An unprecedented initiative opens a call for organizations that support the sustainable development of the Amazon

The mapping “Paths to the Amazon” will bring visibility and allow new connections between dynamic organizations and entrepreneurs(s) that work in the biome;

Registrations are open from this Monday, 20th

São Paulo, June 20, 2022

This Monday (20th), registration opens for the first mapping of initiatives, programs and other business models that work towards the sustainable development of the Amazon region. The initiative is from Plataforma Parceiros pela Amazônia (PPA), a collective action led by the private sector that promotes sustainable development solutions, in partnership with the Amazon Investor Coalition (AIC), a platform for integration between actors in the ecosystem, CERTI Foundation, organizer of the Journey Initiative Amazônia, and Quintessa, a pioneer accelerator and reference in impact businesses.

The “Paths to the Amazon” mapping aims to provide visibility for the different types of support and investments that are being directed to the biome, as well as to facilitate the connection between the entrepreneurial population and the initiatives that can support it.

To participate in this first edition, the initiatives must be recurrent or have a perspective of continuity, and must have existed for at least six months. Early stage initiatives or ideas not implemented will not be accepted. An explicit focus is also required on the sustainable development of the Amazon through investment, financing, training, mentoring, application of platforms/tools, or other forms of support for organizations supported.

The mapping aims to reach the largest possible number of dynamizing organizations (those that offer support) and their initiatives in favor of the Legal Amazon, and the same organization can register more than one initiative that meets the criteria.
Valid registrations will participate in the mapping and analysis resulting from it, gaining visibility, the possibility of participating in events and programs promoted by the organizers and other partners, as well as other benefits.

Applications are until 10 July and can be done using the online form at this link: [bit.ly/caminhosamazonia](http://bit.ly/caminhosamazonia) or interested organizations can access the website [ppa.org.br/caminhosamazonia](http://ppa.org.br/caminhosamazonia) for more information.

**Paths to the Amazon:**

“Paths to the Amazon” is the first edition of a mapping of initiatives that support organizations of impact active in the Amazon and/or that work in the sustainable development of the region. The mapping is carried out by Plataforma Parceiros pela Amazônia (PPA), in partnership with the Amazon Investor Coalition (AIC) and CERTI and Quintessa. The objective is to bring visibility to the different types of support and investment that are being directed to the Amazon, as well as to facilitate the connection between organizations and the initiatives that can support them.

The idea arose from the publication of the “Amazon Acceleration Thesis”, a dive into the Amazon context made by the Plataforma Parceiros pela Amazônia (PPA) and Quintessa and points out new possibilities for accelerating different types and stages of business with socio-environmental impact that operate in/with the Amazon and that represent solutions within 4 axes: Bioeconomy, Regeneration and Restoration, Carbon/Climate and Sustainable Supply Chains. To learn more, visit [https://ppa.org.br/caminhosamazonia](http://https://ppa.org.br/caminhosamazonia)

**About the PPA:**

The Plataforma Parceiros pela Amazônia (PPA) is a platform for collective action by the private sector to foster new models of sustainable development in the Amazon. Its objective is to develop and identify tangible and innovative solutions for the conservation of biodiversity and natural resources in the Amazon, as well as guaranteeing the quality of life of communities in the region. Together with its four Thematic Groups (Entrepreneurship, Bioeconomy, Markets and Territories), it seeks to leverage social and environmental investments, fostering the development of transformative partnerships, sharing best practices and creating a collaborative environment for the development of joint solutions to Amazonian challenges.

**About Quintessa:**

Quintessa is an ecosystem of entrepreneurial and innovative solutions to the country’s central social and environmental challenges. Since 2009, it has worked for the strategic integration between positive impact and financial results, working together with impact business entrepreneurs, large companies, investors, institutes and foundations to promote the innovation, positive impact and ESG agendas. Quintessa has already identified and mapped more than 4,000 startups and boosted more than 250 high-impact startups in areas such as education, health, environment, sustainable cities and inclusion.
About the Amazon Investor Coalition (AIC):

The Amazon Investor Coalition is a global learning and investment platform that unites philanthropies and private investors with governments, nonprofits and allies to advance forest-friendly economic development and the rule of law in the entire Amazon region. Launched on September 16, 2020 at the United Nations Global Governance Forum 75, it is a non-profit organization that operates as a collaborative program of the Earth Innovation Institute and the Giving Back Fund, with support from a variety of partners, including Partnerships for Forests and NEXUS.

About Fundação CERTI:

Fundação CERTI is an independent and non-profit institution, based in Florianópolis/SC. With its experience accumulated since 1984 in the Science, Technology and Innovation environment in Brazil, it provides services and develops products, systems and processes, combining its competences in focus areas structured through its Reference Centers in Innovative Technologies CRITs, which work in synergy and cooperation with partner entities in the country and abroad. It is a reference in the promotion and development of innovation ecosystems in Brazil, created the first incubator (Celta) and the most awarded accelerator in the country (Darwin Startups). In the Amazon, it has been present for 20 years with the Instituto CERTI Amazônia, in addition to leading the Jornada Amazônia initiative, which aims to contribute to Forest Conservation by activating the Impact Entrepreneurship and Innovation Ecosystem and promoting the competitiveness of the standing forest.

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