

IMPACT REPORT

Nossa
Aldéia COP30

CASA
MARAİKĀ

Five days centered on frontline leadership
at the first Amazonian COP

BELÉM DO PARÁ, BRAZIL · 12 TO 16 NOVEMBER 2025

IF NOT US
THEN WHO?

CONTEXT

A HOUSE AT THE HEART OF THE AMAZON

Visibility is a form of power. Narrative visibility shapes which climate solutions are seen, valued, and funded. For too long, the solutions held by Indigenous Peoples, Afro-descendant peoples, and local communities have not been seen.

COP30 was the first UN climate conference held in the Amazon, with the largest Indigenous participation in UNFCCC history. The moment asked a foundational question. Whose leadership belongs at the center of climate decisions?

Our answer was Casa Maraká, a 1,200 m² restored historic building in the heart of Belém, co-created with Mídia Indígena as a permanent home for Indigenous communications in Brazil. For five days in November, the house became Nossa Aldeia: a gathering space for connection, creativity, and collective action, where communities, activists, artists, and decision-makers came together to share ideas, strengthen alliances, and co-create solutions for planetary healing.

This is the story of those five days, and the narrative infrastructure they built.



IN NUMBERS

FIVE DAYS. ONE HOUSE. A MOVEMENT IN MOTION.

1,145

People gathered
across five days

30+

Events hosted at
Casa Maraká

60+

frontline voices
speaking

28+

Community
leaders
programmed

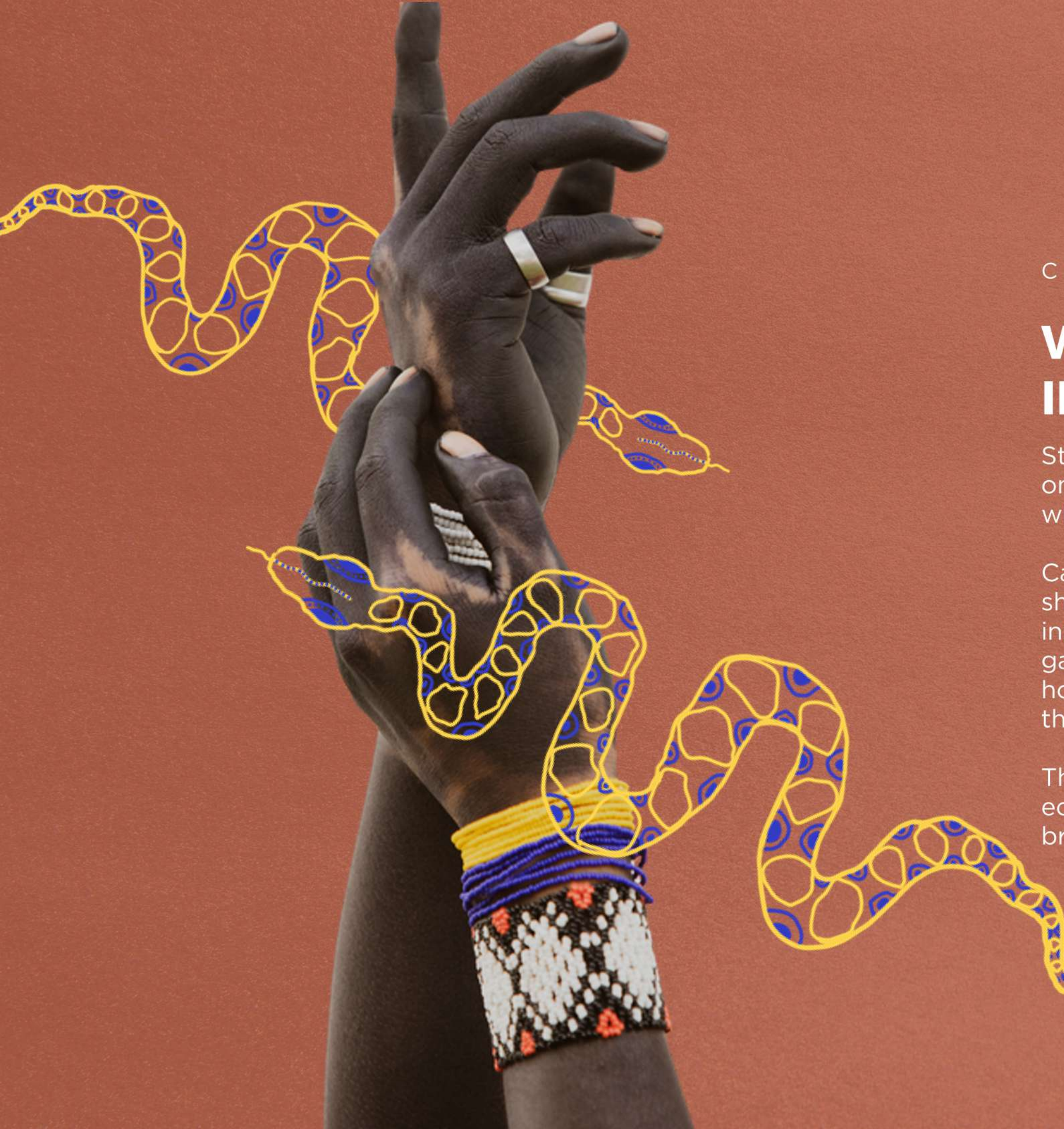
20+

Partners co-
curating

5

Thematic days of
programming





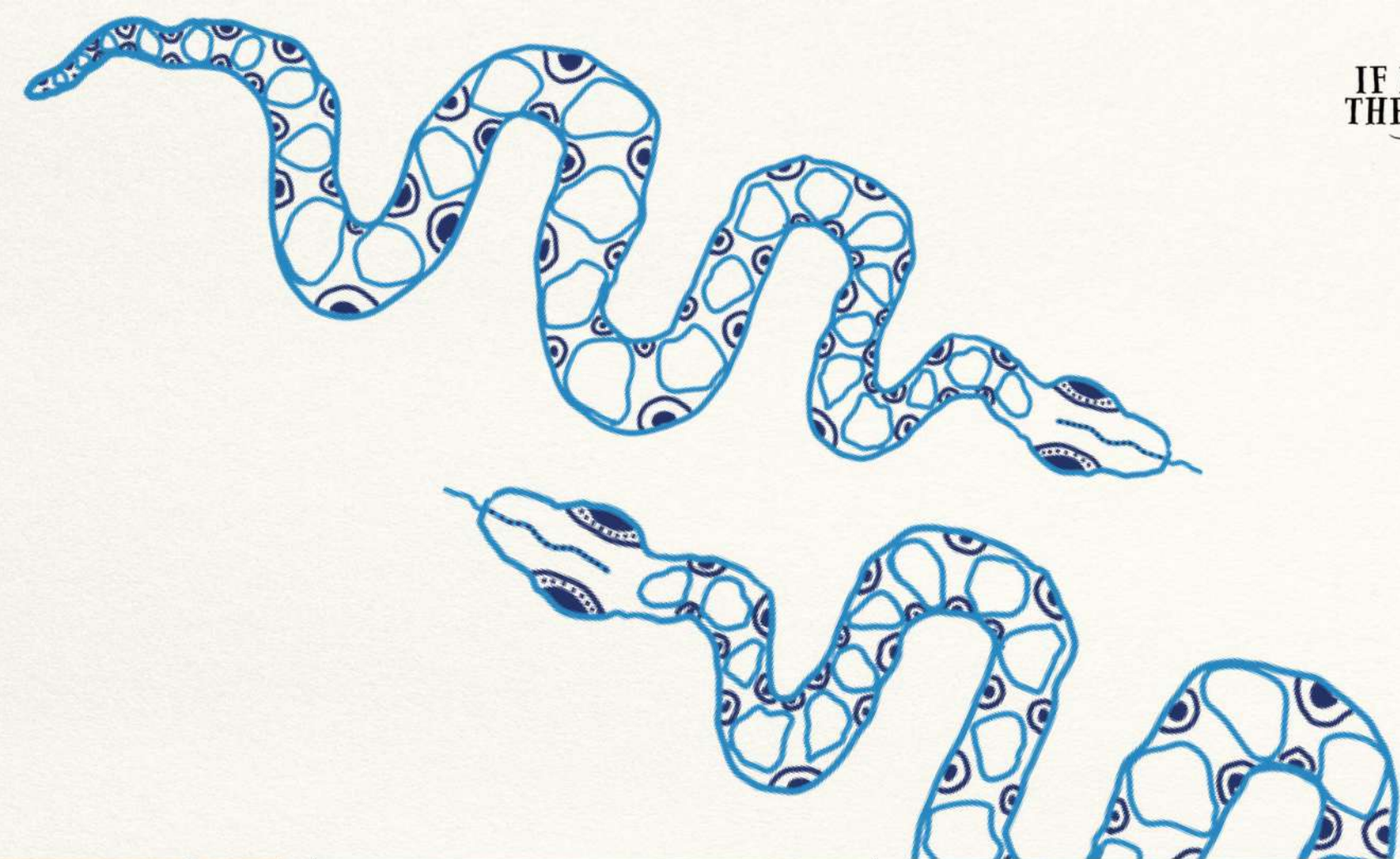
CONTEXT

WHY NARRATIVE INFRASTRUCTURE

Stories shift culture. Culture shapes systems. Climate justice is not only the work of policy and finance. It is also the work of changing whose stories the world sees, hears, and trusts.

Casa Maraká was built on this proposition. Frontline leadership should not appear at COP as guests. It should hold the center, with infrastructure to match. A venue, a studio, a newsroom, a kitchen, a gallery, a performance space. A house anchored in Belém, built to hold the conversations, ceremonies, partnerships, and media that the first Amazonian COP needed.

This is narrative infrastructure: a community-led storytelling ecosystem in physical form, designed to outlast the event that brought it into being.



PROGRAMMING

FIVE DAYS OF NOSSA ALDEIA

Each day was co-curated by a different combination of Indigenous, Afro-descendant, and local community leaders and partners. Co-curation is not a stylistic choice. It is the structural commitment, rooted in reciprocity rather than extraction, that keeps a convening space accountable to the communities at its center.



Narratives from the Territories



"The Answer Is Us"



Afro-descendant and Indigenous Peoples Day



From River to Resistance



Our Territories, Our Health, Our Well-Being



12 NOVEMBER

NARRATIVES FROM THE TERRITORIES

The opening day centered on Indigenous, Afro-descendant, and local storytellers reshaping the climate conversation through art, film, and digital media. Culture as climate justice. The day moved from welcome circles to panels on digital narratives and on-the-ground filmmaking, and closed with an evening of music, dance, and ancestral celebration.



In Numbers:

310

People gathered across the day, with 200 at the Cultural Night

15

Frontline voices

7

Community leaders



Co-curated with:



MÍDIA
INDÍGENA

“Mainstream media often fails to reflect Indigenous realities.

New generations are using digital platforms to speak for themselves and their territories, reclaiming their narratives and making their voices visible.”

Samela Sateré-Mawé
Environmental activist, biologist and Indigenous communicator

13 NOVEMBER

"THE ANSWER IS US"

A day amplifying frontline voices around the six demands of the global campaign "The Answer Is Us". The day connected stories from Shandia with transformative territorial projects from around the world, featuring dialogues on community-led funding and direct finance to Indigenous Peoples and local communities, a makers market of Indigenous and local creations, and an intimate dinner honoring the ingredients that sustain and protect life on Earth.

In Numbers:

200

People gathered across the day, with 120 at the celebratory dinner

6

Frontline voices

Co-curated with:



Global
Alliance
of Territorial
Communities



Tenure Facility



14 NOVEMBER

AFRO-DESCENDANT AND INDIGENOUS PEOPLES DAY

A day honoring the legacy, resilience, and innovation of Afro-descendant peoples who have long safeguarded biodiversity and cultural heritage across the Global South. Rooted in the spirit of Belém, the day moved through an ancestral ritual, a screening and dialogue around We Are Guardians, panels on Afro-descendant storytelling and the role of Afro-descendant communities in times of climate crisis, and an evening cultural night of music, art and storytelling. A photo exhibition honored ancestral wisdom, identity and resistance.

In Numbers:

265

People gathered
across the day, with
150 at the Cultural
Night

16

Frontline
voices

7

Community
leaders

Co-curated with:



A man with curly hair and glasses is speaking into a microphone. He is wearing a light green polo shirt. In the background, there is a white wall with the text 'CASA MARAKÁ' and a red logo consisting of two overlapping chevrons pointing right. To the right, another man wearing a green cap and glasses is partially visible, looking towards the speaker.

CASA
MARAKÁ

*“Indigenous sovereignty is not only about land and self-governance. It is about the right to shape and share one’s own story. Indigenous voices are too often filtered through external intermediaries. **The shift we need is toward storytelling rooted in community authority.**”*

Daniel Tibério Luz
Brazil Country Director, Health in Harmony

15 NOVEMBER

FROM RIVER TO RESISTANCE

A day honoring the waters that connect us and the ancestral wisdom guiding collective climate action. Through film, ceremony, and celebration, the day wove stories of resilience from the Amazon to the Pacific, naming Indigenous guardians of marine ecosystems and the cultural wisdom tied to water resilience. The centerpiece was an exclusive private preview screening of *A Day on Earth*, INUTW's flagship film co-created with 76 Indigenous, Afro-descendant, and local community filmmakers across 27 countries, held ahead of the film's festival circuit and its global launch on Earth Day 2027.

In Numbers:

220

People gathered across the day

12

Frontline voices

4

Community leaders

Co-curated with:



SACRED EARTH



RANDOM GOOD





16 NOVEMBER

OUR TERRITORIES, OUR HEALTH, OUR WELL-BEING

The closing day was rooted in Indigenous concepts of well-being and self-determination as health. Programming explored what it means to be well, what it takes to heal, and how self-determination contributes to health and well-being. Documentaries from across South America were paired with dialogues featuring Indigenous-led efforts defending life and land at the forest frontier.

In Numbers:

150

People gathered across the day, with 150 at the Cultural Night

17

Frontline voices

10

Community leaders

Co-curated with:





“Stories shape the realities we live in. Systems and constructs begin as ideas, yet they are framed as immovable truths. Diversifying climate voices means challenging these stories and imagining new ones rooted in justice and collective liberation.”

Mikaela Loach
Co-Director of AWETHU School of Organising



A WORKING HOUSE, BUILT TO OUTLAST THE MOMENT

Casa Maraká was designed as a working media production space. The house includes a studio and newsroom to support photography, video, podcast and reporting work by Indigenous, Afro-descendant and local creatives.

During COP30, the Brazilian Ministry of Communications installed a 30-computer media lab inside Casa Maraká, equipped to support Indigenous, riverine, Quilombola and activist communicators producing content during the conference. The installation was a public recognition by the Brazilian state of Casa Maraká's role in the COP30 communications ecosystem.

The house continues. Casa Maraká remains Mídia Indígena's permanent base in Belém, hosting editorial work, training and Indigenous-led convenings beyond COP30. Decentralized storytelling hubs distribute power, creativity, and care. This is one such hub. Built once. Working still.

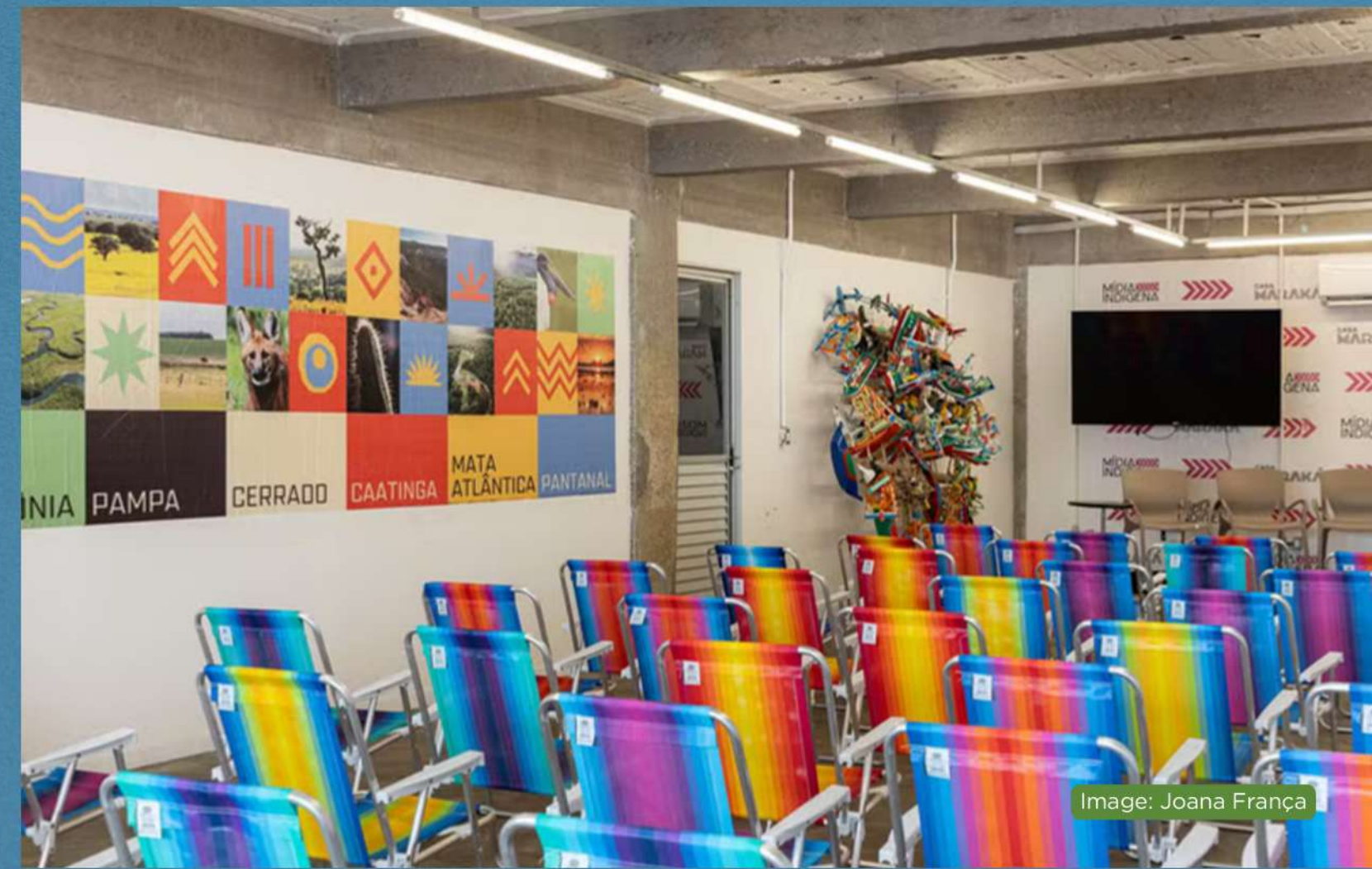


Image: Joana França

NARRATIVE VISIBILITY AT SCALE

Nossa Aldeia did not stay in Belém. The communications strategy carried frontline voices to a global audience.

300,000+

content views

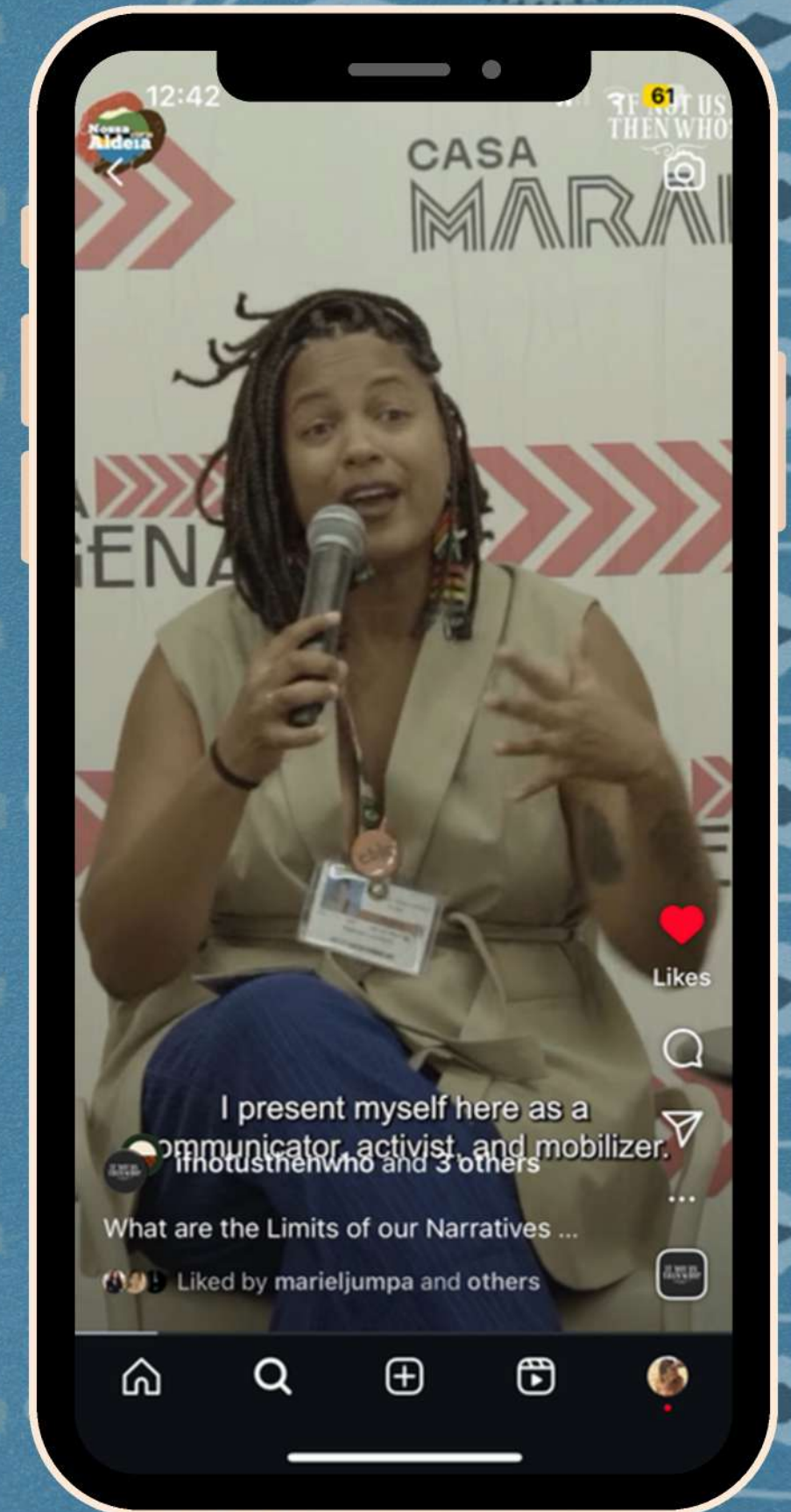
55K+

accounts reached

+252%

profile visits

The campaign generated significant organic momentum across platforms. On Instagram, it reached over 55,700 accounts, a 130% monthly increase, surpassing 300,000 content views, 68% of which came from new audiences. Profile visits surged 252%, driven by 343 posts amplifying Nossa Aldeia and its frontline voices. On LinkedIn, 3,767 accounts were reached at a 25% engagement rate, with comments up 117% and reposts up 88%. An audience that did not only see, but acted.



FRONTLINE VOICES THAT TRAVELED

From the studio at Casa Maraká, a growing archive of short-form video contributions reached audiences far beyond Belém. Each one is a thinker, activist, or storyteller carrying ancestral knowledge and contemporary urgency into a global conversation.



MIKAELA LOACH

On the stories that shape reality, and the work of imagining new ones rooted in justice.



ANA ROSA CYRUS

On the limits of dominant narratives, Black Latin American memory, and rewriting Latin America's history from the Amazon.



SAMELA SATERÉ-MAWÉ

On young Indigenous communicators using digital platforms to speak for their territories.



JACQUELINE PATTERSON

On the climate crisis in Afro-descendant territories, from US redlining to global environmental justice.



ANTONIO CRIOULO

On Quilombola and Indigenous territories as the foundation of environmental preservation in Brazil.



RENAN SUYA KOKOYAMARATXI

On cinema as a way to occupy space and strengthen Indigenous narratives.



GENILSON GUAJAJARA

On Indigenous communication as territorial protection.



DANIEL TIBÉRIO LUZ

On Indigenous sovereignty as the right to shape and share one's own story.



ANA LUCÍA IXCHIU

On new generations of digital resistance shaped by culture, history and lived reality.



PASCAL MIRINDI

On digital resistance, internet shutdowns and organizing in the Democratic Republic of the Congo.

The full archive lives on the Our Village platform, a long-term record of what Nossa Aldeia carried into the world.

CREATIVES IN RESIDENCE

Casa Maraká hosted Indigenous, Afro-descendant and local creatives producing original work throughout the convening. They are not subjects of the story. They are its authors.



**YURSELL
RODRÍGUEZ**

Lead at the Training
Department. Raizal Afro-
Caribbean Ethnic Group,
Colombia.



**PRISCILA
TAPAJOWARA**

Indigenous and Climate
Activist, Photographer,
General Coordinator. Tapajó,
Brazil.



**ANA LUCÍA
IXCHIU**

Journalist and Indigenous
Storyteller. Maya K'iche',
Guatemala.



**EDIVAN
GUAJAJARA**

Activist, Filmmaker and
Video Editor. Guajajara
People, Brazil.



**RENAN SUYA
KOKOYAMARATXI**

Photographer, Filmmaker
and Motion Graphic Maker.
Kisedjê, Brazil.



**NOVE NIRYANTI
USUN**


Indigenous Filmmaker.
Dayak Bahau, Indonesia.

NEWS

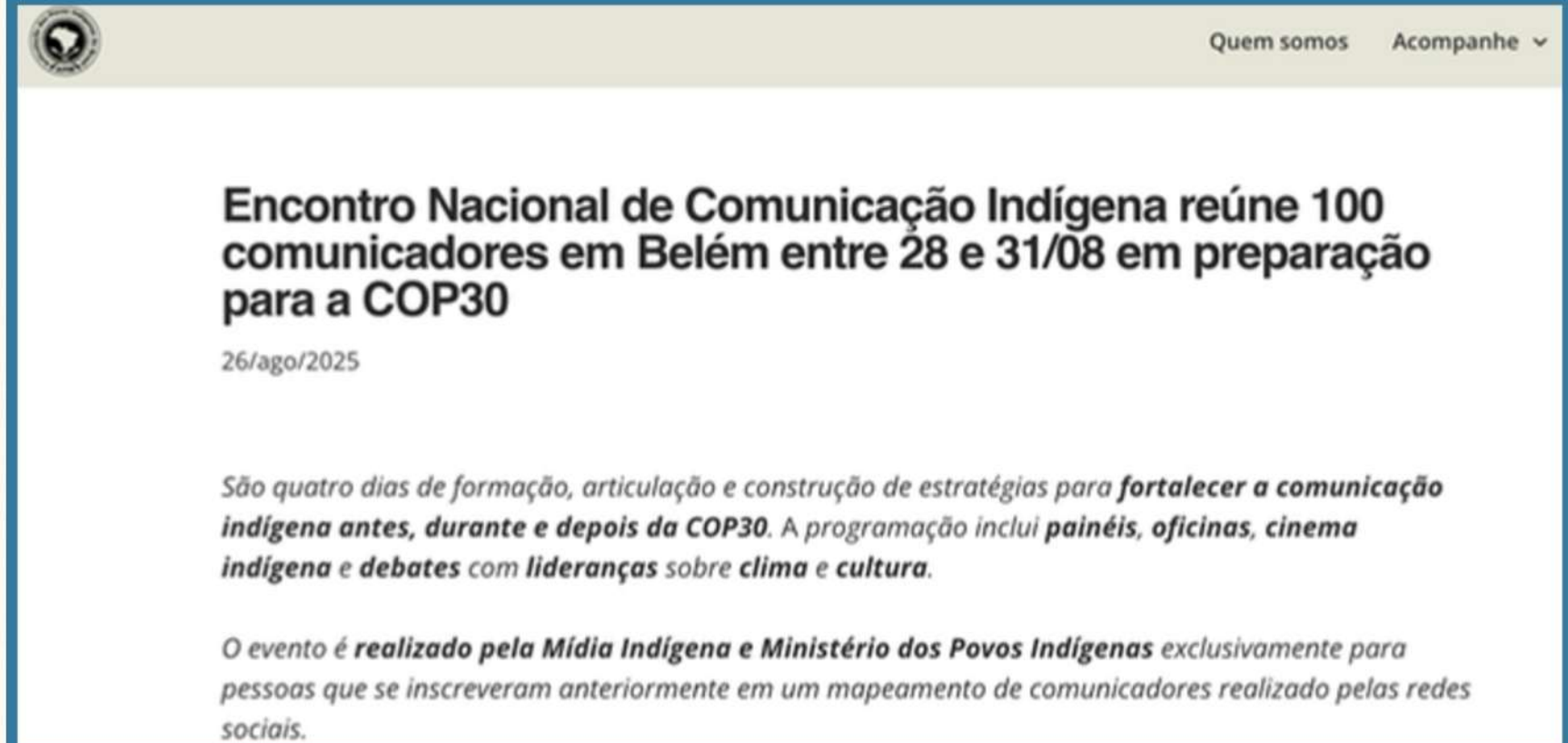
THE PRESS TOOK NOTICE

Casa Maraká held sustained Brazilian press coverage from its launch in mid-2025 through the COP30 fortnight. Reporting in APIB, Instituto Socioambiental, Funai/gov.br, Diário do Pará and Minuto MT, alongside extensive coverage of the Ministry of Communications media lab installation.

Together, the press, the social media reach and the live convening made Casa Maraká one of the most visible Indigenous-led spaces of COP30.



Beyond the Blue Zone: discover civil society spaces during COP30 in Belém



Encontro Nacional de Comunicação Indígena reúne 100 comunicadores em Belém entre 28 e 31/08 em preparação para a COP30
26/ago/2025

São quatro dias de formação, articulação e construção de estratégias para fortalecer a comunicação indígena antes, durante e depois da COP30. A programação inclui painéis, oficinas, cinema indígena e debates com lideranças sobre clima e cultura.

O evento é realizado pela Mídia Indígena e Ministério dos Povos Indígenas exclusivamente para pessoas que se inscreveram anteriormente em um mapeamento de comunicadores realizado pelas redes sociais.



National Indigenous Communication Meeting brings together 100 communicators in Belém in preparation for COP30

Between August 28th and 31st, an event organized by Indigenous Media and the Ministry of Indigenous Peoples strengthens indigenous communication on the eve of the climate summit

Tuesday, August 26, 2025 at 13:50 am
News

ENABLE SCREEN READER 12 min read

COMMUNICATION INDIGENOUS PEOPLE INNOVATION SOLUTIONS INDIGENOUS LANDS

FOLLOW ISA ON WHATSAPP!

The 1st National Indigenous Communication Meeting (ENCI) will be held in Belém from August 28 to 31, bringing together 100 Indigenous communicators from all biomes in Brazil at Casa Maraká (Avenida Nazaré, 630). More than a training event, the meeting is a strategic preparation for COP30, proposing an Indigenous communication plan that will remain in effect during the conference and beyond.

The event is organized by Indigenous Media and the Ministry of Indigenous Peoples, with exclusive participation of people previously registered in a mapping of communicators carried out on social media.

WHAT THIS COALITION BUILT TOGETHER

Walking alongside us in Belém made the following possible:

A PERMANENT INDIGENOUS COMMUNICATIONS HUB

in the heart of the first Amazonian COP. Restored, equipped, and operating today as Mídia Indígena's permanent base in Belém.

A FIVE-DAY, FIVE-THEME CONVENING

co-curated with more than 20 Indigenous, Afro-descendant and local-led organizations. 1,145 people through the doors. Frontline voices carried to more than 300,000 globally.

A WORKING STUDIO AND NEWSROOM

inside the house, supporting Indigenous, Afro-descendant and local creatives in producing photography, video, podcasts and reporting. State-level recognition from the Brazilian Ministry of Communications.



BUILT TO LAST



A PRIVATE PREVIEW SCREENING OF A DAY ON EARTH

ahead of the film's festival circuit and its 2027 global launch. INUTW's flagship film, co-created with 76 Indigenous, Afro-descendant and local community filmmakers across 27 countries.



A GROWING ARCHIVE OF FRONTLINE VOICES

published as a living record on the Our Village platform.



A COALITION STRENGTHENED.

Relationships that began as funder-grantee or partner-of-partner moved into genuine collaboration during the week in Belém. The trust this convening built will outlast the COP.



FORWARD, TOGETHER

Casa Maraká did what we said it would do. It centered Indigenous, Afro-descendant, and local community leadership in Belém during the first Amazonian COP, and it left behind a working house rather than a single event.

The work continues. In 2026, Casa Maraká remains Mídia Indígena's base, hosting Indigenous-led training and convenings. In 2027, A Day on Earth launches globally on Earth Day, carrying the voices of 76 filmmakers across 27 countries into cinemas, classrooms and climate spaces worldwide. Through 2030, INUTW is building the narrative infrastructure that lets communities tell their own stories on their own terms. At every COP. In every territory. For every climate solution that depends on community authorship to be real.

We are grateful to every partner who walked alongside us in Belém. The story of Casa Maraká is also yours.



TRUSTED NETWORKS, INTERCULTURAL ALLIANCES

Casa Maraká was held together by a coalition of partners who chose to invest not in a single message or campaign, but in shared infrastructure. Cooperation outperforms competition. The strength of this coalition is part of the impact this report describes.

ORGANIZED BY



CORE PARTNERS



SUPPORTING PARTNERS



DAY-CURATING ORGANIZATIONS



IN-KIND AND INFRASTRUCTURE SUPPORT



WITH THANKS

To Mídia Indígena, our co-host and partner.

To every speaker, leader, creative, and visitor who made Nossa Aldeia what it was.

To the coalition that built the house.

And to the communities whose ancestral wisdom and lived knowledge shape what climate justice can mean.

IF NOT US
THEN WHO?
—

CONTINUE THE JOURNEY

[OURVILLAGE.US](https://ourvillage.us)

[COP30 MEDIA KIT](#)

ifnotusthenwho.me | [@ifnotusthenwho](https://twitter.com/ifnotusthenwho)

