design para **biodiversidade**

BENEFITS OF AGROECOLOGICAL AGROFORESTRY SYSTEMS AS PERCEIVED BY FAMILY FARMERS FOR ADDING VALUE TO PRODUCTS

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INTRODUCTION

This project uses participatory co-design to develop solutions that communicate the benefits of agroecological agroforestry systems (AFS) and enhance product presentation through a new visual identity.

This stage identified and prioritized the benefits of agroforestry systems based on the perceptions of family farmers from four organizations across different regions of São Paulo State, Brazil.

Figure 1: Agroforestry system in Serrana/ Serra Azul- SP, Associação dos Agricultores Agroflorestеiros do Assentamento Sepé Tiaraju

METHODS

SERRANA / SERRA AZUL,SP
ASSOCIAÇÃO DOS AGRICULTORES AGROFLORESTEIROS DO ASSENTAMENTO SEPÉ TIARAJU

Figure 2: Serrana/ Serra Azul- SP, Associação dos Agricultores Agroflorestеiros do Assentamento Sepé Tiaraju;
Figure 3: Sete Barras-SP, COOPAFASB; Figure 4: Iperó-SP, COPRIR and APBio

METHODS

Co-construction Process – PROTOCOL FOR ASSESSING THE BENEFITS OF AGROFORESTRY SYSTEMS (AFS)

WORKSHOP CYCLES

SURVEY ON BENEFITS OF AGROFORESTRY SYSTEMS	PRIORITIZATION OF BENEFITS	DEVELOPMENT OF PROTOCOL
- Identification of Benefits - Systematization into categories Tools: brainstorming, culture circles, prioritization matrix (Geilfus, 2002; Bernard, 2006; Verdejo, 2006)	- Priorization Tools: prioritization matrix (Geilfus, 2002)	- Definition of benefits; indicators and parameters - Definition of the names of the benefits Tools: Multiple-option selection (Geilfus, 2002)

CONSOLIDATION OF RESULTS 3 REGIONS → CONSOLIDATION OF RESULTS 3 REGIONS → CONSOLIDATION OF RESULTS 3 REGIONS

ASSESSMENT

CO-DESIGN OF LABEL AND ICONS

HIGHLIGHTS

AGROFORESTRY SYSTEMS BENEFITS PROTOCOL

28 farms
45 agroforestry modules
60.4 hectares analysed

168 benefit records → **74** prioritization entries → **24** benefits organized into 5 dimensions → **7** priority benefits

ENVIRONMENTAL | PRODUCTIVE | SOCIAL | ECONOMIC | INTANGIBLE

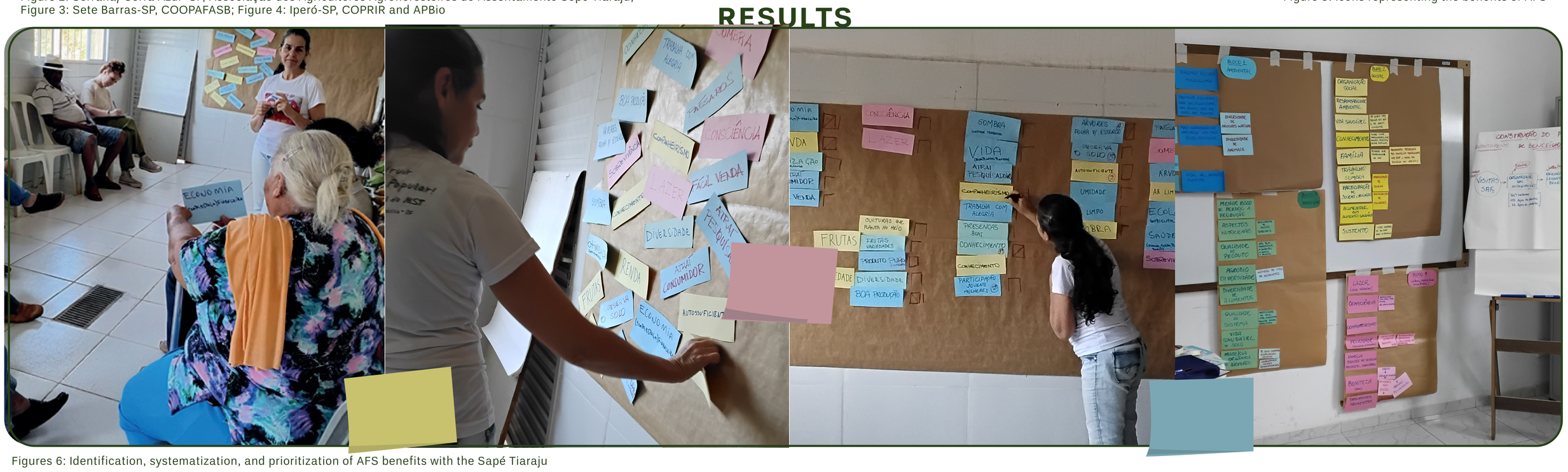
CO-DESIGN

PACKAGES AND LABELS

A FAMILY OF ICONS REPRESENTING THE BENEFITS OF AFS:
PROTECTS NATURE; CROP DIVERSITY; KNOWLEDGE AT THE TABLE;
GROWN PESTICIDE-FREE; THRIVING SOIL; NURTURES WELL-BEING; VISUAL APPEAL

Figure 5: Icons representing the benefits of AFS

RESULTS



Figures 6: Identification, systematization, and prioritization of AFS benefits with the Sapé Tiaraju

NEXT STEP

DEVELOPMENT OF THE PROTOCOL IN AGROFORESTRY SYSTEMS.

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