



Executive Summary

Migrant Mapping in Serra Grande

Uruçuca | Bahia | Brazil

SUPPORTERS



CONNECTING
COMMUNITIES
IN THE AMERICAS
CONECTANDO
COMUNIDADES
EN AMÉRICA



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Execution

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Executive Summary of the Study

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Serra Grande (Uruçuca, Bahia, Brazil) | 2023



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Strengthening communities to transform territories

Tabôa Fortalecimento Comunitário is a nonprofit association founded in 2014, with the mission of strengthening communities through access to knowledge, financial resources and encouraging cooperation so that people, businesses and organizations achieve their potential toward sustainability, based in the Serra Grande district of Uruçuca, Bahia, Northeastern Brazil. Aiming to strengthen a culture of philanthropy and community engagement in the territory where it is based, it created the Engaja Serra project in 2022 in an effort to connect people and strategic causes for community development.

The fronts of the Engaja Serra project include the Migrant Mapping Survey presented herein, seeking to produce knowledge about the local reality that has been marked by intensive migration flows over the past two decades, and all the changes this has brought to the territory. Through a qualitative and quantitative data survey, it strove to understand how the coexistence of people, flows and diverse interests occurs, also identifying the needs, demands and potentials of the migrant population, as well as their social engagement practices and interests in acting in the territory based on the principles of community philanthropy.

The generated data offer important insights for planning actions, projects, programs and public policies for the local population. In this Executive Summary, we present the main results of the survey from its multiple standpoints, as well as pointers to be considered when designing community empowerment strategies, considering the context impacted by the ongoing migration phenomenon in the region.

ABOUT THE SURVEY METHODOLOGY

Conducted through a mixed methodological approach that combined techniques and tools derived from qualitative and quantitative survey methods, the study had the following objectives: (i) To map and identify the population arriving to reside in the territory; (ii) To characterize the ongoing movement of human occupations/agglomerations from a conceptual and social standpoint; (iii) To characterize the migrating population from a socioeconomic, demographic and cultural standpoint; (iv) To systematically identify the population's motivations, demands and interests; (v) To produce geospatial data on flows and uses of the territory, local services and assets mobilized; (vi) To provide support for planning strategic actions and projects, including community-based socio-environmental projects, aligned with sustainable local development; (vii) To support the strengthening of a culture of community philanthropy in the territory.

The survey considered a total of 378 questionnaires answered during the data collection phase between May and September 2022. After applying the Survey (questionnaire) by means of both virtual and in-person, semi-structured interviews, focus groups and roundtable conversations, the information was digitized and categorized in order to consolidate the data and draft the report.

¹ To learn more about Tabôa, visit www.taboa.org.br

ABOUT SERRA GRANDE (URUÇUCA, BAHIA, BRAZIL)

Serra Grande is a district in the municipality of Uruçuca, Costa do Cacau Tourist Zone, on the southern coast of Bahia, a region that harbors one of the richest biodiversity hotspots on the planet, considered an Atlantic Forest Biosphere Reserve by UNESCO. There are significant environmental conservation units within this area, such as the Serra do Conduru State Park (PESC) and the Itacaré-Serra Grande Environmental Protection Area (APA).

The region has great potential for tourism, agriculture, fishing, creative economy and forest economy activities. Attracted by this scenery and by the idea of paradise, associated with quality of life in connection with nature, Brazilians and foreigners have been migrating to Serra Grande, constituting a migratory phenomenon characterized by human movement, occupation and settlement of coastal areas, aligned with economic territorial development projects based on tourism resources and assets.

The estimation is that the population of Serra Grande practically tripled in recent years, from 2,370 people in 2010 to 6,703 people in 2021 (Brazilian Institute of Geography and Statistics – IBGE, 2010, 2021, 2022).



As a result of these processes, new identities have emerged from the relationships between migrants and the existing population in the village of Serra Grande, giving rise to different identity categories: *newcomers* (“chegantes”), *natives*, *non-natives* and *alternatives*. The *newcomers* (“chegantes”) are people who have recently migrated and are seen as new residents; *natives* are people who were born in the region or who migrated to be with local relatives when they were children; *non-natives* are long-time residents who are part of the community to an extent, but who are perceived as outsiders by natives; and *alternatives* are people who occupy the territory in new ways that break with capitalist consumption, promoting new construction, agricultural and dietary habits.

Main survey results

PROFILE OF MIGRANTS

The arrival of people to the Serra Grande territory and its surroundings has shaped a new profile of residents, offering key clues for a social reading of the locale. Who are the migrants we are talking about?

The survey shows a majority of self-declared white women (64%), of working age, predominantly between 26 and 40 years old, with high levels of education.

In general terms, most of the migrant population self-declares as white, in keeping with the migration profile registered in the Northeast Migration Atlas (2009), but contrasting with data on the population of Uruçuca, mostly black and mixed-race as recorded by IBGE (2021), showing a complex and multidimensional change in population profile in the Serra Grande district.

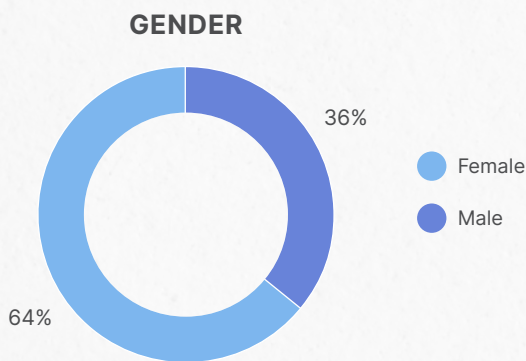


Figure 1 | Total question respondents N=363

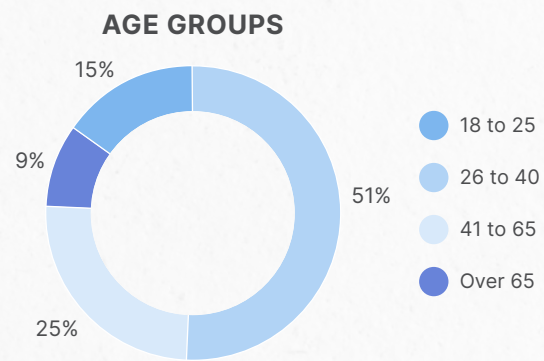


Figure 2 | N=368

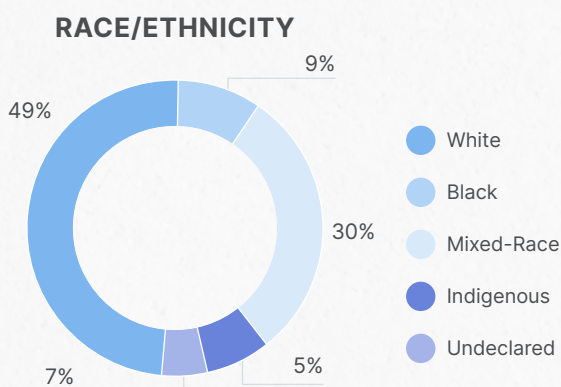


Figure 3 | N=368

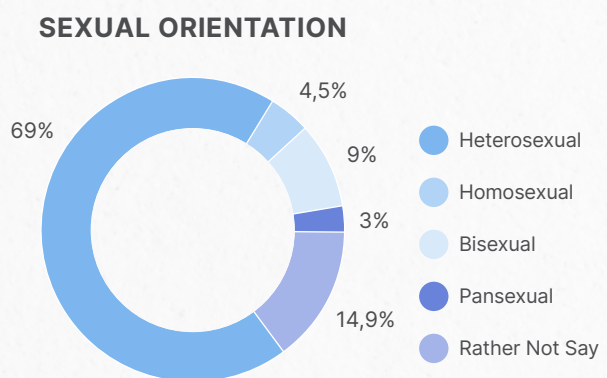


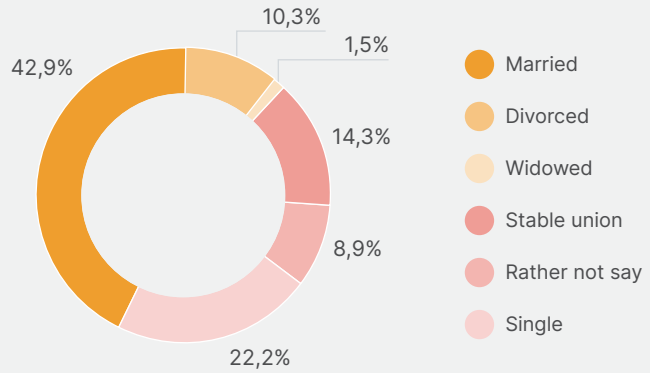
Figure 4 | N=356

It is noteworthy that in addition to the black and mixed-race populations, the presence of people who self-declare as indigenous indicates ethnic and racial diversity among survey respondents. This data prompts reflection on the relationships that permeate and cross through the territory, outlining different ways of experiencing it.

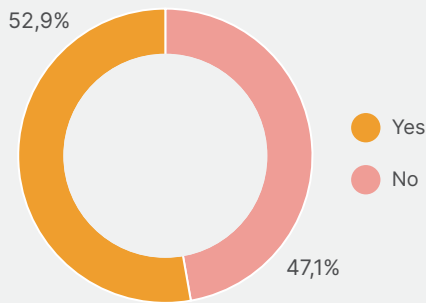
FAMILY PROFILE

In terms of family arrangements, about 57% of those who answered the questionnaire live in some kind of marital union and form families with children. The average number of residents per household, 4.3 people, is slightly higher than the national average, 3.9, according to the National Household Sample Survey – PNAD (2021).

MARITAL STATUS



HAVE CHILDREN



NUMBER OF CHILDREN

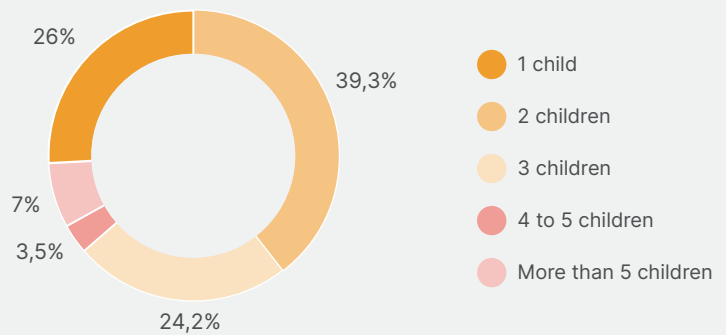


Figure 5 | Total respondents for question N=371

EDUCATION LEVEL AND AGE GROUP OF CHILDREN

Among children, the 11 to 15 years old (24%) and 0 to 5 years old (22%) age groups stand out. This data indicates a demand for formal education in the region, with 46% studying in private schools and 31% in public schools.

SCHOOL SITUATION OF CHILDREN

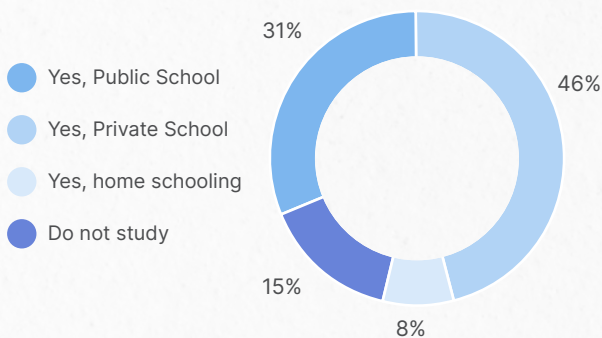


Figure 6 | Total question respondents N=168

AGE RANGE OF CHILDREN

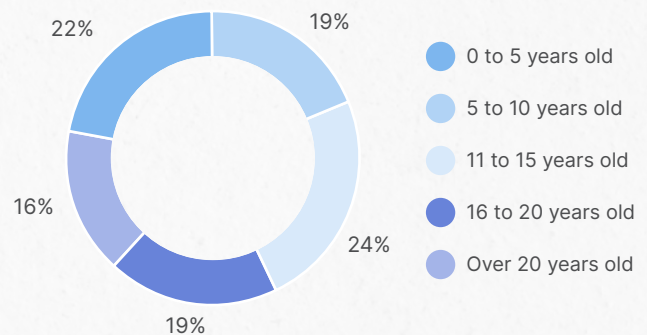
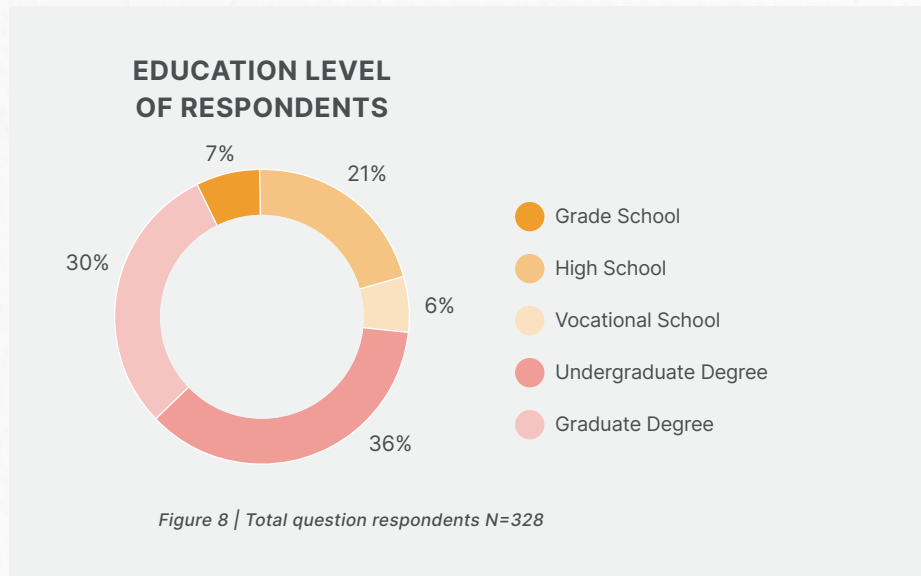


Figure 7 | Total question respondents N=168

EDUCATION LEVEL AND PROFESSIONS OF MIGRANTS

The data reveal a population with a high level of schooling, with 36% of the interviewed population having an undergraduate degree and 30% a graduate degree, in contrast to the state of Bahia, which registers 12%, and Brazil, with a rate of 18.1% (IBGE, 2021)².

One point to be underscored in the survey is the diversity of professions in different fields, with those requiring a higher level of education or specialization standing out.



MAIN PROFESSIONS

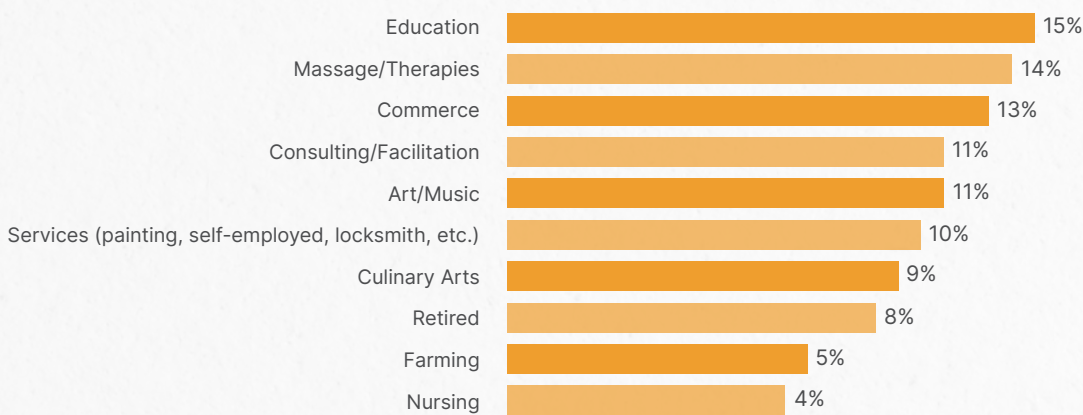


Figure 9 | Total question respondents N=372

WORK AND INCOME

The data presented above influence the dynamics of the local labor market and raise the cost of living in the territory, as they form a more selective population group that takes advantage of such services, intensifying the contrast with the native population.

Among those who answered the questionnaire, 78% are working. The percentage of those who work in flexible work modalities – mixed modality (48%) combined with virtual/remote (11%) – draws attention. Although 90% are residing in the region permanently, as the COVID-19 pandemic context persists, it may still be interfering with work arrangements. Figure 10 shows how long migrants have worked.

² Source: IBGE/PNAD Contínua. Prepared by: Todos Pela Educação. Accessed on 11/18/2022.

TIME WORKING

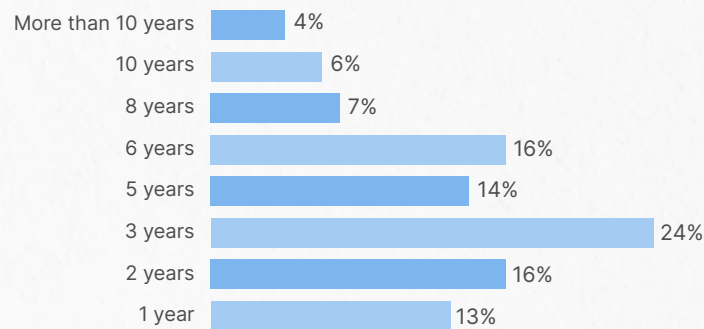


Figura 10 | Total de respondentes da questão N= 192

RENDA FAMILIAR

Most respondents are in the household income bracket of two to three minimum monthly salaries³, resulting in per capita income of approximately R\$909.00, taking the number of residents per household into account. This shows that the average monthly household income per capita is 7.8% higher than the mean in the Northeast, according to PNAD Contínua (2021)⁴. *In the second most prominent income bracket, per capita income rises to R\$1,409.00. It should be noted that, for the purposes of this study, income brackets were used instead of respondents' actual income.*

HOUSEHOLD INCOME BRACKET

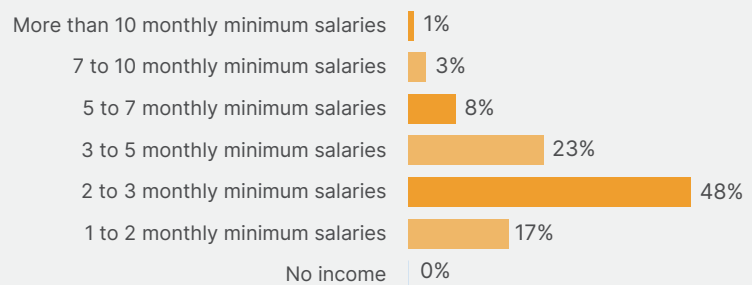


Figure 11 | Total question respondents N=318

In turn, the income bracket spanning one to two minimum monthly salaries, with per capita income of approximately R\$606.00, represents low-income families, as defined by social program criteria (CADUNICO)⁵, in which women are the majority (64%). No respondents stated they had no income. Aligned with national statistics for the Northeast region, those with income higher than 10 minimum monthly salaries represent 1%, mostly men.

³ The nationwide minimum monthly salary of R\$1,212.00, in effect in 2022, was considered.

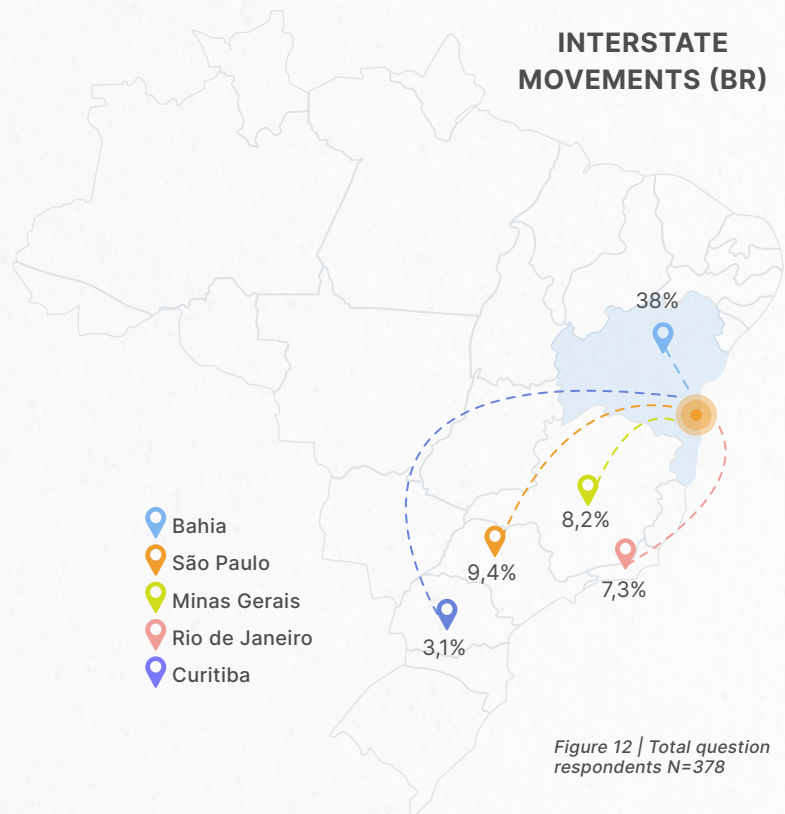
⁴ Available at: IBGE | Library | Details | Income from all sources: 2021. Accessed on November 18, 2022.

⁵ Available at: What is the Unified Registry (Cadastro Único) – Department of Social Development (sedes.df.gov.br). Accessed on November 18, 2022.

MOVEMENTS: ORIGINS AND REASONS FOR MIGRATION

The study indicates that most movements are interstate from various origins, as Brazilian nationals make up the majority of migrants who answered the survey (91%), with an expressive 38% of people moving from other municipalities in Bahia.

The Brazilian respondents have lived in the Serra Grande region for between three and five years, while arriving foreigners have lived here longer: five to ten years. The survey registers a higher presence of people coming from Argentina (3%), but also from other countries (6%), such as Chile, El Salvador, Colombia, Venezuela, Switzerland, Costa Rica, Ukraine, Spain, Canada and the United States.



Based on the data, three priority groups of people who have arrived to reside in Serra Grande can be identified: migrants from within the same state of Bahia, migrants from Southeastern Brazil, and international migrants or foreigners. All can be classified as what long-time residents call *newcomers* (*chegantes*) and *non-natives*.

MAIN REASONS FOR LEAVING REGION OF ORIGIN

Respondents indicated various reasons and causes as decisive factors for leaving their regions of origin. Among these are the lifestyles and challenges of living in major urban centers and the pursuit of better quality of life.

The idea of Serra Grande as a natural paradise, in contrast to the practices and experiences of big cities, has attracted migrants seeking quality of life.

REASONS THAT LED TO MIGRATION

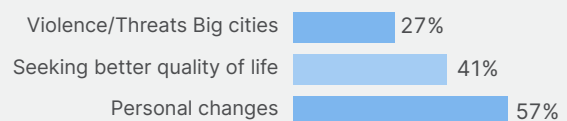
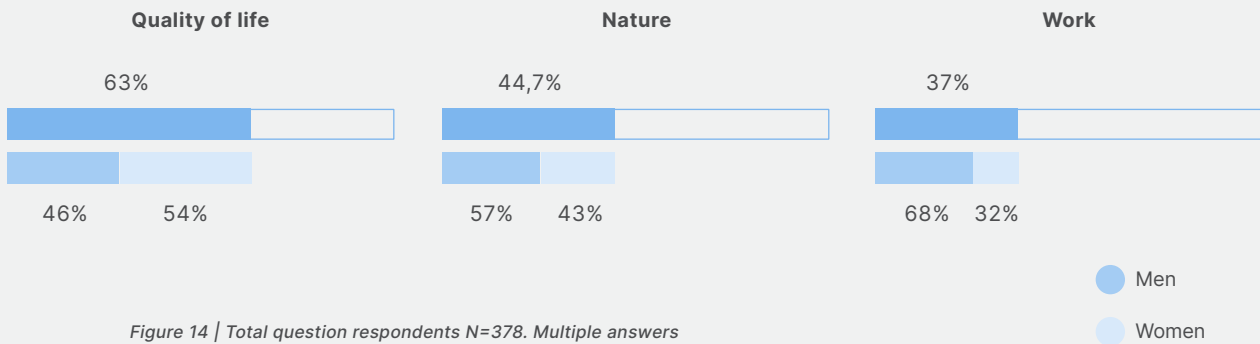


Figure 13 | Total question respondents N=378. Multiple answers.

REASONS THAT LED TO CHOOSING SERRA GRANDE AS DESTINATION



TERRITORIAL DYNAMICS

A place to arrive and stay: this is how the district of Serra Grande is consolidated among respondents. This perception impacts real estate appreciation in the region and new spatial uses/functions, mostly associated with housing and establishing businesses. Those who reside permanently in the region are 90% of the respondents.

OWNS PROPERTY IN THE REGION

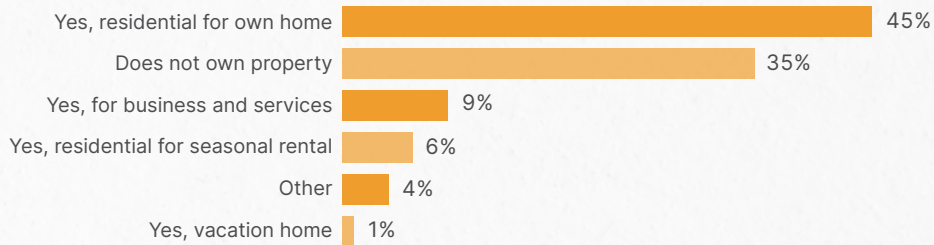


Figure 15 | Total question respondents N=374. Multiple answers

With new real estate constructions, the district (space) has seen appreciation and changes in commercial values. Listening to residents brings this insight: *"it used to be possible to find cheap land, and now only those with a lot of money can buy land."*

As for the circulation of people, the main places frequented are related to the enjoyment of local natural resources. However, more urbanized spaces, such as commerce (18%), street fairs (15%), restaurants and bars (10%), also appear among the most visited.

MAIN PLACES FREQUENTED

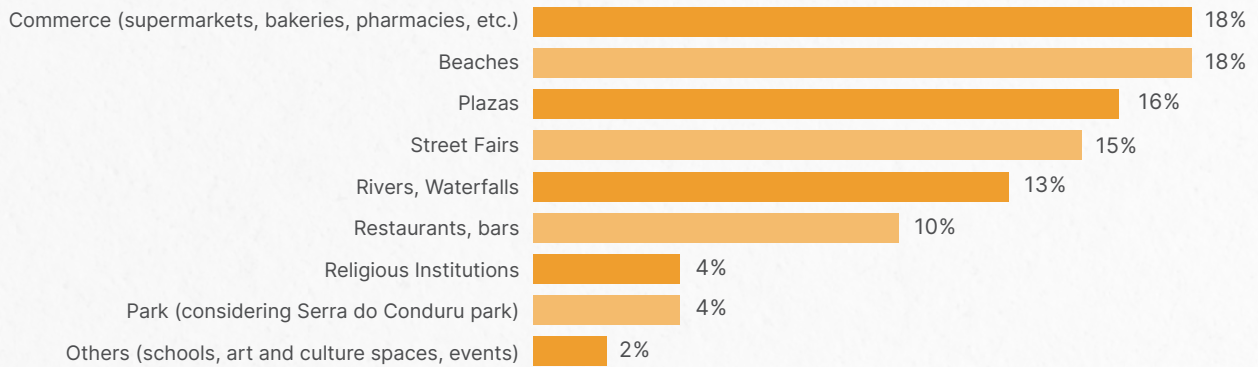


Figure 16 | Total question respondents N=376. Multiple answers.

New territorial uses and functions create demands for services, both public and private, following the logic of urbanized space. Among services used most by respondents, public infrastructure services (water, sewage, power and public transportation) stand out at 32%. New demands arise from these expanding circulation spaces, including service offerings.

SERVICES USED



Figure 17 | Total question respondents N=364. Multiple answers.

The lack of infrastructure for means of transportation proved to be a sensitive point in the daily lives of local residents, as many respondents pointed out: *“There are no buses here. If you want to get around, you have to go by car, arranging rides, or when you’re up for it, walking.”*

However, the circulation of people to access services is not restricted to Serra Grande. Nearby cities are mentioned as possibilities for supplies, solutions to everyday problems, as well as for enjoying natural resources and other reasons.

MEANS OF TRANSPORTATION

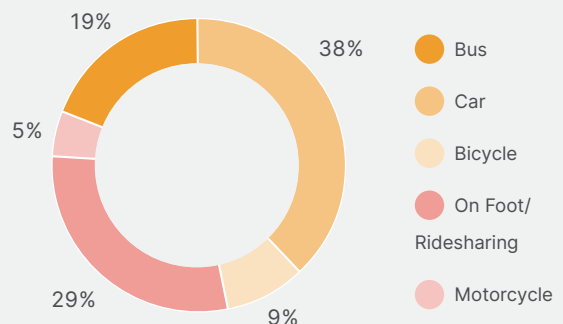


Figure 18 | Total question respondents N=374. Multiple answers.

LOCAL TRAVEL AND SERVICES

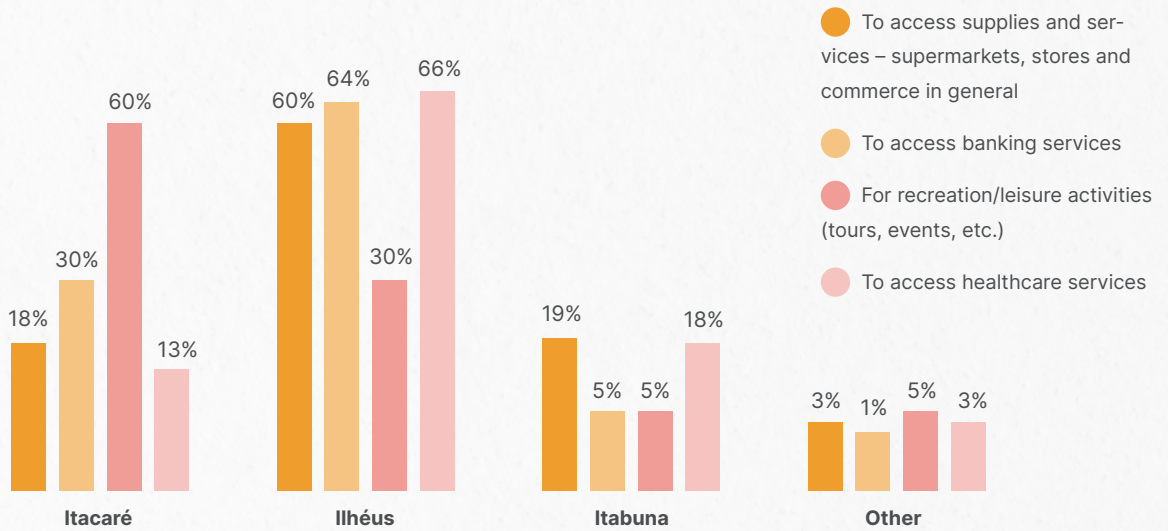


Figure 19 | Total question respondents N=374. Multiple answers

SOCIAL ENGAGEMENT

Among those interviewed, the prospect of engaging in projects committed to community development is a reality. Women support and volunteer the most in an effort to engage, registering 72% of the total. Other forms of already existing support or involvement and the ways to support community development they can commit to can be seen in figures 21 and 22.

HAVE ALREADY GOTTEN INVOLVED/ SUPPORTED A COMMUNITY STRENGTHENING INITIATIVE

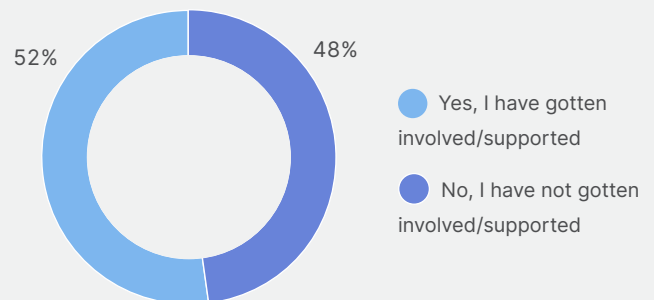


Figure 20 | Total question respondents N=359.

FORMS OF SUPPORT/INVOLVEMENT ALREADY PRACTICED



Figure 21 | Total question respondents N=329. Multiple answers

FORMS OF SUPPORT/COMMUNITY DEVELOPMENT

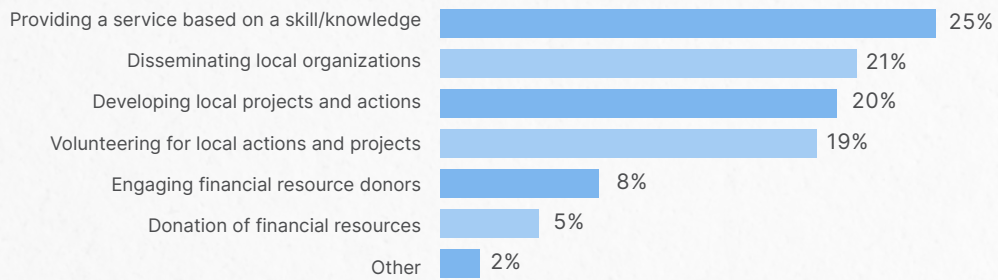


Figure 22 | Total question respondents N=360. Multiple answers

AREAS OR SERVICES TO BE SUPPORTED

As respondents have various skills and professions, a diversity of possibilities can be seen for areas and services to be supported, with emphasis on educational practices, alternative therapies (physical and emotional health) and environmental conservation.

AREAS OR SERVICES THAT COULD BE SUPPORTED

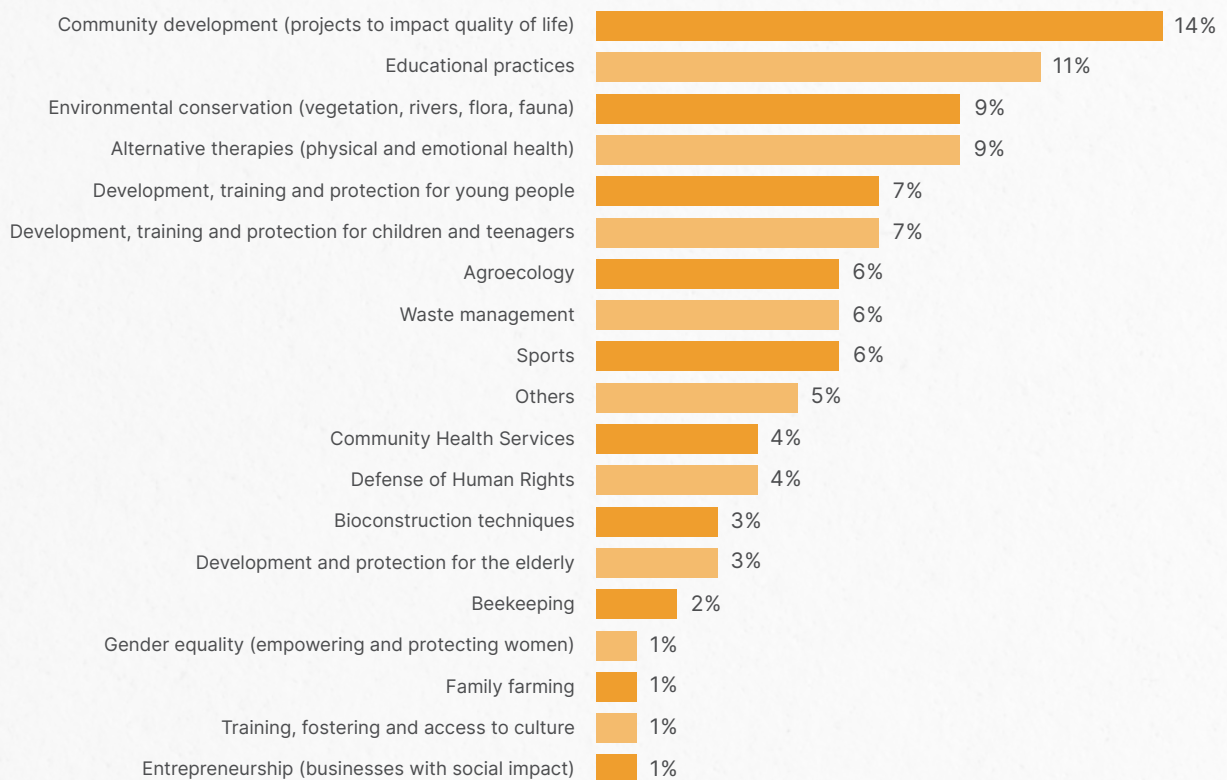


Figure 23 | Total question respondents N=371. Multiple answers

POPULATION GROUP TO BE SUPPORTED

Children and teenagers, followed by young people and women, are the groups residents are most concerned about in terms of changes resulting from urbanization of the Village.

The data also indicate a strong trend for people to organize their daily time to consider engagement on an ongoing basis.

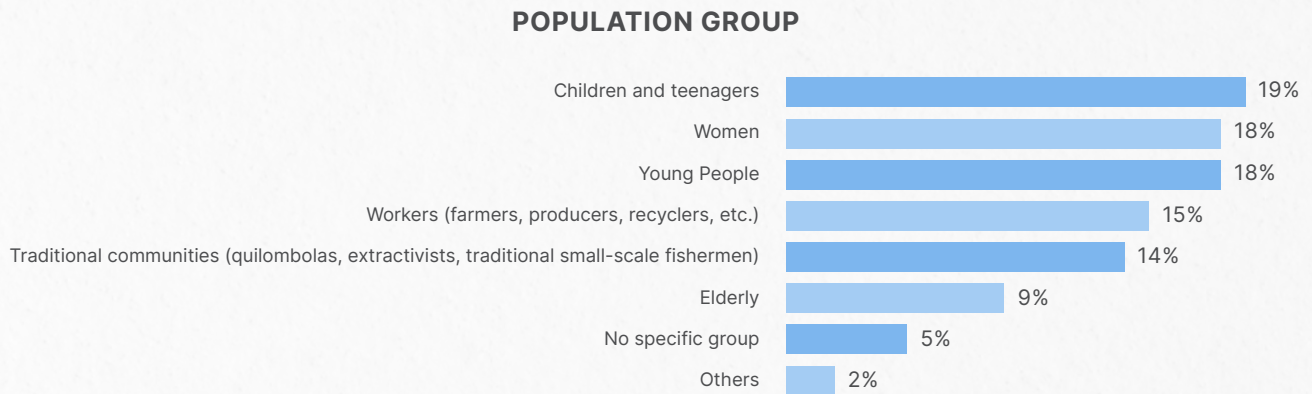


Figure 24 | Total question respondents N=371. Multiple answers

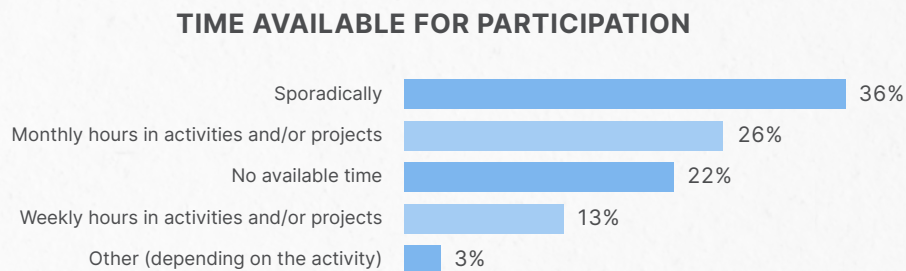


Figure 25 | Total question respondents N=358.

ABOUT SUPPORT ALREADY RECEIVED

Respondents' interactions with actions and activities is also expressed in the search for support and community development initiatives around various topics. Many say they would like to be supported (43%). These data indicate factors that converge to establish a culture of social engagement, with a population more sensitized to being part of a community philanthropy network.

HAS ALREADY BEEN SUPPORTED BY AN INITIATIVE

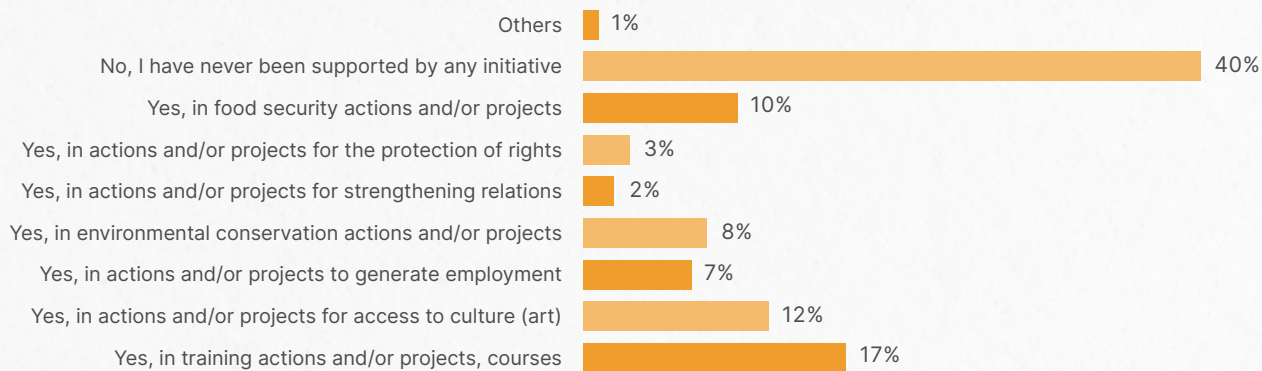


Figure 26 | Total question respondents N=360.

WOULD LIKE TO BE SUPPORTED

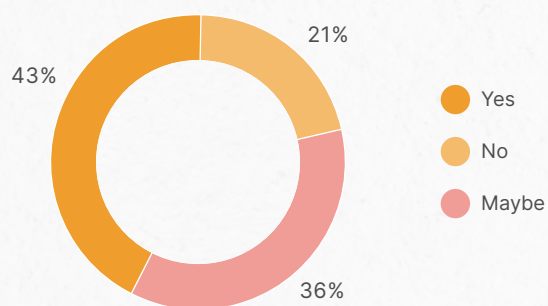


Figure 27 | Total respondents to question N=364 Multiple answers.

Challenges and opportunities

The study presented here sought to analyze the migratory flow to Serra Grande (Uruçuca, Bahia, Brazil) as a social phenomenon of human movement, to understand the profile of migrants and possibilities for engaging them in community initiatives to promote sustainable local development. To this end, we reflected on the categories of *newcomers*, *natives*, *non-natives* and *alternatives*, understanding that the community forming in the territory is complex, as it represents many social identities.

By analyzing the data, we were able to identify some of the main challenges and opportunities arising from this context of population densification and settlement of migrants over the past 20 years, which are presented below.

- Serra Grande went from being a predominantly farming and fishing region to a tourist center focused on environmental conservation and leisure, with public and private investments. The change in economic use of the territory has excluded the native population, people who already lived here, and made room for occupation by other population groups: white people, predominantly women, with the means to invest in land either individually or collectively, and prepared for specialized work. This change has also engendered the migration of a socially vulnerable population, without access to work and with low income, which has been facing hardship in ensuring basic survival conditions.
- Competition for use of territory and the exclusion of social groups have favored the consolidation of phenomena in terms of changing spatial occupancy, such as gentrification and disorderly growth. On the other hand, arriving people are not oriented toward better practices, either by public policies, social projects or even local legislation. As such, there is a clash of interests, although there is a common pursuit of better quality of life, environmental conservation and the construction of forms of community coexistence.
- The ethnic/racial issue must be considered, as the mostly self-declared white profile of respondents can bring about changes in the territory with a whitening of the local population. For example, actions are needed to ensure implementation of the Racial Equality Statute⁶, through affirmative action policies.
- The marked presence of so-called “alternatives” and their ways of life can be leveraged both for attracting sustainable businesses and in public policies that engage communities in activities that seek to improve quality of life for the entire population. There are many forms of knowledge arriving with the increased migration, and dialogue with existing wisdom in the territory is one of the challenges for sustainable growth of the district.

⁶ Established by Law 12.288/10, it seeks to “guarantee effective equal opportunities to the black population, as well as the defense of individual, collective and general ethnic rights and the fight against discrimination and other forms of ethnic intolerance.”


Not to be ignored is the social vulnerability of people arriving in Serra Grande in pursuit of better living conditions. When answering the questionnaire, these people showed a desire to contribute to local initiatives by donating their time and knowledge. As such, a culture of community philanthropy needs to be instilled, recognizing that many of these individuals also need support to settle in the territory.


The heterogeneity of people who have migrated to Serra Grande calls for the development of actions, projects and public policies that welcome them and establish a better relationship between the arriving population and residents who are already here (natives, non-natives and newcomers).


It is important to underscore that most respondents are interested in thinking collectively about solidarity-based forms of land use, seeking to ensure quality of life and preserve the common good. In this sense, the social engagement being fostered by Tabôa gains relevance by building bridges between migrants and local community development initiatives.


Finally, the most common, daunting challenge of coastal communities, now experienced by Serra Grande, must be addressed, which is gentrification that changes the character of the territory and expels local residents to other, peripheral spaces. Actions and public policies to organize the growth of this territory without changing its character are crucial, as well as to empower local communities to also appropriate the resources coming from new businesses, diminishing inequality and strengthening local and traditional practices.




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