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ERA BRAZIL'S



W+ POLLEN PROGRAM

Document Prepared by: ERA Cerrado Assessoria e Projetos Ambientais LTDA.

Project Name	ERA Brazil's W+ Pollen Program
W+ Project ID	
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Project End Date	December 15, 2022
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1. Description Of Women's Empowerment Activities

1.1 Summary Description of the Women's Empowerment Activities Implemented

ERA has developed the first REDD+ carbon program in the Cerrado biome, called the **Avoided Conversion Cerrado** program. It is a grouped program located in the Cerrado biome, the main breadbasket of Brazil. Since 1985, the Cerrado biome has lost 46.8% of its native vegetation to agriculture according to MapBiomass¹. Conversion of native vegetation is predominantly occurring on private lands in the Cerrado biome because of Brazilian land-use regulation. The central piece of legislation regulating land use and management on private properties is the Brazilian Forest Code and requires that landholders maintain a percentage of native vegetation. Currently, there are negligible economic incentives for landholders to maintain surplus native vegetation on their land, other than what is legally required. There are millions of hectares of surplus native vegetation in the Cerrado that could be converted. If this happens, there will be major consequences on watersheds, rains, soil health, biodiversity habitat, ultimately negatively impacting local communities that depend on a healthy biome. The main objective of this program is to provide landholders, the primary agent of conversion, with an economic alternative that incentivizes the maintenance of surplus native forests and grasslands, through carbon payments. The landholder has an opportunity cost when looking at land-use alternatives. The surplus native vegetation is competing directly with soy and cattle. Therefore, to reduce conversion and forego their legal right to convert, the landholder must receive carbon payments that are competitive with their opportunity cost of commercial agriculture.

Carbon revenues are being reinvested in ERA's W+ Pollen Program, to empower rural smallholder women in the Cerrado. There exists a significant gender gap in rural families of the Cerrado, with prominent gender roles among men and women. Women bear the main responsibility for domestic work while also being employed in the labour market, causing them to work double shifts with invisibility of their unpaid reproductive work². Women are also significantly disadvantaged relative to

¹ Mapbiomas 2021, Accessed at: https://mapbiomas.org/infograficos-1?cama_set_language=pt-BR

² Arzabe, C., & da Silva Martins, A. L. (2020). Status of women in Brazil, disparities and efforts at Embrapa and in agriculture. *GENDER EQUALITY*, 19.



men with regards to their land rights, with only 18% of women being landowners³. They have less access to means of production: land, water, seeds and inputs. Supporting smallholder women is fundamental in the fight against climate change, since when given the resources and education they deserve, they play an important role in defending the land, biodiversity and cultures within their communities. We need to support women in becoming leaders in their communities.

This Project will monitor three domains over the implementation period, including:

1. Knowledge & education,
2. Income & assets, and
3. Leadership.

1.2 Project Sector and Type

ERA is a REDD+ project developer who is redistributing carbon sale funds into local communities to support women's empowerment through regenerative agriculture, enabling education, leadership and income generation to an estimated 4,000 women over the course of 10 years.

The rationale for applying the W+ standard is to measure the impacts on women's lives from three main interventions:

- 1) courses and training regarding regenerative agriculture are our principal actions being developed at our learning hubs at agricultural family schools,
- 2) Financing agroforestry training programs and implementations which include planting and management
- 3) Support with harvesting and processing training for women and families' income generation to sell their products into the market at higher values.

1.3 Project Implementer(s)

Organization name	ERA Cerrado Assessoria e Projetos Ambientais Ltda.
Contact person	Sophia Simmons
Title	W+ Coordinator

³ Food and Agriculture Organization of the United Nations. (2018). The gender gap in land rights. *FAO*. <https://www.fao.org/3/i8796EN/i8796en.pdf>



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1.4 Other Entities Involved in the Project's and Women's Empowerment Activities

Organization name	WOCAN
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1.5 Project's Activities Start Date

The project aims to measure impact on women's livelihoods through the application of the W+ Standard. The table below shows the milestone for the entire REDD+ Cerrado Program, with W+ project activities being highlighted in Table 1 below.

Table 1: ERA's REDD+ Cerrado Program Milestones

Date	PAI	Milestone(s) in the project's development and implementation
2017	PAI1	CBA formalizes the creation of the LVC by signing the Protocol of Intentions with the State of Goiás
2017	PAI1	Beginning of social environmental, deforestation and fire prevention activities
2021	PAI1	ECCON, ERA & LVC sign the Carbon Agreement
08/2021	Cerrado Program	Submission of the first version of REDD+ Cerrado Program



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09/2021	Cerrado Program	Audit of the VCS PD and MR (2017-2021) of Cerrado Program
10/2021	PAI1	Stakeholder consultation online due to covid
12/2021	PAI2	Familia Vargas & ERA sign the Carbon Agreement
06/2022	PAI2	Field visit to social environmental diagnosis at Familia Vargas
06/2022	W+	Development of the Project Idea Note (PIN)
08/2022	PAI2	Field visit to stakeholder consultation and FPIC
08/2022	W+	Development of the Project Design Document (PDD)
09/2022	PAI2	Beginning of signs installation, rounds and fire prevention activities
10/2022	PAI2	Field visit to mapping by drone
11/2022	PAI1	Field visit to stakeholder workshop
11/2022	PAI1	Field visit to carbon stock measurement
01/2023	PAI2	Field visit to carbon stock measurement
03/2023	Cerrado Program	Submission of the REDD+ Cerrado Program VCS, CCB and +W CCB 2 ^o MR
Future Events		
Once every 5 years	All Project Activity Instances	Carbon stock measurements
Annual	All Project Activity Instances	Implementation of activities to avoid deforestation, forest degradation and to prevent fire will occur annually. Biodiversity and community actions will also occur frequently during the year, including stakeholders' communication.



1.6 W+ Domain(s) and Crediting Period(s)

We intend to verify our activities at a 2-year interval. The start date for each domain is staggered. We will continue monitoring yearly, with verification every two years. During our first crediting period we will be measuring the education & knowledge domain only. We will be measuring income & assets as well as leadership domains starting in our second crediting period.

Table 2: Crediting Period

W+ Domain and title of related activities	Start Date	End Date	Crediting period: Total Years/Months	Any Associated Standard (e.g. CDM, VCS)
EDUCATION & KNOWLEDGE: 1. regenerative agriculture capacity building courses	2022	2032	The project is for a 10-year period and the crediting period will be every two years withing the project life.	VCS, CCB
INCOME & ASSETS: 1. Implementation of agroforestry systems on selected student's properties	2022	2032	The project is for a 10-year period and the crediting period will be every two years withing the project life.	VCS, CCB
LEADERSHIP 1. Leadership skills acquired through courses on communication and facilitation	2022	2032	The project is for a 10-year period and the crediting period will be every two years withing the project life.	VCS, CCB

1.7 Description of the Project's Activities

The project goal: To increase women smallholder farmer's resilience by

- Implementing learning hubs and provision of courses to local youth and women smallholders in agricultural family schools.



- Developing advanced training courses for those students interested in deepening their knowledge of agroforestry systems
- Financing agroforestry systems
- Supporting income generation through the agroforestry systems planted

These goals can be seen in the Figure 1 below.

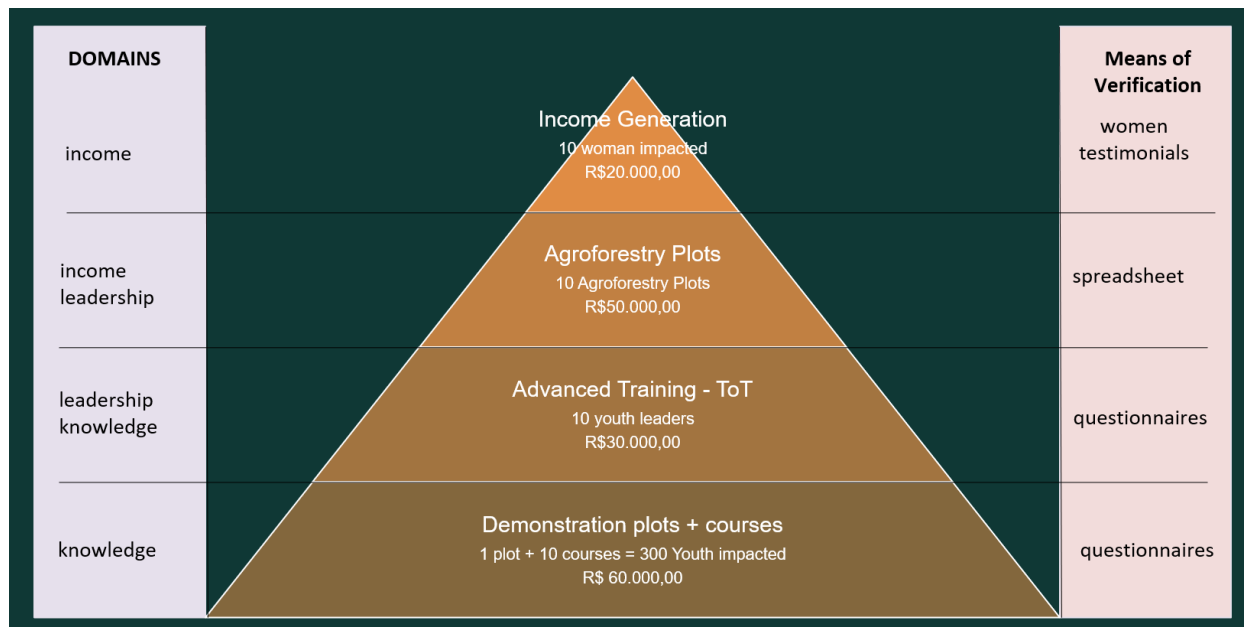
To achieve these goals, ERA established Learning Hubs at local high schools where rural youth can learn, impacting not only the youth but also the smallholder communities nearby.

The Activities Include:

- Training for developing skills in planning and implementing agroforestry systems, agroforestry management techniques, bio fertilizer production, permaculture, and post-harvest processing of high value commodities (eg. turmeric).;
- Advanced training for young leaders interested in becoming professionals in regenerative agriculture implementation through a series of courses held during the year with continuous development;
- Finance and implementation of agroforestry systems at households engaged in gender equality and sustainable agriculture, activity held by the youth as part of their advanced training;
- Support income generation through understanding the potential revenue-generating activities fulfilled by women in the household. Examples of how we could provide support could be buying equipment, processing, marketing, and/or commercialization of agroforestry products along with others.



Figure 1: ERA's W+ Pollen Strategy Pyramid



1.8 Project's Activity Boundary and Scope

The first W+ project activities are implemented in Porto Nacional in Tocantins State in Brazil within the 10 °40' 14.5" S, 48° 22' 19.94" E GPS coordinates.

Tocantins lies in the Cerrado biome, which is a mix of tropical broadleaf woodland, shrublands and grasslands. The Cerrado Biome is among the most biodiverse grasslands in the world.

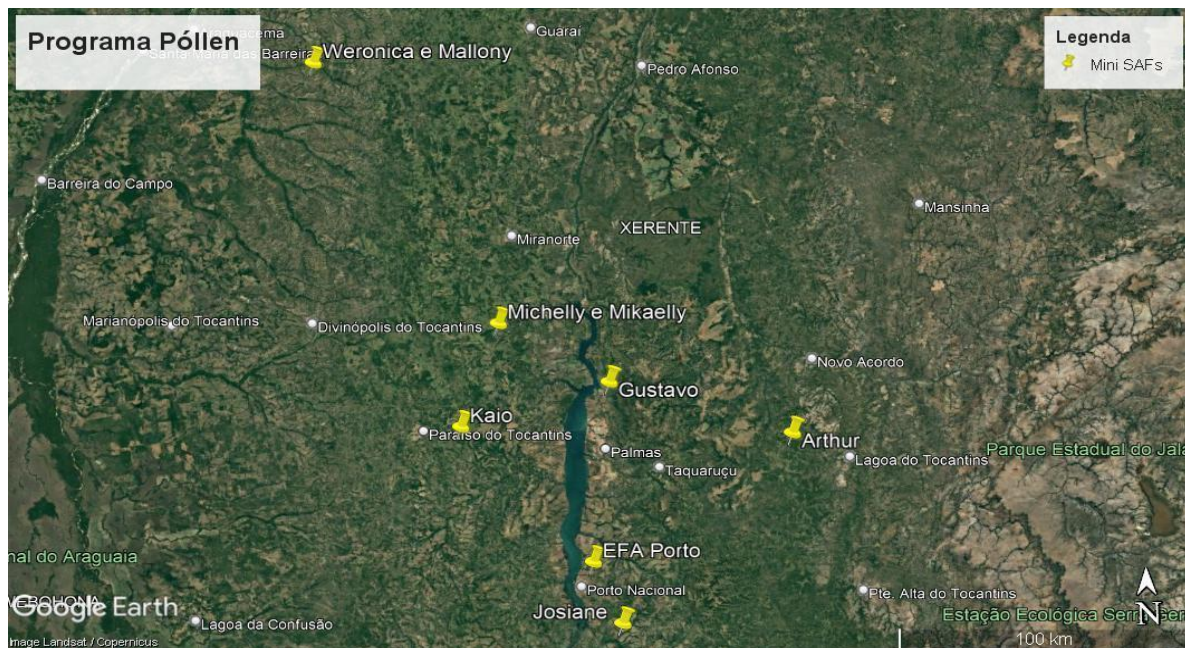
The main economic activity of the Porto Nacional Region is cattle ranching and crop production, primarily soybeans. These activities are the key drivers of deforestation in the Cerrado biome, resulting in the loss of 50% of the native vegetation since the 1970s.

There is an increasing amount of pressure on smallholder farmers who are being encroached upon by agribusiness and large landowners. Due to a lack of land reform titles given to smallholder farmers they have very little access to financing which in turn causes limited mobility, limited access to water and energy and subsequently causes them to sell their farms to agribusiness owners and move to the city. Smallholder farmers are essentially being forced to give up their land.

Figure 2 below shows the map of the project area in Tocantins State.



Figure 2: Map of Project Area in Tocantins State, Brazil



1.9 Conditions Prior to the Project's Initiation of Activities

The conditions prior to the project initiation are characterized as the following:

- For men: they are typically the head of the household, making most of the financial decisions as well as planning. Men do most of the production work and are the main breadwinners of the household. Women and youth participate in certain activities throughout the year.
- For women: they are typically responsible for caring for the children, as well as household domestic work such as cooking, cleaning and washing, on top of helping with the family's farm work. Women smallholders assume a disproportionate share of household work through engagement in both care work and production activities.
- Women also reported lower levels of self-confidence as compared to male respondents in their ability to communicate and apply knowledge and skills learned in the training program at the institution.
- Women's status in society also contributes to limited access to resources such as land, services and information.

A seasonal calendar depicts the types of crops that are being produced by smallholder farmers in the project area. These include corn, cassava, sugar cane, pineapple, wheat and soy. Women are engaged extensively in planting, harvesting and processing crops. The tables



below show the seasonal calendar of different crop types that are being produced by smallholder farmers (Tables 3, 4 & 5).

Table 3: Seasonal Calendar for Cattle Ranching

Group 1 Activities: Cattle	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Plant Grass Seeds													Women
													Men
Building Fences													Women
													Men
Coral (smaller fenced areas)													Women
													Men
Drinking Basin													Women
													Men
Feeding													Women
													Men
Vaccination													Women
													Men
Slaughtering													Women
													Men
Sell to market													Women
													Men

Table 4: seasonal calendar for mandioc production

Activities Grupo 2: Cassava	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Planting													Women
													Men
Weeding													Women
													Men
Harvesting													Women
													Men
Processing													Women
													Men
Commercialization													Women
													Men
Plow													Women
													Men
Inputs													Women
													Men



Table 5 - Seasonal Calendar for soy Production

Activities Grupo 3: Soy	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Soil Analysis													Women
													Men
Soil Preparation													Women
													Men
Inputs													Women
													Men
Planting													Women
													Men
Storing													Women
													Men
Grain Analysis													Women
													Men
Commercialize													Women
													Men

1.10 Compliance with Laws, Statutes and Other Regulatory Frameworks

Considering a wide perspective on regulatory frameworks, the program directly contributes to an ecologically pristine environment, as per the main environmental pillar of the Brazilian Federal Constitution, edified in its article 225. Notwithstanding, the program raises the ambition beyond mere compliance and legal environment requirements.

Still considering a wider overview, the program is also in absolute alignment with the National Environmental Policy Law (nº 6938 /1981), considering general national objectives of conservation and recovery of ecosystem services and many other major principles exposed by the law.

Furthermore, the program and all properties and households' participants on the W+ activities and REDD+ Cerrado Program must be compliant with all relevant local, state, and national laws, statues and regulatory frameworks, such as:

- **Law on the Protection of Native Forests “Forest Code” (Law 12,651/2012):** Created in 1965, the Forest Code requires landowners to conserve native vegetation on their rural properties, setting aside a Legal Reserve (LR) that occupies 80% of the property area in the Amazon, 35% in the Cerrado biome (within the Legal Amazon) and 20% in other biomes. The



law also designated environmentally sensitive areas as Areas of Permanent Preservation (APPs), aiming to conserve water resources and prevent soil erosion. APPs include both Riparian Preservation Areas (RPAs) that protect riverside forest buffers, and Hilltop Preservation Areas (HPAs) at hilltops elevations greater than 45%.

- **National Policy on Climate Change (Law 12,187/2009):** Continuing the regulatory actions, Law No. 12,114 of December 9, 2009 was created - Creates the National Fund on Climate Change (Fundo Nacional sobre Mudança do Clima – FNMC, in portuguese), Law No. 12,187 - Institutes the National Policy on Climate Change (Política Nacional sobre Mudança do Clima – PNMC, in portuguese), Decree No. 7,343 of October 26, 2010 - Regulates the FNMC and Decree No. 7,390 of December 9, 2010. The PNMC defines actions and measures aimed at mitigating as well as adapting to climate change, with the following specific objectives about conversion: I) Seek a sustained reduction in conversion rates, in their four-year average, in all Brazilian biomes, until zero illegal conversion is reached; ii) Eliminate the net loss of the forest cover area in Brazil, by 2020.

- **Payment for Ecosystem Services Law (No. 14.119/2021):** Although Brazil has recently passed a Law for Payment for Environmental Services (nº 14.119/2021), this law does not create any executable mechanisms that pay farmers for environmental services, still being very much aligned with the main problem of this sector, it does not guarantee a feasible financial flow to the necessary nature protection activities. However, on the other hand, some articles of the law establish a foundational legal framework that gives legal security to many types of projects, as for example, REDD+ projects.

- **Convention on Biological Diversity (Decree No. 2,519/1998):** is a United Nations treaty and one of the most important international instruments for the environment, ratified in Brazil by Federal Law No. 2,519 of 1998. The Convention is structured on main bases - conservation of biological diversity, sustainable use of biodiversity and fair and equitable sharing of benefits arising from the use of genetic resources – and refers to biodiversity in three ecosystems, species and genetic.

- **Fauna Protection Law (No. 5.197/1967):** Provides for the prohibition of hunting and trade in wild animals, and the landowner's right to forbid hunting activities in their territory.

- **Law No. 12,854 of 2013:** Fosters and encourages forest recovery actions, including the implementation of agroforestry systems in degraded areas and/or in areas belonging to family farmers, especially quilombola and indigenous communities.

1.11 Project Implementer's Right to Engage in the Project

The project implementer has the right to engage in the project.



1.12 Other Forms of Environmental or Social Credit

The REDD+ Cerrado Program is under the VCS – Verified Carbon Standard certification, as well as Social Carbon Standard (in the first monitoring period), and CCB – Climate Community and Biodiversity standard (at the second monitoring period).

Both Social Carbon and CCB certification were audited and certified by third parties and are well recognized certifications for measuring social and environmental benefits.

1.13 Additional Information Relevant to the Project

NA

2. Stakeholder Engagement and Community Input

For the stakeholder engagement and community input, ERA hired an expert consultant recognized by WOCAN, who provided support for our activities in field, which are described below.

2.1 Gender and Stakeholder Analysis

A gender analysis was conducted with 52 men and women on August 23rd and 24th 2022 at the EFA school in Porto Nacional, Tocantins. The first group on August 23rd was made up of 23 adults from nearby rural communities. They listed the different activities that take place in their households and the roles of men and women within the various activities. Our second group was made up of 29 students between the ages of 15-16. The students come from agricultural families in the surrounding communities and attend the EFA school to study the field of agriculture. The students listed the various activities that make up their family's livelihoods, and they identified the roles of men and women within a seasonal calendar of each particular activity, which can be seen in Tables 1 to 3 above.

2.2 Results of Initial Stakeholder Consultation

The results of the gender and stakeholder analysis show that when it comes to production work, such as farming, foraging and livestock, women participate in almost as much of the yearly workload as do men. When it comes to domestic work such as cooking, cleaning, dish washing and laundry, women bear close to 100% of the workload. This shows us that overall women carry a much heavier work burden than do men, meaning women have less time for leisure or the ability to attend courses and expand their knowledge. The tables below show



the gender-based activity profile for various activities performed by the smallholder farmers (Tables 6, 7, 8, 9, 10 & 11).

Table 6 - Colour Legend

	Heavy workload for men
	Light workload for men
	Heavy workload for women
	Heavy workload for women

Table 7 - Activity Profile for Forest Foraging

Activity 1: Forest Foraging	Men	Women
1. Bucket		
2. Bag		
3. Bowl		
4. Spoon		

Table 8 - Activity Profile for Farm Work

Activity 2: Farm Work	Men	Women
1. Soil Prep		
2. Inputs		
3. Soil Correction		
4. Planting		
5. Harvesting		

Table 9 - Activity Profile for Livestock

Activity 3: Livestock	Men	Women
1. Feeding		
2. Food Basin		
3. Drinking Basin		
4. Care		

Table 10 - Activity Profile for Fishing

Activity 4: Fishing	Men	Women
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1. Tools		
2. Bait		
3. Fishing spot Selection		
4. Boat Prep		

Table 11 - Activity profile for Domestic Work

Activity 4: Domestic Work	Men	Women
1. House Cleaning		
2. Dish Washing		
3. Laundry		
4. Garden Work		
5. Childcare		
6. Cooking		
7. Child Education		

Limits on women's decision making

The Access and Control Profile shows that while women and men have equal access to resources, decision making resides within the male domain. Men control the use of equipment, women's ability to access services and trainings or finances. Women reported low levels of self-confidence, independence and decision-making skills (Tables 12 & 13).

Table 12 - Colour Legend for Access and Control

	Limited access & control for women
	Access & control for women
	Limited access & control for men
	Access & control for men
	Control of external entities (ex. Government, companies etc.)

Table 13 - Access and Control Profile

Resource	Access	Control	Other
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Family Agriculture	Women	Men	Women	Men	
Tractors/Equipment					
Training Courses					
Sustent. \$ Ambiental					
Information & Services					

3. Selection of Domains

3.1 Selection of W+ Domains

The table below provides an assessment of the applicability of the three W+ Domains that have been selected for the project which are: Knowledge & Education, Leadership, Income & Assets.

W+ Domain	Benefits
Knowledge and Education	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.
Income and Assets	The establishment of the agroforestry systems generates income via the industrialization and commercialization of turmeric and other species.
Leadership	Once women participating in our training courses feel confident enough to become leaders themselves and teach other women about their gained knowledge on agroforestry systems, they will hopefully gain new perspectives of their roles as women. The advanced training activity helps to achieve this benefit.

3.2 Women's empowerment Results chain

For each of the chosen W+ domain(s), Project Implementers shall detail in the table below project activities and envisioned outcomes, indicators, and if possible, targets.

W+ DOMAIN: EDUCATION & KNOWLEDGE



ANTICIPATED OUTCOMES	INDICATORS	ACTIVITIES
Increase of Knowledge in agroforestry systems and turmeric production.	<ol style="list-style-type: none"> 1. Ability to recall 2. Ability to transfer the information 	<ol style="list-style-type: none"> 1. Demo plots 2. Capacity building in agroforestry implementation 3. Capacity building in agroforestry management 4. Turmeric harvesting and processing courses 5. Permaculture courses 6. Advanced training
Application of knowledge from training courses	<ol style="list-style-type: none"> 1. Extension, applying to other's land 2. Number of functioning plots 3. Number of times they've asked for advice 	<ol style="list-style-type: none"> 1. Implementing agroforestry systems 2. On-site support 3. Training advanced students on TOT (change agents)

W+ DOMAIN: LEADERSHIP

ANTICIPATED OUTCOMES	INDICATORS	ACTIVITIES
Increased Crop Productivity	<ol style="list-style-type: none"> 1. Generation of counter narratives 2. Increased access to resources 3. Decreased workload 4. Increased decision making 5. Increased mobility 6. Increased local organizational capacity 	<ol style="list-style-type: none"> 1. Leadership (project design) + Marketing Training Courses 2. Leadership course to develop skills in communication, negotiation.

W+ DOMAIN: INCOME & ASSETS

ANTICIPATED OUTCOMES	INDICATORS	ACTIVITIES
Increased Income & Assets	<ol style="list-style-type: none"> 1. % Increased crop production 	<ol style="list-style-type: none"> 1. Training for building Local organizational capacity and community groups



	2. % Increase in SAF's water retention 3. Increased % of conversion of income to assets	2. Provide support in processing and marketing 3. Provide commercialization support
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4. Benefit Sharing Mechanism

There is no evidence of the existence of local benefit sharing mechanisms within the local communities represented by those attending the stakeholder consultations. Organizing for church-based activities was cited as the one important collective activity, though its potential for serving as a benefit sharing mechanism needs to be explored further.

Alternatively, ERA will explore the potential of establishing a women's cooperative to make decisions on benefit sharing and all other community-related activities such as allocation of funds received, types of additional capacity interventions required etc.

5. Monitoring, Evaluation and Reporting Plan

All of our actions within the Cerrado program are impacting women, nevertheless our W+ program intends to directly impact the lives of the number of women beneficiaries below.

W+ Domain selected	Title of project activities	Number of Beneficiaries	Required sample size	
			Baseline (or non-Benef.)	Beneficiaries
Knowledge and Education	1. Implement learning hubs 2. Capacity building in agroforestry systems 3. Capacity building in crop industrialization	300	50	50
Leadership	1. Advanced training 2. Leadership course to develop skills in communication, negotiation	10	10	10
Income and Assets	3. Agroforestry system planted 4. Monitor the increase in income with adoption of	10	10	10

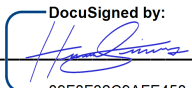


	regenerative agriculture practices			
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Signature of authorized representative submitting this Project Design Document

Name: Hannah Simmons

Title : Founder & CEO

Signature: 
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Date: 1/17/2023



W+ Project Design Document Template Revision History		
#	Date	Description
1	2015	Original
2	22 May 2017	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	16 June 2017	Expansion of PDD requirements, transferred text from W+ Standard responding to public comments.
4	12 February 2019	Edits to clarify content of each section