Title of the Story: Orleans Viva Movement - Guardians of the Coast

Destination Name: Orleans – Santa Catarina State -
Country: Brazil

Submitter name: Thatiane Cordini Fernandes
Email address: superintendente@famor.sc.gov.br
Position: Superintendente da Fundação Ambiental Municipal de Orleans

Nomination Category: (Please check the boxes that indicate the focus of your story)
☐ Localizing the destination supply chain
☐ Decarbonizing the destination supply chain
☐ Culture & Communities
☐ Environment & Climate
☐ Nature & Ecotourism
☐ Tourism Reset & Recovery

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Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

Coal mining in southern Santa Catarina state is an economic activity that began in the 19th century, and was protagonist of several controversies, conflicts, irregularities and infractions, involving environmental, social and economic liabilities. The impacts of this activity are well known to Orleans people, which culminated in protests by the population in the 1980s and in the creation of legal provisions (Complementary Law No. 2147/2007) that kept the municipality free from coal mining. However, in 2018, after the interest of the State Coal Extraction Industry Union, Santa Catarina Court of Justice ruled these legal provisions as unconstitutional, claiming that the subsoil belongs to the Union, and the Federal Government is responsible for legislatng on this resource. But federal law (Decree-Law No. 227/1967) also provides that authorization must be refused when mining is considered harmful to commonweal or compromises interests greater than the usefulness of the ore mining. The exploration of mineral coal in Orleans would generate several negative impacts, especially in the mountain slope region, such as: unsustainable exploration of a non-renewable energy source; pollution of water resources, impacting the public water supply; degradation of scenic landscapes; negative impact on the agricultural sector; and loss of tourism potential in natural areas.

Methods, steps and tools applied

The Orleans Viva Movement – Guardians of the mountainside (MOV) is a popular movement formed in 2018 by a group of people who showed immediate concern about the possibility of coal mining return in Orleans. These people come from different trajectories linked to their professions and/or passions related to the environment, as well as from different areas of knowledge, such as agronomy, biology, mining engineering, geography, history, museology, ecotourism, tourism, law, arts and communication. Representatives of women's movements, farmers, basin committees and municipalities in the region also joined. One of the objectives of MOV is to encourage and support ecotourism, rural tourism and sustainable family farming as priority alternatives for the socioenvironmental and socioeconomic Orleans development. MOV carries out environmental education actions, valuing the city's scenic beauty and encouraging the development of agroecotourism. Some actions carried out: “Women in the Mountain” event, a walk carried out by about 100 women on the slope of the mountain in order to raise awareness about the impacts of coal mining, preservation of our natural beauty and consequences for local tourism; and “Meeting in Três Barras”, which aimed to disseminate information and open dialogue on the impacts of mining, civil society organization and ecotourism and rural tourism.

Key success factors

- City's scenic beauties that drew attention to tourist potential;
• Genuine passion of its members for the natural landscapes of Orleans;
• Team union and commitment;
• Movement Involvement with community and public authorities;
• Diversity of professional backgrounds and profiles that the group brings together, adding knowledge and technical skills from different areas and plural perspectives of society and the municipality;
• Recognition by local community and the region as a serious and committed movement.

Lessons learned

• Environmental and cultural preservation is fundamental for development sustainable tourism.
• People strength, unity and persistence put into action generates great results.
• Local social movements are fundamental for preservation of long-term, collective rights, such as culture and the environment.
• Volunteer work requires self-discipline.
• Knowledge and training on environmental, political, social and economic aspects of the municipality.

Results, achievements and recognitions

Results:
• Express position of decision makers in the municipality (mayor, secretaries, councilors, public prosecutor, among others) against the exploitation of mineral coal in Orleans and in favor of nature tourism development.
• City Hall denied the request to issue a Land Use Declaration for "Subsoil Mineral Coal Extraction" (document required to license the activity) in the Três Barras community, for the company Gama Mineração SA in 2019, thus maintaining the preserved natural beauty, enabling the development of local tourist potential.
• Number of MOV volunteer members: 27.
• Population benefited by natural resources preservation in the Três Barras community: 30 inhabitants.
• Population directly benefited by natural resources preservation in the Três Barras community: 21,393 inhabitants (Orleans population).
• Regional population indirectly benefited by natural resources preservation in the Três Barras community: 177,890 inhabitants.
• Number of rural families that started activities and investment in tourism: 18.

Achievements:
• Population's support and adhesion to the cause and generation of collective awareness about the consequences of coal mining and the importance of environmental preservation.
• Diffusion of scenic beauty of natural areas in the city rural area.
• Visibility for local communities, especially the Três Barras community.
• Public and private authorities start planning and investing in local tourism, such as: publication of a new internal regulation of tourism council with greater representation (Decree No. 4,632/2019); Municipal Tourism Plan published in 2020; planning for destination marketing and development of tourist visual identity.
Recognitions:

- Published book chapter: "Orleans Viva Movement and Tourism: Strategies for the protection of the Natural and Cultural Heritage of the Costão de Orleans/SC".
- Published book chapter: "Coal Mining: Livelihoods or Private Interests? The Case of Três Barras, Municipality of Orleans, SC."
- Recognition in the Municipal Tourism Plan 2020 (Page 42/43) as a movement that stands out as a promoter of city tourism.
- Supporting video for the cause on Lunchtime Journal, channel NSC TV (Globo TV affiliate).

Additional references


Orleans joins the movement to boost tourism in the South and actions are planned, Access: <http://www.engeplus.com.br/noticia/geral/2021/orleans-adere-a-movimento-para-alavancar-turismo-no-sul-e-acoes-sao-planejadas>

Published book chapter: “Mineração De Carvão: Meios de sobrevivência ou interesses privados? O Caso da localidade de Três Barras, Município de Orleans, SC.” Access: <http://repositorio.unesc.net/bitstream/1/8232/1/Minera%C3%A7%C3%A3o%20de%20carv%C3%A3o.pdf>

MOV and public administration mobilizes farmers to participate in the Congress of Agrotourism Association Welcomed in the Colony. Access: <http://ligadonosul.com.br/associacao-de-agroturismo-acolhida-na-colonia-celebra-20-anos-de-atuacao>


Images and documents from MOV. Access: <https://drive.google.com/drive/folders/1DQcyhRsu0MUaxdT8rCT8f75K5HqAH567?usp=sharing>