



# Paulo Freire Project in Numbers

Autonomy and dignified life in the semiarid region of Ceará







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Autonomy and dignified life in the semiarid region of Ceará



PROJETO  
**PAULO FREIRE**  
DESENVOLVIMENTO PRODUTIVO E DE CAPACIDADES



**CEARÁ**  
GOVERNO DO ESTADO  
SECRETARIA DO  
DESENVOLVIMENTO AGRÁRIO

FORTALEZA  
2022

P331

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PROJETO  
**PAULO FREIRE**  
DESENVOLVIMENTO PRODUTIVO E DE CAPACIDADES

**One of the top five projects in the world**  
in 120 countries where the IFAD operates (2022)

Second place in the **Radio** category at the  
**Semear Internacional Journalism Awards (2021)**

Second place in the **Internet** category at the  
**Semear Internacional Journalism Awards (2021)**

Second place in the TV category at the  
**Semear Internacional Journalism Awards (2021)**



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Governor

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State Secretary of Agricultural Development

**Francisco Carlos Bezerra e Silva**

Executive Secretary of Agricultural Development

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# Table of contents

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<b>PREFACE</b>	6
<b>INTRODUCTION</b>	8
<b>PAULO FREIRE PROJECT IN NUMBERS</b>	<b>10</b>
Territory of action	<b>11</b>
Public	<b>12</b>
Resources	<b>14</b>
Execution	<b>16</b>
<b>MONITORING AND EVALUATION IN THE PPF</b>	20
<b>THE RELEVANCE OF THE PROJECT</b>	26
Continuous technical assistance	27
Productive investments	<b>31</b>
Food and nutritional security	35
Living with the Semi-arid	39
Institutions and policies	<b>43</b>
Gender Equity and Women's Empowerment	<b>47</b>
Access to markets	<b>51</b>
Social and human capital	55
Protagonism of young people	59
Training Processes	63
Communication and knowledge management	67
<b>PARTNERS</b>	72
<b>BIBLIOGRAPHICAL REFERENCES</b>	<b>74</b>





# PREFACE

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The publication Paulo Freire in Numbers: Autonomy and Dignified life in the semi-arid region of Ceará is part of the Paulo Freire Project (PPF) knowledge management work. The publication shows the main results and impacts of the joint effort that the PPF represented, by confirming its success among the best IFAD projects in the world. In 2021 and 2022, the PPF was in the top five IFAD projects among the more than 200 projects executed worldwide.

The publication PPF in Numbers systematizes and documents the excellent work done, in a participative and inclusive way, by all of the Project's partners.

The transformation of the PPF into a successful instrument for inclusive rural development was made possible by the participatory efforts of many actors. This includes the PPF team, which dedicated themselves day and night to transform the Project into reality, and the Government of the State of Ceará, which prioritized and demonstrated great commitment to Project actions. There were several partners in the field, among which stands out the network of third sector organizations responsible for the provision of continuous technical assistance (ATC), the backbone of PPF. Farmers organizations and associations have also played a key role, by turning the 533 productive investment projects into reality. However, the main stars and great protagonists of PPF were the farmers from 600 communities that participated in the Project. Nothing would be possible without the active engagement of the benefiting audience, especially women, the youth, and traditional

peoples and communities of the semiarid region of Ceará, which constitute the priority audience of PPF actions.

PPF in Numbers will be an important record for maintaining alive the transformative legacy of the Project. More importantly, it will be an instrument to prove the impact and results of PPF. It can also serve as a reference for rural development projects in other regions and countries. In this sense, we hope that PPF will continue to serve as an example and inspiration for other projects and initiatives aiming at ensuring greater dignity for the people of the semi-arid region and, beyond that, for family farmers around the world.

Hardi Vieira – Country Programme Officer, Brazil





# PRESENTATION

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The qualities of the Paulo Freire Project – a partnership between the Government of the State of Ceará, through the Secretariat of Agrarian Development (SDA), and the International Fund for Agricultural Development (IFAD) – are undeniable. This document seeks to give the dimension that the Project has reached and the transformations that have taken place.

Paulo Freire Project in Numbers: Autonomy and Dignified Life in the Semiarid Region of Ceará thus offers its readers numbers that demonstrate how representative this experience was. By measuring them, we strengthen the idea that the contributions built collectively with more than 54,000 families, in 600 rural communities in the semi-arid region of Ceará, are the result of an interdisciplinary perspective that provided autonomy and liberation for the subjects.

In this harvest festival of the Paulo Freire Project, we systematize, gather and count the fruits, also looking at the seeds planted. Today, the original fruits of the ideals of the Project are harvested, which favored reflections on the reality, of both the individual and the collective, in the search for alternatives to the challenges of daily life, in overcoming situations of rural poverty and in the consolidation of a with more dignity in the semiarid region.

The numbers presented here were constructed in different ways and with appropriate methodologies, being tried out over the six years of execution of the Project in Ceará. They are more than num-

bers, they are faces, souls and also a representative collective.

The data presented here also translates into the construction and development of the capacities of individuals, of their community and productive organizations, in the agroecological perspective, and considering the issues of gender, race, ethnicity and age. These factors were fundamental in providing conditions for the empowerment of these poor rural families and supported the promotion of agricultural and socio-organizational innovation dynamics. As a result, the Paulo Freire Project has structured paths aimed at establishing degrees of economic, technical and cultural autonomy, based on the use of local resources and social technologies adapted to the conditions of the semiarid region of Ceará and on the revitalization of the typical reciprocity of rural peasant communities from the state of Ceará.

Thus, we can only thank the farming families, who believed in the Paulo Freire Project and helped to build, day by day, a vision of inclusive rural development together with the continuous technical assistance teams and the Project Management Unit, the representatives of IFAD, the other partners and the management of the SDA managers.

Francisca Lúcia Ferreira de Sousa  
Francisco Humberto de Carvalho Neto  
Equipe de Monitoramento e Avaliação  
do PPF





# PAULO FREIRE PROJECT IN NUMBERS

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To hope is to join  
with others to do it  
differently

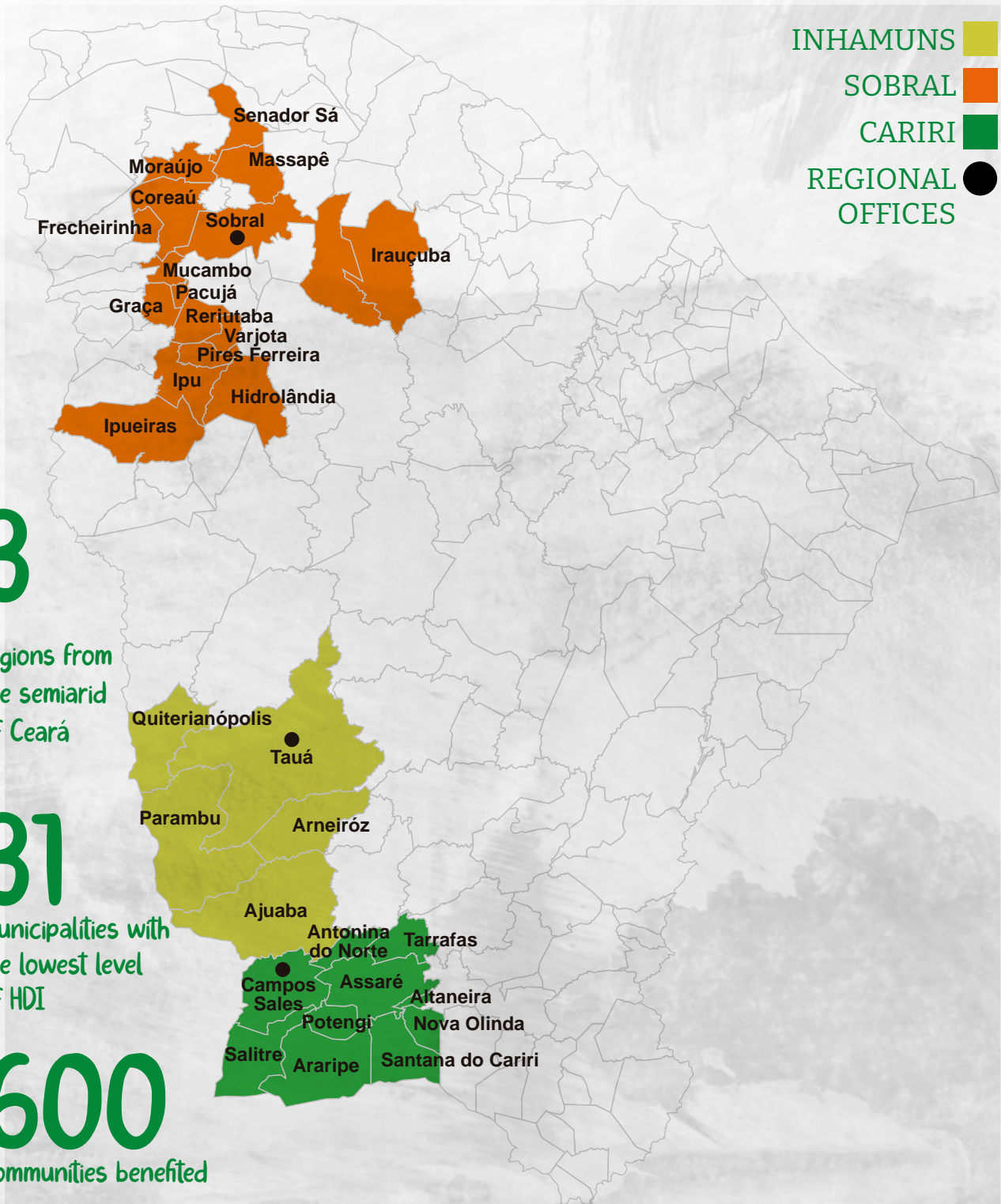
*Paulo Freire*

The Paulo Freire Project in Numbers is a document based on the knowledge management and social communication plan of the Paulo Freire Project (PPF). This document presents, in numbers, all the greatness, the relevance, and the results obtained by this necessary, pertinent, and significant experience in public policies for the communities of the semi-arid region of Ceará.



The numbers speak for themselves. This is the objective of this document: to enable the reader to see the Project from the point of view of its various numbers and productive projects, and its development as a public policy. Get to know who are the social subjects involved, the technical teams, and all the data from this award-winning work among the top five experiences of IFAD projects in the world. ●

# TERRITORIES SERVED







## PROJECT AUDIENCE

The Paulo Freire Project aimed its actions to vulnerable and invisible rural communities and families - in poverty and extreme poverty condition - and, among them, to priority groups: women, young people, indigenous peoples, and quilombolas. In this context, the focus was on farmers and family farmers, with and without land,

working in agriculture and/or non-agricultural rural activities, with desire and potential to grow and develop sustainable and diversified productive practices. Of these beneficiaries, at least 50% are eligible for Pronaf A or B, women and young people between 15 and 29 years old. ●



54.999

farming families directly benefited

208.996

people indirectly benefited

23.766

families received technical assistance and investments





**28.567**  
women-headed families



**8.770**  
young people



**726**  
Quilombola families



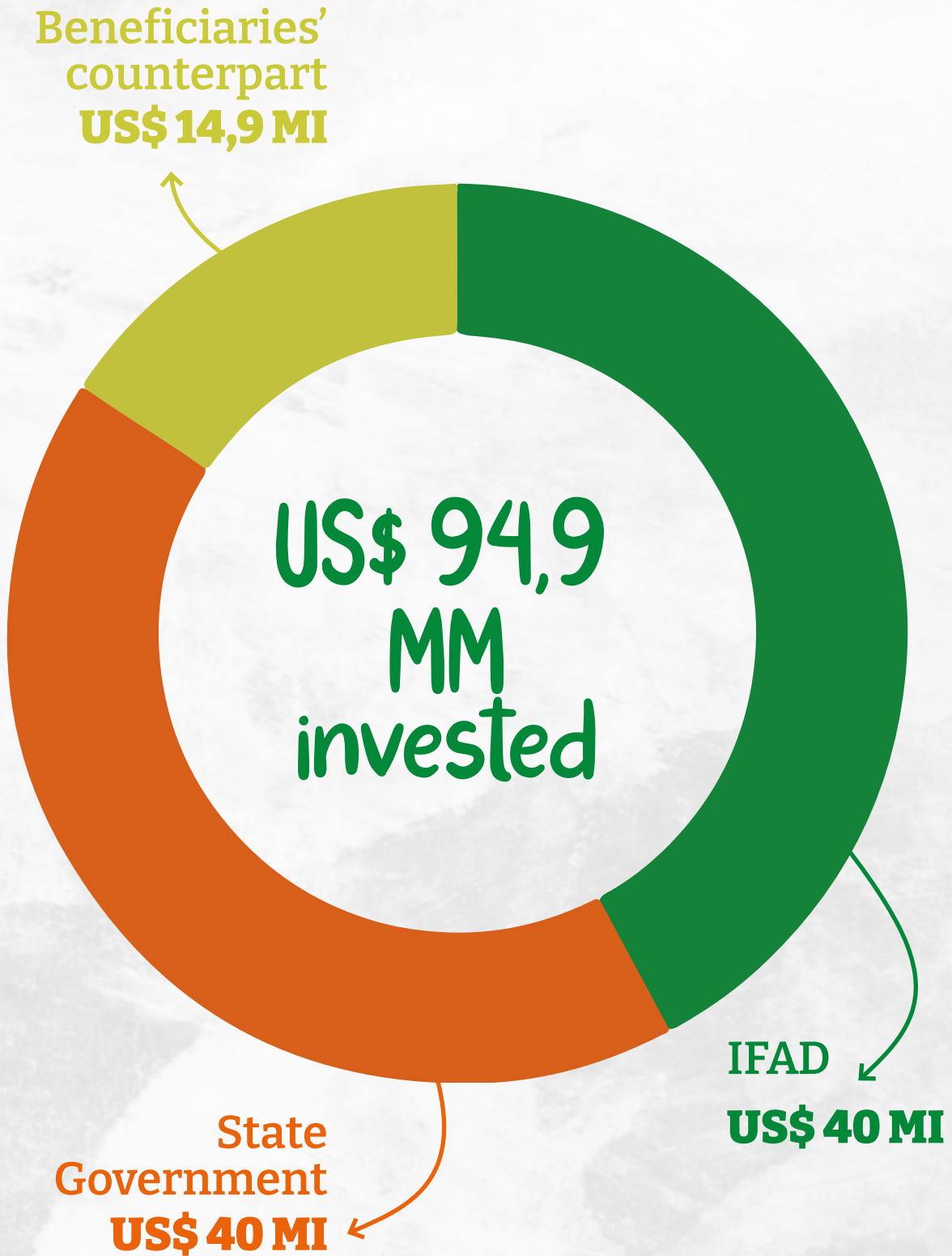
**112**  
indigenous families



**651**  
families of  
artisanal  
fishers



## RESOURCES









## EXECUTION

Paulo Freire used to say that it is necessary to hope, from the verb *esperançar* (to hope). Unlike hope, which is hope, to hope is to go after, to build, to lift up ahead. He still said: “*Esperançar* is to join with others to do it differently”. ●

# TIME LINE

2013

2014

● Contract with the IFAD: the Paulo Freire Project begins

● 1st IFAD Mission to support the implementation of PPF and the first actions

● Preparation of the Term of Reference to contract continuous technical assistance (ATC) providers

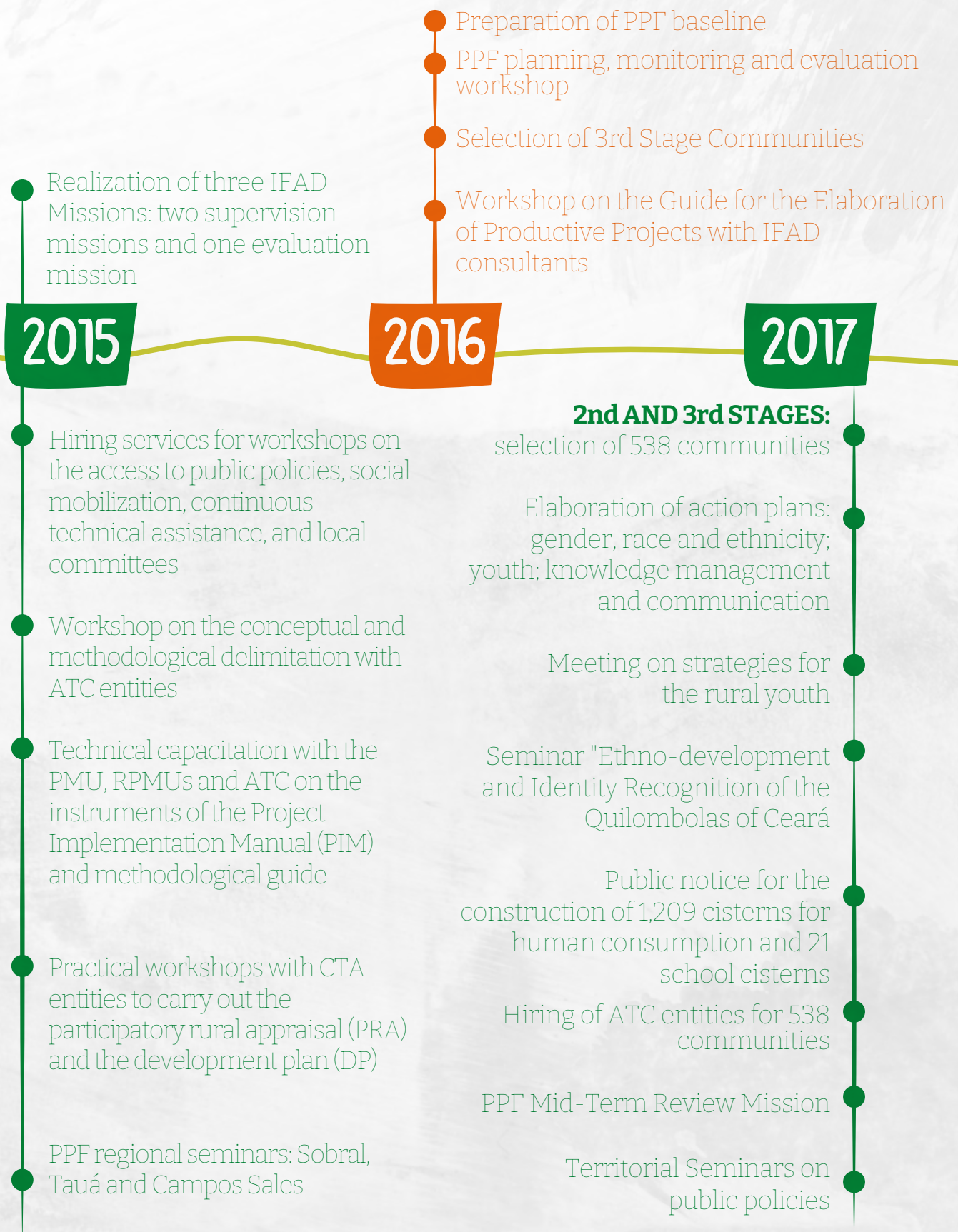
● **Definition of criteria for the selection** of communities and methodological instruments

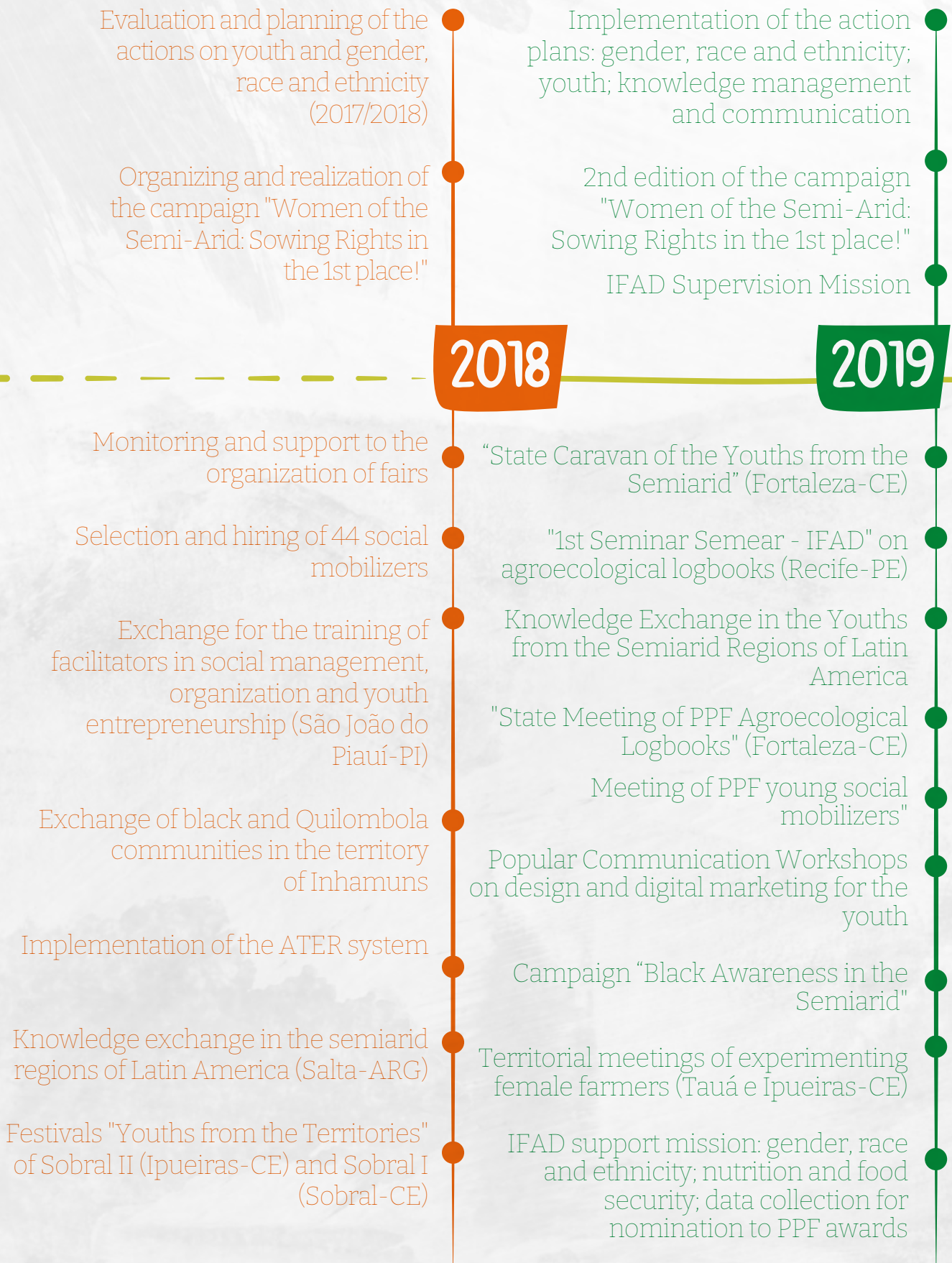
● Approval of the counterpart resources from the State of Ceará and installation of the Project Management Unit (PMU)

● **1st STAGE:** execution in 62 communities

● Realization of two IFAD Missions: supervision and implementation support







- Implementation of the action plans: gender, race and ethnicity; youth; knowledge management and communication
- 3rd edition of the campaign "Women of the Semi-Arid: Sowing Rights in the 1st place!"
- Beginning of social isolation due to the Covid-19 pandemic
- Beginning of Remote ATC

2020

- Realization of two IFAD missions: supervision and support
- "State Youth Network Meeting" (virtual)
- Release of the Floriô Semiárido Bulletin
- Production of the "Digital Windows" exhibition with young people in social isolation because of the pandemic
- Campaign with rural youth on the prevention of Covid-19
- Women's conversation circles: dialogue on gender, race, and ethnicity actions during social isolation
- PPF + Health: digital conversation circle - "Sowing Knowledge in Times of Pandemic in the Semiarid", in partnership with the Ceará State School of Public Health
- Brazil-Africa exchange on agroecological logbooks
- Nestante Project/Digital Reporter Course, in partnership with the Ubiqua Institute

2021

- 4th edition of the campaign "Women of the Semiarid: Sowing Rights in the 1st place!"
- Livestream: "Women's Narratives in the Context of the Covid-19 Pandemic"
- IFAD support mission
- Workshop for the construction of PPF affective and mental map
- Meeting of the Paulo Freire Project Commission on Gender, Race and Ethnicity
- Preparation of knowledge management products and publications
- Meeting of Evaluation and Completion of youth actions
- End of the loan agreement with the IFAD

- Sustainability actions
- Accountability of associations
- Dissemination of knowledge management products

2022





# PPF MONITORING AND EVALUATION

**“No one walks without learning how to walk, without learning how to make the path by walking, remaking and retouching the dream for which he set out to walk.”**

The monitoring and evaluation (M&E) and its instruments were used to monitor and make decisions focused on the objectives and expected results of the Project. In the scope of the monitoring, a database of PPF beneficiaries was structured, in addition to the field collection of data on the execution of the Project.

The ATER system - Family Farming Portal, where the information is stored, was built following the necessary data disaggregation, such as women, young people, and traditional communities. The PPF system was also used to follow up the investment plans (IPs), registering and monitoring productive investments.

The logical framework generated studies, evaluations, systematizations, and other products for knowledge management and Project management, reaching 104% of the goal. Among these products, we highlight the virtual Surveys of Results, the Floriô Semiárido bulletins, the products of knowledge management, the annual operational plans and the progress reports.

Both the evaluation of PPF results and the focus groups, a qualitative methodology, revealed an advance in the perception of women regarding the actions performed by them. They began to perceive their activities as work and to critically analyze the work overload they assume in the domestic space.





INTERCÂMBIOS DE  
SABERES NOS SEMIÁRIOS  
DA AMÉRICA LATINA  
Juventudes e Ações



## PPF LOGICAL FRAMEWORK AND MONITORING SYSTEM

Achieving the objectives proposed by the Paulo Freire Project was a task that had to be built up day by day. As for the objective of “contributing to the reduction of rural poverty through the development of human and social capital and sustainable productive development”, the finish line is made up of the most diverse subjects, realities, and experiences. It involved a participatory approach that considers the demands of the beneficiaries as the main source of orientation for the actions.

The IFAD evaluation method is based on the Project Implementation Manual and the logical framework, whose targets are established according to a survey conducted with the potential beneficiaries, which would be the starting point of each action. The monitoring work is done based on the comparison of the baseline scenario with the target scenario for each indicated action.

This powerful tool, whose importance is now noticeable - in the dimension of Project results, executed by a network of technicians from partner institutions - is performed throughout the process, so it could only be evaluated during its execution.

## ATER SYSTEM

Quarterly ATER reports were entered into an on-line system created exclusively for the Project. Each ATC technician received a tablet into which they could insert quantitative and qualitative reports and attendance lists of each visit made, adding GPS coordinates. Altogether, 108,000 visits were recorded.

These actions have resulted in a great differential for the Project, as they enabled the monitoring of elements that would be invisible to quantitative records of the results achieved. Moreover, they made it possible for the Project Management Unit team and other individuals involved to hear the stories of farmers and agricultural workers in the field. Otherwise, these voices would not have occupied their spaces.

Rather than simply assessing the end point from the starting point,

the continuous and facilitating process had, on the one hand, the logical framework as a challenging element, fed with information from the continuous monitoring system of the Project through the ATC service. Thus, it can be said that the great innovation of the Paulo Freire Project monitoring process was to align the follow-up of goals with the evaluation of processes.



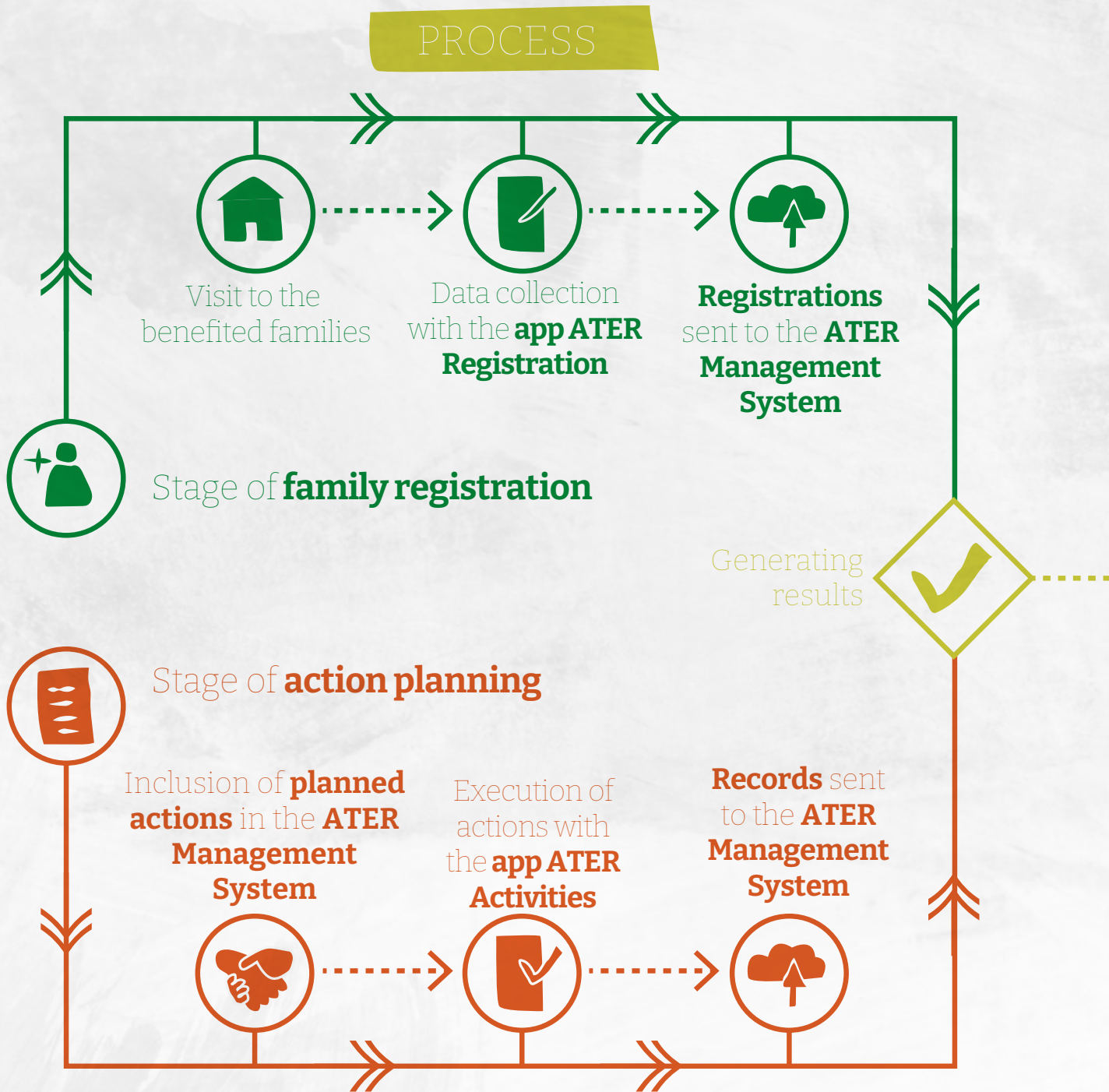
## MECHANISMS AND INSTRUMENTS FOR PPF MONITORING AND EVALUATION

- ATER System
- Progress and product reports of ACT entities
- Qualitative and Results Surveys
- Focus Groups
- Systematizations
- Impact Evaluation
- Project Completion Report ●





# ATER MANAGEMENT SYSTEM





PROGRESS REPORTS



**Family profiles**

Women

Children

Productive systems

Access to public policies

Record of activities

Performance of actions

Breakdown of actions







# PROJECT RELEVANCE

Project actions are inserted in the rural development strategy of the state of Ceará. Productive investments and continuous technical assistance have been efficient in increasing income, strengthening the communities, particularly women, young people, and traditional communities. They have also proven to be coherent and effective in dealing with

the issues linked to rural poverty and climate change. PPF data show this relevance: 64% of families report an increase in production; 110% of community and productive organizations have been strengthened and have become sustainable; and 100% of processing units have met environmental standards for effluent treatment.

1

**The Paulo Freire Project contributed to the reduction of rural poverty in 31 municipalities of the semi-arid region of Ceará. As a result, extreme poverty was reduced by 23% at the end of the Project.**

2

**Increased income and quality of life for the target audience through the development of human capital and social and sustainable productive development, with a priority focus on women, young people, and Traditional Peoples and Communities (PCT)**

## GENERAL IMPACT ON RURAL POVERTY

PPF actions resulted in the reduction of **multidimensional poverty** from 44% to 34% in the treatment group between 2015 and 2020. This is equivalent to a 23% reduction in the poverty and extreme poverty status of beneficiaries.ios.



# Continuous technical assistance







## CONTINUOUS TECHNICAL ASSISTANCE (ATC)

The Project guaranteed ATC for farming families during 4 years, which was executed by civil society entities contracted through public notices.

ATC services played a fundamental role by systematically assisting benefiting families and communities, besides elaborating participative appraisals and training processes to strengthen the community's organizational capacity, implementing productive investment plans, and assisting the whole process of acquiring goods and services, accountability, and implementation of technologies for access to water, besides monitoring agroecosystems.

With multidisciplinary teams, ATC services have supported farming families in expanding household income on a sustainable basis, prioritizing the work of women and the youth and promoting nutrition and food security.

600

communities

R\$1.086

was the average cost per family/year

3 a 4

years of technical assistance



23.766

families received  
ATC services

7

third-sector entities  
participated in the  
implementation of  
ATC

17.873

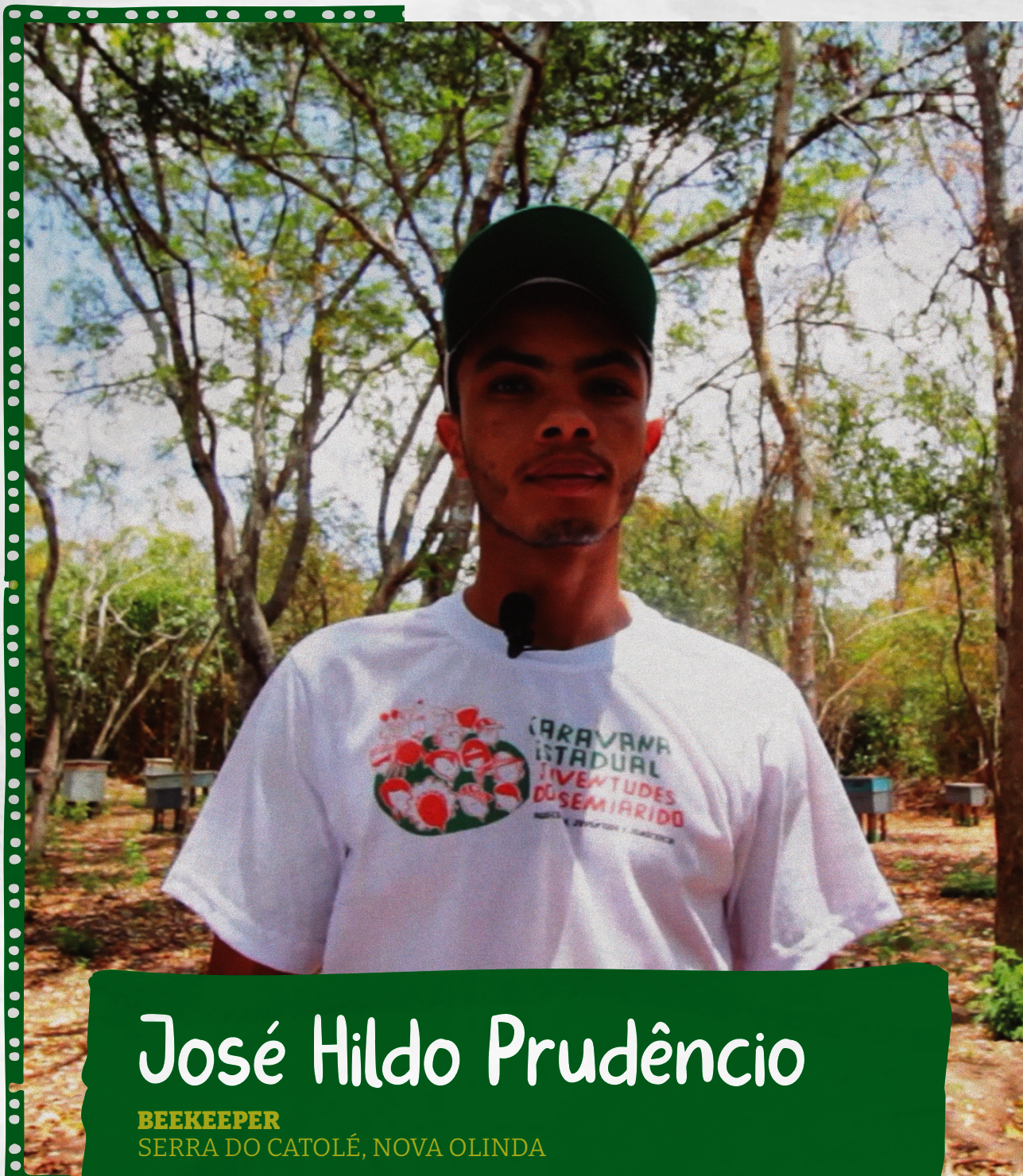
individuals received ATC  
services for the first time

108.000

field visits were made







## José Hildo Prudêncio

**BEEKEEPER**

SERRA DO CATOLÉ, NOVA OLINDA

“The very competent technical assistance has brought great benefits (after the introduction of the Paulo Freire Project in our community). One of them was the economic development. It improved a lot. What was an extra income for my family, it has become today the main economic activity. We received the training and all the equipment and inputs to start the beekeeping activity.”



A young man with short brown hair, wearing a brown polo shirt and brown trousers, is holding a large, round, green citrus fruit (likely a lime or lemon) in his right hand. He is looking directly at the camera with a neutral expression. The background is an orchard with many green trees and foliage. A large, semi-transparent yellow shape is overlaid on the image, partially covering the man and the fruit. The overall color palette is dominated by greens and yellows.

# **Productive investments**





17.763

Families benefited

# PRODUCTIVE INVESTMENTS

Productive investment projects applied agroecological practices of soil conservation or sustainable management of the Caatinga biome.



533

plans for productive investment

14 projects of PRODUCT PROCESSING

4 flour houses (one built and 3 reformed)

4 handicraft sheds (2 built and 2 reformed)

1 communal kitchen

2 bakery units

2 fruit processing units

2 honey houses

403

sheep and goat farming projects

+15.700 animals

5.505 families

34%

of increase in sheep and goat farming

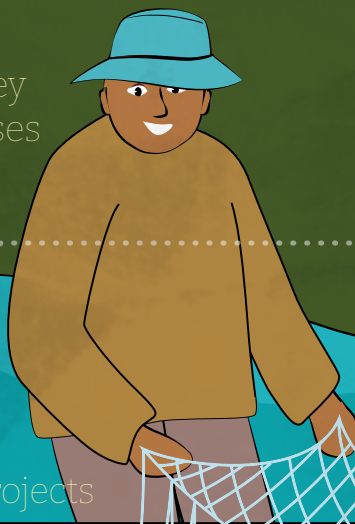


13

artisanal fishing projects

222

families



233

pig farming projects

5.442

animals

2.726

families

140%

increase in pig productions



74

beekeeping projects

+8.000

hives

682

families

297%

increase in beekeeping

468

poultry farming projects

+425.000

birds

7.583

families

79%

increase in poultry farming

37 266 315

handicraft projects

sewing machine

families







## Ana Fabrícia Lira

**PRINCIPAL AT THE CARLOS LEVY TABAJARA INDIGENOUS SCHOOL**

“This project has transformed the lives of many families. Instead of going to the market in the city to buy the mixture of beans and rice, now I have in my backyard: a chicken, an egg, a pig, a sheep. In addition, I can get extra income from selling these foods. Besides developing the families, the Paulo Freire Project has helped to strengthen the collective, because today families help each other in the productive process.”



# Nutrition and Food Security





## NUTRITION AND FOOD SECURITY

The investment in 4,591 agroecological productive backyards, 75% of which are led by women and associated with greywater reuse systems, has generated increased access and availability of nutritious and diversified food, in adequate quantity and quality for the families.

For production in small intensified and irrigated areas, 895 production cisterns were built and 2,189 greywater reuse systems, both equipped with micro sprinkler and drip irrigation systems, allowing, among other activities, the implementation of 4,591 productive backyards.

The positive impact of PPF on food security is evidenced by the following data from the impact evaluation: 61% of beneficiaries had an improvement in food consumption, with a 10% increase in the number of households producing for self-consumption and a 83% improvement in food diversification (from 56 to 103 families between 2015 and 2020)

The fact that 100% of PPF investments adopted agroecological practices and sustainable production techniques ensured that food was produced free of physical, chemical, and biological contaminants. The agroecological logbooks registered 683 different types of produce grown in backyards, bringing visibility to the production, income generation, and protagonism of women.



895

production cisterns

4.591

productive backyards projects

2.189

greywater reuse systems

144 women benefited

20 municipalities

With the AGROECOLOGICAL LOGBOOKS it was possible to verify the record of 683 different products:

271 foods of plant origin

100 foods of animal origin

67 foods of mixed origin

127 handicraft products

53 seedlings and seeds

38 medicinal plants and preparations

17 other products







## Fernando José da Silva

**ANIMAL SCIENCE STUDENT AND DIGITAL INFLUENCER**  
PAU DARQUINHO, SOBRAL

“The Paulo Freire Project arrived here at home with the cistern. From then on, everything has changed. Today, we have quality water (the cistern serves four families). From this came the project of raising chickens, the seamstresses, handicrafts, even the kiosk project, which involved young people. Today, we help in the commercialization, posting on the internet.”





# Coexisting with the semiarid



## COEXISTING WITH THE SEMIARID

The PPF developed actions for coexisting with the semiarid region that are aligned with agroecological knowledge and adaptation to climate change. Social technologies and the productive investments of agroecological basis were the main actions related to the theme of adaptation to climate change, aiming at production diversification with practices adapted to the local context. As for the access to

quality water for human consumption, domestic and school cisterns were installed. Regarding the development of forage support aimed at decreasing the pressure on native vegetation and storing forage for the dry season, there was the implementation of polyculture areas with local varieties and intercropped rainfed crops, with forage palm and forage sorghum. For the improvement of access to domestic energy, with a perspective to reducing the consumption of firewood, there was the construction of eco-efficient stoves and biodigesters.

994

hectares planted with forage sorghum

1.658

hectares planted with forage palm



10,000

families directly benefited by the implementation of social technologies

1.583

biodigesters

20.528

domestic cisterns

30

school cisterns

83.646

individuals had access  
to water of sufficient  
quantity and quality for  
consumption

2.186

water  
reusing  
systems

363

ecological stoves







## Elenivia Marquis Sabino

**FARMER**  
PIRES FERREIRA

“Before, we used to buy water. Now, we collect rainwater, put it in the filter, then drink it. We didn’t have this before the Paulo Freire Project. Now we do.”





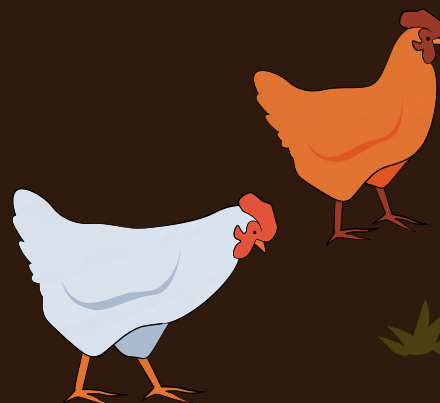
# Institutions and Policies





## INSTITUTIONS AND POLICIES

Community and productive organizations were strengthened with the proper structure, governance, and management systems, exceeding the goal by 10%. Data from the Survey of Results revealed that 86% of the 533 organizations reported that “the experience of the association with PPF was important to strengthen the community and productive organizations”. On the other hand, 79% of respondents declared that “the experience acquired by the association will provide the continuity of the work even after the end of the Paulo Freire Project”. Additionally, 81% of the organization were successful in terms of the establishment of formal partnerships, agreements or contracts with public or private entities..



# 533

Community and productive organizations strengthened with the proper structure, governance, and management systems

# 442

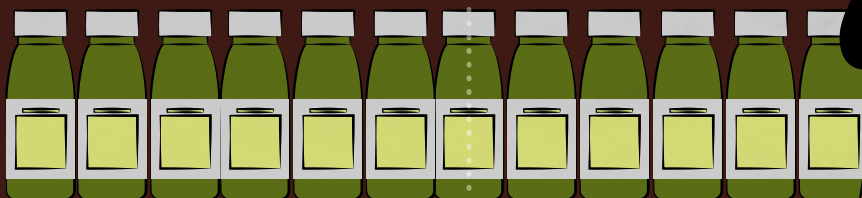
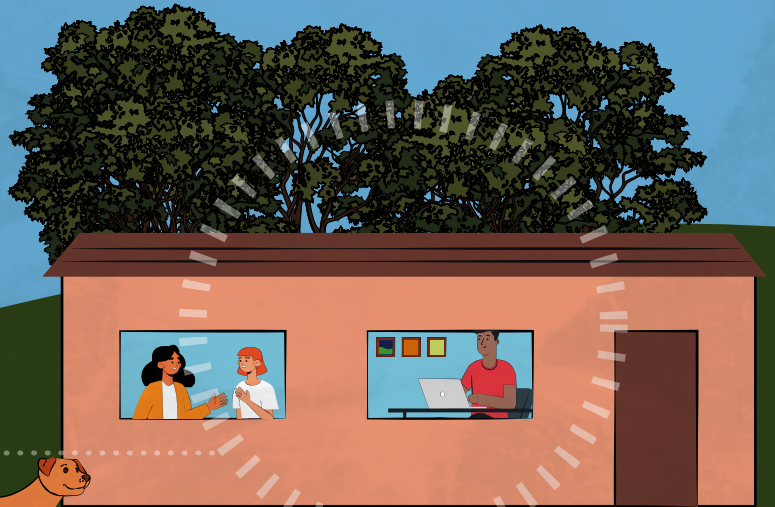
computers for the informatization of community associations

# 732

women occupying positions on the boards of community associations

# 1.000

women participated in purchasing committees








## Francisco Cosmo Veras

**COMMUNITY LEADER**  
ENGENHO VELHO – PIRES FERREIRA

“In my experience with the Paulo Freire Project, these years I followed the project have brought many opportunities. The apex was to discover that we fight for the same goal: for the rights of rural people, for the development of rural people.”





# **Gender equality and women's empowerment**





## GENDER EQUALITY AND WOMEN'S EMPOWERMENT

The gender strategy and action plan implemented by the Paulo Freire Project reached 87.5% of the gender goals and indicators from the Logical Framework. Some targets of the established indicators

were exceeded, such as women-led associative investments (185%) and women in leadership positions in rural organizations (272%). The Project has benefited 2,336 families headed by young women via investment plans, and women will lead 63% of the associative businesses.

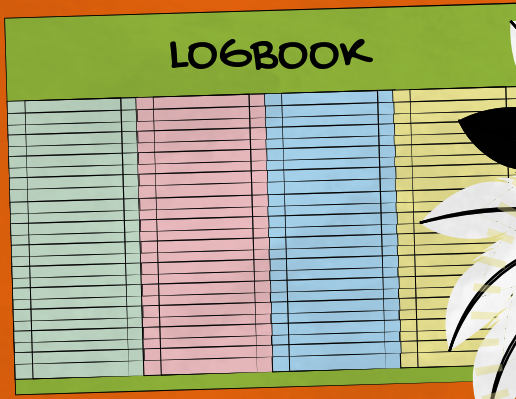
533

farmers organizations engaged in formal partnerships, agreements or contracts with public or private organizations



10.039

women holding investment plans and trained in several areas



744

women with agroecological logbooks



# COOPERATIVE







## Maria Silvana Sampaio

**ARTISAN**

IPU

“For us, who are housewives, having an extra income is great. Because you go to the market, you pay an electricity bill, pay one thing, you do another thing. So, it has improved a lot... we don't just wait for that income from our husband.”





# Access to Markets



## ACCESS TO MARKETS

According to the Survey of Results, 82% of the organizations have engaged in formal partnerships, agreements and contracts with clients in the institutional (public) and private (local market) scopes. Commercialization took place in homes, communities, fairs, door-to-door, and other retail shops. The institutional market, with the Food Acquisition Program (PAA) and the National School Feeding Program (PNAE), was accessed by 22% of the social organizations in which beneficiaries participate. Among the 533 community organizations, family farming fairs represented 57% of the marketing modalities. Of the 294 fairs, 160 are held at the community level, 96 are municipal, and 38 are regional. The products sold at the fairs come from productive backyards and swiddens: 75% of marketers are women and a 34% increase in the sale of beneficiaries' products due to productive investments.

1.535

families participated in the family farming fairs



# 17.052

families benefited by productive investments accessed public policies such as PRONAF (financing), Seguro Safra and/or institutional markets/public purchases

# 294

fairs supported (community, municipal, regional and virtual)







## Eliana Maria Teles

**ARTISAN**  
SANTANA DO CARIRI

“If it wasn’t for the Project in the community, I don’t know how it would be today because we didn’t have any income. So, today, we have developed thanks to Paulo Freire.”



A woman with dark hair pulled back, wearing a black and white striped top and a beaded necklace, holds a large, light-colored fishing net. The background is a vibrant green with a large, bright yellow circular graphic behind her head. A white network diagram is overlaid on the image, connecting various points across the scene.

# Human and social capital





## HUMAN AND SOCIAL CAPITAL

Support for farmers organizations and the percentage of members reporting new or improved services provided by their organizations exceeded the target, reaching 356%. The percentage of families that report adopting new or improved inputs, technologies or practices exceeded the target by 60%. On the other hand, the percentage of families that reported an increase in production exceeded the target, reaching 106%.



533

community organizations

115

women's groups

1.150

women



**110**  
youth groups

**1.650**  
young people

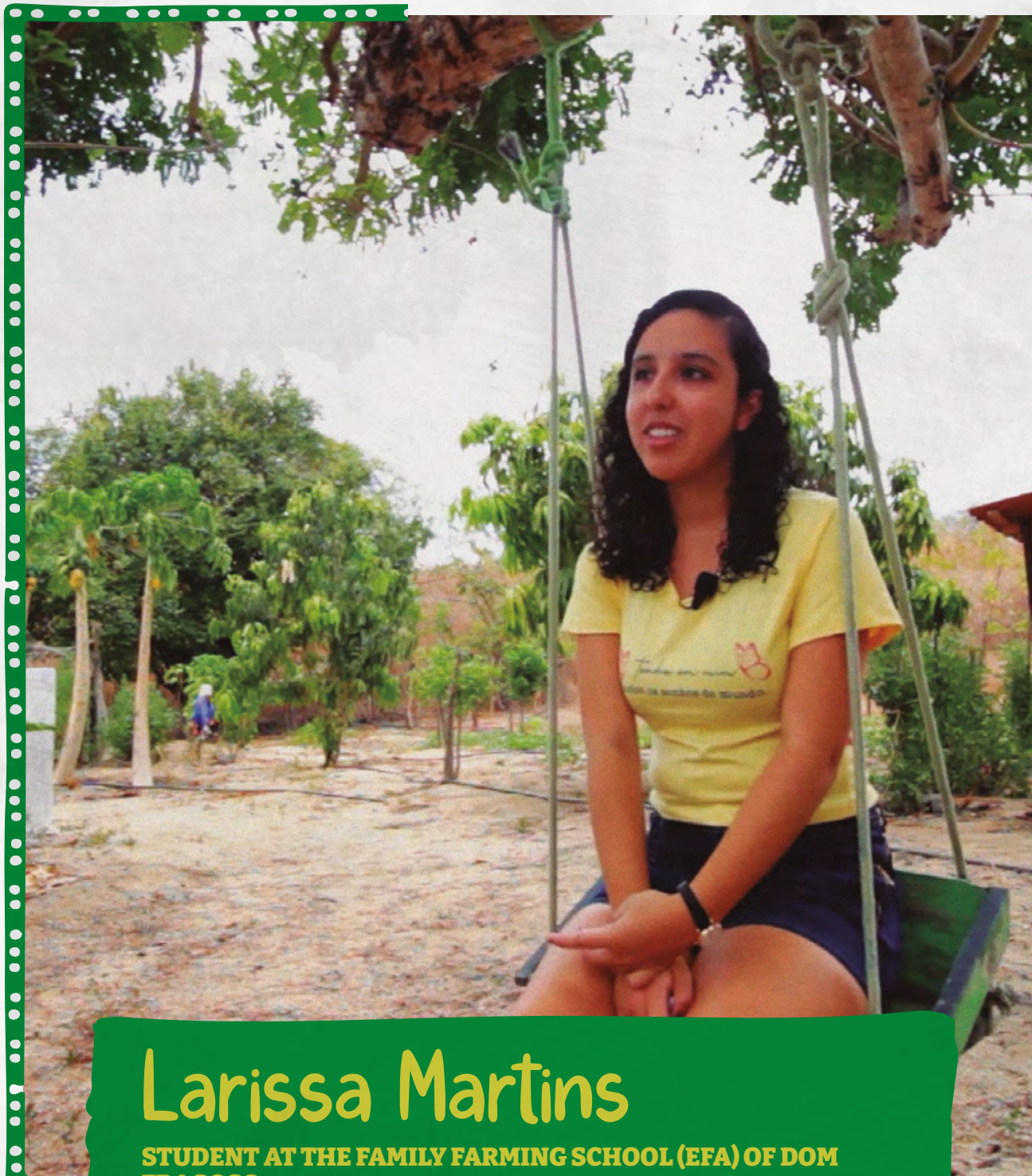


**732**  
female leaders

**151**  
young leaders







## Larissa Martins

**STUDENT AT THE FAMILY FARMING SCHOOL (EFA) OF DOM FRAGOSO**

**BARROS, PIRES FERREIRA**

“The technicians are not just technicians. They are our friends. They are not strangers. They have been very important here in our community. They have helped us a lot. Nowadays, I am taking a technical course in agriculture.”





# Youth protagonism



## YOUTH PROTAGONISM

The Project had a specific line of training and access to opportunities for the youth. The main activity in this sense was directed to young people between 15 and 29 years old who wanted to develop different types of business ventures in agriculture and other areas. A group of young social mobilizers was built, consisting of 34 members, 22 of them women, who worked to strengthen the participation of families, communities, and youth and leaders, in order to facilitate the communication between the various audiences and partners. Among

the main results of the youth strategy and action plan, it is worth highlighting the creation of a Network of Semiarid Youths.

The Project also built a foundation of strategic partnerships to develop youth actions, such as the caravans and festivals, with several public equipment for the social promotion of youth, Family Farming Schools (EFAs), Universities, union and social associations, and other federal, state, and municipal government agencies.



107

young leaders in the themes of community self-management, farm succession, solidary economy and fair trade

**4.151**

youth-headed households with productive investment

**8.770**

young people trained in access to public policies

**6.045**

young people trained to start and/or strengthen economic initiatives

**255**

young people occupying management positions in community associations







## Gerlene Silva

**YOUTH LEADER, STUDENT AT THE EFA OF CÓRREGO DE BAIXO SENADOR SÁ**

“In addition to the technologies of the first and second water cisterns and the biodigester, as a young person, having the Paulo Freire Project supporting the farming families, in a very youth-oriented way, made the youth believe in themselves more and fight even more for better days. The Paulo Freire Project was an awakening for the youth because, before, the youth lived each in their places.”





# Training Processes





## TRAINING PROCESSES

The training processes sought to strengthen the protagonism of the subjects through the deepening of themes such as agroecology, solidarity economy, coexistence with the semiarid, gender relations, feminism, race and ethnicity, community organization, rural youth. Some of the methodological processes supported were the exchanges for knowledge construction and the appreciation of farmers' concrete experiences. In this sense, the exchanges proved to be efficient and educational for developing and strengthening productive activities and social technologies.



20

young participants of the Digital Reporter Course, promoted by Ubiqua

135

people trained at the School of Gastronomy and Nutrition

2.165

participants in environmental and sustainability training

23.130

people trained in public policies and rights

2.211

participants in exchange programs promoted by the PPF

863

beneficiaries from traditional peoples and communities, being 94 young people and 176 women, participated in the project "Territory and Food Culture in Ceará", promoted by AKSAAM in partnership with Bolivia

621

health and ATC technicians and community leaders trained at the PPF+Health



38.766

families trained in public policies as a right

10.148

young people

4.900

women

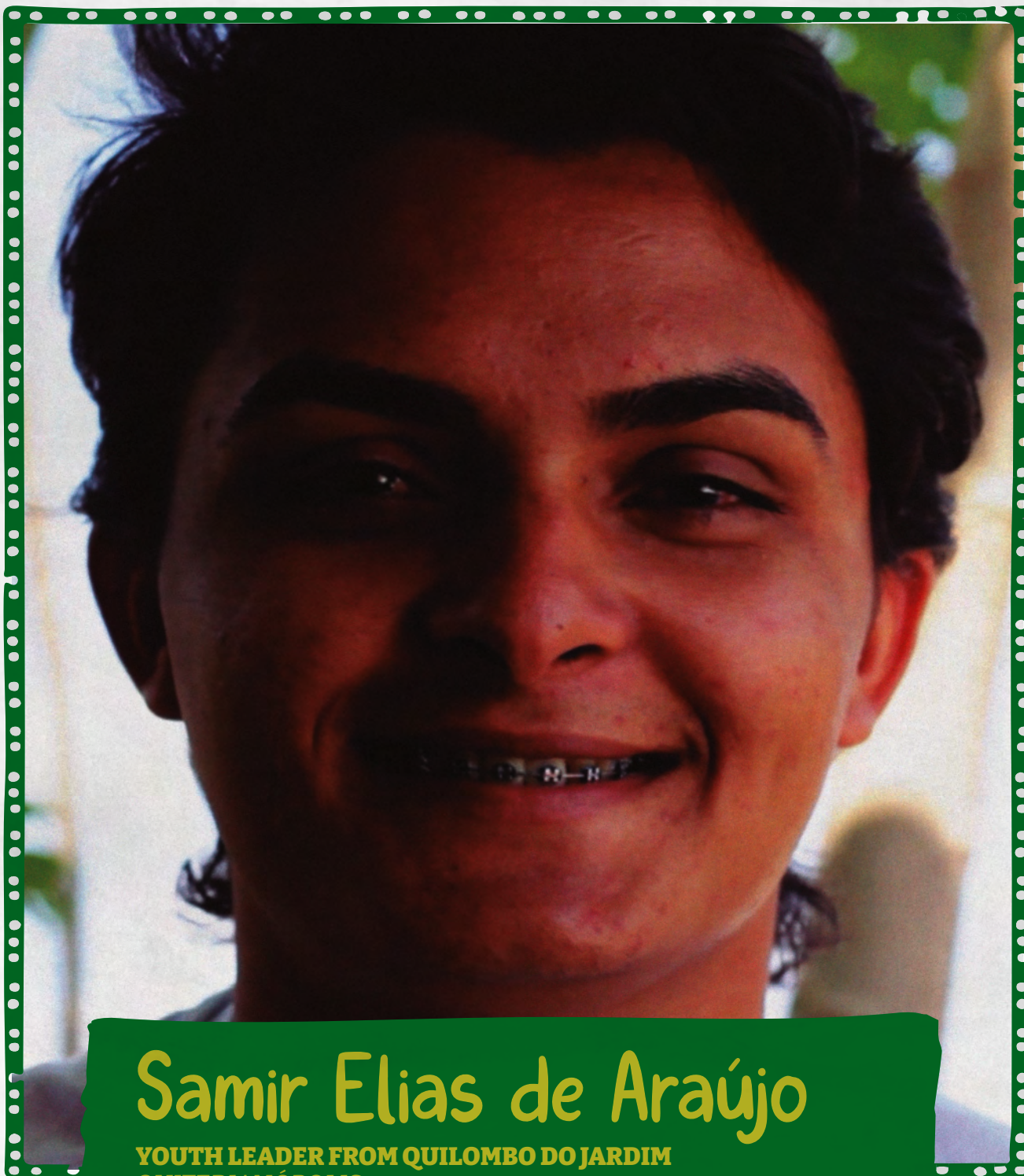
334

technicians

10.640

people in community organizations





## Samir Elias de Araújo

**YOUTH LEADER FROM QUILOMBO DO JARDIM  
QUITERIANÓPOLIS**

“People looking forward to the future and dreaming of better days within the community now have the Paulo Freire Project as an important support. We could see the eagerness there, not only of the young people, but of the whole family.”



# Communication and knowledge management





## COMMUNICATION AND KNOWLEDGE MANAGEMENT

The Project also included an action strategy for communication and knowledge management. Communication was an instrument that facilitated the relationship between the PPF and its audience in a direct way. This also oriented and supported the official communication about Project actions, while having a training role as well, especially for the rural youth. In knowledge management, good practices were systematized and disseminated, in addition to results and specific and general thematic reflections, giving visibility and stimulating the debate on issues inherent to the subjects, their territories, and the Paulo Freire Project.

9

audiovisual material  
including videos with  
systematizations, web  
documentary, and  
institutional video

2

photography  
exhibitions  
"Women of  
the Semiarid"  
and "Digital  
Windows"



5

tutorials developed one for carrying out the PPF virtual survey and four for language and techniques of agenda, photo, video, and audio

33

systematization pieces newsletter series "Floriô Semiariid" and "Floriô Semiariid Collection"

3

books "Paulo Freire Project - Technical Consulting", "Youth of the Semiariid: participation and expression" and "Floriô Semiariid: Systematization of the Communication Strategy and Knowledge Management of the Paulo Freire Project"

2

booklets "Accountability" and "Public Policies for the Peoples of the Semiariid - Advances and Challenges"

2

publicações "Gender, Race, and Ethnicity Strategy in the PPF" and "Paulo Freire Project in Numbers: Autonomy and Decent Life in the Semiariid Region of Ceará"

6

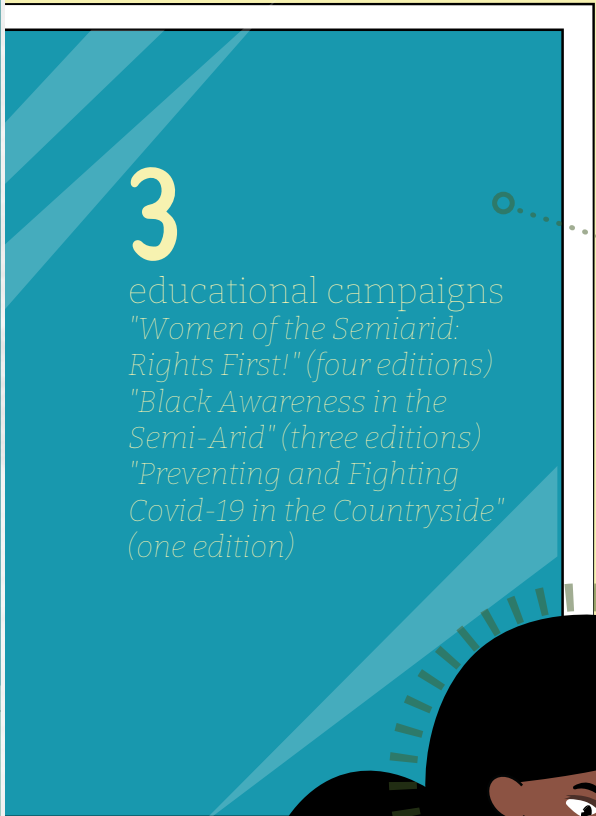
Live streams/conversation circles "Sowing Knowledge in Times of the Covid-19 Pandemic in the Semiariid" serie

+

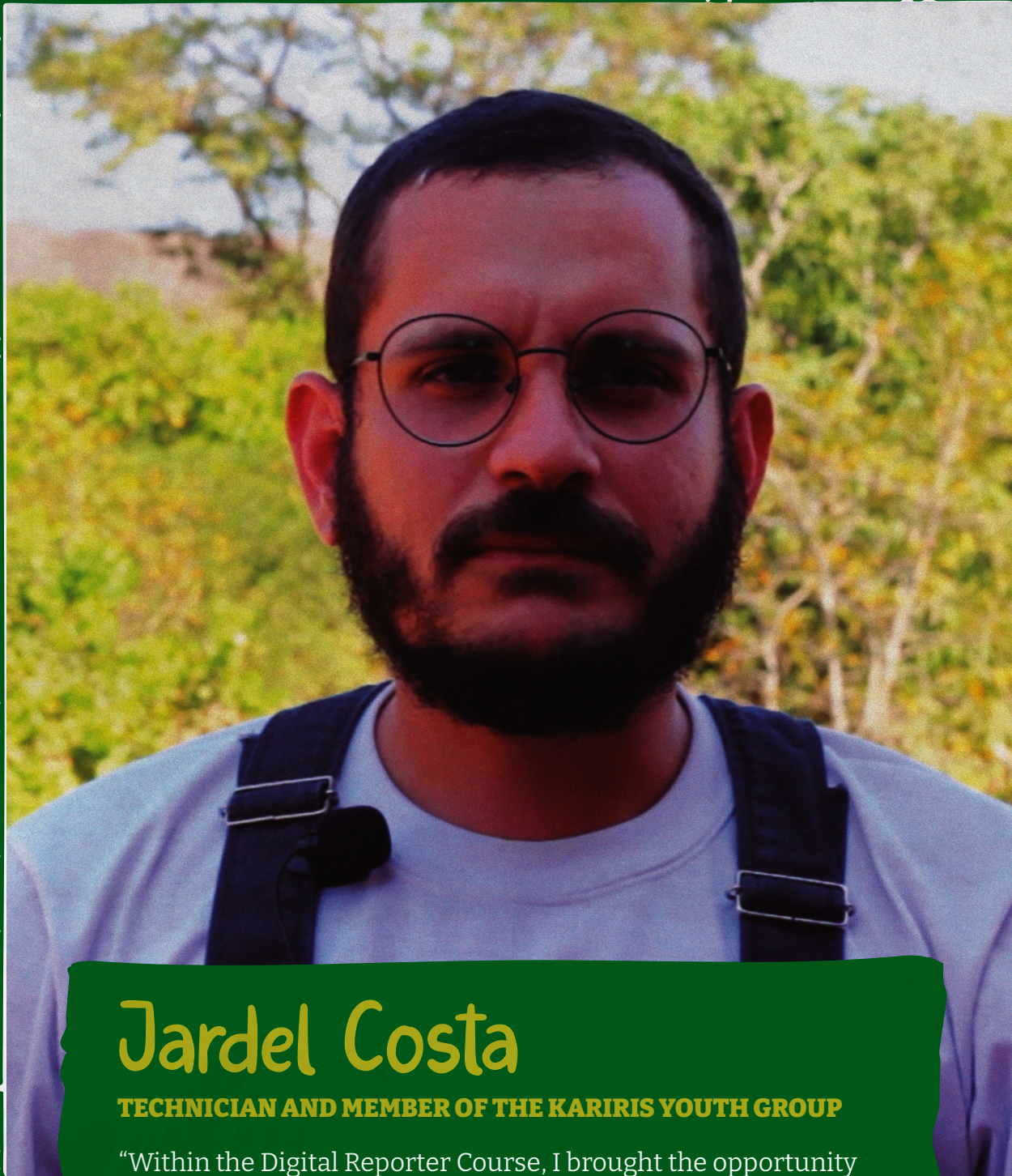
other actions posts, news, reports, videos and interviews published on the SDA website and social networks

3

educational campaigns "Women of the Semiariid: Rights First!" (four editions) "Black Awareness in the Semi-Arid" (three editions) "Preventing and Fighting Covid-19 in the Countryside" (one edition)







## Jardel Costa

**TECHNICIAN AND MEMBER OF THE KARIRIS YOUTH GROUP**

“Within the Digital Reporter Course, I brought the opportunity to create the group’s Youtube and Instagram channels. We started doing online activities and the Youtube channel ‘Cariri in 30 Seconds.’”







# PARTNERS

The Paulo Freire Project had the follow-up and support for all knowledge areas (components, management, and coordination), both for the physical and financial execution, contributing to a decision-making process focused on reaching the planned results and goals.

IFAD's support went beyond the implementation of the Project, generating opportunities for external partnerships and disseminating results, which put even more light on the good practices achieved by the PPF.

The Semear International Program was an important partner in the area of knowledge management through the systematization of experiences, various publications, national and international experience exchanges, support for the creation and operation of the Gender Equality Working Group, carrying out research such as "Training and Dissemination for the Conscious Use of Agroecological Logbooks in Brazil: Strengthening Rural Women and Building Life Quality", among others.

Procasur supported the promotion of international exchange programs, with assistance from the Dom Helder Câmara II Project and the IFAD office.

AKSAAM, in its partnership with the Project, has intensified knowledge management through collaborative arrangements, such as Slow Food. Finally, the State Government and, in particular, the Secretariat of Agrarian Development - the main implementing agency - guaranteed the funds for implementing Project actions and contributed effectively with the management, counterpart resources, and political commitment.

## CONTINUOUS TECHNICAL ASSISTANCE INSTITUTIONS

**CACTUS** Center for Supporting the Sustainable Development of the Semiarid Region

**CDC** Diocesan Caritas of Crateús

**CEALTRU** Center of Studies and Assistance to Rural Worker Struggles

**CETRA** Center of Labor Studies and Worker Assistance

**ESPLAR** Research and Advisory Center

**IAC** Antônio Conselheiro Institute of Support, Assistance and Research for Human Development

**IFP** Flor do Piqui Institute

## **OTHER INSTITUTIONS INVOLVED IN THE IMPLEMENTATION**

**ADAGRI** Ceará State Agricultural Defense Agency

**ANATER** National Agency for Technical Assistance and Rural Extension

**AKSAAM** Adapting Knowledge for Sustainable Agriculture and Access to Markets

**CEQUIRCE** Ceará State Coordination of Quilombola Communities

**CODAF** Coordination of Family Farming Development

**CODEA** Coordination for the Development of Settlements and Resettlement, Traditional Peoples and Communities

**CODECE** Coordination of Territorial Development, Cooperativism, Commercialization and Solidarity Economy

**COEMA** Ceará State Environmental Council

**COAMPPP** Mixed Agricultural Cooperative of the Small Farmers of Parambu

**COODEF** Inhamuns Region Family Economy Development Cooperative

**COOLIMEL** Farming Cooperative of Beekeepers of Parambu

**DAKI** Dryland Adaptation Knowledge Initiative

**EGSIBD** Ivens Dias Branco School of Social Gastronomy

**EMATERCE** Ceará State Company of Technical Assistance and Rural Extension

**FECOP** Ceará State Fund to Combat Poverty

**FETRAECE** Federation of Rural Workers and Family Farmers of the State of Ceará

**IDACE** Ceará State Institute of Agrarian Development

**IFCE** Federal Institute of Ceará

**IICA** Inter-American Institute for Cooperation on Agriculture

**IPECE** Ceará State Institute of Economic Research and Strategy

**INFOCOS** Network of Educational Partnerships for Sustainable Development

**PROCASUR** Programme for Rural Development Training

**SECON** Controllership and General Ombudsman's Office of the State of Ceará

**SEFAZ** Ceará State Secretariat of Finance

**SEMA** Department of the Environment

**SEMACE** Ceará State Superintendence for the Environment

**STTR** Rural Workers Unio

**TCE** State Audit Court

**UECE** State University of Ceará

**UFC** Federal University of Ceará

**UFV** Federal University of Viçosa

**UNICAFES** National Union of Family Farming and Solidarity Economy Cooperatives

**UNILAB** University for International Integration of the Afro-Brazilian Lusophony

**URCA** Regional University of Cariri •





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DESENVOLVIMENTO PRODUTIVO E DE CAPACIDADES



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SECRETARIA DO  
DESENVOLVIMENTO AGRÁRIO