Introduction

Tô no Mapa (I'm on the map) is an app developed so Brazilian traditional communities, peoples, and family-scale farmers map their own territories. It is a free and accessible tool, built through the dialogue between many civil society organisations and local communities, with the aim of strengthening the struggle for land-ownership rights, by collectively creating maps that demonstrate the enormous quantity and diversity of traditional communities across Brazil.

The app is part of the "Mapping the Invisible Communities in Cerrado" project, sponsored by the Critical Ecosystem Partnership Fund (CEPF) and undertaken by the Amazon Environmental Research Institute (IPAM) alongside the Institute for Society, Population and Nature (ISPN), with technical and political support from the Cerrado Network. The mapping actions developed during the project illustrated and confirmed the enormous disparity between official data and the on-field reality. A number 3.5 times larger than the records kept by the Brazilian Institute

of Geography and Statistics (IBGE), the National Indian Foundation (FUNAI) and the Palmares Foundation was identified. It is worth mentioning, still, that the official data is not able to identify the diversity of the existing traditional communities, since they mainly present information about Indigenous Peoples and Quilombola communities[1]. With the intent of contributing towards enabling communities to identify their own territories, areas of use and of conflict they experience, we sought the support of the Climate and Land Use Alliance (CLUA) to build the Tô no Mapa app.

The app was made available for download and use in September 2020. Its launch was part of an online seminary in which 100 representatives of traditional communities, peoples, and family farmers, national and international institutions,

[1] Quilombola communities were first established by runaway slaves who escaped their forced captivity in plantations across Brazil. The members of these communities are Afro-Brazilian descendants.

in addition to researchers from the Cerrado and other biomes. From then on, communities started using and carrying out the self-mapping of their territories. The project now enjoys a valuable partnership with the Instituto Cerrados, with resources from the GGP Project – Good Growth Partnership, with funding from the Global Environmental Facility (GEF), undertaken by the United Nations Development Programme (UNDP) and implemented by Conservation International, in cooperation with the International Finance Corporation, the United Nations Environment Programme (UNEP) and the World Wide Fund for Nature (WWF), with the goal of easing the process of self-mapping territories via the app.

During this period, the website www.tonomapa.org.br was also launched, providing tutorial videos on how to use the app, alongside information about the mapping project. The app's introductory video had garnered more than 2600 views by May 2021 and it is a very important communication support tool in promoting Tô no Mapa. There is also a frequently asked questions section available on the website, where we try to answer the most common questions. This section is constantly updated, incorporating new questions that are forwarded to the app's support team.

The goal of this report is to convey the current status of the usage and dissemination of the app, providing information about the number of registered communities by state and by type of traditional community, as well as the status of these registrations and the main kinds of uses and conflicts across the self-mapped territories. Our communication results are also highlighted, alongside the upcoming steps planned to push the Tô no Mapa initiative forward.

Dissemination efforts

From November 2020 to May 2021, we promoted 20 workshops to publicise the app, as systematised in the chart:

Table 1. Workshops conducted by the Tô no Mapa initiative team to promote the app and build partnerships

| Institution	Date	Audience	# of participants
Família Agrícola de Taiobeiras School /Alto Rio Pardo, MG	23/11/2020	Teachers	10
Família Agrícola de Correntina School, BA	23/11/2020	Teachers	13
Família Agrícola School – Lago do Junco, MA	26/11/2020	Teachers	8
Família Agrícola School – AEFAN – Natalândia, MG	01/12/2020	Teachers	5
MESPT, Brasília University, DF	03/12/2020	Students	4
Regional Association of Piauí's Família Agrícola Schools	07/12/2020	Teachers	22
Cerrado do Piauí's Traditional Communities Collective	08/12/2020	Local Communities	5
Tocantins Federal University	08/12/2020	Students and Teachers	7
Cláudia – Alagoas' rural consultant	10/12/2020	Individual	3
Organisations working in the Mosaico Grande Sertão Veredas – Peruaçu, MG	22/01/2020	Technicians and Local Community	20
Organisations working in the Mosaico Grande Sertão Veredas – Peruaçu, MG	28/01/2021	Technicians and community representatives	24
Mato Grosso's Alternative Technology Centre (CTA)	04/02/2021	Technicians	7
Northern Minas' Alternative Agriculture Centre, MG	04/02/2021	Directors and Coordinators	9
Northern Minas' Alternative Agriculture Centre, MG	24/02/2021	Directors and Coordinators	6
Pernambuco's Federal Institute	26/03/2021	Teachers	26
Povos Pantaneiros, MT and MS	26/03/2021	Local communities	14
Sertão Veredas' Council Meeting - Peruaçu	05/05/2021	Local communities	15
Cerrado's Indigenous Peoples' Mobilisation – MOPIC	20/05/2021	Indigenous Peoples	8
Northern Minas' local communities	21/05/2021	Local communities, NGOs, academia and government	15
Total			**221**

Additionally, we have launched a dissemination campaign to promote the app, using both social media and partnerships with community radio stations and press offices. More than **50 visual pieces** were created and disseminated around the social media accounts of the three organisations involved in the project (IPAM, ISPN, and Rede Cerrado), in order to draw attention to the topic of the invisibility of traditional communities, peoples, and family-scale farmers. For three months, enrolment calls for the app were circulated in community-based WhatsApp groups. The pieces are published on their respective Instagram, Facebook, and Twitter profiles.

At the end of the campaign, which concluded on April 27th 2021, social media had managed to produce **48.605 outreaches**. The online closing

debate, broadcast live on YouTube, garnered **260 views** and had the participation of Indigenous, Geraizeiro, and Fecheiro representatives, respectively Célia Xakriabá, Samuel Caetano dos Santos, and Eldo Barreto.

We were present in **409 community and education-centred radio stations** across all regions in the nation, be it by the dissemination of the app-registration advertisement spot and by journalistic coverage of the initiative.

Taking **media** appearances into account, the app was reported on **23 different times**, including by leading publications in the socio-environmental field, such as the international outlet **Mongabay**, as well as by national mass-circulation newspapers, such as **"O Globo", "Brasil de Fato"**, and the **website of the "Globo Rural" magazine**.
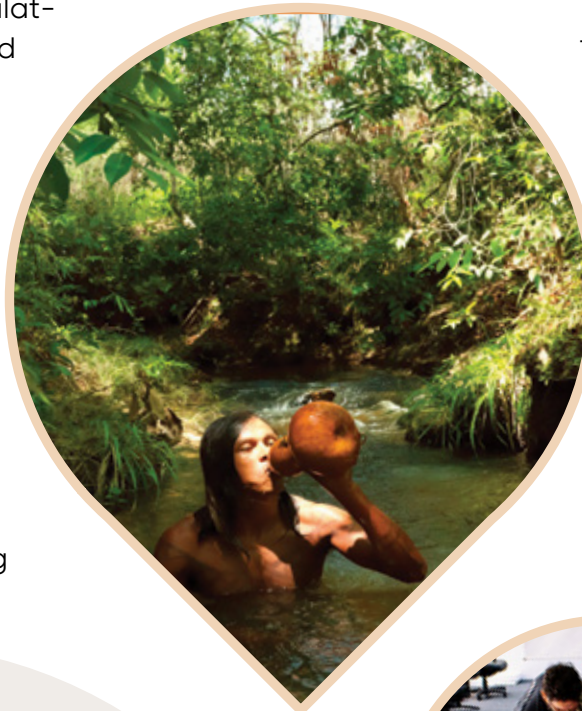
Partnerships

Great efforts were undertaken to promote the app within the communities, so they could take ownership of this tool to identify their own territories, in order to create a map that confronts the scarce official data available as soon as possible. However, the first months after the app was launched were times of profound health crisis due to the Covid-19 pandemic, which severely impacted basic activities to promote enrolments, such as in-person workshops to disseminate the app, and community meetings, an important step in the registration process.

In this regard, the participation of Instituto Cerrados, an NGO that joined the Tô no Mapa initiative in October 2020, was crucial. The actions of the Instituto Cerrados team, through the identifying and hiring of local community leaders, worked towards boosting the registration of territories on the app. This working strategy of partnership with local leaders turned out to be of an even greater importance in a pandemic setting, with so many travel restrictions in place. Instituto Cerrados, alongside its partners, devised and agreed upon a strict safety protocol to ensure the community organising activities, necessary for the self-mapping process, could be conducted.

The ensuing flowchart was devised by Instituto Cerrados as a guideline to local leaders to manage community registrations on the app.
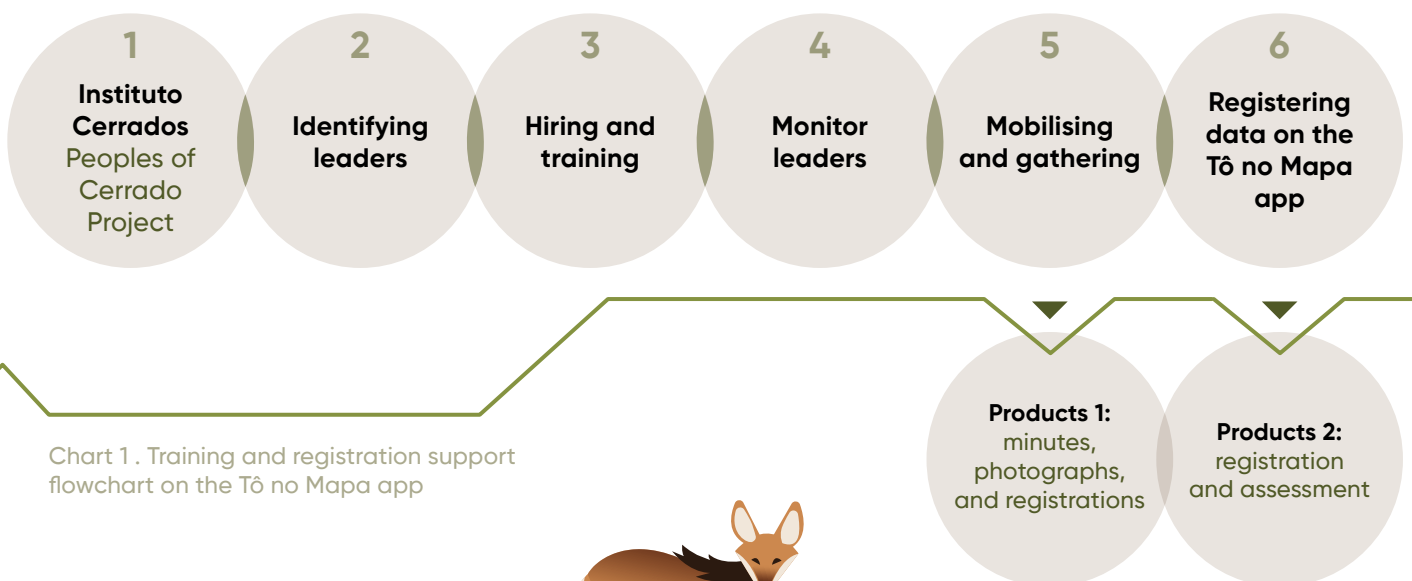
1	2	3	4	5	6
Instituto Cerrados Peoples of Cerrado Project	**Identifying leaders**	**Hiring and training**	**Monitor leaders**	**Mobilising and gathering**	**Registering data on the Tô no Mapa app**

Products 1: minutes, photographs, and registrations

Products 2: registration and assessment

Chart 1 . Training and registration support flowchart on the Tô no Mapa app

Results

Until the end of May 2021, **155 registrations** were completed via the app stemming from different states. During this period, the states of Goiás and Maranhão were those with the most registered communities, with 19, followed by Bahia, with 17, and Mato Grosso do Sul, with 16. Even without a geographically focused dissemination campaign, states from other biomes are utilising the Tô no Mapa tool to conduct self-mapping as well, as is the case in Acre, Espírito Santo, and Santa Catarina, for example. Here is the complete chart.

Out of all the registrations inserted in Tô no Mapa up to June 202, only 34% were complete. Thus, there are **53 communities** properly represented in the app at the moment, whose mapped territories comprise **290.00 hectares**. Out of these 53 registrations, 25% are located in the state of Goiás, 23% in the state of Mato Grosso do Sul, 19% in the state of Tocantins, and 17% in the state of Maranhão (chart 3).

Number of communities with a complete registration, by state

Chart 3. Number of communities with a complete registration, by state

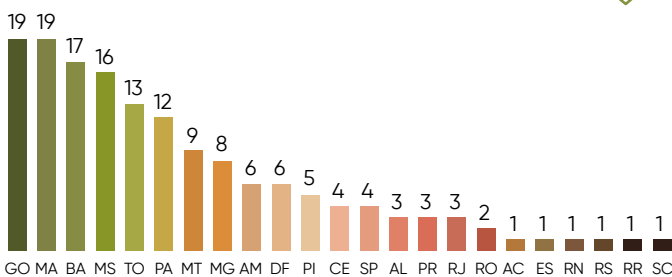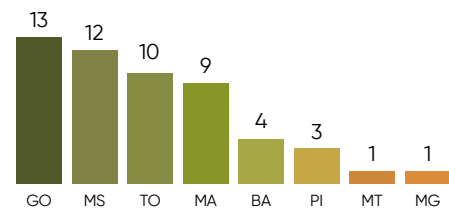## Number of communities by state

Chart 2. Number of communities registered in the app, by state (including incomplete registrations)

These registrations were revised and there is a significant number of incomplete registrations (61%). This highlights the importance of partner organisations in providing support to the communities during the registration process. When the registration is incomplete, the Tô no Mapa app sends an automatic message to the registering party to fulfil the missing fields, specifically indicating which ones are not complete.

Registration Status	Number of registrations	Percentage
Complete registrations	53	34%
Incomplete registrations (awaiting additional information)	94	61%
Rejected registrations	8	5%

Table 2 . Status of registrations submitted via the app

On the complete registrations set, many communities have self-declared as being part of more than one segment. For example, communities that are family farmers, babassu coconut breakers and quilombola. Those declared solely as quilombola are the most represented, with 27 communities, followed by family farmers, with 15 communities, and indigenous, with 11 communities. The complete chart follows:

There are more than **five thousand families** within the 53 registered communities. Of those, 1685 families are in the state of Goiás, followed by 1461 families in the state of Mato Grosso do Sul, and 958 families in the state of Tocantins.
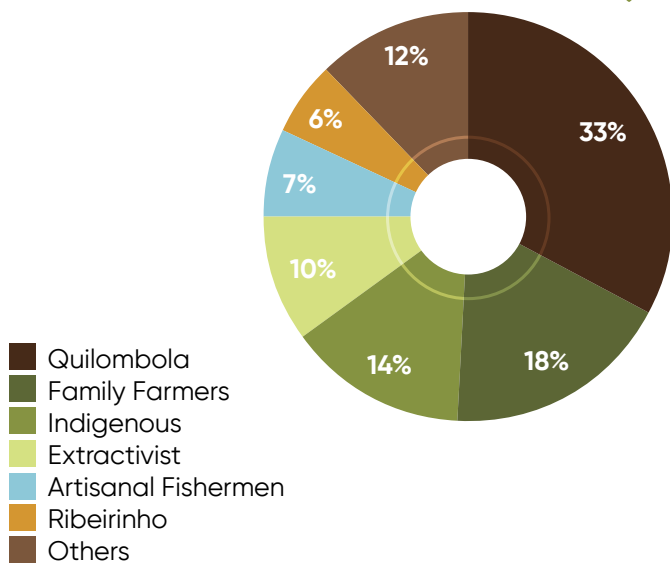
Number of families by state

Chart 5 . Number of families according to complete registrations, by state

Type of community

- Quilombola
- Family Farmers
- Indigenous
- Extractivist
- Artisanal Fishermen
- Ribeirinho
- Others

Chart 4 . Percentage of communities with complete registrations, by type
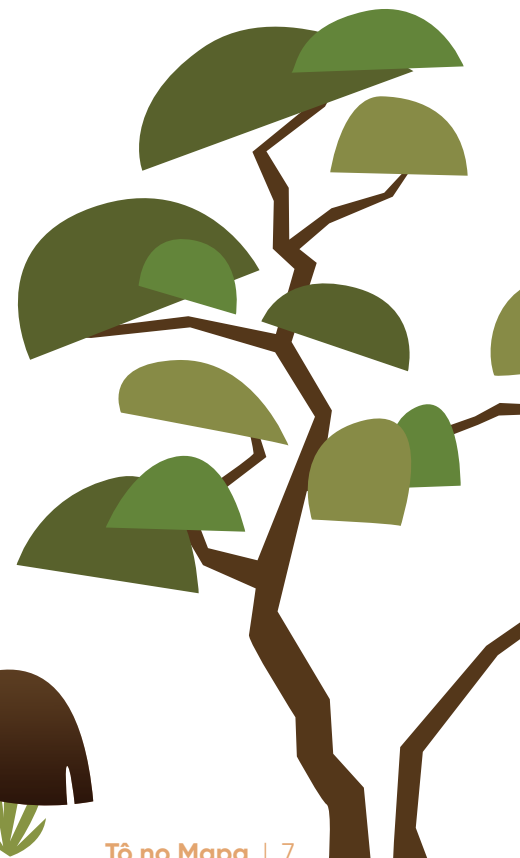
CONFLICTS

Besides mapping traditional communities' territories, the app allows the community to pinpoint the conflicts they face and describe them in detail.

Most of the registrations mention issues related to territorial disputes and land invasions, which account for 53% of the reported conflicts, followed by pesticide contamination (17%), water-access conflicts (6%), and uncontrolled prescribed burns (4%).

The category of "Other" represents 19% of the conflict reporting registrations. Therefore, we are improving the app in order to expand the selectable options to report existing conflicts within the territories, taking the suggestions proposed by members of the Cerrado Network during the results presentation Assembly of 2021 into account.

Conflict

- Territorial disputes
- Land invasions
- Other conflicts
- Pesticide contamination
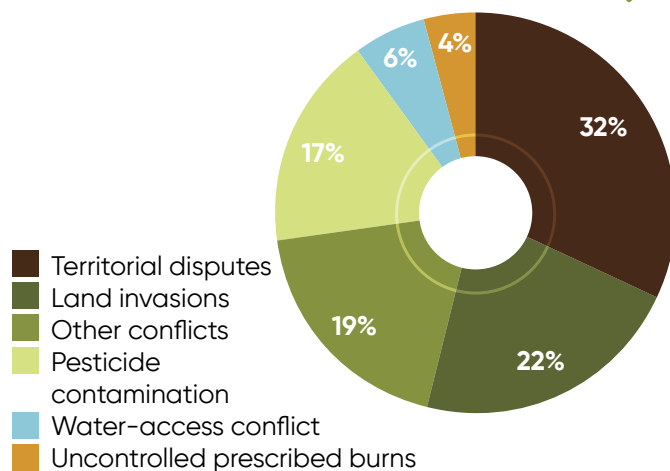- Water-access conflict
- Uncontrolled prescribed burns

Chart 6 . Percentage of conflicts reported by communities with complete registration

AREAS OF USE

The app also allows for the mapping of the most important areas of use within the territories. Amongst the areas of use mapped, the categories of farming area, agroecological production, and small-animal husbandry stand out, accounting for 70% of registrations. It is also possible to describe each area of use in detail, using the text-input open field option on the app.
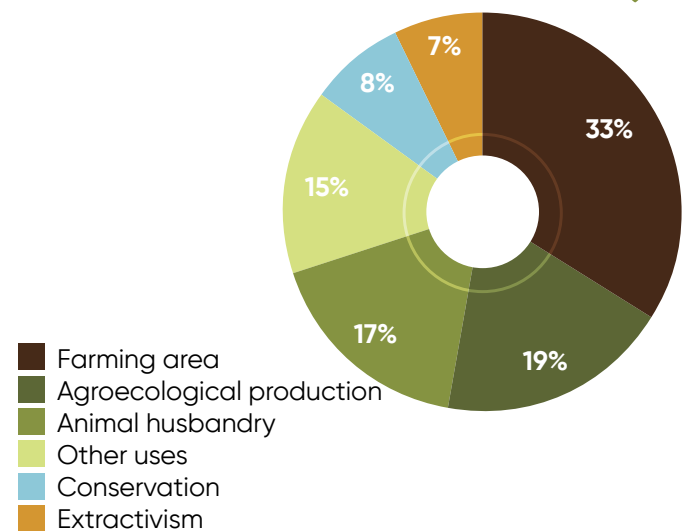
Areas of use

- Farming area
- Agroecological production
- Animal husbandry
- Other uses
- Conservation
- Extractivism

Chart 7 . Percentage of areas of use reported by communities with complete registrations

Challenges

The biggest challenge we faced during this period was unquestionably the Covid-19 pandemic, which kept us from having boots on the ground and conducting events, seminars, and workshops. The pandemic also prevented communities from completing their registrations on Tô no Mapa, since one of the requirements for registration is a meeting between the members of the community, in order to assure that this is a collective and participative process. Accordingly, we believe that the pandemic severely influenced the speed at which information was registered on the app.

Furthermore, it is a challenge to find leaders that can guide the community's mapping process, as this requires mobilising members of the community, assembling a safe meeting, drafting a minute, and submitting the data to the app. The presence of a leader that stimulates the registration process has been shown to be crucial.

It is also natural that the development of an app extends beyond its launch, since, after using and handling it, adjustments and additions may be implemented. As the app has come to life by virtue of hundreds of people using it, these experiences have become a source for improving it.

Next steps

We know that the process of including the numerous communities of the Cerrado, as well as those from other biomes, onto the Tô no Mapa app is complex and it will take time. Hence, the set of organisations that constitute the Tô no Mapa initiative plans to publish periodic reports every six months, in order to allow society at large and partners, traditional peoples and communities, social movements, and consulting organisations in particular, to follow and verify the registration process, and, thus, collaborate with partner organisations and communities.

Furthermore, it is important to mention that the app will constantly be improved by incorporating user experience and the countless partnership possibilities that have been built to amplify its use, as well as using its data on behalf of and working for traditional peoples and communities. The upcoming scheduled improvements will be the creation of a button to authorise the share of the registering community's information in a more consolidated map, and of different user profiles, as researchers, and social movements looking to delve deeper into this set of information.

We hope to be able to provide the option of merging the registrations of Tô no Mapa with the platform of traditional peoples and communities of the National Council of Traditional Peoples and Communities (CNPCT) and the Federal Public Ministry in the near future.

Regarding partnerships, we intend to advance with the optional merging of registrations of Tô no Mapa with the global database of ICCAs (territories and areas governed, managed, and conserved by custodian indigenous peoples and local communities), in collaboration with the World Conservation Monitoring Centre (WCMC) and the Global Consortium of ICCAs. We hope to formalise multiple partnerships with universities, research groups, social movements, and civil soci-

ety organisations to deepen our analyses, speed the community registration processes, and promote a proper use of the information gathered in the app.

The Tô no Mapa initiative, and other efforts promoting the visibility of traditional communities, are becoming more and more important not only due to the current pandemic context but especially due to the current political and legislative context. With proposals aiming to implement new rules regarding environmental licensing and land-holding regularisation, these communities are further exposed to a layer of insecurity and non-recognition, which in turn makes the issue of their visibility a fundamental topic.

155 data entries
in the app from its launch until June 2021

53 complete registrations
in Tô no Mapa

**290.000** hectares of community
territories mapped

53 communities produced and own
map of their territories

54% of mapped conflicts refer to land **invasions or territorial disputes**

33% of complete registrations are of **Quilombola communities**

Goiás was the state with the most registered communities during this period, representing 25% of communities with complete registrations

MA

PI

TO

BA

MT

GO DF

MG

MS

SP

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Led by

IPAM
Amazônia
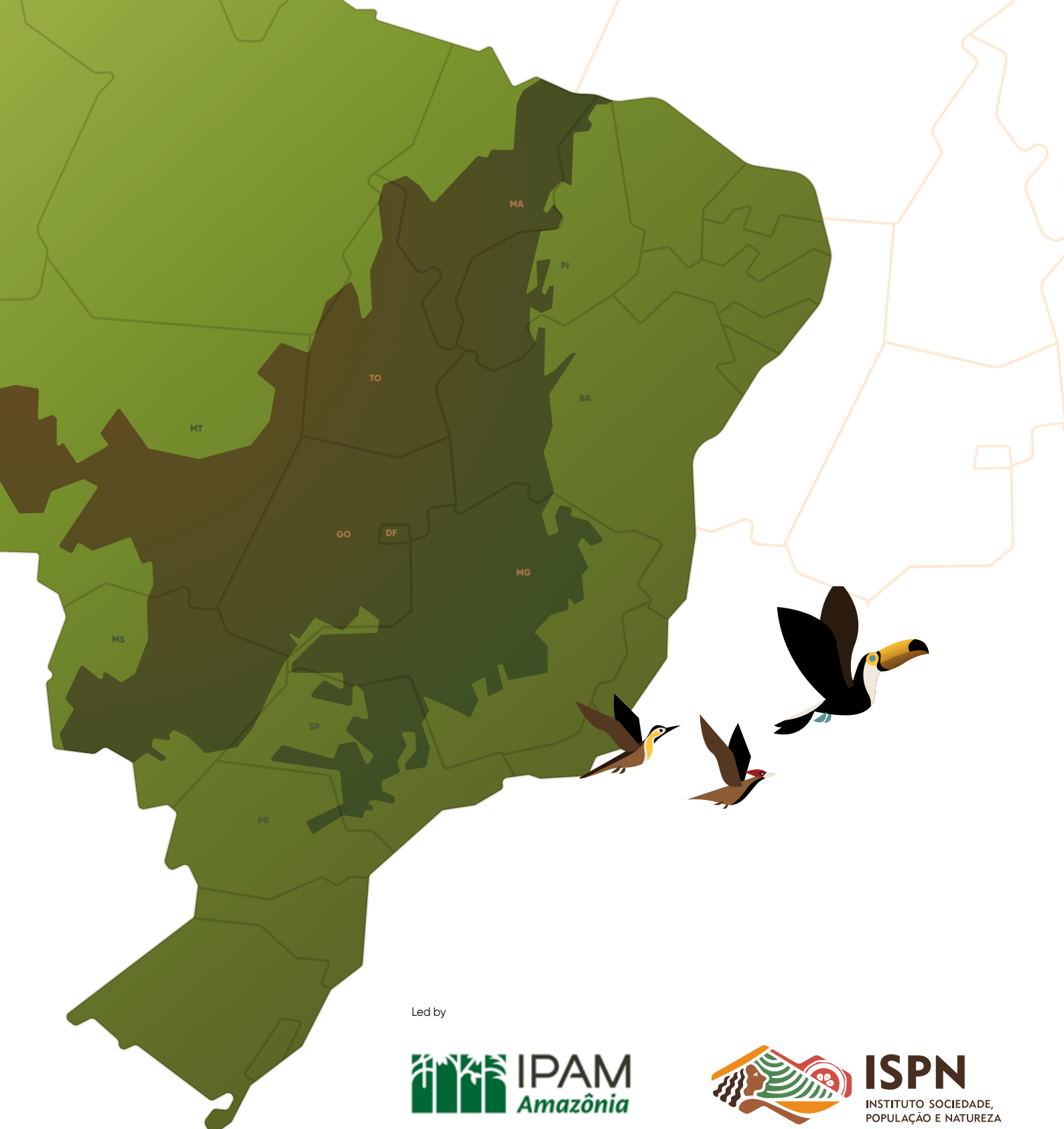
ISPN
INSTITUTO SOCIEDADE,
POPULAÇÃO E NATUREZA

Supporting partners

Rede Cerrado

IEB
INSTITUTO INTERNACIONAL
DE EDUCAÇÃO DO BRASIL

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