



**Project Trial in the Araribóia Indigenous Land,
Maranhão State, Brazil.**

Winter 2022



About AmazoniAlerta

AmazoniAlerta is a startup, non-profit organisation based in Brazil and the UK, financed by philanthropic donations.

Instituto AmazoniAlerta, Brazil, manages the initiative's operations. AmazoniAlerta CIC, UK, is our international fundraising vehicle.

In two and a half years with only c. \$120k we have achieved proof of concept and begun deploying evidence gathered through the app in international and domestic legal processes that aim to defend Amazonian lands and communities - the ultimate aim of AmazoniAlerta.

We are now raising a further \$45k to fund the second half of our twelve month trial of AmazoniAlerta in the Araribóia Indigenous Land, Maranhão State, Brazil. The trial began in May 2022.



Why? What?

Around 94% of the deforestation of the Amazon is illegal.

Designed and managed in partnership with indigenous communities in the Amazon, **AmazoniAlerta is a blockchain-based, smartphone app that empowers users to gather evidence on, and report, environmental and associated crime within the Amazon.**

The easy-to-use app facilitates the secure and anonymous uploading of evidence in the form of photos, videos and descriptive text, on crimes that harm the Amazon and indigenous lands and communities including: land invasions, illegal fires, illegal mining, illegal logging and assaults and killings.

All alerts are time-stamped, geolocated and secured in the blockchain, where the data is incorruptible and thus of significant evidentiary value in legal processes. Alerts are then uploaded to our back office system. When approved by our team and indigenous representatives, alerts are published on our online map.

There is sufficient smartphone usage in frontline Amazonian communities to make AmazoniAlerta viable.

In the next phase of operations, actionable data will be deployed tactically in legal



actions in the Brazil courts (many of which are independent of the government) and, potentially, in international legal and quasi-legal arenas.

Our ultimate aim is for AmazoniAlerta to be a critical resource that materially advances the legal defence of Amazonian lands from illegal deforestation and exploitation on an ongoing basis.

With the Amazonian ecosystem on the verge of collapse and Indigenous Brazilian communities under constant assault, including an ongoing, judicial attack of existential severity from the Bolsonaro regime, the situation could not be more critical.

Achievements so far

- **Successful trial in progress in the Araribóia Indigenous Land:** Our trial is exceeding expectations in indicating the utility of the app and our overall strategy.
- **Submission of evidence to Inter-American Commission on Human Rights (IACHR):** September 2022 - AmazoniAlerta makes its first formal submission of evidence gathered through the app to an international legal body - the Washington D.C, based IACHR, to support its Precautionary Measure no 754-20 which mandates the Brazilian Government to fulfil its legal obligation to protect Guajajara and Awá Guajá peoples living in the Araribóia Indigenous Land.
- **Proof of concept re: our technology:** The app, the backoffice and the online map of alerts are functional and effective.
- **Proof of concept re: the project's primary objective:** Indigenous users of the app are beginning to generate alerts.
- **Team:** We have an experienced, effective and dedicated team.
- **Key partnerships & support base:** We have a rapidly growing base of support within the indigenous movement in Brazil.

Donate

Act. Donate.
Make a difference.

Just Giving

To make an instant donation by card or transfer please use our [Just Giving facility](#).

Major Donations

To discuss major donations please email: nick@amazonialerta.org

Tax

UK taxpayers may be eligible for tax relief on donations made through Amazoni-Alerta Collective Fund, a restricted fund under the auspices of Prism the Gift Fund registered U.K. charity number 1099682.

US taxpayers may be eligible for tax relief on donations made through Prism's US service in partnership with the [King Baudouin Foundation United States \(KBFUS\)](#) a U.S. public charity.

Please contact us by email to discuss tax relief on your donation: nick@amazonialerta.org



Key Links

For a swift introduction to AmazoniAlerta please see the following:

Demo Video

AmazoniAlerta Short Demo Video

(1:30 min)

Demonstration video for potential users within the Amazon.



In the Press

Vice News Report

(8:00 min, featuring AmazoniAlerta at 4:00 min),
Inside the Indigenous Fight to Save the Amazon



Website & Socials

Website

Our site designed for building awareness and fundraising internationally.

Map and Alerts site

Our online map showing published alerts.

Google Play Store

Download the app. Only for Android phones.

Twitter

Instagram

Summary

of our 12 Month Trial in the Araribóia Indigenous Land

Since May 2022 AmazoniAlerta has concentrated its resources on a year-long trial of its operations in the Araribóia Indigenous Land in Maranhão state, Brazil.

During Autumn 2022, we will raise a total of \$45k to fund the next six months of the trial.

Our trial field-tests, for the first time, the combination of all three elements of our plan to improve the legal defense of indigenous lands within the Amazon:

- Community-based evidence gathering encouraged by our app ambassadors and our local indigenous partners.
- Use of our app, back office and website as a powerful platform for the collection, sending, storage and publication of evidence of environmental and other crimes within the Amazon rainforest.
- Analysis and use of gathered evidence in legal and related actions by our legal team.

Araribóia Indigenous Land is home to the [Guajajara People](#) and the [Awá People](#). Their lands are amongst the most invaded and vigorously defended indigenous lands in the Amazon:

- The Guajajara are amongst the most numerous indigenous groups in Brazil, with an estimated 13,100 individuals living on indigenous land. In 2013 the Guardians of the Forest group was formed, primarily by Guajajara tribal members living on Araribóia Indigenous Land, to protect their lands against loggers, land grabbers and drug traffickers. It is only the

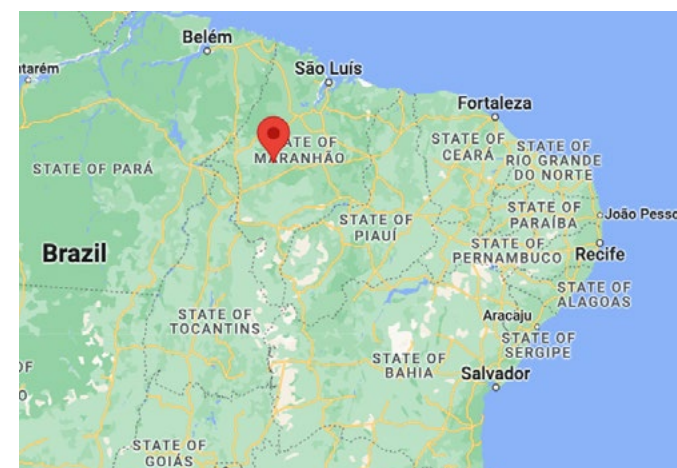
latest chapter in the Guajararas' centuries long history of resisting the invasion and occupation of their forest lands.

- The Awá people are amongst the most threatened tribes on earth and comprise around 350 contacted and 100 uncontacted people, surviving within an ever diminishing area of forest.

We believe that AmazoniAlerta can become a critical resource for the well mobilized indigenous groups in the area to significantly strengthen the legal defense of their lands and the remaining rainforest.

A successful trial will allow us to fundraise for a wider rollout.

Location of Araribóia Indigenous Land within Brazil.



The following sections provide further information on the Guajajara and Awá, our team and their roles and on the final pages, a table of our goals over the 12 month trial and the project budget.



Kari Guajajara and Carol Santana (first and second from left) AmazoniAlerta's legal team, demonstrating the app in a village in the Araribóia Indigenous Land, May 2022.



Carol Santana speaking during a discussion on threats facing this particular community.

Selected media & information

on the Guajajara and Awá peoples

Brazilian forest guardian killed weeks after joining Amazon summit



Janildo Oliveira Guajajara had recently taken part in an Amazon assembly organised by murdered Indigenous specialist Bruno Pereira

[The Guardian - September 2022](#)

About the Guajajara

[Instituto Socioambiental](#)

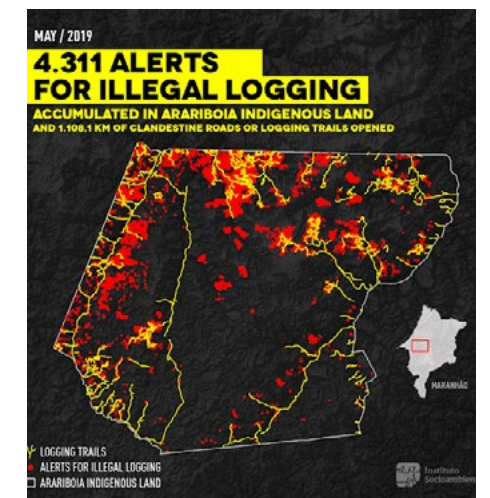
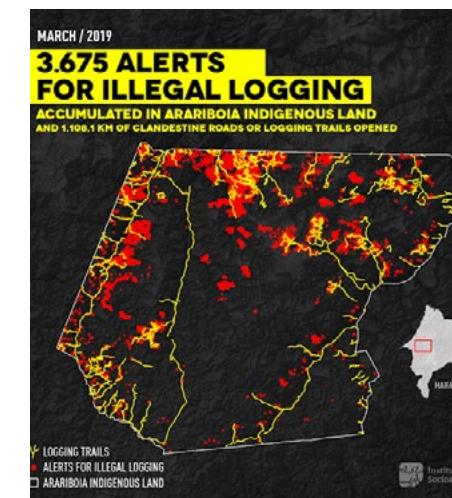
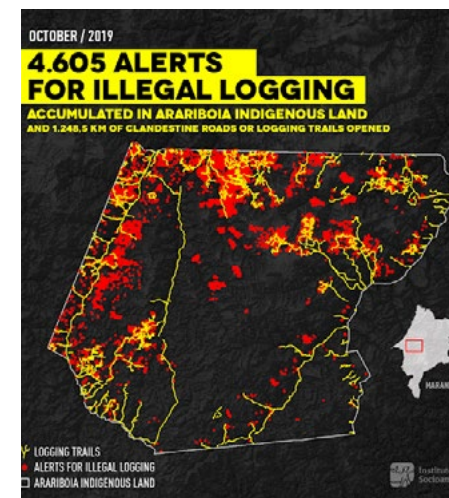
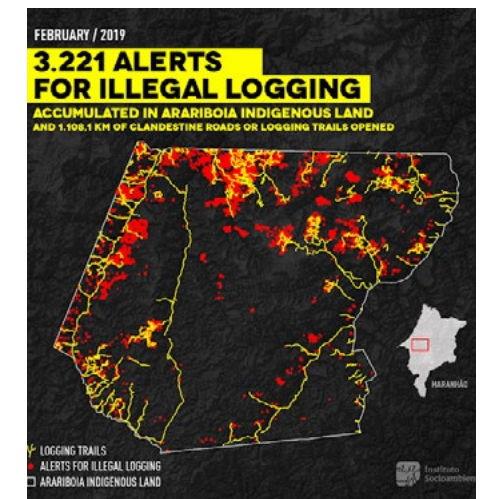
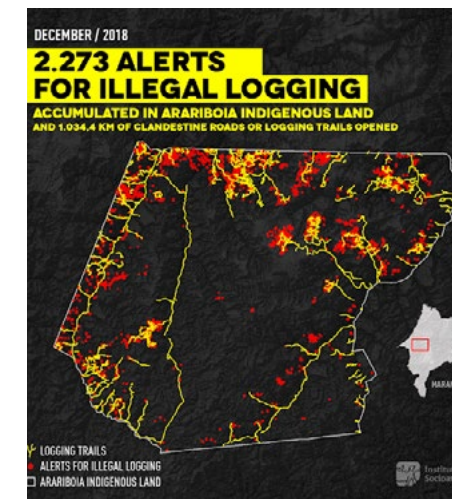
Defenders of the Amazon Under Threat in Brazil

Article on the Guajajara Guardians
[Latina Republic - September 2021](#)

Ka'a Zar Ukyze Wà - Forest Keepers in Danger



14min video
Documentary from Indigenous filmmakers from Midia India on the grave situation faced by their uncontacted relatives the Awá Guajá, from the Araribóia indigenous territory, one of the most invaded lands in the Amazon
[Midia India - July 2019](#)



Awá - Earth's Most Threatened Tribe

Article on the Guajajara Guardians
[Survival International](#)

Above: A series of maps of alerts of illegal logging within Araribóia Indigenous Land between Sept 2018 and May 2019 - the rate has only increased subsequently. Produced by Instituto Socioambiental (ISA).

The Amazon rainforest's most dogged defenders are in peril

Article on the Guajajara Guardians
[Vox.com - September 2021](#)

Killings, invasions escalate in fight for land in Brazil's Maranhão state

Article on the escalation of violence in Maranhão state, targeting Indigenous people and rural workers.
[Mongabay - July 2022](#)

Selected Alerts so Far

See our live online map for our published alerts:
<https://mapa.amazonialerta.org/>

The alerts below - all made prior to our current trial in Araribóia Indigenous Land - are selected

to indicate the potential of app data to record a broad range of the violations of Indigenous lands, to record political demonstrations and instances of reforestation and community activity.



142 The Cachoeira Seca indigenous land of the Arara people. Data from the National Institute for Space Research ranks it as the most deforested area in the country – for the 6th consecutive year. 77.7 km2 lost in 2020, 61.3 km2 in 2019, 54.2 km2 in 2018 (Pará). Coordinates: (-4.5342667, -54.2612722)



141 Reforestation project on the Territorial protected land, led by the regional women's association (AMA 2) (Patá).Coordinates: (-4.6998634, -55.7465166)



80 The Wai Wai nation is facing an uncertain future as the Brazilian government have passed legislation that would expanded mining operations on their land by more than 50%, by another 5700 km2 (Roraria) Coordinates: (-0.6960579, -57.9738833)



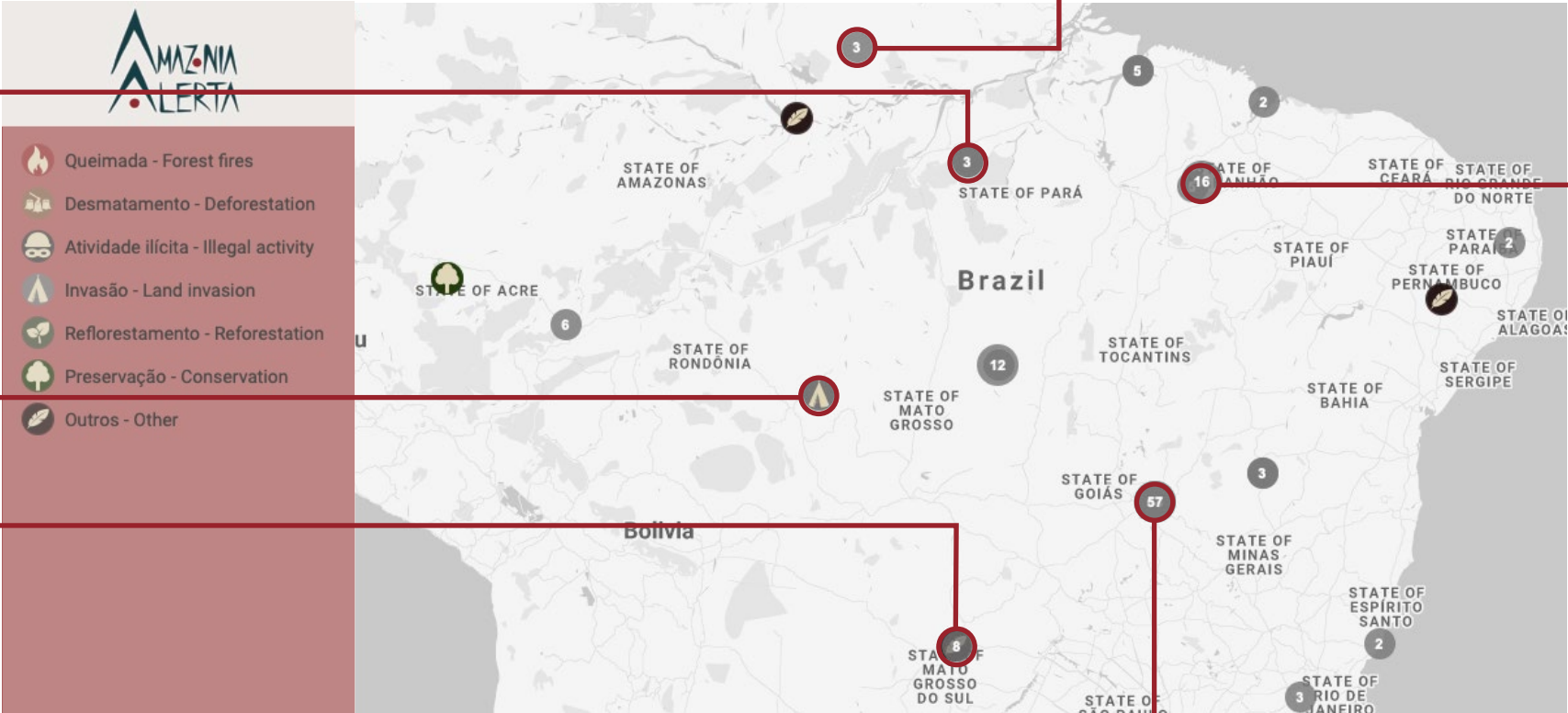
180 From the day for the meeting of Chiefs and leaders of the Arariboia indigenous land in the Juçaral region, where AA community engagement have been well received (Maranhão). Coordinates: (-5.3583841, -46.6287777)



194 The Xingu are living under the triple threats as their reserve is threatened by the expansion of agribusiness, logging and megaprojects like the Belo Sun hydroelectric dam. As such it has become the most covered conflict in Brazilian and international media.(Mate Grosso). Coordinates: (-11.3320845, -53.2036488)



188 Ritual of the Enawene Nawe on their lands, which is under threat from a vast complex of hydroelectric dams upriver of their land (Mate Grosso). Coordinates: (-12.3158794, -59.2473139)



186 The cultural center for the Saberhar Knowledge. Area for the preservation of culture and family farming of the Guajajara People of TI Arariboia (Maranhão). Coordinates: (-5.5648646, -46.7473374)



71 Farmers spraying harmful pesticides on farmland in the immediate vicinity of a village, affecting the local indigenous population. (-22.1897002, -54.900128)



187 ATL. Children from Ypaw My'ym Village learning the areas of the territory. (Maranhão). Coordinates: (-5.5648646, -46.7473374)



137 Indigenous April protests in the Brazilian capital (Brasília). Coordinates: (-15.800087, -47.8610438)



152 Indigenous April protests in the Brazilian capital (Brasília). Coordinates: (-15.800087, -47.8610438)



163 Demonstration outside FUNAI. The armed forces took over FUNAI in 2020, as the regime moved to undermine its intended purpose as a governmental body mandated protect indigenous peoples and their lands. Coordinates: (-15.800087, -47.8610438)



172 Indigenous April protests in the Brazilian capital (Brasília). Coordinates: (-15.800087, -47.8610438)



226 An alert that indigenous land has been used to grow rice crops, perpetrators not known. (Maranhão) Coordinates: (-5.8419725, -47.0782248)

Operational Information

What work is being financed by funds raised?

- **Indigenous Rights legal team:**
The part-time salaries of Kari Guajarara and Carol Santana, AmazoniAlerta's legal team who formulate and execute our legal strategy and direct AmazoniAlerta's day to day operations. Kari and Carol currently engaged in submitting evidence gathered through the AA app in reports to the Inter-American Commission on Human Rights and in domestic legal processes in Brazil.
- **Indigenous communities engagement:**
The training, expenses and compensation of part-time Indigenous app ambassadors engaged to work with and for their communities by explaining the use and purpose of the app and then encouraging its use on an ongoing basis to record environmental and other associated crimes on their lands.
- **App maintenance and improvements:**
Critical, regular and ongoing work by Blockforce, our technology partner and app developers, to monitor, maintain and improve our app, back office system, online map of alerts and website.
- **General operating costs.**



Key Team Members + Roles:

Carol Santana - Indigenous Rights Lawyer

- Lawyer specializing in Indigenous Law
- Law advisor at the Human Rights Watch on Isolated and Initial Contact Indigenous Peoples (OPI)
- Consultant in Law to the Articulation of Indigenous Peoples of Brazil (APIB)
- Indigenous Rights: Access to Justice and Procedural Singularities - Working Group at the National Council of Justice, Brazil (CNJ).
- Member of the Commission for the Promotion of Indigenous Participation in the Electoral Process of the Superior Electoral Court, Brazil.

Role at AmazoniAlerta:

- General project coordination and institutional engagement
- Advocacy activities in Brasília with the Articulation of Indigenous Peoples of Brazil (APIB), Federal Public Ministry and National Council of Justice and in the Federal Supreme Court lawsuits
- Direction of the ongoing improvement of the app through regular coordination with Blockforce

Kari Guajajara - Indigenous Rights Lawyer

- Attorney at Universidade Federal do Maranhão
- Member of the Rede de Advogados Indígenas do Brasil (Network of Indigenous Lawyers in Brazil)
- Legal consultant to Coordination of Indigenous Organizations of the Brazilian Amazon (COIAB)

Role at AmazoniAlerta:

- Regional project coordination
- Management of App Ambassadors
- Advocacy activities in Maranhão with the Commission of Indigenous Chiefs and Leaders of the Araribóia Indigenous Land (COCALITIA), the Federal Public Ministry, the Federal Police and the Environmental Military Police
- Following of judicial proceedings in the Federal Court, Brazil and the Inter-American Commission on Human Rights with the aim of using AmazoniAlerta app alerts as sources of evidence

App Ambassadors

Role at AmazoniAlerta:

- Organize five workshops between May and December with the aim of promoting the application in the Araribóia and Awá indigenous lands
- Generate appropriate alerts to be used in legal proceedings
- Record videos with indigenous people from the communities with their opinions about the app

About the App Ambassadors

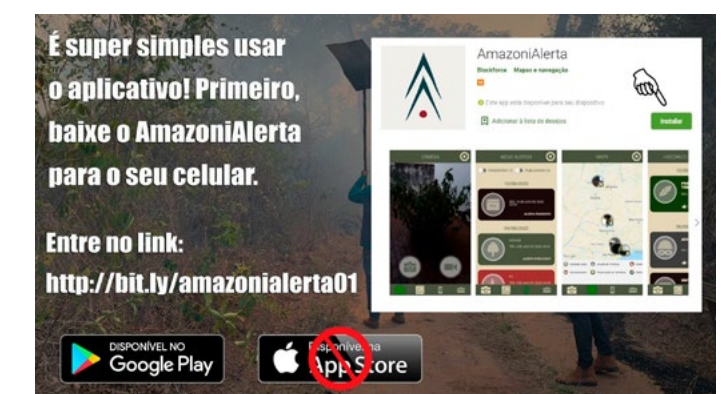
In the first months of this trial we engaged our first App Ambassador, from the Guajajara people, who is proactively recording legal and environmental violations in Indigenous territory in Araribóia Indigenous Land and is working with local communities to explain and encourage use of the app. For their safety our App Ambassadors remain anonymous.

Additionally as the alerts they have recored over the last months are being submitted as evidence in legal process their alerts are not public on our online map. However our team is happy to share details of recent alerts in person / or in virtual meeting with prospective donors and supporters.

When working with fellow community members our App Ambassadors aim to explain and encourage:

- The purpose of the app
- How the technology works
- Learning how to install the app and use it to create alerts
- How the app works in areas without cellular data
- Explaining our public map and the back-office
- When new users properly know how to use the app they in turn could relay and discuss the information with their communities

Image below: Indicative screenshot from the workshop manual we are using to engage with the communities



Our 12 month trial

in the Araribóia Indigenous Land
articulated in action areas & milestones

ACTION AREAS	ACTION SUMMARY	MILESTONES
1. Technology	Update the smartphone app + Online map and website	1a. Hire a part-time programmer at Blockforce, our technology partner
		1b. Fix the new app issues reported by the App Ambassadors
		1c. Make the requested changes to the app design
		1d. Release the updated version of the app on Google Play Store
		1e. Improve the online map + website
2. Communities	App Ambassadors engaging with local communities	2a. Hire and train local App Ambassadors in the Araribóia and Awá territories
		2b. Organise around ten workshops with around 20 indigenous people in each, on Araribóia and Awá lands
		2c. Facilitate the generation of effective app alerts by the Araribóia and Awá peoples
3. Outcomes:	Materially increased legal protection for the Araribóia and Awá indigenous peoples and their lands	3a. Organise advocacy meetings at Commission for Chiefs and Leaders of the Arariboia Indigenous Land, the Federal Public Ministry, the Federal Police and the Environmental Military Police
		3b. Ensure that the data from the alerts will be used in legal proceedings as judicial evidence
		3c. Follow-up judicial proceedings in the Federal Court and the Inter-American Commission on Human Rights

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12 Month Budget

OUR PROJECTED BUDGET FOR NEXT 12 MONTHS		
ITEM	DESCRIPTION	USD
Technology: App maintenance + improvement	Blockforce	19,000
Design	3rd party graphic and web designers	5,000
Personnel	Carol Santana - Legal	14,000
	Kari Guajajara- Legal	14,000
	Priscilla Colodetti - Admin	9,500
	Thomas Hamre - Operations	8,000
	Felipe Bastos - Accounting	1,500
	Nick Hackworth - Fundraising	0
App Ambassadors	Gujaraja Indigenous land	6,000
	Awá indigenous land	2,000
Local workshops expenses	Vehicle rental	6,000
	Fuel	4,000
	Groceries	1,000
Total		90,000