

CONNECT THE DOTS: PROMOTING SUSTAINABLE RURAL PRODUCTION

Connect the Dots is a project from the City of São Paulo that promotes the strengthening of rural production and incentivizes agricultural practices to foster environmental conservation in the rural zones.

HOW DOES CONNECT THE DOTS WORK?

Rural producers receive technical assistance from field experts to adopt sustainable practices, make the transition to organic or agroecological production, and improve their crops, logistics and distribution. The producers also have access to agricultural inputs and low-cost rural tools. Producers, traders and service providers receive training on entrepreneurship to better position themselves in the value chain.

The project connects producers, consumers and other key stakeholders from the food and agriculture chain through a collaborative platform. Connect the Dots also produces studies and evidence about the rural zone to better inform effective policies.

WHY IS CONNECT THE DOTS INNOVATIVE?

Connect the Dots strengthens the whole food and agriculture value chain, deploying technology as a tool for better integration and coordination among initiatives.

The project creates partnerships between public and private organizations, including philanthropies, NGOs, governments and businesses for its sustainability and replication.

With Connect the Dots, São Paulo was one of the five winners of Bloomberg Philanthropies' 2016 Mayors Challenge, a competition designed to help city leaders think big, be bold and uncover inventive – and, ultimately shareable – ideas that tackle today's toughest problems.

WHAT CHALLENGES CAN CONNECT THE DOTS HELP YOUR CITY TO SOLVE?

- High level of environmental degradation in the rural zone
- High level of vulnerability and social exclusion in the rural zone
- Low level of development of the local production value chain

CONNECT THE DOTS IN THREE STEPS



STRENGTHENING AGRICULTURE

Technical assistance focused on best agriculture practices and transition to organic or agroecological production. Includes regular visits, soil and water analysis, demonstrative units of technologies adapted to smallholder agriculture, distribution of organic inputs and expansion of fruit production. The system SisRural, which is open source, facilitates the management of technical assistance and standardizes data collection and analysis.



VALUE CHAIN

Use of technology to connect producers, consumers, and entrepreneurs. The platform SAMPA, which is open source, displays georeferenced data about the key actors in the food and agriculture value chain. The project also offers training on entrepreneurship, creates consumers' groups (CSAs) and promotes rural tourism.



DATA AND EVIDENCE

Data collection and production of original analysis and evidence about the characteristics of the rural zone. Includes the registration of agriculture properties as well as the map of the rural zone and its main uses (agriculture, environmental protection, among others).

WHAT IS CONNECT THE DOTS' IMPACT?

160

rural producers receive regular technical assistance

536

rural properties registered and mapped by the project

60

rural properties in transition to organic or agroecological production

↑ 49%

increase in the producers' knowledge about best agricultural practices

↑ 66%

increase in the desire of producers to remain in the rural zone

WHAT DO USERS SAY ABOUT CONNECT THE DOTS?



“Connect the Dots is an important support to us, because **it helps us to sell what we produce**. It is also an incentive for the transition to organic production. Without the project, it would be much harder.”

Rogério dos Santos Oliveira, rural producer supported by Connect the Dots

“I would not have money to buy these vegetables, which last longer and are tastier. **Without them, my meal would be only rice and beans.**”

Michelle Costa dos Santos, consumer that receives weekly baskets from a CSA (Community-Sustained Agriculture) group created by Connect the Dots



“Before the project, **I did not have the conditions to work** with the cambuci. Now I have a coop, a seedbed, a solar generator, a shed and I am doing some renovations to receive rural tourism”

Leila Aparecida Botelho de Souza, entrepreneur accelerated by Connect the Dot



DO YOU WANT TO LEARN MORE ABOUT CONNECT THE DOTS?

We want to disseminate Connect the Dots' experience to other cities or organizations facing similar challenges.

Please send us an e-mail: ligueospontos@prefeitura.sp.gov.br

Visit our webpage: ligueospontos.prefeitura.sp.gov.br and visit our platform

Sampa+Rural: sampamaisrural.prefeitura.sp.gov.br

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