

# INNOVATION COUNTIES in the Amazon and Cerrado:

Integrated Solutions for Wildfire, Farm Systems, and Forests



**Wildfire is now the single greatest threat to tropical forests but it's also a major opportunity to create new alliances for forests and resilient farming.**

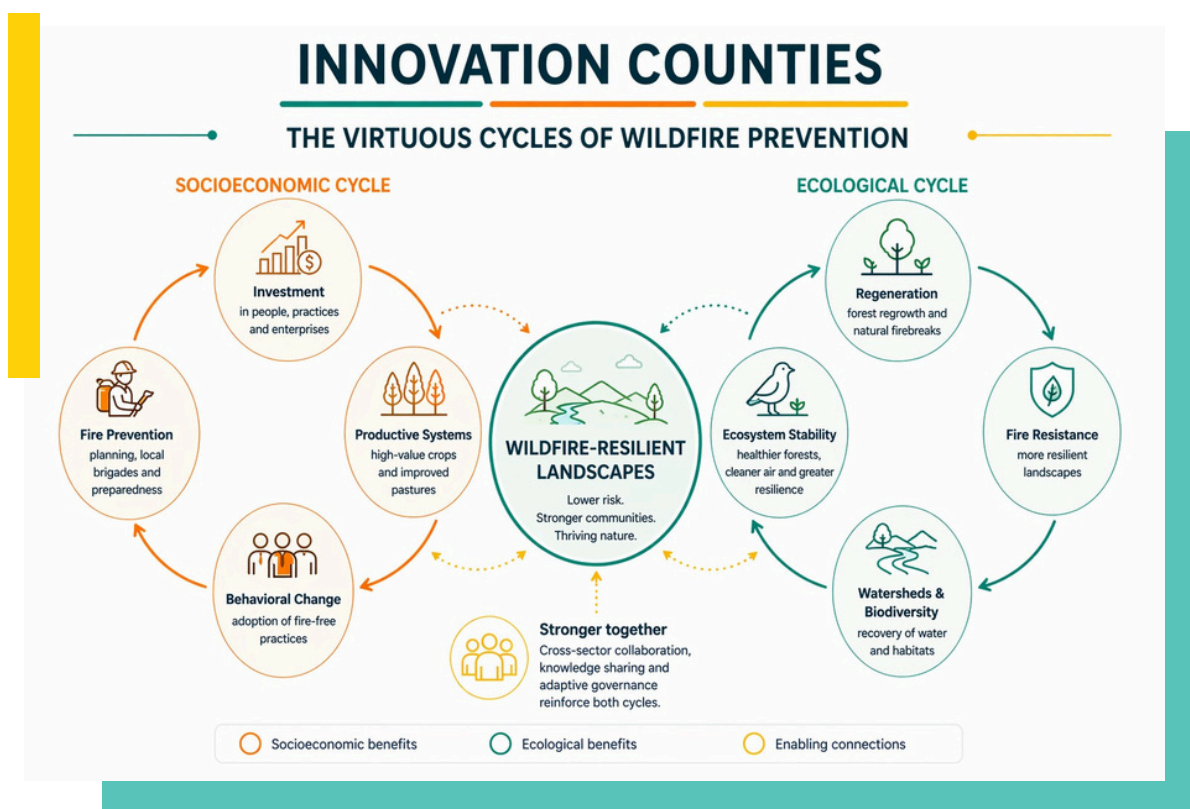
In the Amazon, Cerrado, and many other tropical biomes, wildfire destroys more than just trees; it ravages farms, livelihoods, and health. But unlike many environmental battles, wildfire has no fans. Indigenous and traditional communities, farmers, businesses and governments all want it gone. This shared urgency is the foundation of Innovation Counties: a bold, jurisdictional approach for transforming how we manage wildfire, farming, water, and forests.

# A Systemic Solution: Breaking the "Vicious Cycle"

Today, wildfire prevents communities and farmers from shifting to more productive and lucrative farm systems; it perpetuates rural poverty. Because the risk of wildfire is so high and largely unmanaged in many places, farmers hesitate to invest in sustainable systems like shade-grown cacao, agroforestry, or improved pasture management because these systems require up-front investment, years to mature, and can be wiped out by a single fire. Instead, they rely on slash-and-burn agriculture and extensive cattle production, which are less vulnerable to wildfire, but also increase the risk of accidental fire. To be clear, slash-and-burn and swidden agriculture have sustained communities of the Amazon for centuries and will have a critical role to play for decades to come for some communities. Climate change, however, is making these practices riskier.

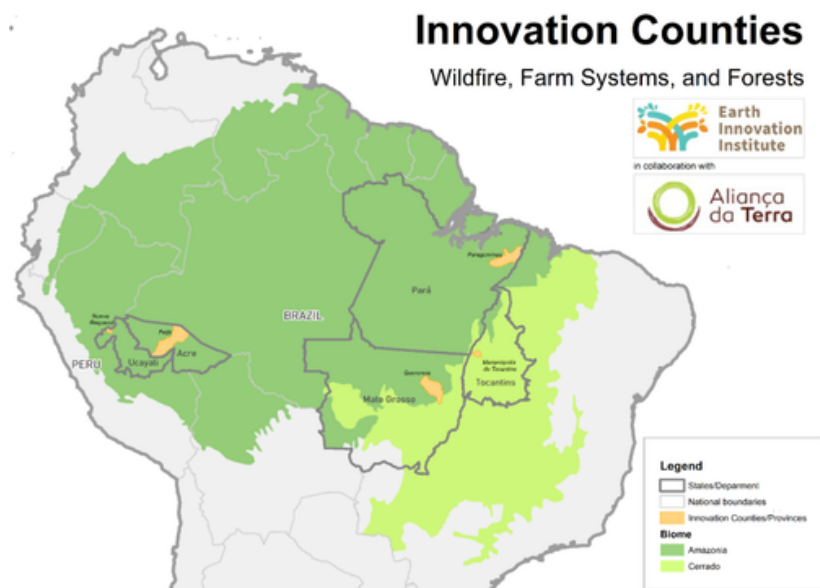
**We are flipping the script. By reducing wildfire risk at a jurisdictional level—across entire counties (municípios)—we are working to unlock two powerful "Virtuous Cycles":**

- **The Virtuous Economic Cycle:** Lower wildfire risk invites investment. We help interested farmers and communities shift to high-value, resilient crops, boosting profits and ending fire dependency. And with these investments comes greater interest in preventing wildfire.
- **The Virtuous Ecological Cycle:** Mature Amazon forests are highly resistant to wildfire during all but the most extreme drought episodes, acting as natural fire breaks that prevent the spread of wildfire. Regrowing forests on abandoned land can also become natural firebreaks; every wildfire-free year allows regrowing forests to become taller and more fire-resistant, re-establishing wildlife habitat and ecological corridors, as they recover watershed health.



# Our Strategy: Innovation Counties

In 2025, the Earth Innovation Institute launched a new approach to wildfire in five pilot regions, across Brazil and Peru, inviting Aliança da Terra as a key partner. Our work is built on three pillars:



## 1. Empowerment from the Ground Up

We build local capacity by:

- Training members of indigenous communities, traditional communities, farm settlements, and farm workers on how to prevent and safely control wildfires.
- Establishing local, dedicated fire brigades who lead wildfire prevention planning in the wet season and wildfire prevention and control in the dry season, reinforcing the work of public fire brigades.

## 2. Radical Collaboration

We bridge the gap between those who use fire and those who have moved past it. Farmers who have already transitioned to fire-free systems become mentors and first responders for their neighbors, sharing equipment and expertise.

## 3. Governance That Works

Innovation Counties go beyond putting wildfires out; they are designed to fix the systems that cause them. They create strategies that are implemented through living, county-wide plans for preventing and controlling wildfires while addressing other key challenges. County plans are:

- Inclusive: Built by local governments, producer associations, and civil society together, organized in wildfire committees charged with implementing the plans.
- Integrated: Linking wildfire prevention and control to more productive farming, better water quality, smoke reduction, and forest conservation and recovery.
- Adaptive: Each County monitors its plan every year, adjusting it to incorporate lessons learned.

## Our Partners

This work is only possible through collaboration with local partners, summarized here.

Counties	Partners
Marianópolis	Secretaria de Meio Ambiente de Marianópolis
	Secretaria de Agricultura de Marianópolis
	Apa Ilha do Bananal Cantão
	Parque Estadual do Cantão
	RESTAURA - TO
	Sindicato Rural de Marianópolis - SRM
	Associação para o Desenvolvimento Sustentável do Tocantins
	Defesa Civil de Marianopolis
	Secretaria de Meio Ambiente e Recursos Hídricos do Tocantins
	Coordenação de Defesa Civil Estadual
FAET/SENAR	
Paragominas	Defesa Civil Municipal
	CIRAD
	FAEPA/SENAR
	Secretaria de Meio Ambiente (SEMMA)
	Secretaria de Agricultura (SEMAGRI)
	Sindicato Rural de Paragominas SRP
	Fórum das Comunidades Rurais de Paragominas - FCRP
	Imazon
Susano	
Querência	Instituto Produzir, Conservar e Incluir - PCI
	Secretaria Municipal de Agricultura, Pecuária, Meio Ambiente e Reforma Agrária
	Sindicato Rural de Querência
	Sindicato dos trabalhadores Rurais
	Cooperativa de produtores da Agricultura Familiar - Cooperquer
Produzindo Certo	

## Counties

## Partners

### Feijó

Secretaria de Meio Ambiente do estado do Acre – SEMA  
Instituto de Mudanças Climáticas e Regulação de Serviços Ambientais do estado do Acre – IMC  
Prefeitura Municipal de Feijó  
Defesa Civil Municipal de Feijó  
Corpo de Bombeiros do Estado do Acre – CBMAC  
Federação dos Trabalhadores Rurais Agricultores e Agricultoras Familiares do Estado do Acre (Fetacre)  
Sindicato dos trabalhadores rurais de Feijó  
Secretaria Municipal de Meio Ambiente  
Secretaria Municipal de Agricultura  
PREVFOGO – Acre

### Nova Requena

Gerencia de Desarrollo Económico, Gobierno Regional de Ucayali  
Centro de Operaciones de Emergencia Regional Ucayali  
Municipalidad Provincial de Coronel Portillo  
Municipalidad Distrital de Nueva Requena  
Centro de Operaciones de Emergencia Local  
COCEPU – Comité Central de Palmicultores de Ucayali  
Autoridad Regional Ambiental  
Gerencia Regional Forestal y de Fauna Silvestre de Ucayali  
SERFOR





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