Taking inclusiveness as the starting point for green growth: Brazil´s Bolsa Verde Programme

Márcia Muchagata- Advisor, Minister’s Office
PILLARS OF BRAZIL WITHOUT EXTREME POVERTY

POVERTY MAP

Increasing capabilities and opportunities

- Income transfer
- Rural and Urban Productive Inclusion
- Access to Public Services

BOLSA VERDE

Enhanced income
Increased welfare

Active Searching
Brazil without Extreme Poverty Plan

Cash transfers (R$ billion)

Families in *Bolsa Familia* (million)

Fonte: MDS.
Extreme poverty reduction (%)

Rate by age

With Bolsa Família before “Brazil Without Extreme Poverty Plan”

With Bolsa Família after “Brazil Without Extreme Poverty Plan”

Without Bolsa Família

Reduction of 36%

Reduction of 89%
Active search - Every extremely poor family must be part of Bolsa Familia and other social policies

- 1,3 million families have been located and included
- 300 thousand yet to be found (estimate)
• Eradicating poverty is a strategic component of sustainable development

• Cash Transfer with conditionality on environment conservation:

  Families commit themselves to maintain the forest cover and engage in sustainable production activities

• Bolsa Verde transfers to families US$ 120 every 3 months, during a period of 2 years, renewable
Steps

1. Partners indicate Areas

2. Environmental survey

3. Partners collect family data

4. Family data cross-checked with Social Unified Registry

5. Family enters the Bolsa Verde Registry and signs a Term of Agreement

6. Min. of Environment sends a payment list to Caixa (Public Bank)

7. Family uses Bolsa Familia card to withdraw money

8. Areas are monitored by satellite
Other services offered to families:

- Rural extension with design and costs adapted to forest families- 26 thousand families included
- Pronatec – technical courses
- Training for rural extension services
- Minimum prices policy for 16 forest products

Annual budget R$ 106 million (~US$ 42 million)
Profile of beneficiaries

### Monthly income
- Até R$ 77,00: 87%
- Entre R$ 77,01 e R$ 154,00: 8%
- Acima de R$154,00: 5%

### Gender
- Women: 88%
- Men: 12%

### Race
- Parda: 85.1%
- Other: 14.9%

### Type of location
- Settlers: 58%
- People living in Conservation Units: 33%
- Riverine: 9%
Spatial distribution

Monitoring reveals that 98.6% of the areas are maintaining the forest cover.

5.5% of the national territory monitored by Bolsa Verde surveys.

- 961 areas
- 473,925 km²

5.5% of the national territory monitored by Bolsa Verde surveys.
Keys to succeed

Leadership and government priority
“My government’s highest determination will be to eradicate extreme poverty and create opportunities for all”

Simple design
- Family registration is simplified and organized by local authorities/partners; income is self-declared
- Cash transfers made through debit card
- Priority given to women, the preferred account holders

Large scale and easy replication
We needed programmes that could easily be reproduced across a country as large and diverse as Brazil

Clear targets and goals
The importance of a national extreme poverty line

Monitoring and evaluation
DETER- satellite monitoring