

anjos do sertão

Institutional Report





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Introduction

ANJOS DO SERTÃO emerged from the desire to discover the natural, social, and cultural wealth of the Caatinga, demonstrating to the world how a real impact investing model can preserve this unique universe. Venturing into such a distant, distinct, and little-understood place was an adventure.

The “sertão” showed us that, more than ever, we need to build and **promote integrity-based relationships grounded in love**. Following this drive, we understand that it is essential to work on **expanding human consciousness and reconnecting with ancestral values**.

In the following pages, we invite you to learn more about the experiences and lessons we have gathered from the inspiring Caatinga and its inhabitants over the past 10 years.

Context



We are at a crucial moment in human history, in which a structural systemic transformation is necessary.

Much is said today about the emergence of socio-environmental theme, but few know about their history. Decades ago, those concepts emerged, still immature, and, over the years, they've have gone stronger, becoming more tangible and real in light of a new perception of human consciousness and its impacts.

We invite you to explore the movements our society has gone through, leading to the current narrative and the present moment. A journey of permanent behavioral change to confront socioeconomic inequalities and climate change.





01

1800 - 1960

Irrelevance of the Socio-environmental Theme

Starting from the famous Industrial Revolution, the modern society we know today was created, driven by a **mindset of financial resource scarcity and the exploitation of natural and human resources**. Until the 1960s, pollution emitted by factories was known as the “smell of money,” and little was said about its harmful effects on human health and the planet.

1960 - 1970

The Beginning of the Awakening

With the book "**Silent Spring**", Rachel Carson **awakened a new consciousness** that flourishes from the understanding of the harms that pesticide use could cause to humans and the environment. However, public awareness of the negative impacts caused by pollution was still limited.

02

1970 - 1980

Welfare State

Under a scenario of public pressure and regulatory demands, the U.S. Economic Development Committee advocates for companies to start considering the social and environmental impacts of their actions. **This marks the beginning of socio-environmental obligations, where organizations start paying taxes related to socio-environmental damages caused**. The debate on Socio-environmental Risks also emerges, introducing concepts such as Ecological Economics (1971) and Welfare Economics (1972).

03

1980 - 1990

Our Common Future

Awareness around the socio-environmental theme begins to grow. With regulatory threats gaining momentum, a crisis in public relations emerges. **The UN addresses the topic "Future of Humanity" on a global scale for the first time**, and debates on eco-efficiency gain traction. This is the decade of the Green Revolution, where the ongoing structural change starts to be seen as a business opportunity.

04

1990 - 2000

Integrated Strategy

Business opportunities related to the topic begin to be explored, and corporations start to manage socio-environmental risks, establishing their sustainability departments. **This creates a proactive force within organizations, nurturing discussions on long-term sustainability vision, eco-efficiency, and clean technologies.** The companies start to consider ways to integrate the topic into institutional strategy, instead of a linear approach. ESG guidelines arise through Unep-FI.

05

2000 - 2008

A Purpose is Born

Global essential values begin to align due to the joint effort in building a better future. New generations start to question the current modus operandi. **Sustainability principles begin to permeate organizations, and the concept of “work with purpose” gains momentum.** An intense international debate emerges regarding the integration of environmental, social, and governance issues in the capital markets. Concepts such as Green Economy and Low Carbon Economy start to be established.

06

2008 - 2020

Mindset Shift

The 2008 Economic Crisis led to a reevaluation of the paths humanity had taken up to that point, resulting in a breakdown of existing models and the creation of a new standard of success. **This new mindset, based on sharing and care, reoriented business trends.** Impact investments and concepts such as Circular Economy, Sharing Economy, and Doughnut Economy emerge. Systemic and regenerative thinking gain prominence as guidelines for a new model.

07

2020 - Hoje

A New Consciousness

With global warming on the rise and the risk of other pandemics, humanity recognizes the urgency for change. **New generations begin to assume leadership roles and reallocate capital to align with the agenda of a new consciousness. Happiness and well-being become the pillars of the emerging new system, based on collectivity, service, and regeneration.** Concepts that integrate humanity with the planet, treating them as a single organism, start to take shape (BioEconomy & Sacred Economy).

08

On this journey, the IAS has assisted companies, institutions, and people in connecting with the life force.



Our worldview

Most of us are starting to feel the structural transformation we are undergoing. A moment of macro-transition that affects the five essential pillars of our society:



Natural



Economic



Social



Spiritual



Human

In this context, **the Anjos do Sertão Institute (ASI)** emerges with the purpose of co-creating actions that integrate these five essential elements for the sustainable development of human territories. Through this harmonization and its practical actions, we aim to promote **a new human-nature relationship.**

Furthermore, to build a solid foundation during this time of change, we understand that collaboration is essential, as it seeds a prosperous and virtuous environment where we can live in harmony.

Who we are

The **Anjos do Sertão Institute**, in a formal description, is a nonprofit organization located in Canto do Buriti, a city in the south of Piauí state, Brazil, born from a passion for the local exuberance.



Beyond formalities, we are human beings in search of practices that integrate new approaches to relate and to live on the planet.

Our mission is **to promote inclusive and sustainable territorial development in the Brazilian “sertão”**, enhancing its natural, social, and cultural wealth through actions of impact, awareness, and regeneration.

With a **focus on rural entrepreneurship and sustainable agri-food chains development**, we aim to empower and honor the familiar agriculture, the people, and the planet Earth.



What we believe in

We rise for the community, for resilience, and for the land/soil, developing integrative solutions that combine ancestry, human consciousness and biological technologies. **We aim to cultivate a future that belongs to each and every one of us, blending Impact, Regeneration and Consciousness.**

Through the **regenerative territorial development**, we **give voice to local communities**, stimulate collective actions, and facilitate the **exchange of experiences**. This way, we can create a space for collective thinking solutions to emerge, ideas built with the collaboration of everyone in the territory.

Our work permeates both the internal and external spheres of those involved, strengthening the social fabric and the sense of belonging of each individual. This approach promotes **a deeper connection with the essence of each person, as well as with nature, the planet, and the whole.**

Accordingly, all our actions are developed based on **our essential tripod:**



Impact



Regeneration



Awareness





What we do



Regenerative Organic Production

The **Anjos do Sertão Farm School** is a place for experimentation and practical study, featuring various regenerative and syntropic productions. Our productions are the foundation of the entire organization, nourishing our teams and our projects. Today, we work with beekeeping, meliponiculture, cashew cultivation, agroforestry systems and organic gardens.



Immersive Transformative Experience

Through our own "learning by doing" methodology, we approach education in an integrated way. By conducting experiences, hands-on activities and training at the Anjos do Sertão Farm School, we aim to transmit regenerative knowledge through practice, at the same time as we work on expanding participants' consciousness. This is the way we build a solid network of agents connected by a greater purpose.



Impact Consulting

We develop and implement on-demand consultancy work in the areas of socio-environmental impact businesses, local productive arrangements, territorial development, regeneration, human development and consciousness expansion.



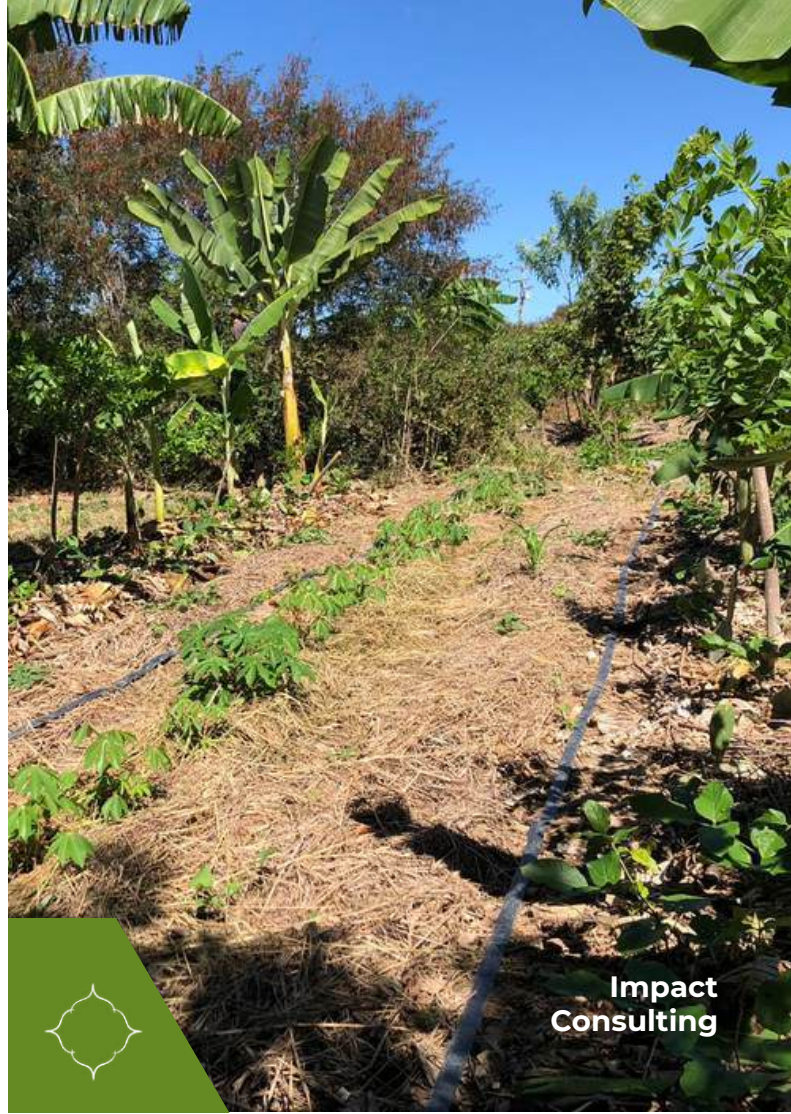
Regenerative Territorial Development

By valuing traditional knowledge and truly empowering family farming, we co-create opportunities for income and job generation for families in the Brazilian "Sertão". We develop and implement projects in harmony with the region's specificities, the biome and the people who inhabit it, training local communities in regenerative production techniques and forming a network of regenerative rural entrepreneurs.





**Regenerative
Organic Production**



**Impact
Consulting**



**Immersive Transformative
Experience**



**Regenerative
Territorial Development**



Our journey



2013



The cashew call and the beginning of the adventure - arrival in the territory.

2014



Immersion in the local culture - Starting our relationship with the local communities.

2015



The Anjos do Sertão Institute is officially born.

2016



Active listening - Building a real connection with local communities.

2017



Deepening in Regenerative Agriculture - Start of Anjos do Sertão Beekeeping.

2018



Deepening in Regenerative Agriculture - Cashew cultivation becomes 100% organic and regenerative.

2019



Combining Regeneration and Awareness - International hands-on experiences - Anjos do Sertão Reconnection Methodology.

2020



Creation of the Human Integration Center (NIHA) & Start of Agroforestry Systems (SAFs).

2021



Acceleration process with BemTeVi Social Business - Structuring the ASI Business Plan & Fundraising Round.

2023

Start of Anjos do Sertão Meliponiculture + Expansion of Beekeeping and SAFs + Phase 2 of Vale do Mel project + Farm School receiving local educational institutions.

2024

Phase 2 of Vale do Mel project and expansion of the Farm School, welcoming public leaderships (municipal and state) for immersion and joint learning.

2022

Implementation of Vale do Mel project with raised funds & NIHA online for 800 students from the Anima Education Group.

2025

The journey continues, new adventures on the horizon...





Vale do Mel

NIHA
Human Integration
Center





The Founders



Pioneers

Driven by courage, we always strive to lead, clearing the tall weeds so that new paths can be opened.



Provocative

We provoke and encourage actions that stimulate dialogue, promote awareness, and challenge established perspectives.



Resilient

We are eternal learners, constantly seeking to adapt and regenerate when facing challenges. We thrive through resilience and wisdom.



Tatiana Fonseca



Helmut Fladt



Arthur Graziano

The True Anjos do Sertão

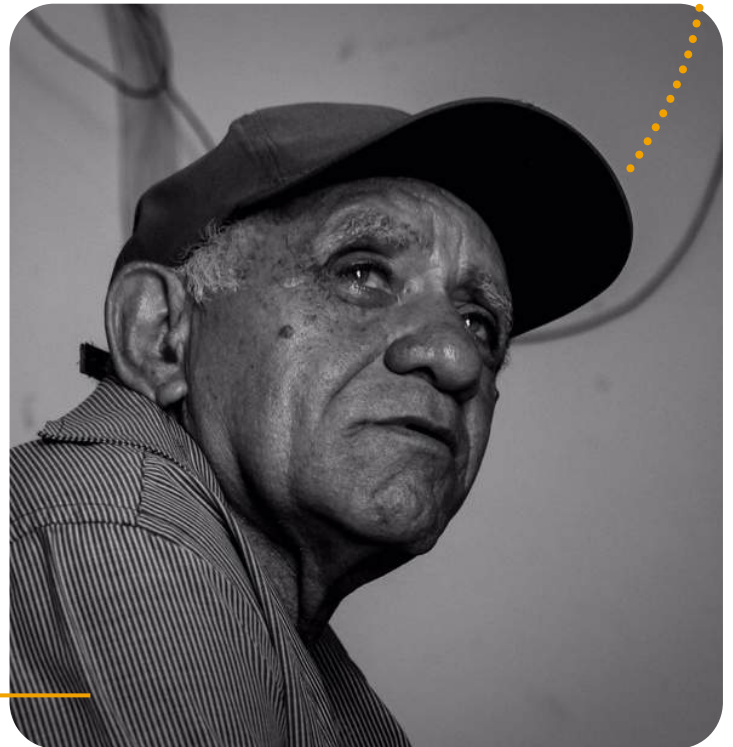


We, at Anjos do Sertão Institute, believe that the local communities are the true Angels of the “Sertão”. Therefore, we have reserved this space for the original voices of the territory to share more about this place and its people through their perspective.



“Today, I am 64 years old. I was born and raised in Tanque da Capoeira village, which my father used to say was founded by Indigenous people. Our main activity has always been farming, planting sugarcane, cassava, corn, beans, rice and working with cattle. We used to get around only by donkey, mule or horse, but it was good—none of these internet things existed. Life in the countryside is different; I wouldn't trade it for anything, even more for a city life.”

Francisco Chagas dos Santos





Voices of Essence

Many incredible beings have been part of our journey, leaving behind valuable lessons and helping to shape Anjos do Sertão Institute. Here we share a bit of the heartfelt voices of those who will always be a part of our story.



Josi
(Germany)

"From the very first moment I arrived at the Institute, I felt very welcomed. I learned a lot about honey production and cashew nuts, which were parts of the project. It's incredible how, with just a small group of people, we can implement such a strong project with so much potential for growth. I am immensely happy to have been part of this experience."



Helena
(Belgium)

"My experience at Instituto Anjos do Sertão was truly magical. Every moment was incredibly refreshing in ways I could never have imagined. From the welcoming people to the peaceful atmosphere, along with the animals and the projects involving agroforestry, bees, and the local communities, everything contributed to make this a unique and enriching experience. Anjos do Sertão Institute has become a true refuge of well-being for me, and I hope to contribute even more to it in the future. It's the simple yet deeply meaningful things that I valued most during my time here."



Celi
(Italy)

"It was inspiring to witness the enthusiasm present in every aspect of the work, while maintaining remarkable discipline and organization. Additionally, I could see the importance of social and communication skills for the success of the projects. In my opinion, Anjos do Sertão Institute has immense potential to promote environmental preservation and social transformation. I am very grateful for the opportunity to be part of such meaningful work."







Overall Impacts

R\$2.217.522

Raised from
third parties

R\$1.150.000

Raised from
founders

R\$201.544

Donated in
equipment

3.095

Families
mapped

+550

People
impacted

+700

Hours of training
and capacity-
building



Regeneration Impacts

9

**Agroforestry
Systems
implemented**

+80.000

**Seedlings
produced**

+450kg

**Of
agroecological
food harvested**

+50

**Tree species
planted**

+500ha

**Impacted by
regenerative
practices**

+600

**Apis bees
colonies**

+50ton

**Of honey
produced**

+50

**Native bees
colonies**



Consciousness Impacts

+600

People trained in
self-awareness
practices

+100

People trained in
regenerative
agriculture

6

Transformative
Immersive
Experiences

36

Volunteers who
experienced and
embraced
consciousness
practices

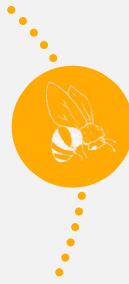
28

Families
abandoning
extractive
practices

5

Participations in
Councils for
regeneration and
consciousness

Our Supportive Angels



From the very beginning, we received support from other angels who trusted in our approach and the strength of our achievements throughout the journey. **To all of them, our heartfelt thanks for standing by our side in this journey of learning.**



Instituto Mahle

institutomahle.org.br



Instituto Humanize

institutomahle.org.br



Instituto Nova Era

institutonovaera.org.br



FARM

farmrio.com.br



BemTeVi Negócios Sociais

bemtevi.is



PLKC

plkc.com.br



CONFIRMA

confirmacontabil.com.br



Caio Gasparetto

Pro bono lawyer



Doisemum Design

doisemum.com.br









anjos do sertão

And so, the Anjos do Sertão journey continues in this breathtaking place known as the Caatinga. With its wise and fascinating nature, it shows us the profound transformations life offers through the finesse of feeling, delicately presenting the cycles of life and the strength in its rebirth and regreening which needs just one drop of rain.

Dive into this adventure with us!



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