

Projeto Piabanha

www.projetopiabanha.org.br



Location: Itaocara, Rio de Janeiro

Sector: Environment; social services; economic development

Stage: First year, later-stage portfolio



Organizational Information

Date Founded: 1998

Annual Budget: US\$ 58,000

Employees: 3 full-time

Mission: Work with local farmers, fishing and riverside communities to preserve the local environment, protect rare native fish species, and raise awareness of local sustainability issues among a larger public through education, policy, and research.

Social Challenge: There are 148 fish species living in the Paraíba do Sul river drainage basin, four of which are endangered species, including the "Piabanha" fish. Due to lack of information and economic necessity, members of riverside communities unknowingly fish the endangered species and others, further menacing the continuation of all river species.

Social Enterprise Overview

Description: Piabanha breeds small young native fish species to sell to large hydroelectric companies in the region for repopulating nearby waters affected by their presence. It also sells commercial fish species to local municipal governments who then donate the fish species to low-income community farmers, who are trained to breed them using sustainable breeding practices and then to sell them to the larger community.

Social Impact Goal: Increase awareness of environmental issues in the region and contribute to mitigating the risk of extinction. Through the sale of fish, provide supplemental income to low-income community farmers and their families.

Financial Goal: Generate 10% of the organization's total budget through self-financing, using these resources to invest in infrastructure and set up a reserve fund.

NESST Investment

Apoio Total Até o Momento:

Capacitação: R\$ 12.900

Apoio Necessário:

Financeiro: R\$ 8.275

Capacitação: R\$ 12.900

NESST is providing the following support to Projeto Piabanha:

1. Assist the organization to conduct further market research for one of its primary markets - hydroelectric plants - and develop a marketing plan to position itself within that market.

2. Develop a more elaborate internal accounting system and sales analysis.

3. Develop goals and indicators for the social enterprise that measure its performance, its contribution to the organization's development, social impact, and long-term financial sustainability. Meetings to review performance will take place every 4 months.

4. Work with the organization to analyze its communication with various external and internal audiences, its human resources capacity, as well as its governance structure.

5. Provide access to the NESST Business Advisory Network's intellectual and social capital through one-on-one meetings and workshops specifically designed to address particular areas for improvement, to be identified throughout the course of the year.