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## WWP's 10th Newsletter Productive Inclusion Special



The [Brazil Learning Initiative for a World without Poverty](#) is proud to present a special issue of its Newsletter, dedicated exclusively to innovative productive inclusion actions. The release of the new **WWP Case Studies Series** - featuring its first two publications - is a special occasion, worth highlighting.

The series was planned in five issues that will provide a clear summary of each initiative, their positive outcomes as well as limitations.

Moreover, each case study will be accompanied by a [video](#) to present the content in a practical and dynamic manner.

The first two studies are an example of the best works undertaken in Brazil to help the poorer population - excluded from the formal labor market - to generate income through productive activities in rural and urban settings.

The first study (the video is available at the end of this Newsletter) features the *Vida Melhor* Program ("A Better Life") launched by Bahia State Government in 2011 with the aim of improving the living conditions of a target group often ignored by official aid mechanisms: informal, self-employed, [low-income](#) workers, whose main characteristic is not differentiating the work resources from the family's expenses.

Also in Bahia, the second case shows different successful approaches undertaken in the hinterland of the São Francisco River to provide [food security](#), income and social inclusion to poor family farmers.

In addition, four productive inclusion reports present state and municipal government actions carried out in Brazil.

Happy reading!

**WWP Team**

## Highlights of this Edition



Carlos used to sell barbecue skewers in an informal settlement in Salvador, capital of Bahia. He did not know how much he spent on his business or what his actual profit was. He is part of the *Vida Melhor* Program target group. This program has served more than 11,000 informal workers (street vendors, trash pickers, craft artists, among others) in Salvador's metropolitan area.

It is an innovative program focused on an unexplored social environment where uncertainty runs high among the population. It seeks to promote social and economic inclusion of workers by transferring knowledge to improve their business and identifying other needs like professional training, microcredit, business formalization and donation of equipment.

Carlos, for example, learned to calculate revenue and expenses and replaced the makeshift metal can he used for cooking meat by a specially designed barbecue skewer cart. This helped him increase sales by 30%.

**Read:** [\*\*First WWP Case Study – How to Strengthen Urban Microentrepreneurs: Bahia's Vida Melhor Program\*\*](#)

**Authors:** Francesco Notarbartolo di Villarosa e Cláudia Baddini Curralero

The cover of the WWP Case Study report. It features a grey header with the text "WWP SERIES" and "CASE STUDY". Below this, in smaller text, is "The Sertão do São Francisco Territory (IRPAA) - Development of Rural Activities" and "Francesco di Villarosa". The main body of the cover has a yellow and blue wavy pattern at the bottom. In the bottom left corner, there is a logo for "WWP WORLD WITHOUT POVERTY BRAZIL LEARNING INITIATIVE".

The second case study features another extremely vulnerable group: family farmers. In Brazil, they face a number of challenges, such as water shortages, poor access to land, to credit, to inputs and to trade markets.

To counter that, in 2011, the Brazilian Ministry of Agrarian Development and the Ministry of Social Development and Fight against Hunger (merged in 2016 as the [Ministry of Social and Agrarian Development](#), MDSA) established a development program focused on technical assistance and rural extension (TARE) services plus an additional grant of R\$ 2,400 (roughly \$740 at current exchange rate).

An example of success is the Development Program of the Sertão do São Francisco Territory, in Bahia. One of the good outcomes of this initiative is the TARE work carried out by the Regional Institute for Appropriate Small Farming and Animal Husbandry (IRPAA).

The study mentions that through a "dialogical approach with families, the IRPAA TARE agent is definitely not trained as a traditional 'technicist' advisor who visits communities with a datashow and delivers a technical lecture about family farming subjects that he has previously decided might be important, but without any real understanding of local conditions or the needs and vocations of the families living in the sertão".

**Read:** [\*\*The Sertão do São Francisco Territory \(IRPAA\) – Development of Rural Activities\*\*](#)

**Author:** Francesco Notarbartolo di Villarosa

## Publications



The **WWP Productive Inclusion Reports Series** describes the planning process and actions implemented by state and municipal governments under the scope of the [\*\*Brazil Without Poverty Plan\*\*](#) (BSM), created in 2011 to eradicate extreme poverty in the country.

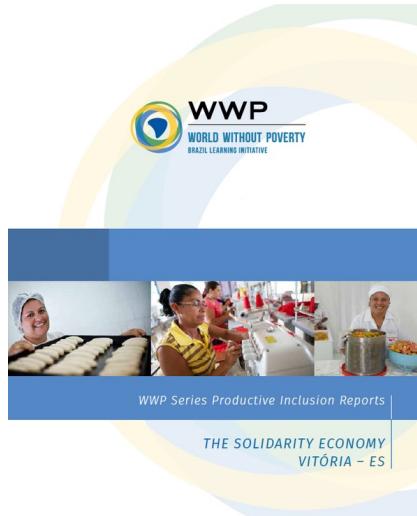
The first report [features the Thousand Women Program, developed in the Federal District](#), aimed at expanding professional training to low-income women who fit the Brazilian Unified Registry profile (monthly per capita income up to half the minimum wage or monthly family income up to three minimum wages).

The second report shows the implementation of the [National Program for Access to Technical Education and Employment \(Pronatec\) in Manaus](#), capital of Amazonas, which started in 2012. The report presents the strategies undertaken to mobilize the low-income population into enrolling in professional courses.

The third story is also about Pronatec, however, [this time it shows the program's implementation](#) in Salvador, Bahia.

Finally, the fourth report [recounts the experience of NGO Ateliê das Ideias](#)

(Workshop of ideas) in Vitória, state of Espírito Santo. This bank has become a national reference for community institutions aimed at fostering development, being recognized as such by the Brazilian Central Bank.



## Vídeo

A hairdresser without proper tools for her job. A hot dog vendor without a cart. Street vendors who do not even know if there is any profit from sales. These are some of the obstacles faced by small informal entrepreneurs and addressed by the *Vida Melhor* Program ("A Better Life") in Bahia. This video accompanies the issue of our first case study.



The video for the second study regarding the IRPAA will be presented on the next WWP [Newsletter](#), scheduled for November. Take a quick look at our [YouTube channel](#), an audiovisual meeting point to learn about social protection in Brazil and around the world.

## We want to hear from you

Questions, suggestions, complaints or praises? [Share your thoughts](#) on this report and on the WWP initiative.

Photos, in sequence:

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