not be perceived any more as unproductive areas to be converted to agriculture, but will be integrated scenarios of production of food products, biodiversity resources and medicines...”

Agenda Patriótica 2025, Ministerio de Autonomías, Plurinational State of Bolivia

8. BUILDING A TRANSFORMATIVE MOVEMENT

El Gran Paititi is part of a growing movement that sees the Amazon as a global common good, as well as a source of new paradigms for our relationship with natural ecosystems. The El Gran Paititi project seeks to establish its relevance through bottom-up impacts at local, national and international levels. Collaborative design, participation and knowledge sharing are engrained in its DNA. As such, we undertake different types of collaborations, each one of them contributing to building a transformative movement.

FARMING FAMILIES & AMAZONIAN ENTREPRENEURS

Farming families and entrepreneurs contribute to the Innovations and Best Practices Overview by sharing their stories on potential solutions, their impacts and related risks. Results of the Overview will further become part of the Amazonia Multimedia Festival and help define the Community Resilience Projects. Entrepreneurs from the Bolivian Amazon showcase their products in the My Amazonia product fair accompanying the Festival.

MUNICIPALITIES

Local municipalities are involved in the co-design, set-up and finance of the Resilient Community Projects. Cities and their municipalities along the Festival’s tour will host and “sponsor” the Urban Resilience Labs. Their choice of the thematic focus and invited participants is integrated into a collaborative process. Results of the Urban Resilience Labs are owned by municipalities

PARTNER ORGANIZATIONS

The “Coalition for the Amazon” consists of national and international NGOs, national and international research organizations, and government agencies. It ensures national, cross-sectorial ownership of the project and is active as consultant and steering committee throughout the project.

GOVERNMENT AGENCIES & PROGRAMS

After initial contacts in 2017, the project is now establishing modes of cooperation and association with government agencies. Considered agencies include:

- The “Mecanismo Conjunto para Vivir Bien”, an operational directorate of the “Autoridad Plurinacional de la Madre Tierra”.
- The program “Bolivia resiliente frente a riesgos climáticos” (BID / Ministerio de Medio Ambiente y Agua, from 2018 onwards).
- ACCESOS Bolivia, Programa de Inclusión Económica para Familias y Comunidades Rurales).
- ABT, Autoridad de Bosques y Tierras and its General Forest Management Plan for Bolivia
- Various Ministry partners: Bolivia’s INDC’s at COP 21 to reach zero “illegal” deforestation in 2020 and expand integrated sustainable forest management from 3.1 to 16.9 million hectares in 2030.
- Ministry of Planning: ECA Modelling in coordination with Bolivia’s System for Integrated Planning.
- The Departmental Government of the Amazonian state of Pando.

TRANS-AMAZONIAN & INTERNATIONAL NETWORKS

The project highly values the role of Trans-Amazonian and international networks and will keep these continuously updated. Collaboration has been confirmed with:

- Visión Amazónica IAPA (FAO – WWF – IUCN – UNEP), A multi-country initiative in support of collaboration for the management of conservation areas in the Amazon (supported by REDPARQUES network).
- ARA - Articulación Regional Amazónica - Bolivian network partner, Herencia Foundation.
- AMPA Peru (Amazónicos para la Amazonía).
- The United Nations Regional Sustainable Development Solutions (SDSN) Network for the Amazon, based in Manaus, and the Regional SDSN Network for the Andes, based in Quito will be contacted for possible cooperation.
We believe that innovation for social change requires a strong capacity to dream. Yet, dreams are brought to life through their manifestation in collaboration with others.

El Gran Paititi has been initiated by the Paititi Lab Association and is steered by a group of key partners, namely, Paititi Lab, Conservation International Bolivia, Avina Foundation Bolivia, and Fundación Fautapo. They are part of the Project Directorate and convene an Advisory Council.

For its initial phase in Bolivia, the project is establishing offices in La Paz, while maintaining an international branch at Paititi Lab Association, Switzerland. Activities in Bolivia will be legally attached to a national non-governmental organization. A National Project Director will be appointed to build further project teams. The National Project Director and his/her heads of sub-units will be continuously assisted by Paititi Lab’s Bolivian coordinator and his international counterpart. Their role of the two Paititi Lab founders/coordinators is the one of consultants ensuring the continuity, international networking and accountability of the projects.

**KEY PARTNERS**

**Paititi Lab**

Paititi Lab Association is a Swiss non-profit and initiator of the project based in Zurich and La Paz, Bolivia. We are legally established as an association in the Zurich Register of Commerce. Paititi Lab will retain the overall coordinating responsibility for the project.

**Fundación Avina Bolivia**

Avina has been active in Latin and Central America for over 20 years, involving leaders from different sectors through the Platform for Innovation with Purpose. Being part of the Amazon Biome Strategy, Avina has a strong engagement with Amazonia and has also supported a variety of initiatives in Bolivia.

**Conservation International Bolivia**

One of the World’s most prominent conservation organizations, Conservation International has been active in Bolivia since 1987. Conservation International is currently engaged with several sustainable development and eco-tourism projects in Bolivia’s Amazon.

**Fundación Fautapo, Bolivia**

Fautapo empowers men and women through capacity building to become productive entrepreneurs and parts of thriving value chains. As Bolivia’s largest NGO, Fautapo is active all over Bolivia, including Amazonia.

We believe that innovation for social change requires a strong capacity to dream. Yet, dreams are brought to life through their manifestation in collaboration with others.
PROJECT DEVELOPMENT TEAM (2015-2017)

MARTIN MOLL, MSC
CO-FOUNDER PAITITI LAB, COORDINATION BOLIVIA PROGRAM
Lived and worked in Bolivia as a development professional for over 5 years, managing and building up a large-scale watershed management project on behalf of the Swiss Development Cooperation. The project, PROMIC, has been adopted by Bolivian authorities for a national watershed management plan, essential for disaster risk prevention. Following this experience, Martin Moll has been working as a knowledge media producer-consultant with an expertise in environmental and sustainable development topics. He concluded his MSc in geography on climate change in Bolivia, which led to consultancies in development projects all over Latin America and East Africa.

SONJA SCHENKEL, PHD
CO-FOUNDER PAITITI LAB, COORDINATION INTERNATIONAL PROGRAM
Worked as a researcher and knowledge manager on poverty reduction and private sector initiatives in Brazil, Peru, Bolivia, Mozambique, Tanzania and Pakistan. She later deepened this experience through her PhD in sustainable development on gender and innovation in conflict, and by partaking in a sustainable consumption initiative launched by the German Ministry of Education. Sonja Schenkel has ample hands-on experience in international contexts covering cross-cutting issues in sustainable development as a film producer and participatory design specialist. She concluded her PhD at IHEID, Geneva and a Master in Social Anthropology at UNAM, Mexico, and University of Zurich.

MILTON GUZMAN
PRODUCTION & LOGISTICS
Milton Guzman is an experienced film producer having worked for many years in all corners of Bolivia, including Amazonian Forest and its most remote locations. His latest work included the coordination of feature film productions for Bolivia’s acclaimed director Jorge Sanjines and many international productions.

CHIAKI KINJO
ADVISOR & COALITION PARTNER
Chiaki Kinjo is a specialist in conflict transformation building on solid experience in bringing diverging views to be a source of new potentials. Chiaki has played an important part in building up development projects all over the Amazon region, many of which were related to her position as a program coordinator at Avina Foundation, Bolivia.

EDUARDO FORNO
ADVISOR & COALITION PARTNER
Eduardo Forno, based on many years of experience accumulated in executive positions in United Nations Organizations and in international NGOs, provides to El Gran Paitití strategic guidance and deep thematic insights. He is currently the executive director of Conservation International in Bolivia.

ROBERTO MÉNDEZ, MSC
LATIN AMERICA STRATEGY
Roberto Méndez is the project’s main strategic advisor in Bolivia, due to his multi-thematic experience in complex national issues. He currently works for the Swiss Agency for Development and Cooperation, supporting water resources policies, disaster risk reduction and climate change adaptation for the Andean Region. Roberto Méndez holds a Master’s degree in engineering sciences of the Leuven University in Belgium and is a titular professor for hydraulics at de Universidad Mayor de San Simón in Bolivia. His expertise extends to capacity building and training for the prevention, mitigation and response to natural disasters.

NICOLE SCHWAB, MSC
CO-DESIGN SPECIALIST
Spent several years in the Andes, working on maternal and child health programs in Bolivia, and later engaging in a number of public health projects across Latin America. She later returned to Europe in 2004 to set up the Forum of Young Global Leaders, facilitate workshops, and design collaborative processes around a vision for the world in 2020. Nicole Schwab will be the project’s main methodological consultant and facilitator for the Resilience Innovation Labs and the project’s gender dimension. For the past years, she has been designing and facilitating innovation labs at the intersection of gender and sustainability. She is also a published author and received a degree in Natural Sciences from Cambridge University and an MSC in Public Policy from Harvard Kennedy School.

ANDREAS PREISIG
ADVISOR & COALITION PARTNER
Andreas Preisig counts on an in-depth background with close to 40 years of operational experience in inspiring and managing capacity-building, forestry and natural resources, as well as disaster prevention-oriented projects all over Bolivia. Andreas is currently general manager of the largest Bolivian NGO, Faustapo.
With the aim to enhance collaboration and national ownership, the El Gran Paititi project has established a strong inter-institutional “Coalition for the Amazon”. The Coalition involves NGO’s, government entities, social organizations, foundations, research institutions and private companies. The guiding principle is the one of an evolving multi-faceted network.

The Coalition will help shape and implement several main components of the project:
1. The Call for Innovations and Best Practices Overview
2. The Economy of Climate Change Adaptation Modelling Process
3. The co-design of the Resilient Communities Projects
4. The educational outreach of the Amazonia Multimedia Festival
5. The definition of core strategies for the Urban Resilience Labs

Cooperation among the Coalition will be guided by a set of “rules of engagement”. Cooperation agreements have been currently confirmed through written agreements with the following organizations.

**INTERNATIONAL FOUNDATIONS and NGOs**
- Avina Bolivia
  Foundation focused on climate and water
- CONSERVACION INTERAMERICANA
  Globally active NGO
- UAPA
  Integration of Amazonian Protected Areas, Southern Landscape
- FAO-EU-IUCN-WWF Coalition
- WWF Bolivia
  Globally active NGO

**BOLIVIAN NGOs and CONSULTANCIES**
- ACEAA
  Consultancy focused on the Bolivian Amazon
- Fundación Faustapo
  NGO, rural capacity building and productivity
- Fundación Herencia
  Track record in environmental studies
- ACEAA Consultancy and capacity building focused on agro-ecology

**APPLIED RESEARCH**
- Agroecología
  Universidad UNMS de Cochabamba
- Institute for Environmental Decisions
  ETH Zurich / Météo Suisse
- Universidad Amazonica de Pando
  Biology and CIAT Departments, Cotiza
- Centre for Development and Environment, University of Berne
II. SCHEDULE & FINANCING

BUDGET

The El Gran Paititi Project is based on a hybrid structure combining impact investment with philanthropic grants. Financing for the project’s main components and their modules is currently being applied for. Detailed figures will be made available upon request. Any income deriving from international exhibits and media outlets shall be reinvested into reproducing the method in other parts of Amazonia.

PROJECT SCHEDULE

Project activities are scheduled to start in Bolivia in 2018. How many and which project modules will be implemented at what time largely depends on funding and investing arrangements. Main activities will have a duration of 3 years, being considered a first project phase.

FINANCING MODEL

Typical funders / investors are:

Public Funding
- Development agencies
- National and departmental governments
- Municipalities
- Local communities (in kind)

Private Funding
- Foundations
- Carbon offsetting programs
- Corporate social responsibility projects
- Private sector sponsoring
- Value chain partners
- Philanthropic engagements
- Crowdfunding

Investment
- Impact Investment Funds
- Microfinance Funds

2018
Call for Innovations
Best Practices Overview

2019
ECA Modelling
Start Resilient Community Projects

2020
Amazonia Multimedia
Festival Tour
Urban Resilience Labs

2021
End phase 1
Project continuity

12. SUSTAINABILITY PERSPECTIVES AND RISKS

SUSTAINABILITY PERSPECTIVES

Sustainability and exit strategies are defined separately according to each project component.

Innovations and Best Practices Overview
The Best Practices and Innovation Overview will be passed on to a local university partner for future updates.

Resilient Communities Projects
Resilient Communities Projects will be implemented with financial participation from municipalities, departmental and national governments, and local communities. Participation will be built into municipal annual operations plans and is expected to continue after the initial phase and a transition phase of 3 years before reaching financial autonomy.

Amazonia Multimedia Festival
Depending on interest and funding, the Multimedia Festival may continue its tour to further parts of Bolivia. Upon its closure, festival facilities may be offered to support the reproduction of El Gran Paititi in another Amazonian country. Materials from the Multimedia Festival will be made accessible for a permanent educational exhibit in La Paz.

The label for sustainable, climate-resilient products as showcased during the Multimedia Festival, will be handed over to a suitable successor for future ownership.

Urban Resilience Labs
The results of the Urban Resilience Labs are fully available to city governments. Further steps taken by municipal governments go beyond the scope of this project.

RISKS

Technical: Logistics for Amazonia Multimedia Festival tours also depends on road conditions and local organizational capacities. Contingency and adaptive planning may be required.

Operational: Time-scales may reveal themselves as too ambitious for operational capacities and available human resources in partner institutions.

Societal/political: Due to presidential elections in November 2019 and the possibility of ensuing social conflicts, project execution may be more complex.

Environmental: Extreme climatic events such as drought, flooding may affect Resilient Community Projects and their impact in unexpected ways.

Financial: Government and municipal funding during 2018 and 2019 may be diverted to short-term interests due to political campaigning for the presidential elections.
13. MONITORING & EVALUATION

A detailed evaluation and monitoring scheme procedure will be developed and applied together with a Bolivian and an international academic partner and applied upon the on-set of the project.

Reporting lines will be established between the appointed National Project Director and individually coordinated sub-units as well as between the National Director and Paititi Lab coordinators. The National Project Director will further report to the Project Directorate consisting of the representatives of Paititi Lab, Conservation International, Fautapo and Avina Foundation.

Project Management will be assessed through a weekly check-in between the Bolivian representative of Paititi Lab, the National Project Director and the sub-units. Goal attainment will be periodically assessed through outcome mapping and evaluation of achieved indicators. Depending on the project phase, these results will be regularly communicated to the local Project Directorate and international donors.

IMPACT INDICATORS

Resilient Community Projects /
Innovation and Best Practices Overview

Impact Statement: Smallholder farming communities in the Bolivian Amazon increase food security, productivity of the land, gender equality and reduce deforestation, leading to an increase in their resilience. These Resilient Communities are sustainably established and spread their knowledge across communities thereby adding to the expansion of climate-resilient land-use and collaboration.

Sample impact indicators
- Number of families involved
- Land-use after 2 years and 4 years
- Productivity of the land in relation to climatic conditions
- Development of value chain access
- Continuous availability of food, nutritious variety
- Continued participation of women in economic and environmental decision-making
- Hectares of land with productivity measures
- Hectares of avoided deforestation

Urban Resilience Labs /
Amazonia Multimedia Festival

Impact Statement: Data-driven advocacy through the Amazonia Multimedia Festival leads to a better informed civil society: The role of a sustainably managed Amazonia for the whole of Bolivia is appreciated. Cities along the Multimedia Festival Tour show their commitment to a climate resilient economy in their municipalities and make it known to the general public. A culture of mediation among different interest groups in resilience decision-making gains relevance.

Sample impact indicators
- Readiness and interest of cities to host the Amazonia Multimedia Festival
- Perception change of audiences before and after Festival visit
- Media reception and dialogues on web communities
- Opinions in response to the “My Amazonia” product fair
- Engagement of Cities throughout the Urban Resilience Labs
- Commitment to climate resilience made public through the publication of Lab results
- Contribution of Urban Resilience Labs for building consensus and partnerships

14. THE BIGGER PICTURE

El Gran Paititi is part of a growing international initiative to secure Amazonian forests based on a positive underlying message: Consumers, entrepreneurs and investors can make a difference.

And by looking at the sheer size of the challenges involved, we all must rely on international cooperation and collaboration.

As such, El Gran Paititi and Paititi Lab undertake a blog featuring not only their own achievements but also references, ideas, splices and success stories of other initiatives.

Visit us and Contribute:
www.paititi-lab.org/blog