

ABOUT 2010 YES SUMMIT ROAD TO 2010 IN THE WORKS IN SWEDEN JOIN NEWS & VIEWS
 HOUSING FOR ALL WATER AND YOUTH MOVEMENT CHINESE YOUTH LEADERSHIP BRAZILIAN CLIMATE ADAPTATION
 SOLAR LIGHTS RURAL LIVELIHOODS BIO-CHARCOAL MASS COMMUNICATION



Solar Lights for 15 Million People in East Africa



Scaling rural livelihoods in India



Bio-charcoal in Tanzania



Using Mass Popular Media to Inspire Young Entrepreneurs



A Global Network of Youth Water Businesses



Chinese Youth Leadership on Climate Change

BRAZILIAN YOUTH REWORK CLIMATE ADAPTATION: THE ADAPTA SERTÃO INITIATIVE

Since 2004, several Brazilian organizations, combining water irrigation companies, government agencies, and non-profit networks have gathered together to mobilize resources and develop a 'social technology' that can help small farmers in the Sertão adapt to climate change impacts. The initiative is integrating water efficient irrigation technologies with capacity building programmes and community mobilization. The strategy is three-fold: build specific capacity at a local level on irrigation and organic food production; introduce a specific micro-credit program to disseminate the technological arrangement across the region; and improve access to market for the agricultural products developed.

The **Adapta Sertão** initiative project, which is being tested in Brazil's semi-arid region, will be replicated in other areas of the world that are prone to droughts or to lower rainfall patterns because of climate change.

Please watch the **video** about the Adapta Sertão Initiative **on the front page**.

Adapta Sertão joins Rework to create new partnerships that can help it continue to advance youth employment at four levels:

- 1. Associates:** All small and medium size farmers (women, youth and men alike) can potentially become associates to Adapta Sertão. Currently the Adapta Sertão network is present in four municipalities of the state of Bahia (Pintadas, Quixabeira, Baixa Grande e Brumado) but the objective for the current phase is to expand it to many other municipalities of Bahia and of other north-eastern Brazilian states. Where the network is present, many small farmers of the municipality will be able to receive finance and specific capacity to be able to operate the irrigation and production systems in such a way that their yield can greatly increase, leading to better income and more food security at a time when climate change poses a great threat to the region.
- 2. Technical support:** The Adapta Sertão network relies on the creation of local technical support to build the capacity of farmers. Currently, Adapta Sertão has 6 local technicians all of them below 28 years. They are responsible for organizing associates (the farmers), build local capacity and give the right support that is necessary to use the technological innovation in the right way. Youth represents the technical coordination of the Adapta Sertão network. It is estimated that one technician can attend the needs of about 100 farmers. Funding for this opportunity may become available through partnerships with local municipalities and/or national and international organizations.
- 3. Replication:** The introduction of the Adapta Sertão model in one municipality or community is based on local social entrepreneurship. All local technical coordinators and technicians need to be engaged in such a way that they envision the right conditions for the program to take off at a local level. The organizations that are associated to Adapta Sertão help the local team create a support infrastructure to achieve their objectives by providing technical support and help them overcome barriers and obstacles.
- 4. New business opportunities:** The business model of Adapta Sertão network is based on partnerships between private, public and the non-governmental sectors. The model focuses on creating new business opportunities associated to water irrigation supply chains and agricultural production.

Youth has proven to be the most receptive group to the technological innovations and represent a great potential to strengthen the conditions for the leapfrog that can modernise the current agriculture infrastructure and people's attitudes and skills in the semi-arid region of Brazil. While women are pillars of livelihood of families—especially when men leave their homes to look for seasonal employment opportunities in urban areas—there is still strong gender discrimination in the region where women have

difficulties to access credit and technology compared to men. Unleashing the capabilities of both young people and women are essential components of a sustainable effort to lift the region out of its structural poverty.

Contact: Thais Corral, [email](#)

REWORK Blasieholmstorg 8 | 111 48 Stockholm | +46-8-440 56 90 | info@reworktheworld.org | **Login**