



LMI TAPIOCA  
OUTREACH 2024

# Annual Report

2024

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# NON O T C D D O R T N

The LMI Tapioca OUTREACH project has played a fundamental role in supporting fishing communities and promoting sustainability and environmental preservation actions. Throughout 2024, the project intensified its activities in two fishing territories in the state of Pernambuco, consolidating a strong partnership with artisanal fishers and local environmental activists from the Colônia-Z07 of Rio Formoso and Ilha de Deus in Recife.

Additionally, the project has been engaged in the dissemination of educational content and participation in events to popularize knowledge related to the group's thematic areas of focus. Overall, these actions integrate research, outreach, and social mobilization, aiming to disseminate science and strengthen coastal and rural communities in the face of environmental challenges.

# EVENTS & ACTIONS

Throughout 2024, the LMI Tapioca Outreach Team participated in various events, both national and international, taking on different roles, such as organizing activities, attending as participants, and presenting seminars.

Among the organized events was a round table discussion to debate climate change and extreme weather events affecting southern Brazil. The activity gained wide visibility and was televised by TV Globo, one of the country's leading television networks.



“ The LMI Tapioca project is accompanying the Regional Conference on Science, Technology and Innovation, which was held in Recife, in the Northeast. ”

“ The world stopped to witness what was happening! It was the rain. But it came so intensely that an entire city, or rather, an entire state was swept away by the current of the immense river that was forming. ”



“ The meeting brought together scientists, experts, entrepreneurs, and policymakers to discuss solutions and projects for climate change adaptation. ”

These participations strengthened the project's collaboration network and expanded the reach of the actions developed, promoting the exchange of knowledge and engagement in relevant discussions on sustainability, artisanal fishing, and environmental preservation.

# IDEIAS PARA ADIAR O FIM DO MUNDO

This meeting aimed to open a space for dialogue and also to mobilize donations for Rio Grande do Sul.

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The "Meeting of Ideas to Postpone the End of the World" is inspired by the work of @\_ailtonkrenak and aims to be a space where we can reconnect with our ability to see, feel with the heart, and inspire futures that are healthy. We need to look back without arrogance, look at the present without fear, and plant the future "with a presence of soul." The meeting is a round table discussion to talk about climate change, inspire solutions, and yes: we can change what is set. [Read more>>](#).



# SEMINAR “OCEANO E MUDANÇAS CLIMÁTICAS”

The meeting brought together scientists, experts and entrepreneurs to talk about ways to adapt to climate change.

Professor Flávia Fredou was present at this meeting and was able to discuss the studies conducted by Bioimpact and the initiatives of LMI Tapioca that seek alternatives and solutions to the problems faced, particularly in reversing the effects of climate change.

The moment calls for us to share solutions and discuss viable paths to reverse the situation of environmental disasters and catastrophes.

“It will be necessary to invest in order for the economic transition to occur, especially through projects that prioritize the health of the oceans,” concludes Segen Stefen, the organizer of the meeting. [Read more>>](#).

The screenshot shows a presentation slide from the 'Seminário Oceano e Mudanças Climáticas'. On the left, a woman is speaking at a podium. The main slide content is titled 'How artisanal fishers apprehend climate change?' and includes a sub-section 'Fishers' perceptions of fisheries resources and environmental variables'. It features several charts and images:

- Fisheries resources:** A horizontal bar chart showing the perception of abundance, biodiversity, fish size, and demand. The x-axis ranges from 0 to 100.
- Changes:** Three circular gauges showing changes in Rain, Temperature, and Wind. Each gauge has a 'No answer' section.
- Trends:** A horizontal bar chart showing trends in Rain and Temperature. The x-axis ranges from 0 to 100.

At the bottom of the slide, there is a legend for 'Increase', 'Decrease', 'Stable', and 'No Answer', and a citation: 'Peirajo et al (2023, Marine Policy)'. The INPE logo is visible in the bottom right corner of the slide.



# LIMPA OCEANO 2024

Event in celebration of World Oceans Day and Oceanographer's Day.

In celebration of World Oceans Day and Oceanographer's Day, EducaOcean, with the support of LMI Tapioca and other partner projects, conducted a cleanup action at Pina Beach on June 8. The initiative aimed to raise awareness about the serious impacts of marine debris on the environment, organisms, and society, reinforcing the importance of preserving the Atlantic Ocean. [Read more>>](#).



# PARTICIPATION IN RE:PUBLICA24 BERLIM

Cristiano Lopes (@cr1sti4no\_lopes) presented the lecture “Caring for Fish” on May 28. The presentation discussed research methodologies in marine protected areas and working with fishing communities in northeastern Brazil through the LMI Tapioca project.

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Re:publica is one of the leading digital technology festivals in Europe, bringing together a cross-section of the digital society, including professionals from economics, politics, business, hacker culture, NGOs, media and marketing, as well as bloggers, activists, artists, and social media experts. The event took place from May 26 to 29 of this year.

After an intense week at Re:publica, there was a visit to the Leibniz Institute of Freshwater Ecology and Inland Fisheries, organized by Silvia Wargaftig, an advisor at the Brazilian embassy in Berlin. The visit provided an exchange of ideas on potential collaborations between Brazilian partner universities of Tapioca and German institutions, as well as aquaculture and its processes. [Read more>>](#).





# LMI TAPIOCA STRENGTHENS PARTNERSHIP WITH ARTISANAL FISHERMEN OF PERNAMBUCO

Reports on the activities carried out in two fishing territories in Pernambuco during the months of June and July 2024.

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Among the topics discussed in the debate were the challenges related to pollution, the preservation of mangroves, and the fight for recognition and rights of fishing communities. Women were highlighted as central figures in the preservation of sustainable fishing and in the management of fishers groups and associations.

The event also served as a space for the exchange of experiences among fishers from different regions, seeking joint solutions to the problems faced. During the conversation, there were moving accounts from fishers who have been part of the history of Rio Formoso. Many families migrated from Rio Formoso to Ilha de Deus, according to the fishers' accounts. [Read more>>](#).



# PARTICIPATORY PLAN PLENARY SESSION IN RECIFE

LMI Tapioca Outreach Group was  
present Present.

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The LMI Tapioca Research and Outreach Group participated in the plenary of the Participatory Climate Plan held in Recife, focusing on coastal biomes. The group's presence contributed to the development of projects, research, and initiatives aimed at the preservation and regeneration of the oceans. [Read more>>](#).



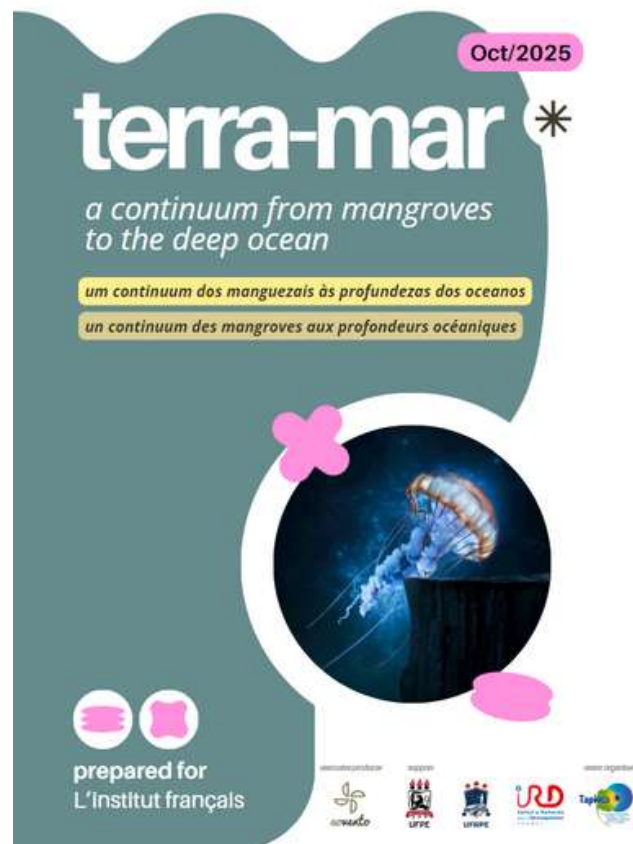
# SELECTION OF SCHOLARS

The open call aimed to bring students from any field of knowledge closer to explore deeply into the content and themes addressed by the Tapioca research and outreach group for a period of three months. [Learn more>>](#).



# PROJECT DEVELOPMENT

In June, some members from the LMI Tapioca outreach program were involved in the development of the project "Terra-mar: a continuum from mangroves to the depths of the oceans" for the call promoted by the French Institute. Organized in partnership with Ao Vento, the call was directed by Professors Arnaud Bertrand and Flávia Fredou. It had the active participation of Anne Justino, Jessica Lobo, Cristiano Lopes, and Latifa Pelage.



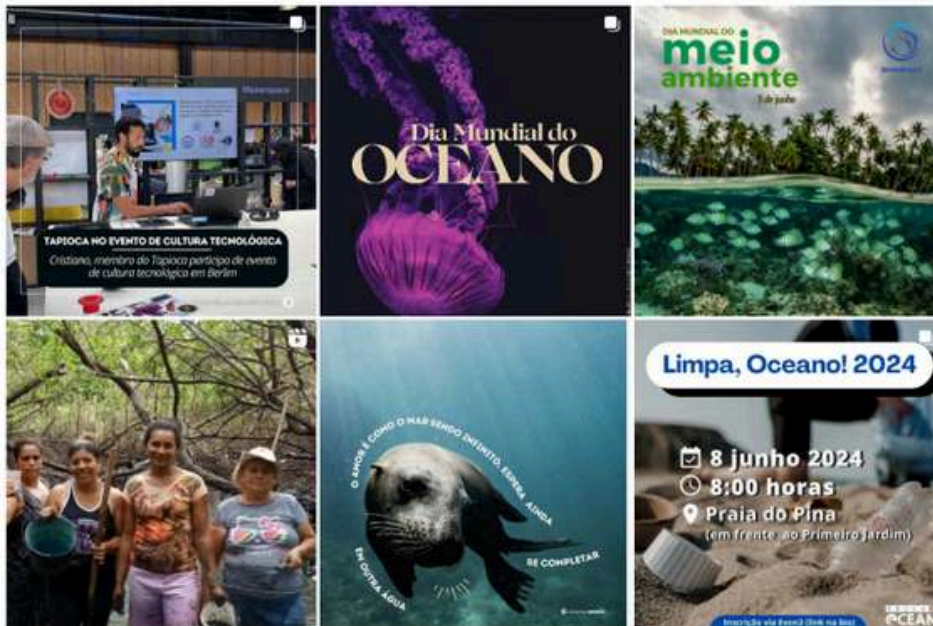


# CONTENT PRODUCTION

The outreach team was also focused on content production for social media, the website, and the organization of outreach events.

## The Instagram content was organized as follows:

1. Promotion of publications and articles produced by the Tapioca research group;
2. Promotion of significant dates related to the group's thematic area;
3. Educational content related to the thematic area. E.g.: Campaign for Ocean Culture awareness;
4. Sharing of news in the field;
5. Promotion of events and other initiatives organized by the group;
6. Promotion of events and other initiatives from partner institutions.

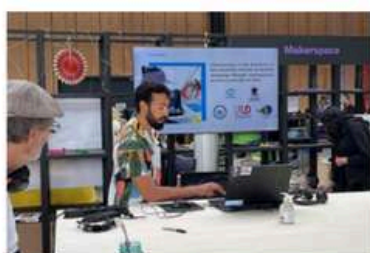




# CONTENT PRODUCTION

The outreach team was also focused on content production for social media, the website, and the organization of outreach events.

The website features all the studies, articles, and publications from the Tapioca research group. It can also present educational content in the format of scientific outreach to popularize knowledge related to the thematic areas covered by the interdisciplinary group. Essentially, the website produces textual content that can be complemented with infographics created by the design team. Additionally, content about the environment and traditional communities is also being disseminated on the [Caranguejo Antenado portal](#).



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## Re:publica24 festival, Cristiano Lopes, member of Tapioca participates in technological culture event in Berlin

Cristiano participated as a speaker at the event during the last week of May in Berlin. His presentation, entitled "Care for Fish", took place on



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## Poluição e Falta de Equipamentos Ameaçam Pescadores Artesanais na Região Metropolitana do Recife

Os pescadores artesanais da região metropolitana do Recife e em áreas rurais vizinhas enfrentam uma batalha árdua contra a poluição e a escassez de equipamentos



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## Dois Meses de colaboração: LMI Tapioca Fortalece Parceria com Pescadores Artesanais de Pernambuco

Este texto relata as atividades desenvolvidas em dois territórios pesqueiros de Pernambuco durante os meses de junho e julho de 2024, fruto de uma sólida

# CONTENT ANALYSIS

The analysis were conducted on Meta Business in the first six months of 2024. Instagram metrics are organized into three categories: results, audience, and content overview.

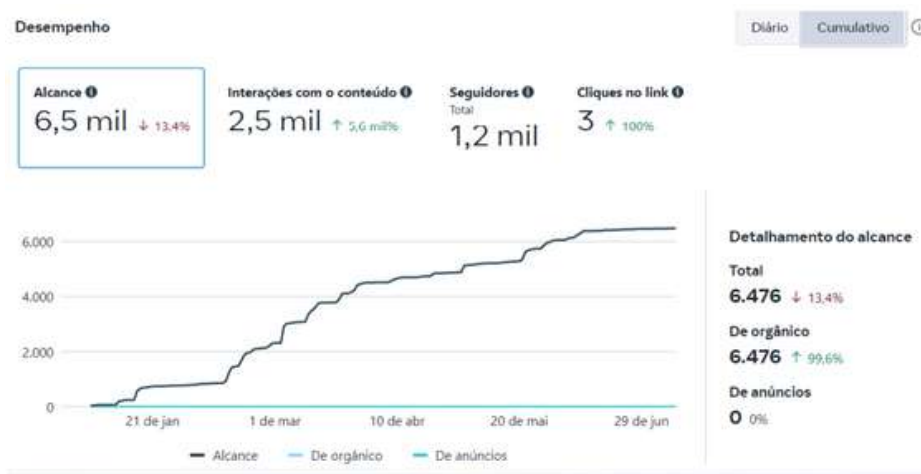


Imagem 8 - Análise do primeiro semestre de 2024

## Analysis:

1. Content in the first half of the year decreased reach but increased interactions;
2. Analyze the possibility of having more scholarship recipients involved in content creation to dynamize the themes shared on the page;
3. Carousel posts have a better audience reach than single image posts or those reposted (shared) from another profile;
4. There was an increase in interactions with the posts.

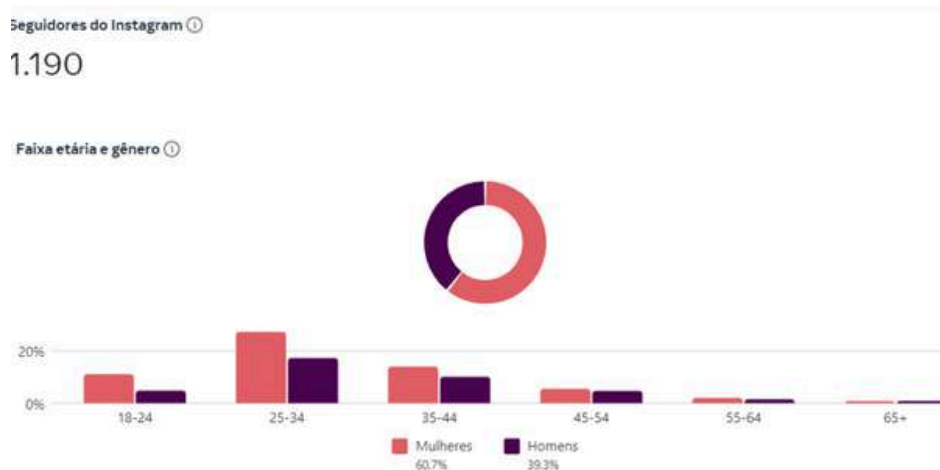


Imagem 7 - Público por faixa etária e gênero (Meta Business). Análise anual (2024)

**Analysis:** The number of female followers (60.7%) is significantly higher than that of male followers (39.3%).

# NEXT STEPS

Where do we go from here? The idea is to continue to promoting what is working well.

The activities carried out have been generating increasingly positive results, both in content production and scientific dissemination, as well as in building relationships with artisanal fishers. This progress strengthens the group's work, allowing it to remain prominent in discussions on emerging topics and to establish itself as a reference in its field of action.

## 01

### Communication and outreach

- Production of content for social media;
- Certification of students in outreach activities;
- Maintenance of the website and social media;
- Writing of projects and calls for proposals.

## 02

### Events

Production and collaboration in events;  
Production of webinars;  
Production of events with partners.

## 03

### Collaboration with Partners

Collaboration in event production  
Collaboration in addressing demands  
Collaboration in project development for public calls

Our outreach project is made up of individuals dedicated to producing content, organizing events, and developing actions related to the environment. Every minute in outreach is an opportunity to learn about teamwork and engage in inspiring exchanges.

Arnaud Bertrand - Fund raising

Cristiano Lopes - General Coordinator

Latifa Pelage - General and Research Coordinator

Jéssica Miranda - Communication Coordinator

Anne Justino - General Coordinator

Karla Avelino - Research

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*Our sincere thanks for the support of the Outreach activities.*

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CONTACT



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