



AMAZON
living essence

NEWSLETTER

KNOW THE PROJECT

AMAZON LIVING ESSENCE



The Amazon has an invaluable natural and cultural wealth that must be guarded by all defenders of nature and life.

From COICA we know the realities of indigenous communities and organizations to generate policies, proposals and actions at local, national and international levels, and achieve equitable and fair development of the Amazon region.

Amazonía Esencia Viva is a project that seeks to strengthen the leadership of indigenous women for the protection of the Amazon region, from four axes: ancestral knowledge, restoration and bioeconomy, communication and advocacy.



COMPONENT 1: ANCESTRAL KNOWLEDGE



Ancestral knowledge about the medicinal use of plants is essential for Amazonian communities, as it is part of their cultural identity and their relationship with the natural environment. This knowledge is not only a health tool, but also serves as a defense mechanism for the territories and biodiversity against external threats.

To make visible and safeguard the ancestral knowledge of each indigenous organization, a digital repository will be built jointly to record the history, forms of transmission of ancestral knowledge, projects and activities of the indigenous organizations.

This platform will also serve as a registry to generate public policies or actions that guarantee the conservation of ancestral knowledge over time.

The transmission of knowledge is important to perpetuate the history and essence of a territory throughout generations.



COMPONENT 2: RESTORATION AND BIOECONOMY



This component **seeks access to global climate finance and biodiversity conservation funds**, focused on restoring degraded areas and strengthening indigenous Amazonian bio-enterprises.

In Ecuador, the forest restoration process will be carried out in San Jacinto del Pindo, Pastaza, with a chakra approach that includes one hectare per family.

In Colombia, an agroforestry mechanism will be implemented, incorporating timber and horticultural species. Participating families will be trained in restoration, nurseries and cultural activities to improve their livelihoods and replicate the process in their localities.

Promoting the indigenous bioeconomy

The bioeconomy subcomponent, derived from COICA's Regional Indigenous Economy Program, promotes production based on ancestral knowledge and principles of the indigenous economy.

Through three phases: identification, strengthening, and financing of enterprises, it will support initiatives that have an impact on the communities, especially those led by women. The objective is to consolidate differentiated products and services that contribute to the economic and cultural development of the Amazon region.

COMPONENT 3: REGIONAL COMMUNICATION STRATEGY



We implemented a comprehensive communication strategy articulated with grassroots organizations to transcend indigenous actions at local, national and international levels.

This plan includes two action spaces: an international one, focused on COICA's global advocacy actions, and a national one, supporting the agendas of its grassroots organizations.

To strengthen this strategy, a virtual training program will be developed, aimed at territorial organizations and networks of Amazonian indigenous women, with modules taught by professionals with experience in working with indigenous communities. Participants who meet the requirements will be integrated into COICA's communication strategy.





Regional Network of Women Communicators

As a result of the training program, the first Regional Network of Indigenous Women Communicators of the Amazon Basin will be created, which will work on issues such as indigenous rights, ancestral knowledge, bioeconomy and biodiversity conservation.

The network will have a work plan according to the needs of the organizations represented and will be administered by COICA, with global incentives to motivate participation. In addition, a joint Regional Communication Plan will be developed that will define products, dissemination platforms and planning strategies to enhance the impact of the actions of the indigenous organizations on a regional



COMPONENT 4: INTERNATIONAL SPOKESPERSON



The “Evaristo Nungkuag” Training Program in Diplomacy, Spokespersonship and International Advocacy seeks to strengthen the capacities of indigenous leaders of the Amazon Basin to influence decision-making spaces at the international, regional and national levels.

This component is key to positioning the defense of the rights of indigenous peoples and the protection of the Amazon on the global agenda. It works through a prioritized agenda of COICA and international spaces with a special focus on women’s participation.



This program is aimed at leaders empowered in their identity and role. The program offers six modules that cover advocacy strategies, negotiation, message development and media training.

This training allows the voices of indigenous communities to be clear and forceful, bringing their demands to the understanding of global actors.

Amazonía Esencia Viva is supported by Conservation International and financed by the French government.



Follow us on our official channels



www.coicamazonia.org/

